

The new board of directors for the Midwest Association of Golf Course Superintendents (MAGCS) is going to meet for a strategic planning session on November 28, 2012. Your input from this survey will be used to guide future activities of the association. Your answers are greatly appreciated and will help us set the agenda for the day. Please take a moment to complete a short survey. Answers will be kept anonymous.

We ask You Tell

Midwest Membership Class

- Superintendent
- Assistant Superintendent
- Commercial Member
- Retired

Luke Cella, MAGCS

Thanks to all those that filled out our Annual Membership Survey this past December. The board used the information gathered to plan upcoming events and to guide their decision making process.

Of the respondents, most reported they attended two Midwest meetings per year and that Turf Science is the most important type of education at this stage in their career followed up by professional development. For the first time in my history of conducting surveys of the group disease management has NOT topped the list of education topics that you would like to see offered at our meetings – granted it is still up there but soil testing and result interpretation, environmental stress on turf (winter injury/shade/heat), and plant growth regulators surpassed it.

As far as the meetings go, the majority felt that between \$75 to \$100 is fair for a full day of education including food and beverages. This cost fluctuates based upon the fee for the host club, speaker expenses and honoraria, and is set to break even for the Midwest.

As far as the meetings that have golf included in them, our members ranked the order of importance when deciding to attend as (most important to least):

- Education offered
- Day of the week
- Venue – host club
- Starting and ending time including travel distance and time
- Cost
- Golf prizes

The majority of members would like to see the outings on Tuesday (106) followed by Mondays (82) respondents with a start time between 9:30 to 11:00 a.m. Most attendees' employers pay for their meeting attendance and the meeting costs start to become an issue when over \$100 to attend. An overwhelming 174 respondents said they would be interested in attending a 9 hole event that included education.

There were a few open ended questions and it seemed that a similar vein ran throughout the answers:

If the Midwest could offer that one thing that would make you attend more events, what would it be? More time, less cost, better location (it seems everyone wants one in their neighborhood), quality education, able to take something away. Funniest answer: free beer

Respondent Breakdown by Class	
Membership Class	No / %
Superintendent	129 / 54.7%
Assistant Superintendent	36 / 15.3%
Commercial Members	48 / 20.3%
Retired	17 / 7.2%
Other	6 / 2.5%

Do you have any suggestions or comments for future meetings or education events? There were a lot of No's answered here, a few to try and keep the costs in check and schedule more meetings in the off season as opposed to during the growing season. Funniest answer: I love the shop tours (wrong association buddy).

99.1% of you look forward to receiving *On Course* and most of you read it within the first day of getting it, or at least by week's end. Gurke's Bullsheet is the most favorite column, followed by our feature articles and super-n-sites. You appreciate the MAGCS in Motion (Association Updates) and like the directors/president's column as long as they don't get too preachy about life's lessons.

94% of you notice the advertising in *On Course* and appreciate the support of these companies – as publisher, thank you.

The future topics for *On Course* to look into is great and has been forwarded to the editorial and education committees. I'm not printing the topics here, you'll just have to wait and see the articles for fear of a few of our fellow writers may steal some of our thunder. Although one topic that I will share is: You lied, this survey took more than a minute to fill out. As far as going digital, we are working on it and hope to offer *On Course* in a more user friendly digital format that will be in addition to our printed version. We are also reining in our production schedule of the magazine so it appears in your mailbox on a steadier schedule each month.

The Midwest Directory was the next item that we queried all about and everyone except three of you value the directory. Some of you access the directory online, something we hope will work better in the future as we upgrade our website/interface in the coming year. We will continue to print the directory as most want this, as a reminder, please log into the website or look in the 2012 directory to make sure your information is current. We'll be pulling down the data for the new directory and want it as current as possible.

What do you value most in your membership?

<u>Asset.....</u>	<u>% ranked 1st</u>
Ability to Network	65%
Communications (email & OC)....	50%
Education and Seminars	48%
Membership Directory	22%
Being Part of a larger group	20%
Government Relations	4%

We asked a few questions about the website and will use the answers to help us through the redesign. We'll create a new online forum, start up a blog and something that I know I will use (if all of us use it) is a pictorial directory. I'm excited to work on a new website and incorporate newer technologies into my daily routine.

If you are happy with every aspect of MAGCS or share a few ideas to make things better, or feel the Association is broken, we appreciate you taking the time to fill out the survey. To us, it shows you care, and that is what matters. The board reviewed each and every answer and will continue to use the information to make sure the Association remains in your hands. @

What is the best day for a MAGCS meeting to take place.

<u>Day</u>	<u>% ranked 1st</u>
Monday	40%
Tuesday.....	50%
Wednesday	17%
Thursday	10%
Friday	3%

How often do you currently use the Midwest website?

<u>Day</u>	<u>%</u>
Once a day.....	1.5%
Once a week.....	14.6%
Every two weeks	25.9%
Once a month	53.2%
Never	4.9%

What do you look forward to using on the new website?

<u>Item</u>	<u>%</u>
Online Forum	65.2%
Midwest Blog.....	67.4%
Pictorial Directory	54.1%
Purchasing Midwest Items	43.12%

Do you value the Midwest Directory?

<u>Choice.....</u>	<u>%</u>
Yes.....	98.5%
No	1.5%