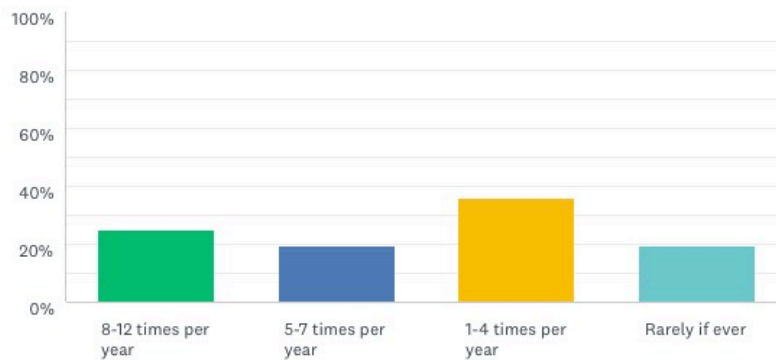


Blue Sky Membership Survey

This survey was taken in December 2018. The purpose of the survey was twofold. It attempted to gauge the membership involvement and it also sought ideas for enhancing communication by improving the Blue Sky website and any other methods that the membership thought would be effective. The actual questions and answers are repeated here and at the end of this document is a brief analysis.

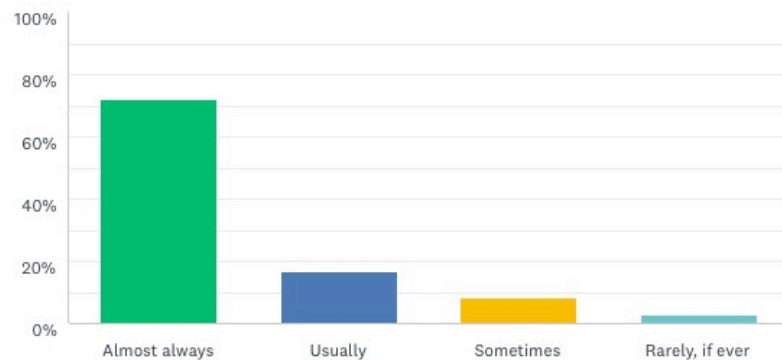
I come to membership meetings...

Answered: 36 Skipped: 0



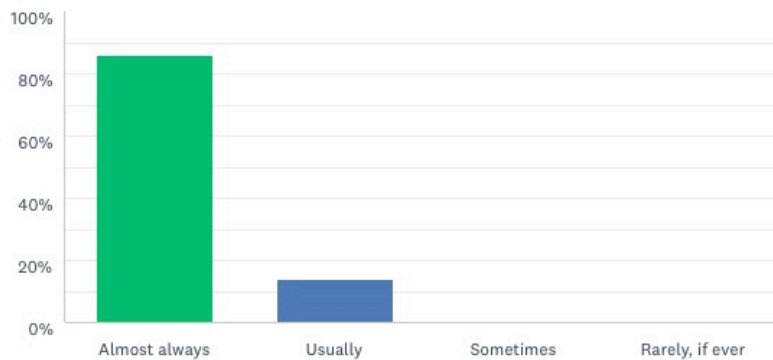
I read the minutes and/or Treasurer's Report...

Answered: 36 Skipped: 0



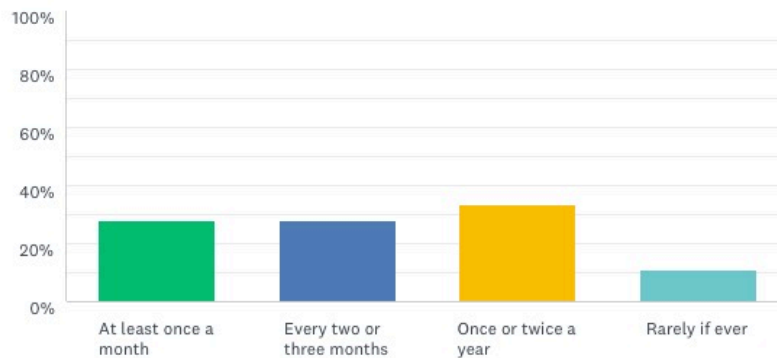
I read the blast emails from Blue Sky e.g. TFR info, squawks, events...

Answered: 36 Skipped: 0



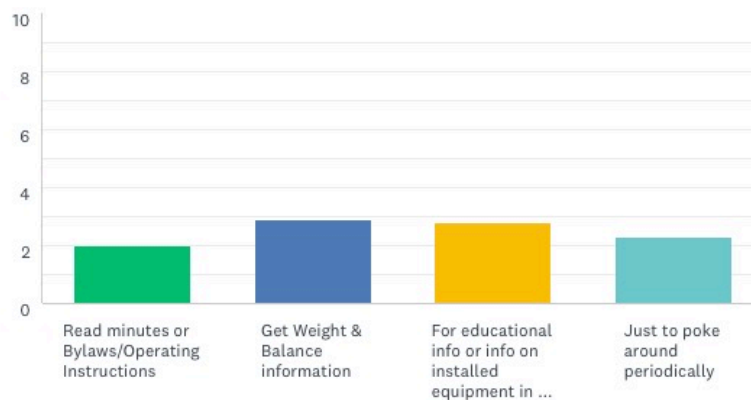
I visit the Blue Sky website (<http://www.blueskyaa.com>)...

Answered: 36 Skipped: 0



Rank the following reasons that you might visit the Blue Sky website (1 is the most common reason, 4 is the least common reason)

Answered: 36 Skipped: 0



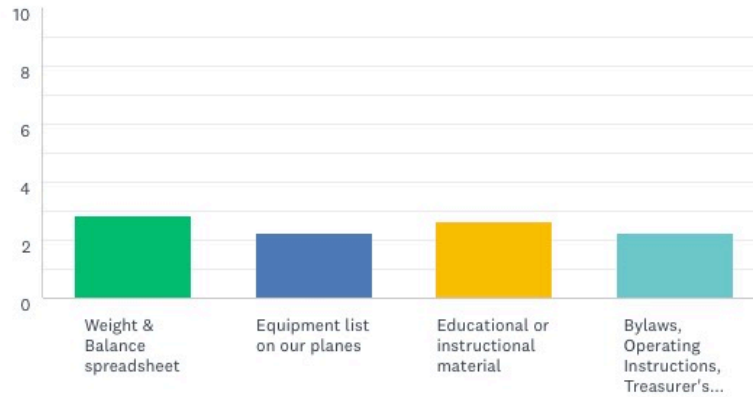
List some reasons why you might NOT visit the Blue Sky website? e.g. login issues, layout and organization, info dated or not pertinent etc.

-No reason to not visit.

- aircraft status and tracking squawks. email seems better for this
- I can find more relevant information elsewhere. For instance, I like to read comments from other pilots about suggestions for destinations and first hand experiences at the destination, airport, and FBO. For destination suggestions, there are various aviation websites. For comments about an airport or FBO, I look for things like ForeFlight or Airnav's FBO comments section.
- login issue originally. OK now
- nothing to draw me there with limited time.
- Content is often dated or inconsistent
- Lack of time
- Dated.
- dont need anything
- I have not flown a Blue Sky aircraft in a couple of years.
- Login issues
- I get all the information I need via other means. eg. email, etc.
- if info is stale and not up to date
- I get most info I need from schedulmaster
- Static content. Rather have useful information like weather etc. There are no new pilot resources or educational content appearing
- does not seem to ever change
- Nothing new to see
- Info dated
- Nothing new to check on there.
- the login did not work when i first tried to look at not public pages; email/schedulmaster "resources" seems fun and gives timely info/plane status.
- Dated or not pertinent info
- I find the ability to post content is difficult and not intuitive.
- log in issues
- Have to find the password I used. Not sure how they do it, but some sites show you your user name and password when you arrive. Just click sign in and you're there.
- Works fine for me, no issues
- Info is dated. Layout and organization needs improvement
- Primarily because information does not change on the site that often. The items that do change frequently and important are emailed which is the way it should be. What would make the site more interesting is if there are pilot topics or shared member flying opportunities advertised it could become a great flying social media outlet for members
- info out of date
- None Really, we get most of our info via email
- Most of what I need is on schedule master.
- look and feel, what's public & what's private?, organization
- Always important to visit.
- No reason

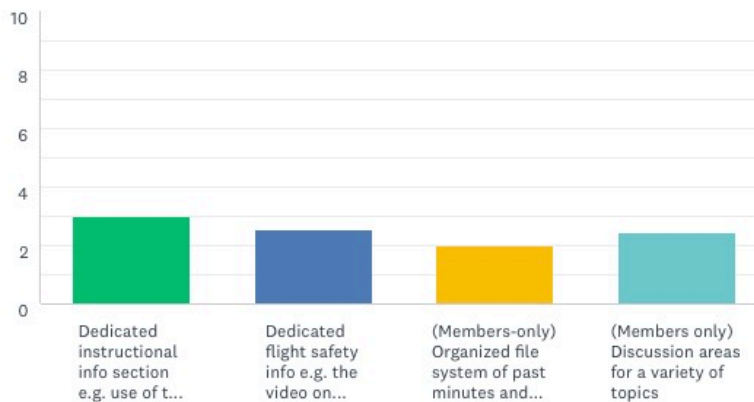
Please rank the following website features in terms of value to you (1 is the most value, 4 is the least)

Answered: 36 Skipped: 0



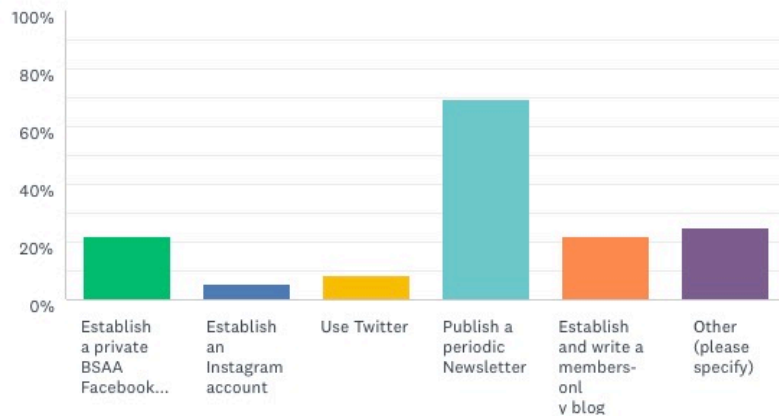
Please rank the following potential features on the Blue Sky website in terms of desirability (1 is the most desirable, 4 is the least)

Answered: 36 Skipped: 0



In order to enhance membership communications, BSAA should:

Answered: 36 Skipped: 0



“OTHER” Answers:

- just use the schedulmaster group email and website. dont make me waste time with other social media outlets
- The board meetings should be open to membership except when it is legally required to go into executive session. Attending BSAA members would be able to contribute, help affect, and better understand the decisions of the board. Robert’s Rules is a good guide on conducting the clubs business.
- enhance current website for better access to Member only areas to contribute and to read
- establish a mastodon instance (no ads, no tracking)
- A newsletter or email blast announcing future fly-in events. Kinda like Social Flight does to highlight activities and drive interest.
- Improve existing site content and organization
- I love the instagram idea
- perhaps another annual event - summer cookout?

Please use this space to note any comments you may have about BSAA communications in general. This could be in the form of a suggestion or an observation - good or bad....anything.

Answered: 23 Skipped: 13

- very much appreciate all of the hard and thankless work that the board and other members contribute. communication via email is swift, to the point, and accurate. not everyone is equally conscientious, however, so it is easy to miss something and go to the field only to find the airplane not available (down / moved / in maintenance.
- Overall communication from club is very good. Meets my needs. Squawks are immediate and very informative and important. Great follow up to squawks also
- Hopefully you get some great suggestions, and have some volunteers who can follow through to help implement.
- The newsletter is a great idea as long as it consistently comes out. It would also be good if the board meetings published minutes.
- Ask for members feedback before making major changes.

-I think it has been. Best of the 5 flying clubs I have been in. Always room for more interesting tips and articles.

-thanks for the survey

-BSAA should limit official communication to the present outlets, i.e, members should not be required to have and check Facebook, Twitter, etc.

-I think current communication is fine. we just need a place to have them stored and easily accessed by members. Also, an easier way for members to communicate through the website.

-Like to see a way where members can find other members who have flown to a particular destination, i.e. Niagara Falls, Hudson River, etc. Facebook postings may work. Also like to see way to find members for safety pilots.

-I think the emails work well as a way to reach the members, but a system of organizing the minutes and other email attachments on the website would be valuable.

-Main thing is that I feel like few members communicate what they're doing or planning so it's hard to know what I could get involved with. Having a forum or blog may spark more ideas & interaction.

-I suppose most fun communications happen at the meetings. A dial in would be great improvement. I understand small # of dialing participants can be handled for free, so we'd only need a speakerphone.

-Would like to see the website have a current member list w photos (which we had at one time) and also include a social area where members could seek out other members for flights, dinner trips, fly-in seminars, etc.

-I like receiving minutes, agenda and treasurer's reports in my email. It's very convenient. Would hate to see these only available on website.

-The maintenance status spreadsheet is very useful. Website as repository for safety presentations and instructional stuff is good. Don't need to replicate general items that can be found elsewhere. Anything pertinent to our planes, geographic location, etc., is good stuff. Would like a forum to share flying experiences and what members learn from their flights, which could be anything operating techniques, safety tips or who has a decent omelette within 100 nm. Maybe facebook could be the platform for that stuff (easier than the website)? Not sure, but a forum for this purpose would be great.

-Need to inform all members to expect the communications so it doesn't go to their spam folder. We have no idea how many members will actually receive this email from Czar Harris.

-Appreciate the board especially maintenance and finance for staying on top of things that make this truly a great club...you guys work behind the scenes and put in a considerable time which is rarely seen ...So THANK YOU !!!

-I think this is a great initiative (particularly for those who can't often attend the monthly meetings). It would be ideal to have an updated, organized website with the most useful information, and a club instagram account for a bit of external marketing

-We should find more ways to have social events. The more time members spend together, the better the chance that flying partnerships are formed....

-Overall, the club does a very good job. Can it be better? Probably, but still... not bad at all.

-More accurate description of repairs after they are complete.

-2SP and the 6RE could use some TLC in terms of the interior. They both look like an old bus from South America.

TEXTUAL ANALYSIS OF RESULTS:

36 of the 54 members completed the survey - 66.6%. This is generally considered a very high rate of return. It should be considered a valid snapshot of the membership.

The first four questions gauge the involvement or engagement of the membership. 80% of the respondents come to membership meetings at *some* level and 20% come "rarely if ever". Some of our members have children at home or other commitments. This level of involvement should be seen as healthy. Members are reading almost all emailed information from the Board - minutes, treasurer's reports, squawks - another sign of healthy engagement.

The Blue Sky website is often *not* visited by the membership for a variety of reasons, most importantly the content is seen as dated... "nothing new". There are occasional login problems and the site "looks old or stale". While the members who do access the site obtain the information that they need, still there is a desire to see more pertinent information and better organization.

There is support for more and better communication with numerous ideas. There is limited interest in the use of different forms of social media like Facebook, Twitter, and Instagram. Members like the idea of a periodic newsletter and perhaps a bulletin board or blog. There were also suggestions for communications improvements other than the website e.g. social events, flight sharing, dial-in to meetings, destination tips/advice and more.