



CWRT SPEAKER CARE SURVEY SURVEY ANALYSIS

This survey grew out of a conversation with John Potts of the Baton Rouge CWRT. He, like many of you, was interested to learn how other CWRTs are handling the care and feeding of CWRT speakers. Equally important, members of the CWRT Congress staff were interested in helping CWRTs to understand where the gaps in their practices happen to be.

This particular survey targeted those CWRT leaders who were or are currently charged with speaker care since they are more apt to know and understand the processes employed by their CWRT to handle speakers. As a result, only 80 of the 153 respondents were allowed to complete the survey to the end.

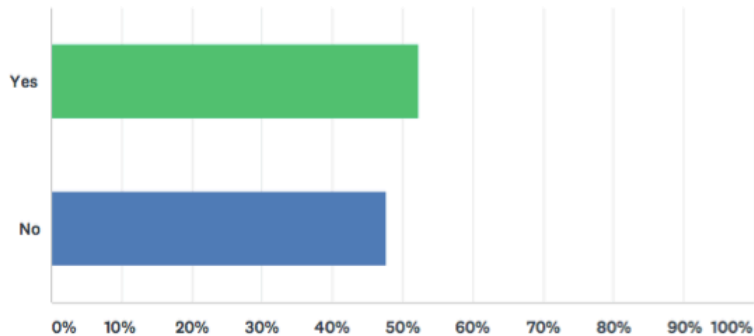
SUMMARY

Through this survey, we have discovered the following BEST PRACTICES in the proper handling of CWRT speakers:

1. Provide your speakers with a primary and alternative contacts. Many things can occur between the last conversation with the speaker and the CWRT meeting. Make sure your bases are covered.
2. Provide your speakers and your CWRT members with the most up-to-date AV equipment your CWRT can afford. This includes speakers and a competent microphone for those with less than perfect hearing.
3. Identify and/or cultivate AV equipment support members of your CWRT. It will be through them that your speaker's success may be measured.
4. Be sure to take the time to introduce your speakers to your members and visitors prior to the formal introduction and presentation. It shows a concern for both the speaker and his audience, can result in better book sales and makes everyone excited to hear their new-found friend make his/her points about the subject they all love.
5. If possible, develop a program committee or employ the Board of Directors to steer the development of seasonal programs. Do not place this burden on one individual no matter how much he/she protests that it is unnecessary. (It's imperative that the whole board understands the speaker acquisition process.)
6. Provide all the relevant information about each speaker engagement (where they are staying, expected time of arrival, special needs, etc.) to the Board of Directors or other responsible CWRT members. This is a CWRT operation, not one about an individual

Q1 Currently or in the past, are you the CWRT point person to care for and manage speakers?

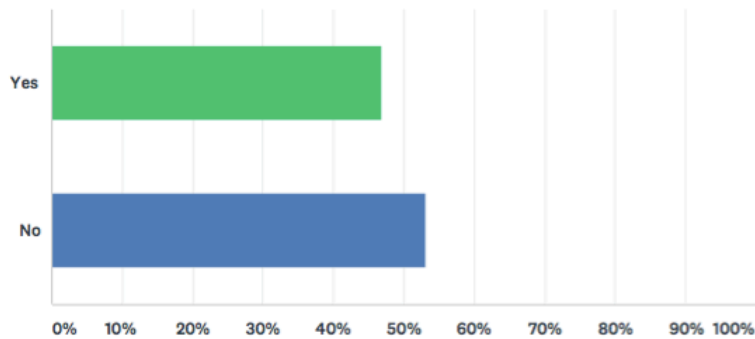
Answered: 153 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	52.29%	80
No	47.71%	73
TOTAL		153

Q2 Does your CWRT provide speakers with multiple CWRT contacts?

Answered: 81 Skipped: 74



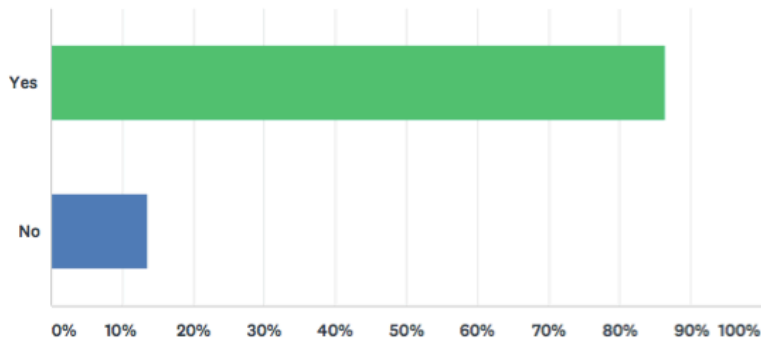
ANSWER CHOICES	RESPONSES	
Yes	46.91%	38
No	53.09%	43
TOTAL		81

We have learned that occasionally speakers are unable to contact the CWRT leader who initially contacted them for a variety of reasons. When a second person is not known to the speaker, trouble can ensue.

Of the respondent CWRT program leaders, over one half do not provide their speakers with an alternative CWRT member's contact information.

Q3 Does your CWRT have updated audio-visual equipment?

Answered: 81 Skipped: 74

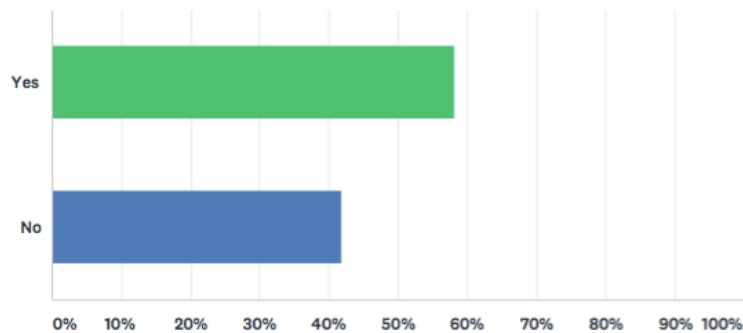


ANSWER CHOICES	RESPONSES	
Yes	86.42%	70
No	13.58%	11
TOTAL		81

The vast majority of respondents (86.4%) advised that their CWRT has updated AV equipment. There are some who might have wished to have had a definition of “updated”, but overall it points to the fact that CWRTs are using their revenue to the betterment of their members. Those who do not have updated AV equipment must know that this is a priority.

Q4 Does your CWRT have dedicated tech support people who is trained, qualified and speaker-friendly?

Answered: 79 Skipped: 76

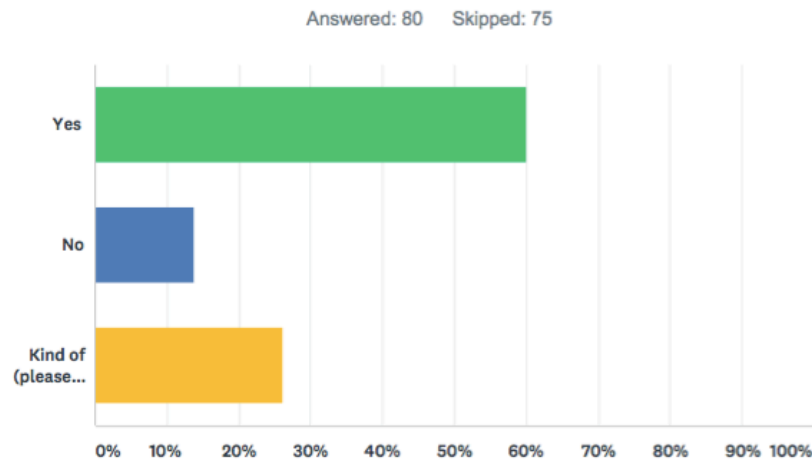


ANSWER CHOICES	RESPONSES	
Yes	58.23%	46
No	41.77%	33
TOTAL		79

Tech support seems to be an issue that has been largely unaddressed in a more formal way with many CWRTs. Of the respondents, 41.8% advised that their CWRT does not have a

dedicated tech support person/staff who is both trained/qualified and speaker-friendly. It should be remembered that many speakers rely on the equipment and support of CWRT leaders to deliver their presentations. It is, therefore, important to have at least one member who is familiar with the AV equipment and is responsible to support CWRT speakers.

Q5 As a practice, is someone assigned to introduce the speaker to CWRT members while tech support sets up the AV equipment?



ANSWER CHOICES	RESPONSES	
Yes	60.00%	48
No	13.75%	11
Kind of (please specify)	26.25%	21
TOTAL		80

Of the 80 respondents, 60% advised that they do make informal introductions of the speaker to CWRT members while tech support sets up the equipment. Another 13.8% said they did not do so. Finally, 26.3% said the “Kind of” do that. Their explanations are below.

This question seems to have been misunderstood by some respondents. As a practice, it is important for speakers to personally meet members of the CWRT prior to the formal delivery of their presentations. The reasons are many, but most center on developing a relaxed relationship with the audience. Thus, the focus of the question was not about the readiness of AV equipment, but on CWRT leaders making the speaker available to the audience before formal introductions.

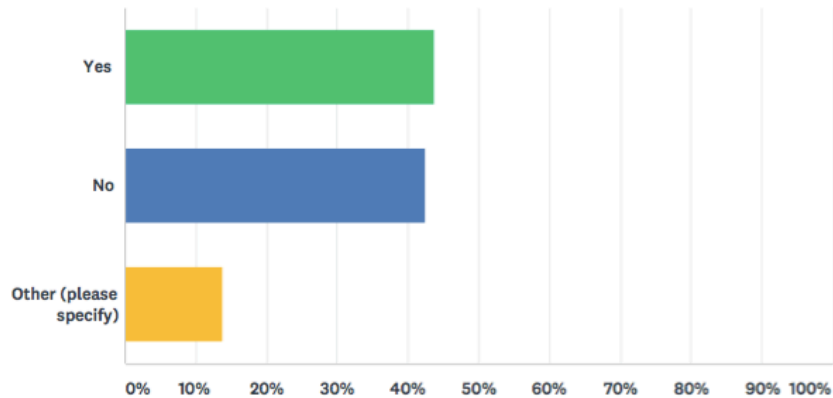
Kind of (Please specify)

- The venue sets up the equipment
- Equipment setup before dinner and presentation
- We are usually too busy with the speaker setting up the AV equipment to their liking. Intros are made during the meeting.

- Tech elements are taken care of prior to start of meeting
- meeting to meeting basis, depending who is available to help
- Not involving with ry speakers only speakers list for outside events
- The museum tech crew helps set the speaker up ahead of introduction if he/she is not able to figure out the system.
- One person always introduces the speaker and usually wait staff assist in setting up the projector etc.
- The AV equipment is already set up before the speaker is introduced by the President of the Roundtable.
- We meet in the town hall. Built into the room is tech stuff to broadcast town meetings on local cable tv. We can use this for our meetings. As our meetings are broadcasted on local tv, the tv people handle all tech stuff.
- Speakers arrive early set set up prior to meeting
- AV is set up prior to introduction
- I do both
- We meet at our library and all av equipment is there and they set up. If there is a problem they take care of it.
- We set up A/V before Social Hour @ 6, followed by dinner @ 6:45 and Speaker by 7:30
- Set up before meeting begins
- Tech support is already there by time I intro speaker
- The speaker is usually introduced at the start of our meeting after the AV equipment has been set up by the library communications specialist.
- Chair of the CWRT
- I introduce the speaker
- We set up and test equipment an hour before speaker is introduced

Q6 Does your CWRT have a program committee that ensures continuity of practice?

Answered: 80 Skipped: 75



ANSWER CHOICES	RESPONSES	
Yes	43.75%	35
No	42.50%	34
Other (please specify)	13.75%	11
TOTAL		80

As one can readily determine, nearly half of the respondent CWRTs have a program committee (43.8%) and the other half do not (42.5%). Another 13.8% qualified their response as seen below. Much of this difference can be inferred due to the size of the CWRT. Those with more robust memberships have the luxury of having a committee. Those with fewer members cannot do so. Some CWRTs actually use their board to develop the program.

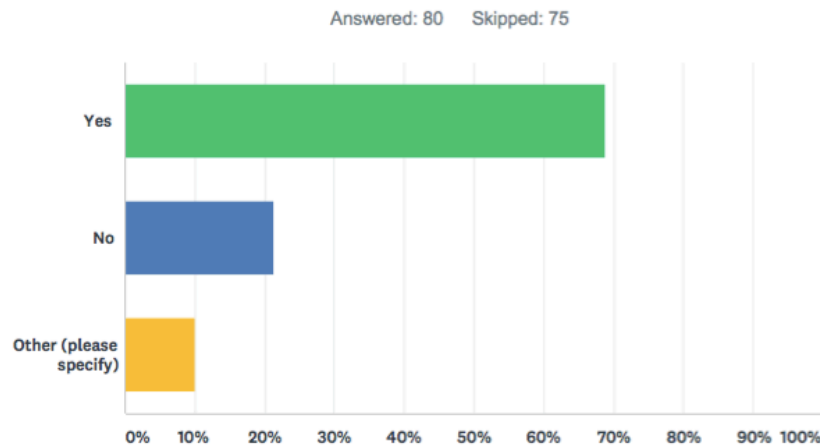
It is important for CWRTs to not rely on one person to develop the program, work with speakers, market the event, provide speaker transportation, etc. Those CWRTs that involve their boards of directors to do so are well ahead of those who place this responsibility on one person.

Other (Please specify)

- We have a program person
- The program committee is ad hoc.
- Continuity of practice means what - succession of leadership, no
- No sure don't think so
- Committee of 1...me
- The CWRT Board works together to determine a program list.
- We have a committee that meets in the summer to plan the coming season, but I do not believe it has anything to do with speaker scheduling.
- Not a committee but a member elected to the position of 2nd VP each year who books speakers for the following program year

- I am the sole person in charge
- The Meeting Coordinator takes care of this.
- Board oversight

Q7 Are all of the details about the speaker engagement provided to the board or program committee so a knowledgeable person can step forward, when needed?



ANSWER CHOICES	RESPONSES	
Yes	68.75%	55
No	21.25%	17
Other (please specify)	10.00%	8
TOTAL		80

A majority of respondents to this question overwhelmingly (68.8%) advised that multiple leaders in the CWRT know the details of each speaker engagement. This is an important aspect of the care of speakers as we learned in an earlier survey. And yet, 21.3% of respondent CWRTs do not follow this best practice.

If and when there are occurrences that the primary CWRT contact cannot control, it is important that others can step forward and fill in. Those CWRTs that have not adopted this practice should consider doing so.

Ten percent of respondents wished to clarify their CWRT practice as listed below:

Other (Please specify)

- Program person is a board member
- I do not understand this question, at all.
- no, in case of a needed substitute, we attempt to do so - not so formalized as question eludes too
- Not sure
- I give information to President who is also Newsletter editor

- Speaker scheduling is accomplished by the Vice President, not a committee.
- Key people are given details and that's about it. Not enough members want to take on the job.
- Again, the Meeting Coordinator takes care of this.

QUESTION 8 – Demographics

The following CWRTs participated in this survey:

Alabama CWRT	Michigan Regimental
Albert Lea CWRT	Milwaukee CWRT
Ann Arbor CWRT	North Alabama CWRT
Atlanta CWRT	Northern IL CWRT
Baltimore CWRT	CWRT of Fredericksburg
Bella Vista CWRT	Old Baldy CWRT of Philadelphia
Brunswick CWRT	Outer Banks (OBX) CWRT
Bucks County CWRT	Pasadena CWRT
Buffalo CWRT	Powhatan CWRT
Cape Fear CWRT	Puget Sound CWRT
Cape May County CWRT	Raleigh CWRT
Capital District CWRT	Rappahannock Valley CWRT
Ulster Co CWRT	RE Lee CWRT
Central Delaware CWRT	Rhode Island CWRT
Civil Warriors	Richmond CWRT
Cleveland CWRT	Rocky Mtn. CWRT
Columbus Barracks CWRT	Sacramento CWRT
Connecticut CWRT	San Francisco CWRT
Cumberland Mountain CWRT	San Joaquin Valley CWRT
Cumberland Valley CWRT	Shippensburg (Pa.) CWRT
CWRT of DC	San Jose CWRT
CWRT of Mid-Ohio Valley	South Suburban CWRT
CWRT of Montgomery County PA	Stark County (Ohio) CWRT
CWRT of New Hampshire	Stonewall Jackson CWRT
Eastern PA CWRT	Twin Cities CWRT
First Defenders of Burkes Co CWRT	Western Reserve CWRT
Frederick County CWRT	Williamsburg CWRT
Greater Pittsburgh CWRT	
Green Mountain CWRT	
Hagerstown CWRT	
HAMILTON COUNTY (IN) CWRT	
Hawaii CWRT	
Hershey CWRT	
Houston CWRT	
Indianapolis CWRT	
James A. Garfield CWRT	
Knoxville CWRT	
Long Beach CWRT - Now defunct	
Los Angeles CWRT	
Louisville CWRT	
Lynchburg CWRT	
Mahoning Valley CWRT	