

80th Grand Chapter Survey Summarized Results

1. Survey Stats Results

- a. Survey Launched: October 2, 2011
- b. Survey Closed: November 10, 2011
- c. Visits: 2,635
- d. Completed: 1,205

2. Survey Completion Classification

- a. Undergraduate: 46 (4%)
- b. Alumni: 939 (82%)
- c. Senior Kappas: 160 (14%)

3. Did you attend the 80th Grand Chapter Meeting?

- a. Attended: 1,081 (94%)
- b. Not Attended: 70 (6%)

4. If answer to question #3 is "NO", then why?

- a. Financial Issues: 14 (20%)
- b. Prior Commitment (Work): 11 (15.71%)
- c. Did Not Register: 10 (14.29%)
- d. Prior Commitment: 8 (11.43%)
- e. No Interest to Attend: 3 (4.29%)
- f. Location: 1 (1.43%)
- g. Blank/No Response: 23 (32.86%)

5. If answer to question #3 is "YES", did you register?

- a. Yes: 821 (75%)
- b. No: 273 (25%)

6. Did you have a Silhouette or child ("Kappa Kid") register for their activities?

- a. Yes: 126 (11%)
- b. No: 1,000 (89%)

7. If answer to question #6 is "NO", then why?

- a. Family Reasons: 435 (58.4%)
 - i. Bring my wife and kids to conclave...come on man!
 - ii. I pledge Kappa; not them
- b. Not Married/No Kids: 199 (26.7%)
- c. Cost: 109 (14%)
- d. Other Answers: 31 (1%)

8. Overall rating of the Grand Chapter Meeting?

- a. Excellent: 294 (26%)
- b. Good: 487 (44%)
- c. Average: 213 (19%)
- d. Below Average: 92 (8%)
- e. Worst: 24 (2%)

9. What event did you enjoy the best?

- a. Historical Display: 818 (73%)
- b. Bloomington Trip: 734 (66%)
- c. Public Meeting: 500 (45%)
- d. Closed Banquet: 497 (44%)

- e. General Business Sessions: 324 (29%)
- f. Closing Ball: 143 (13%)
- g. Gospel Explosion: 131 (12%)
- h. Other: 278 (25%): Fellowship with Brothers, Comedy Show, Picnic, step Show

10. What event did you enjoy the least? (NOTE: 743 Responses)

- a. Overbooked Events: 98 (19%)
- b. Closed Banquet: 78 (15%)
- c. Toni Braxton: 75 (15%)
- d. Registration: 64 (12%)
- e. Satisfy Comments: 49 (8%)
- f. Social Events: 48 (8%)
- g. General Business: 44 (8%)
- h. Others: All Access Pass, Bloomington Trip, Bad Time Schedule, Picnic, Public Meeting, White Linen, Comedy Show

11. Please provide any specific comments on the Public Programs/Events (i.e., Public Meeting, Awards Program, Concerts, etc.) (NOTE: 530 Responses)

- a. Toni Braxton Started too late: 126 (24%) – Negative
- b. Overall Conclave Experience: 121 (23%) – Positive/Negative
- c. Public Meeting Too Long: 90 (17%) – Negative
- d. Others: Timing of Events, Programs not well organized, Convention Center Sound System, Over Sold Events

12. Please provide any specific comments on the Brothers only Programs/Events (i.e., Business Sessions, Closed Banquet, etc.) NOTE: Top Response categories only

- a. Business Sessions (51 responses)
 - i. Positive Response: 32 (63%) Negative Response: 19
 - ii. The sessions were too long (18 responses – 35%)
 - iii. Enjoyable (10 responses – 20%)
- b. Closed Banquet (170 responses)
 - i. Positive Responses: 78 (46%) Negative Responses: 92 (54%)
 - ii. The sessions were too long (52 responses – 31%)
 - iii. Enjoyable (24 responses – 20%)
- c. All Events (95 responses)
 - i. Positive Responses: 76 (80%) Negative Responses: 19 (20%)

13. Please provide any specific comments on the Social Events (i.e., All White Party, Local Events, etc.)

- a. Events oversold (including intentionally) – 104
- b. Venue too small – 62
- c. Poorly planned and executed – 33
- d. Overcrowded Events – 32
- e. Outstanding/awesome/great/OK – 29
- f. Other Comments: All-Access Pass matter poorly managed pre/post GCM, Disorganized, Not enough women, All-Assess Pass not worth the cost, Events generally started late, Long ticket, entrance & drink lines, Too many events - conflicts & overlapping
- g. Summary: Of the total number of respondents, 469 (39%) had a response that referred to all events, in general. Of the 39%, only 33 (7%) presented a favorable response. Therefore, 93% of the respondents offered negative responses to the question.

14. How would you rate the registration/check-in process? (Number of responses: 1040)

- a. Excellent: 142 (14%)

- b. Good: 325 (32%)
- c. Average: 230 (22%)
- d. Below Average: 207 (20%)
- e. Worst: 126 (12%)

15. How would you rate the vendors/exhibitors area? (Number of responses: 1115)

- a. Excellent: 399 (36%)
- b. Good: 521 (47%)
- c. Average: 161 (14%)
- d. Below Average: 29 (3%)
- e. Worst: 5 (0%)

16. Did you purchase an all access pass? Number of Responses: 1,121

- a. Yes: 416 (37%)
- b. No: 705 (63%)

17. If you answer "Yes" to question #16, rate your experience. (Number of Responses: 429)

- a. Excellent: 29 (7%)
- b. Good: 79 (18%)
- c. Average: 78 (18%)
- d. Below Average: 108 (25%)
- e. Worst: 135 (31%)

18. What could have been done to improve the 80thGrand Chapter Meeting? (Number of responses: 717)

- a. Planning/Events On Time: 272 (38%)
- b. Registration: 141 (20%)
- c. All Access Pass: 50 (7%)
- d. Other responses: Pricing, Mailing Credentials, Social Events, Transportation, Location

19. Do you plan to attend the 81stGrand Chapter Meeting (Houston, TX – August 6-10, 2013)?

- a. Yes: 1000 (89%)
- b. No: 125 (11%)

20. Do you have any other comments that were not covered in the survey questions? (367 responses) – 91% Negative

- a. Over Priced Registration
- b. Access Pass; Many requested a refund
- c. Centennial Jacket
- d. Registration
- e. Registration Fee Too High
- f. Souvenirs – Bad Selection / Not Mailed
- g. Positive Response: 42