

## Survey Results (Included Responses)

### Potomac Chapter ASLA Survey 2003

The results of your survey are displayed below. If your survey includes text responses, click the "View" button to read individual results.

As a reminder, survey results are maintained for a period of 10 days after launch. You may view reporting on a maximum of 100 responses per survey. To view reporting on more than 100 responses or to increase your storage time, become a zPro member. [ZPRO](#)

Or [click here](#) for more options.

Go to Individual Responses:

[INCLUDED RESPONSES](#)

Launch Date: 2/21/03

Close Date:

Total Invitations: 228

85

Total Respondents:

85

Included Respondents:

0

Excluded Respondents:

[Cross Tabulate](#) [ZPRO](#)

Cross-reference two different responses

[Results via Email](#) [ZPRO](#)









Receive results in spreadsheet format






[See Who's Responded](#)







See who has and hasn't responded to your survey




1.	GOAL #1 BROADEN PUBLIC AWARENESS: Who should the chapter be allied with for networking, co-sponsoring events, sharing calendars, joint events? (check all that apply)	Number of Responses	Response Ratio
	Professional Organizations (AIA, APA, ULI, USGBC, etc.)	78	93%
	Institutions that sponsor lectures (e.g. NBM, Smithsonian, Corcoran)	73	87%
	Schools (GW, VaTech, UMD, etc..)	65	77%
	<a href="#">VIEW</a> Other, Please Specify	17	20%
2.	Should the chapter sponsor and participate in community assistance projects (e.g. landscape architects volunteer their time to assist development of community projects)?	Number of Responses	Response Ratio
	Yes	68	84%
	No	13	16%








3. In what type of project activity would you be most willing to participate?	Number of Responses	Response Ratio
Community assistance projects organized by others emphasizing landscape issues 	42	58%
Support for local school grounds, parks or environmental issues 	41	57%
Projects that the chapter creates (Nat'l LA Week/ ASLA Community Assist Teams) 	26	36%
 Other, Please Specify 	12	17%




4. How should the chapter help you take positions on relevant local issues?	Number of Responses	Response Ratio
Create a chat room to discuss local issues 	20	24%
Identify issues impacting Landscape Architects & how to comment 	53	65%
Define positions and ask for volunteers to attend hearings, testify, etc. (World War II monument, Dumbarton Oaks, etc) 	40	49%
Ask ME to help (Provide contact info at end of survey) 	12	15%
Identify technical experts within the chapter to respond 	41	50%
Develop a campaign for LA licensure in DC 	25	30%
 Other, Please Specify 	8	10%




5. How successful is the chapter's annual awards program in broadening public awareness?	Number of Responses	Response Ratio
Low 1. 	26	33%
2. 	23	29%
Average 3. 	23	29%
4. 	6	8%
High 5. 	0	0%
<b>Total</b>	78	100%

6.	What would make it better?	Number of Responses	Response Ratio
	More local media coverage 	67	87%
	Chapter brochure/newsletter/annual report 	30	39%
	Awards display tours to schools 	16	21%
	Local display/exhibit (Library, etc.) 	42	55%
	 Other, Please Specify 	22	29%





7.	Should the chapter develop a speaker's bureau of chapter members willing to speak to local organizations?	Number of Responses	Response Ratio
	No. 	12	15%
	 Yes. These are the topics we should offer: 	66	85%










8.	GOAL # 2 EXPAND PROFESSIONAL NETWORKING: What kind of networking would you find valuable?	Number of Responses	Response Ratio
	Social 	41	52%
	Professional and Continuing Education 	60	76%
	Business Development (Alliances, Information) 	28	35%
	Recruiting Landscape Architecture interns and graduates (work with student chapters) 	23	29%
	Special Interest Groups for LA's that meet monthly or quarterly (e.g. sole proprietors, technology, etc.) 	28	35%
	 Other, Please Specify 	5	6%

9.	Which of the following networking times work best for you? Check all that apply.	Number of Responses	Response Ratio
	Weekday - Day 	26	33%
	Weekday - Evening 	61	76%
	Weekend - Day 	16	20%
	Weekend - Evening	3	4%

10.	At which of the following venue locations would you be willing to attend? (Check all that apply)	Number of Responses	Response Ratio
	Downtown DC 	70	86%
	Alexandria & Suburban VA 	52	64%
	Silver Spring & Suburban MD 	29	36%

11.	How important is accessibility for your attendance to a program?	<i>Percentage indicates total respondent ratio and parenthesis indicate actual number.</i>				
		1 Low	2	3 Moderate	4	5 High
1.	Near Metro	18% 14	9% 7	25% 20	16% 13	33% 26
2.	Available Parking	13% 10	6% 5	17% 13	28% 22	36% 28

12.	How much advance notice do you need to attend a program? (Check all that apply)	Number of Responses	Response Ratio
	2 week notice 	40	49%
	4 week notice 	44	54%
	6 week notice 	11	13%
	Annual calendar with identified events for every month 	27	33%

13.	GOAL # 3 EXPAND PROFESSIONAL AND CONTINUING EDUCATION: What professional education programs would you find valuable? (Check all that apply)	Number of Responses	Response Ratio
	Lectures & programs sponsored by chapter 	58	70%
	Lectures by national/ regional practitioners such as Hargreaves, Schwartz, etc.) 	50	60%
	Invite ASLA President to address chapter 	12	14%
	Technical Expertise: Business (marketing, management) 	31	37%
	Technical Expertise: Vendors Programs 	23	28%
	Technical Expertise: Technology topics 	44	53%
	Technical Expertise: Regulatory Issues 	32	39%
	Technical Expertise: Trends 	40	48%
	Technical Expertise: Professional Development/Personal Skills (leadership training, portfolio development, presentation skills) 	30	36%

Visit local firms		19	23%
Site visits/project tours		49	59%
Programs for CEU credits		27	33%

**14.** How important is it for the chapter to:

*Percentage indicates total respondent ratio and parenthesis indicate actual number.*

	1 Low	2	3 Moderate	4	5 High
1. Co-sponsor programs with other organizations	1% 1	2% 2	34% 28	33% 27	29% 24
2. Solely sponsor programs	9% 7	10% 8	38% 31	26% 21	17% 14
3. Let other organizations do it, but announce the schedule of events	9% 7	20% 16	45% 36	19% 15	8% 6





**15.** GOAL #4 IMPROVE CHAPTER MANAGEMENT: Do you think the chapter would benefit from a part-time Executive Director?

**Number of Responses**      **Response Ratio**

Yes, I believe an Executive Director will help the chapter reach its potential. (Go to #16 below.)		34	41%
No, I think we can accomplish all that we want to do with increased volunteer help. (Go to #17 below.)		16	20%
Not sure.		34	41%

**16.** If yes, check those points you'd support to create and fund the position:

**Number of Responses**      **Response Ratio**

Increasing chapter dues		32	74%
Supporting major fundraising		17	40%
Call ME for assistance instead		1	2%
Require that all chapter events are supported by fees or sponsorship		29	67%
<a href="#">VIEW</a> Other, Please Specify		5	12%

**17.** If no, how will you support the chapter?

**Number of Responses**      **Response Ratio**

Serve as an officer (monthly participation, year round)		6	19%
Take on an annual assignment (special project assignment, e.g. awards program)		9	29%

Participate in committee (part time participation)		27	87%
<a href="#">VIEW</a> Other, Please Specify		3	10%

**18.**

**GOAL # 5 IMPROVE CHAPTER COMMUNICATION:** Select your top 3 preferences for chapter communications:




*Percentage indicates total respondent ratio and parenthesis indicate actual number.*

	1	2	3	N/A
1. Chapter website	35% 26	31% 23	33% 25	1% 1
2. Chapter email	51% 39	25% 19	25% 19	0% 0
3. Newsletter by mail	18% 10	21% 12	50% 28	11% 6
4. Program announcement by mail	16% 7	24% 11	47% 21	13% 6
5. Newsletter by fax	22% 5	9% 2	17% 4	52% 12
6. Announcement by fax	14% 4	7% 2	36% 10	43% 12

**19.**

**OPTIONAL: Yes, I would like to be involved in:**

**Number of Responses      Response Ratio**

Preparing or supporting upcoming chapter programs and activities		11	31%
A 90 minute focus group to discuss these topics in more detail		17	49%
A strategic planning workshop to set Potomac Chapter direction and priorities using the information received in this survey and the focus groups.		9	26%
ASLA Leadership Workshop		9	26%
Chapter speakers bureau		8	23%
Chapter government affairs committee		10	29%