

2009 Membership Survey Results

TarValon.Net

June 2010

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TarValon.Net 2009 Membership Survey Results

The Results Are In

Earlier this year, we asked you to participate in the TarValon.Net 2009 Membership Survey. Survey results provide valuable insight for consideration and action by our Administrators. Overall, the feedback is quite favorable, but all areas were investigated for the opportunity to improve existing programs or initiate changes.

This report provides a summary of the 2009 Membership Survey results for you. To begin, details about the survey process are outlined below.

- The survey is open to all levels of membership annually by the Department of Administration;
- The purpose of the survey is to gauge member's opinions on TarValon.Net;
- Participants were asked a series of questions about various aspects of the website;
- Where appropriate, members were asked to rate the department, the benefit, or the Administrator;
- The survey was open for responses from January 25 – February 9, 2010; and
- Nearly 300 members participated from over 20 countries.

TarValon.Net Supports Members

According to survey results, TarValon.Net performs well toward providing a cultural environment that supports members. Members often chose **Strongly Agree** or **Agree** (or similar verbiage) for these areas:

- Members are comfortable with the Executive Administration and believe the performance of Executive Administrators to meet or exceed expectations. Of all respondents, over 230 chose either Very Comfortable or Somewhat Comfortable for each member of Executive Administration. Officers received over 230 notes of Exceed or Meeting Expectations; Department Directors averaged 155 of the same.
- Members are comfortable with the Membership Administration and believe the performance of Membership Administrators to meet or exceed expectations; Over 230 respondents voted in both aspects.
- Members believe the position application process to be fair; 244 respondents voted that it was either Very or Somewhat fair.
- Members are confident that donated funds are used appropriately, with 180 responding as Very Fair and Fair.

Areas of Improvement

Your responses told us that there are also areas of improvement. Members often chose **Disagree**, **Strongly Disagree**, or **Neutral** (or similar verbiage) for these areas:

- Members rated the importance of several community features as they were structured including Guilds and TarValon.Net email; Nearly all respondents (275) do not use TarValon.Net email; Nearly all respondents (279) were not members of Guilds at the time of the survey.
- Members believe the current position application process to be difficult with over 200 respondents voting as Neutral, Somewhat Difficult, or Very Difficult.
- Members were not familiar with the Administration Structure, with nearly all (260) voting as Somewhat Unfamiliar or Very Unfamiliar.

In addition to the Membership Survey, TarValon.Net makes an effort to take a “pulse” of the organization throughout the year in the form of committees, meetings, performance evaluations, and other vehicles.

Final Thoughts

We are proud of the community and business of TarValon.Net, which is why we value your feedback on areas of opportunity and improvement. The data from the survey was provided to Department Directors and discussed at the annual Administrative Meeting. We realize that community members make continued success possible, and we appreciate your time and insight. We encourage more members at every level to participate in the future so your voice is heard and so TarValon.Net continues growing stronger.

If you have any questions, comments, or concerns about the survey and its uses, please contact the Director of Administration at administration@tarvalon.net. We encourage community members to engage their community administration as well for feedback throughout the year and not just through the survey.

The Department of Administration
TarValon.Net

Demographics

- The average length of participant membership is 4.1 years.
- Most participants found TarValon.Net through a Search Engine (37%), although Friends and Family scored a close second (23.5%).

Rank

Citizen	6.8%
Novice	9.6%
Recruit	4.6%
Accepted	14.6%
Soldier	3.2%
Aes Sedai	48.9%
Gaidin	12.1%

Age

<18	4.3%
18-20	13.6%
21-24	20.4%
25-29	26.5%
30-34	18.6%
35-39	8.2%
40-44	2.5%
45-49	2.2%
50+	3.6%

Education Level

Grade School	1.4%
High School	14.3%
Trade School	3.2%
Some College	33.0%
Associates	4.7%
Bachelor	24.0%
Masters	12.2%
Doctoral	2.5%
Other	3.2%

Location

Australia	1.4%
Belgium	0.7%
Belize	0.4%
Bosnia and Herzegovina	0.4%
Bulgaria	0.7%
Canada	6.5%
<i>Most Common Provinces: Ontario & British Columbia</i>	
Finland	1.1%
Germany	1.8%
Ireland	0.7%
Italy	0.4%
Netherlands	1.1%
New Zealand	1.1%
Norway	6.1%
Serbia	0.4%
Slovakia (Slovak Republic)	0.4%
South Africa	1.4%
Sweden	3.2%
Switzerland	0.4%
United Kingdom	7.6%
United States	63.7%
<i>Most Common State: California</i>	
Yugoslavia	0.7%

Demographics (continued)

Employment Industry

ART <i>Arts: Performing & Visual</i>	3.3%	LEG <i>Legal</i>	1.8%
BFO <i>Business & Financial Operations</i>	5.8%	MIL <i>Military/Government</i>	2.9%
CRI <i>Computer-Related Industry</i>	6.9%	OTH <i>Other</i>	25.7%
ETL <i>Education, Training, & Library</i>	8.3%	SAL <i>Sales</i>	2.5%
FSR <i>Food & Service-Related</i>	6.2%	SRI <i>Science-Related Industry</i>	2.5%
HEA <i>Healthcare</i>	7.2%	STU <i>Student</i>	26.8%

Message Boards

- 72% use the Message Boards Daily

Most Frequently Used Forums (Top 10)

1. Ajah/Company Sitting Room
2. General
3. Mundane World
4. Ajah/Company Chambers
5. The Olde Warder & Hen
6. Site Announcements
7. Senior Members
8. Current Events
9. The Hallways/The Gatehouse
10. Aes Sedai Parlor/Gaidin Club House

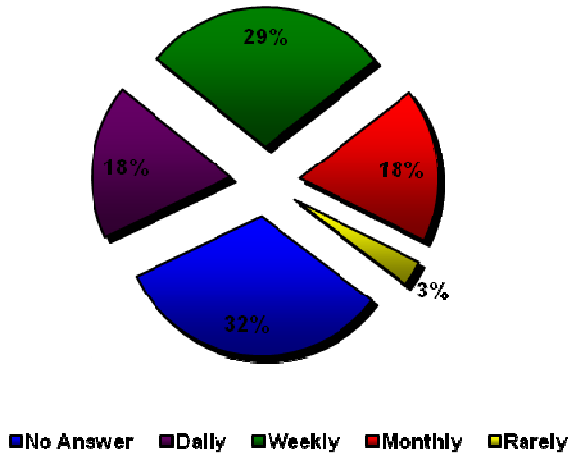
Least Frequently Used Forums (Top 5)

1. Current Events
2. Games, Quizzes & Humor
3. Technology & Media
4. The Classroom
5. The Olde Warder & Hen
6. City Hall
7. Wheel of Time Discussions
8. The Apartments
9. Introductions
10. Ask the White Tower

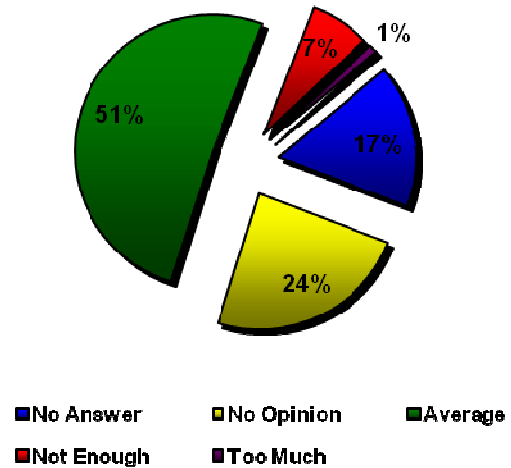
Chat

- 75% said they visit TarValon.Net's official Chat channels
- 48% said Chat was Important to Membership

How Often do you Visit Chat?



How Adequately Moderated is Chat?



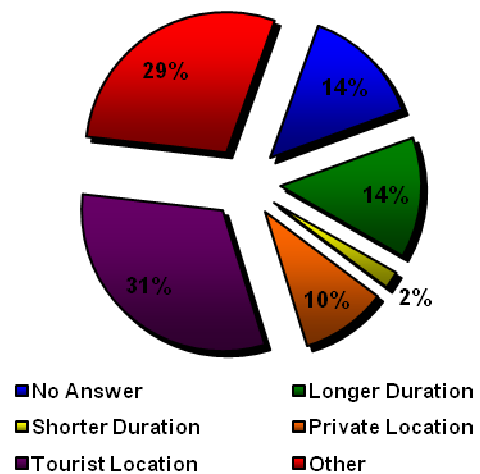
Events

- 57% said they have attended an Official Event; 88% plan to attend in the future
- 71% said Events were Important to Membership

What Influences your Attendance?



What Would Increase Attendance?



Guilds

- 35% said Guilds were important to Membership
- 33% said they would join more than 1 Guild if possible

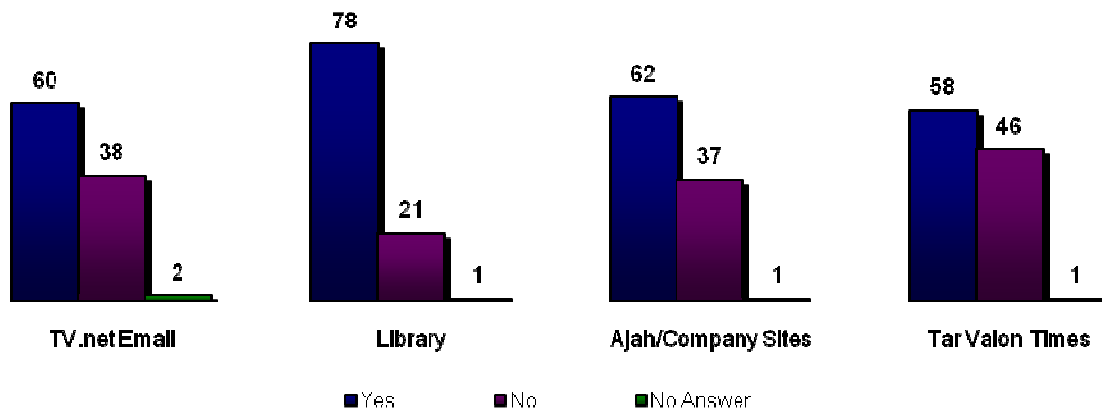
Guild Membership

Guild	Percentage	Guild	Percentage
Artisan	8%	Martial	4%
Gleeman	14%	Professor	12%
Healer	7%	Tailor	14%
Innkeeper	8%	No Guild	33%

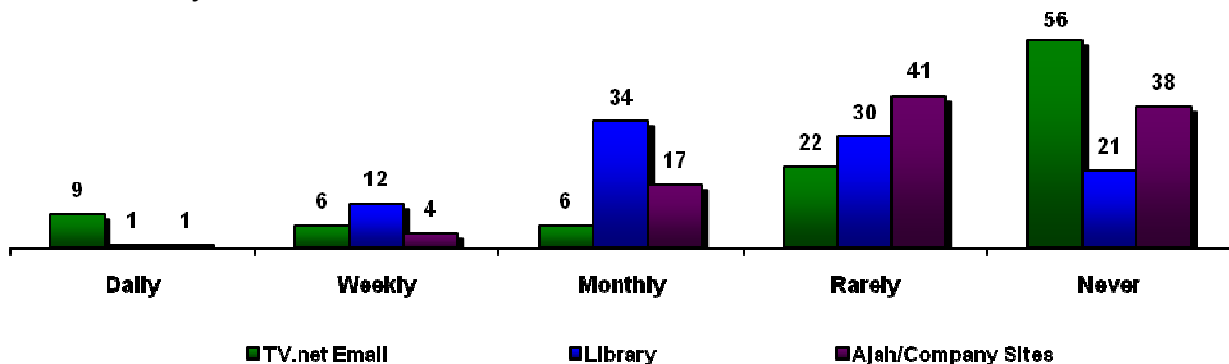
Additional Community Features

- More members use the Library (78%) than any other Community Feature (including Events, Chat, Guilds, Email, Ajah/Company sites, and the *Tar Valon Times*)
- Members prefer to access the *Tar Valon Times* via email (51%) and/or the forums (46%) than by any other method

Do You Use...



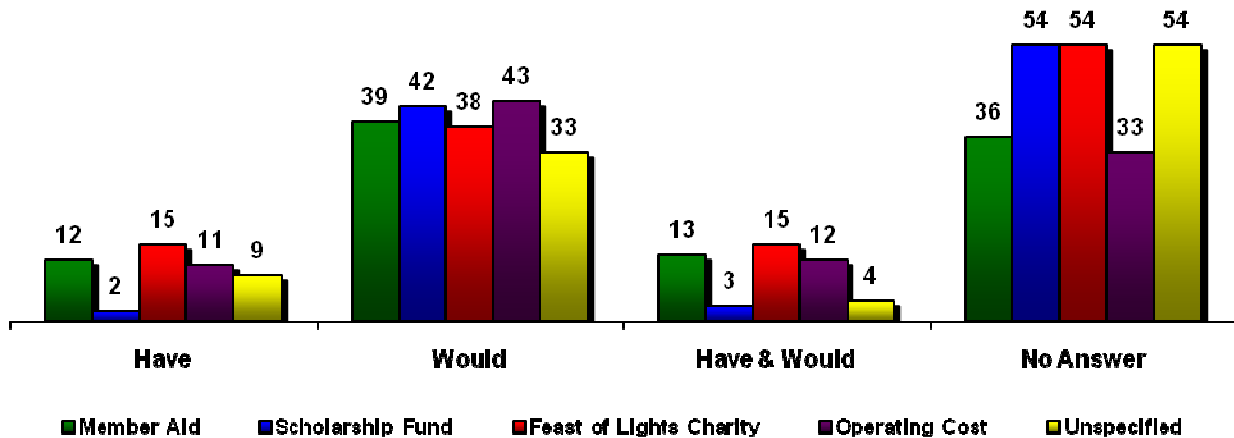
How Often do you Use...



Philanthropy

- 43% said they have donated to TarValon.Net; 41% have done so more than 3 times
- The greatest reason for not donating was due to personal Budgets (65%)
- 61% feel confident their donations are being used appropriately

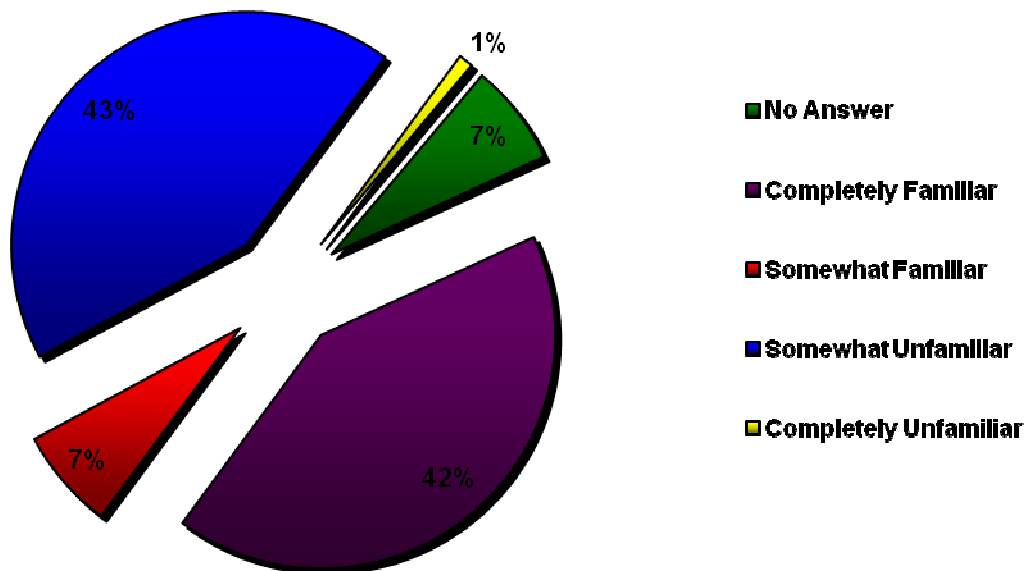
Have/Would you Donate to...



Administration

- 62% said they had applied for a Position
- 58% said the Application Process was Easy
- 46% said the Application Process was Fair

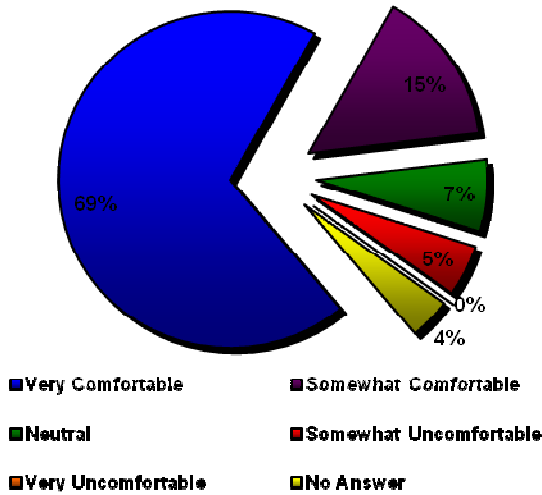
Familiarity with Administration Structure



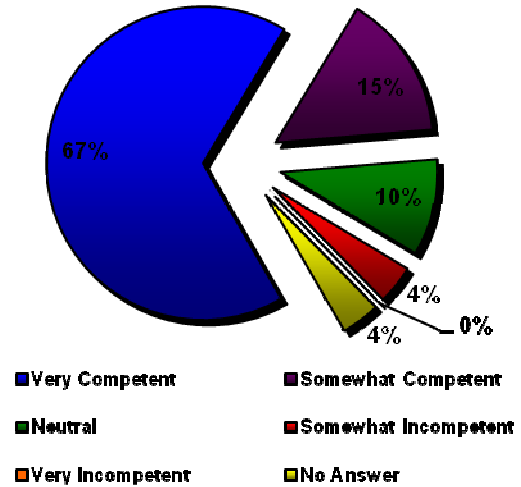
Membership Administration

- 70% said they were Very Comfortable approaching their Membership Administrator
- 67% ranked their Membership Administrator as Very Competent

Comfort Level



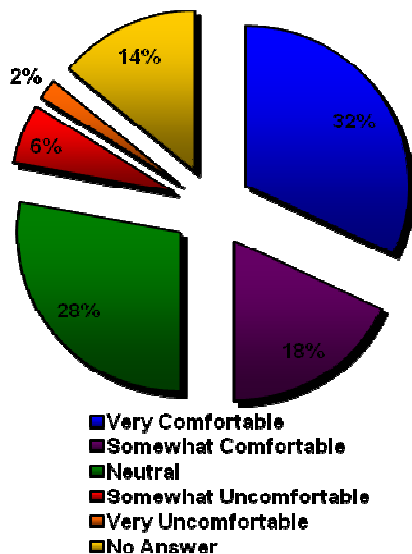
Performance Level



Executive Administration

- 32% said they were Very Comfortable approaching Executive Administrators
- 32% said the Executive Administrators Exceed Expectations

Comfort Level



Performance Level

