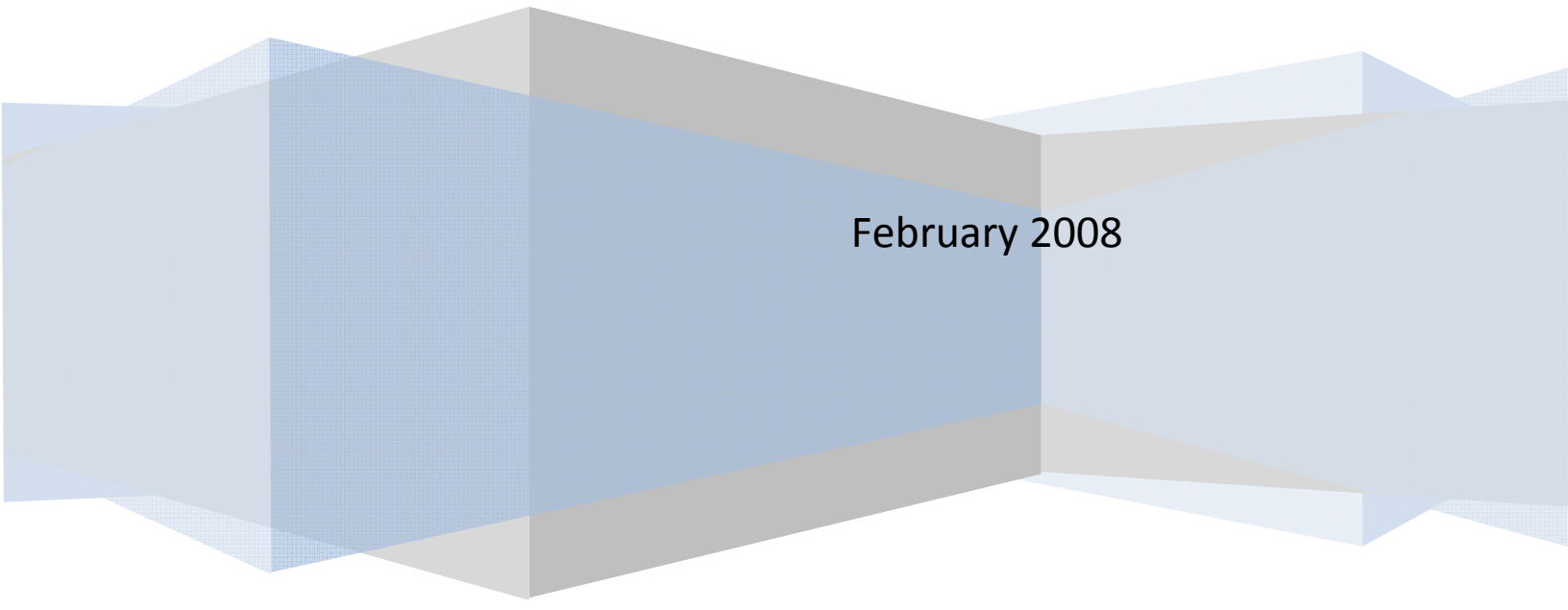


Vortac Research Group

Strathroy & District Chamber of Commerce

Organization Performance Measurement



February 2008

Introduction

In November 2007, the Strathroy & District Chamber of Commerce Board of Directors determined there was a need to evaluate Member satisfaction by undertaking a survey. The study was designed to consider current functions of the Chamber and to indicate areas for change, growth and improved service to Members and/or the Strathroy – Caradoc community.

Methodology

In collaboration with Chamber staff and volunteers, Vortac Research Group designed a survey to be provided to all Chamber Members via e-mail, fax or postal service. To enhance accuracy, Vortac and Chamber personnel completed surveys in a series of random telephone interviews with Members and personal interviews at a Chamber event.

Sample Size/Margin of Error

This report is based on surveys completed by 58 individuals representing over 24% of the businesses and organizations that are current Members of the Strathroy & District Chamber of Commerce. Where possible, survey respondents were identified according to the type and nature of the business or organization they represent.

Results should be considered accurate +/- 2.0% or better, 19 times out of 20.

Participants

By occupation:

77.6%	Owner/Operator/Manager
13.8%	Sales/Marketing
5.2%	Human Resources/Finance
3.4%	Other

By business type or sector:

25.9%	Service
24.1%	Retail
20.7%	Finance
12.1%	Not-for-profit
8.6%	Manufacturers
5.2%	Government
3.4%	Agriculture/other

By business/organization size (number of local employees):

43.1%	1 to 5
22.4%	6 to 15
5.2%	16 to 25
13.8%	26 to 50
5.2%	51 to 100
5.2%	100 or more
5.2%	no response

This study involved only individuals representing businesses or organizations that are current Chamber of Commerce Members. Non-members were not included.

Results

Section 1 – Participation & Support

The participants were asked to identify the reasons their business or organization is a Chamber Member. Multiple answers were accepted.

89.7%	To support our community
84.5%	Networking/business contacts
77.6%	Advocacy – “the Chamber as the Voice of Business”
63.8%	Access to information
62.1%	Business leads
53.4%	Business directory/website listings and/or referrals
41.4%	Education
25.9%	Advertising and promotion opportunities
24.1%	Member-to-Member Discount program
20.7%	VISA/MasterCard/Interac merchant services program
17.2%	national Chambers of Commerce Group Insurance program
0%	Document Certification
0%	Other/no answer

Section 2 - Importance

The participants were asked “What’s Important?” and to scale a level of importance on each of eleven statements or functions. The questions were asked on a four-point scale, responses have been rounded for ease of interpretation.

1 = Not Important 2 = Somewhat Important 3 = Important 4= Very Important

	4	3	2	1
a) Benefits from participation	40	33	26	2
b) The Chamber is progressive	52	41	2	2
c) Provides valuable sponsor/promo opps.	33	35	26	5
d) Valuable on-line/print/staff resources	41	36	16	3
e) Support for my business sector	31	41	16	9
f) The Chamber meets our needs	40	47	14	0
g) A discount program valuable to business	9	17	35	38
h) Learning opportunities	28	29	26	17
i) Networking/social/community opps.	71	21	5	2
j) The Chamber represents business	60	29	7	0
k) The Chamber functions as a team	62	31	5	2

Section 3 – Performance

The participants were asked “How Are We Doing?” and to scale a level of importance on each of the same eleven statements or functions measured in Section 2. The questions were asked on a four-point scale, responses have been rounded for ease of interpretation.

1 = Not Satisfied 2 = Somewhat Satisfied 3 = Satisfied 4= Very Satisfied

	4	3	2	1
a) Benefits from participation	21	41	31	2
b) The Chamber is progressive	29	45	19	3
c) Provides valuable sponsor/promo opps.	35	41	17	5
d) Valuable on-line/print/staff resources	29	47	21	2
e) Support for my business sector	14	48	29	7
f) The Chamber meets our needs	29	40	26	3
g) A discount program valuable to business	21	40	31	3
h) Learning opportunities	19	40	36	3
i) Networking/social/community opps.	64	26	9	0
j) The Chamber represents business	48	35	12	2
k) The Chamber functions as a team	35	55	9	0

Section 4 – Scheduling & Types of Events

What time(s) are best for my participation at attendance at Chamber events?

86.2%	After business hours
48.3%	Before business hours
46.6%	Noon/luncheon
22.4%	Mid-morning
20.7%	Mid-afternoon
1.7%	no answer

How's our mix of events and activities?

70.7%	Just right
20.7%	Need more business
3.4%	Need more social
5.2%	no answer

Section 5 - Comments

Only 12 of the participants chose not to offer comments or observations when asked an open-ended question about how to build a bigger and better Chamber.

Generally, the comments offered are positive and supportive and reflect three areas of concern:

- 1) Awareness
- 2) Structure, resources and capacity
- 3) Advocacy or being the “voice” of business

Awareness

- Need more promotion of Members
- Build and expand relationships outside Strathroy-Caradoc
- “Guest” privileges to grow membership
- Several mention of lack of understanding of programs, services, website, etc.
- Use/awareness of radio was cited by several

Structure & Resources

- Some key issues will only be achieved with greater volunteer/board involvement or resources to build the Chamber. It does very well for the resources available

- A very good job on social events, but need more education events although motivation in this community may be a challenge
- More partnerships?
- Need full-time service
- Office presents wrong image... storefront downtown?
- Several expressed need/desire to see membership/revenue/resources grow
- Look at flexing Biz After Biz date and event time “mix it up”

Advocacy

- Needs to speak-up and speak-out, and to let Members know when it does
- Promote loyalty and business between Members – “adopt a givers gain” attitude
- Speak-up on development – outlying vs. downtown
- The Chamber needs to be seen and heard more

Vortac Research Group – a bit about us

Formed in 1997, we started as a small partnership with 3 principals – two Chartered Accountants and a Chamber of Commerce executive.

Our company name is borrowed from navigation technology used in aviation, technology that ensures pilots travel safely to their chosen destinations. Our goal is to provide that same form of support to our clients.

Vortac provides market research, customer satisfaction studies, opinion and performance analysis, and related services.

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