

**KSCCC MEMBER SURVEY
MARCH 2022**

Background

- A Member's Survey was sent out in March 2022
- Purpose was to obtain member's comments and suggestions to determine the future direction of the photography club
- Forty-four members completed the survey from March 25th to April 8th, 2022.

Key Findings

- Wide range of photographic expertise, from beginner to advanced
- Over 70% of our members use digital SLRs; but many also use cell phones and mirrorless cameras
- We use mainly Photoshop Elements, Lightroom and Photoshop for photo editing
- Our most popular photographic genres are Nature, Landscape and Travel
- However, our members have a wide range of photographic interests, from macro to astrophotography

Virtual vs In-Person Meetings

- Over 85% of our members rate our virtual meetings as very good or excellent
- *BUT.....*
 - *Over 80% of our members are looking forward to a return to in-person meetings.*

Monthly and Special Challenges

- Monthly and Special Challenges are popular activities for our club, both with ratings from good to excellent
- Members want a range of topics that span a range of skill levels and interests
- 80% of our members want to extend the time for taking photos to 12 months

Main Action Items

- In-person meetings

Action: return to in-person meetings September 2022

- Social interactions

Action: change meeting format to ensure more time for socializing and in-person discussions; for example, coffee breaks, hallway chats, break-out groups

- Education and learning

Action: increase learning opportunities through our speaker's series, special demonstrations, mini-workshops, small focus groups

Main Action Items, continued

- Viewing and discussing members' photos

Action: encourage members to show and receive feedback on their photographs, through slideshows, member presentations, small group discussions. Investigate opportunities for mentoring.

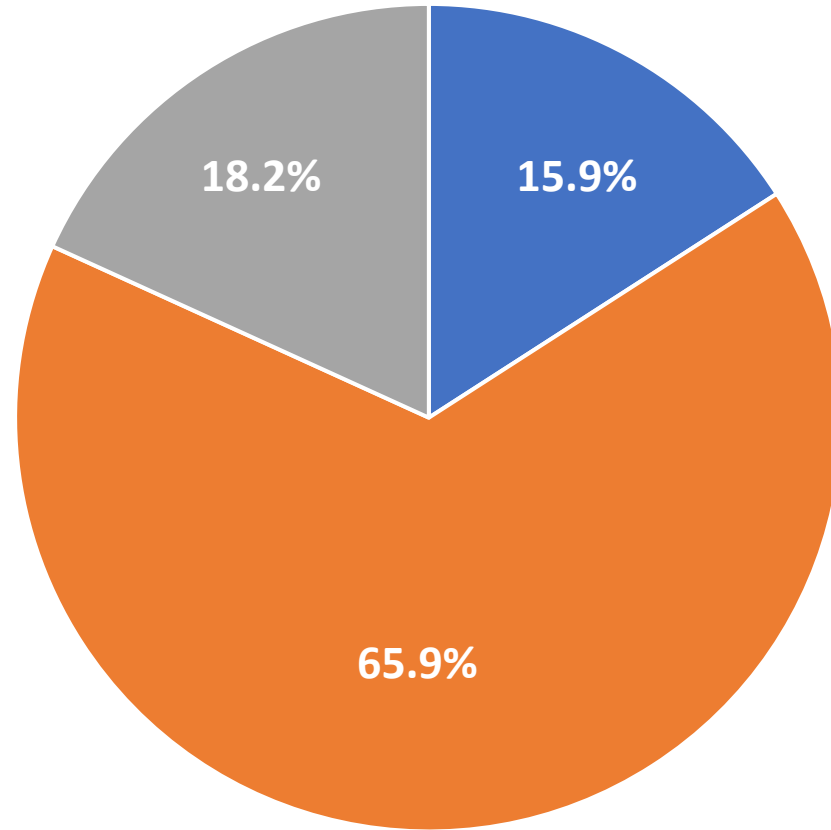
- Getting together with other photographers

- *Action: while the KSC and Ontario government regulations prevent us from organizing outdoor activities or sharing personal information, we will provide opportunities for increased in-person activities.*

Thank You

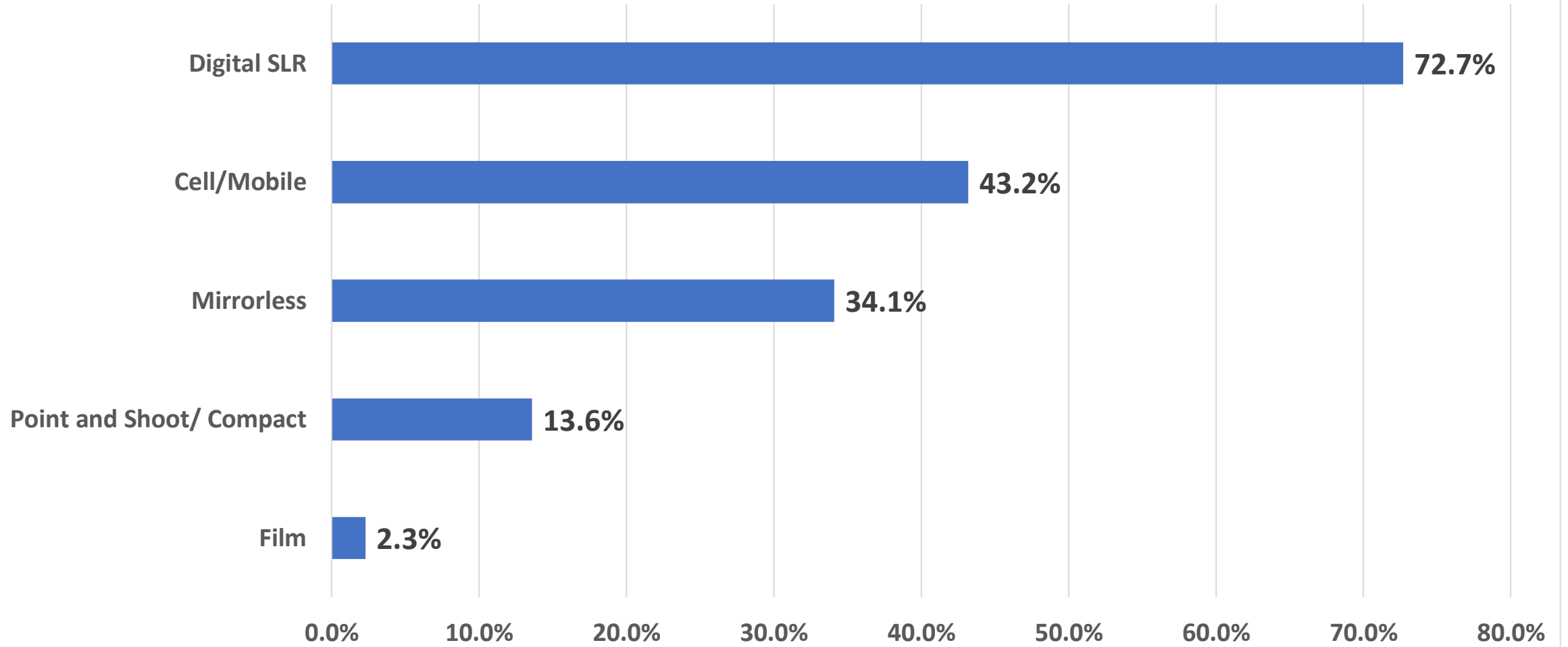
- Thank you to all members who submitted responses to this survey
- All members continue to have an opportunity to comment and make suggestions to improve our club
- The graphs on the following slides are the detailed results of this survey

Level of Photography Experience

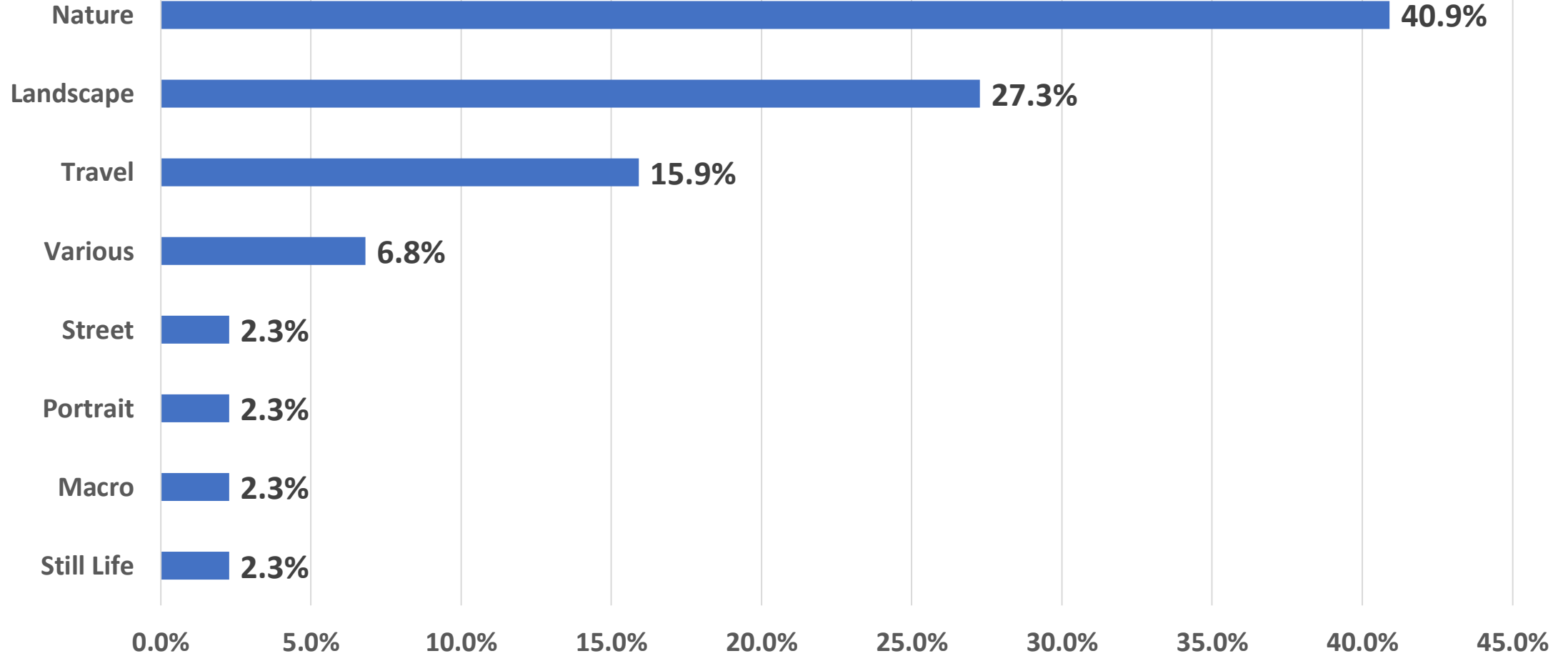


■ Beginner ■ Intermediate ■ Advanced

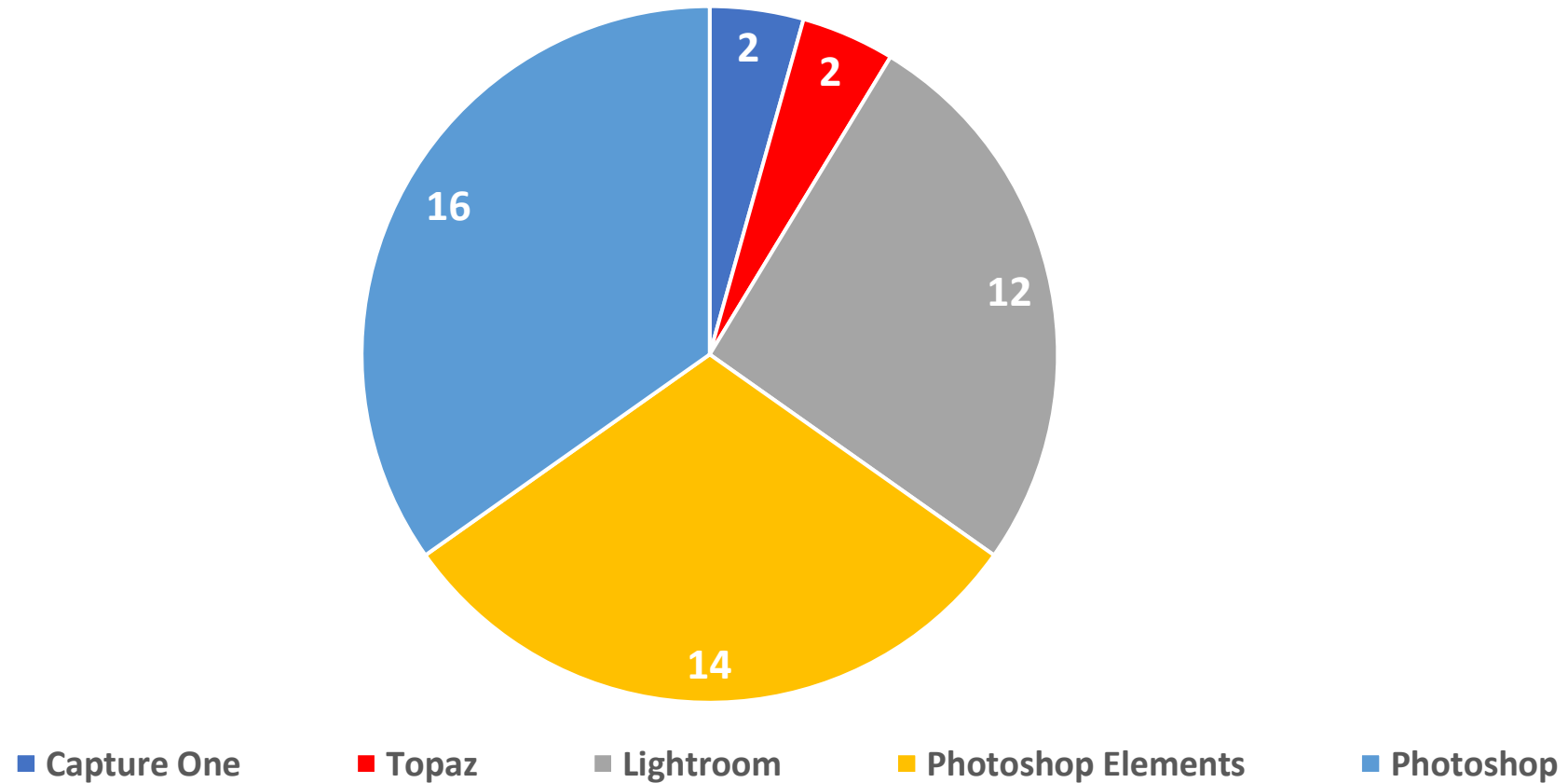
Camera Types Used Most Often (Select up to two choices)



Genre Predominately Shot

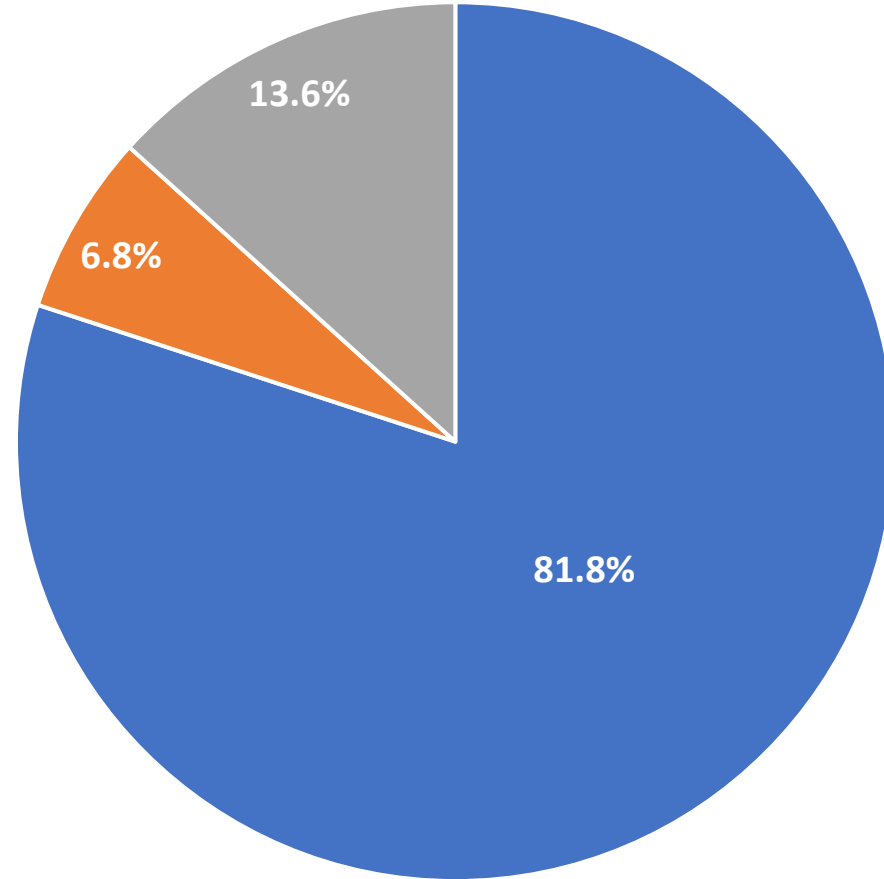


Members using Photo Editing Software



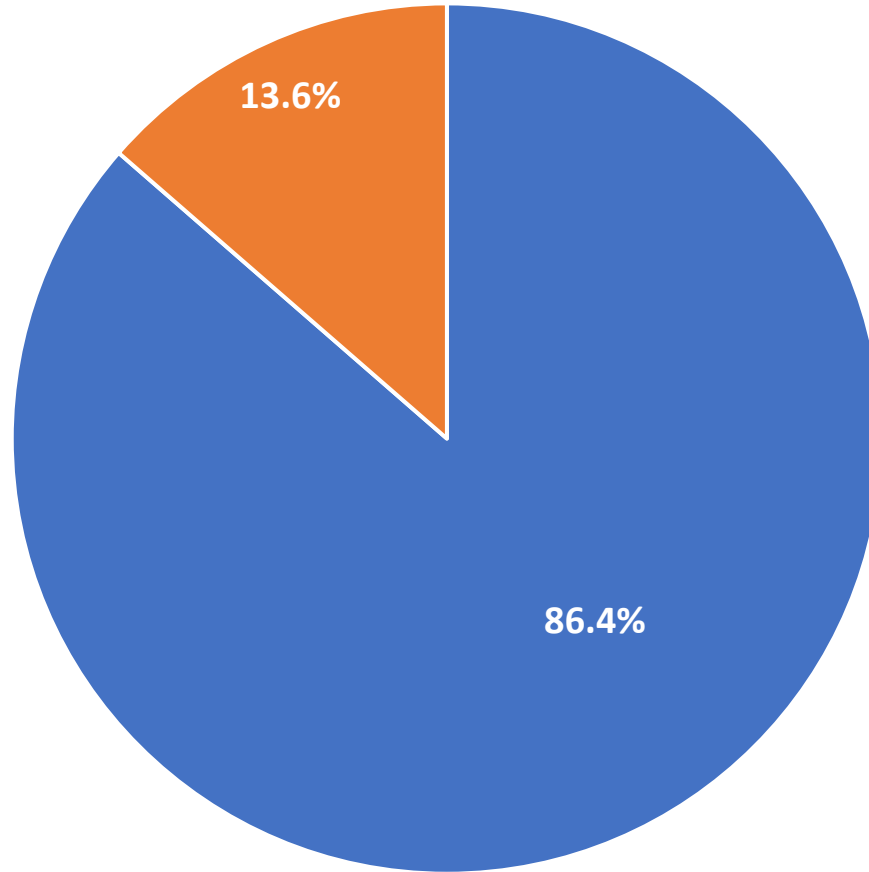
Used by one member only: Photoscape, Paint.net, Nick, ON1 Fast Raw Viewer, Phone Software, Microsoft, Denoise, Sharpen, Infanview, Gimp, Photoworks, Snapseed, Windows Photo Editor, Apple Photos

Willing to Attend Meetings in September



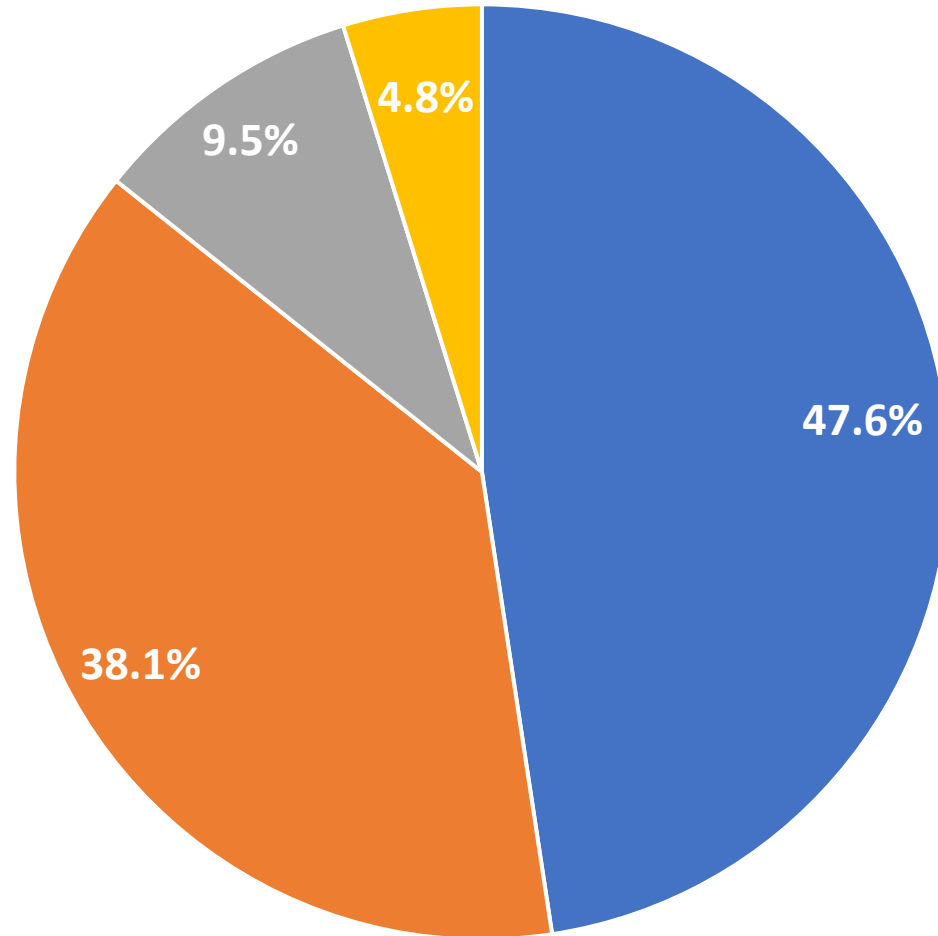
■ In person ■ Virtual Only ■ Undecided

Rate our Communications



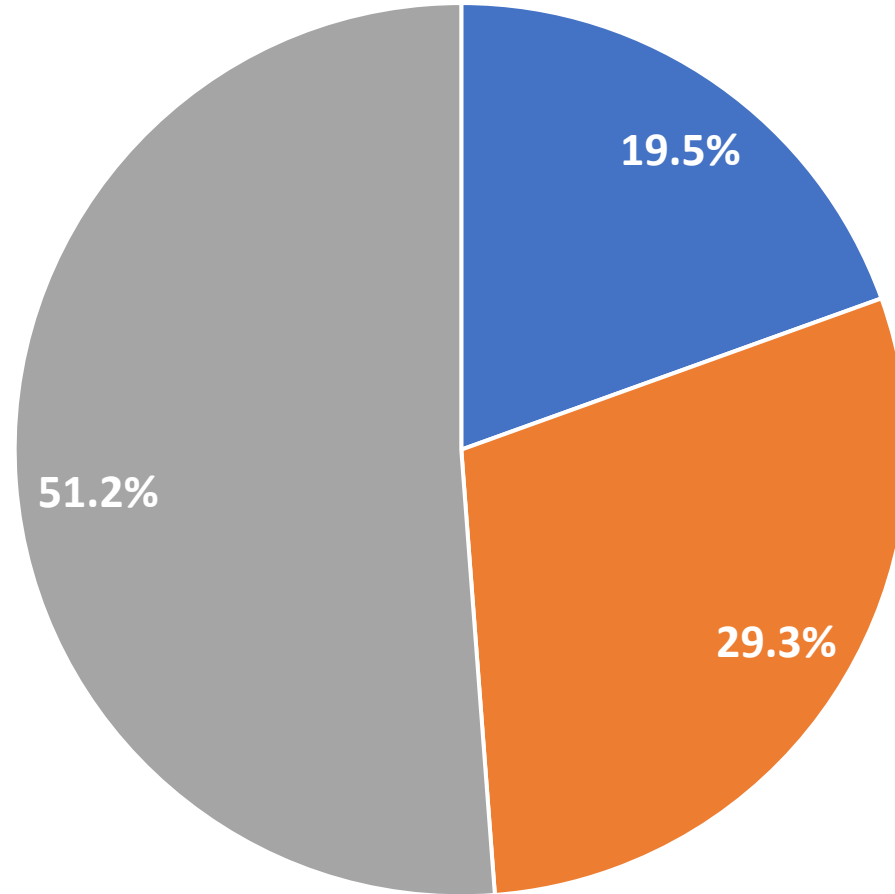
■ Excellent ■ Very Good

Rate our Virtual Meetings



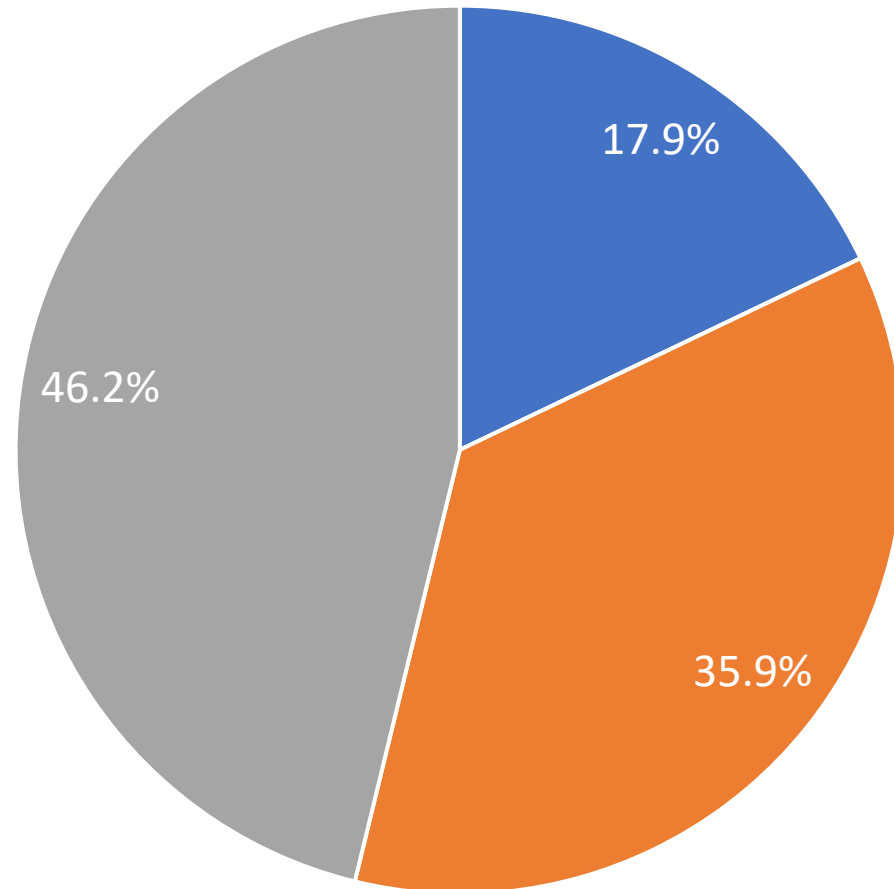
■ Excellent ■ Very Good ■ Good ■ Fair ■

Rate Monthly Challenges



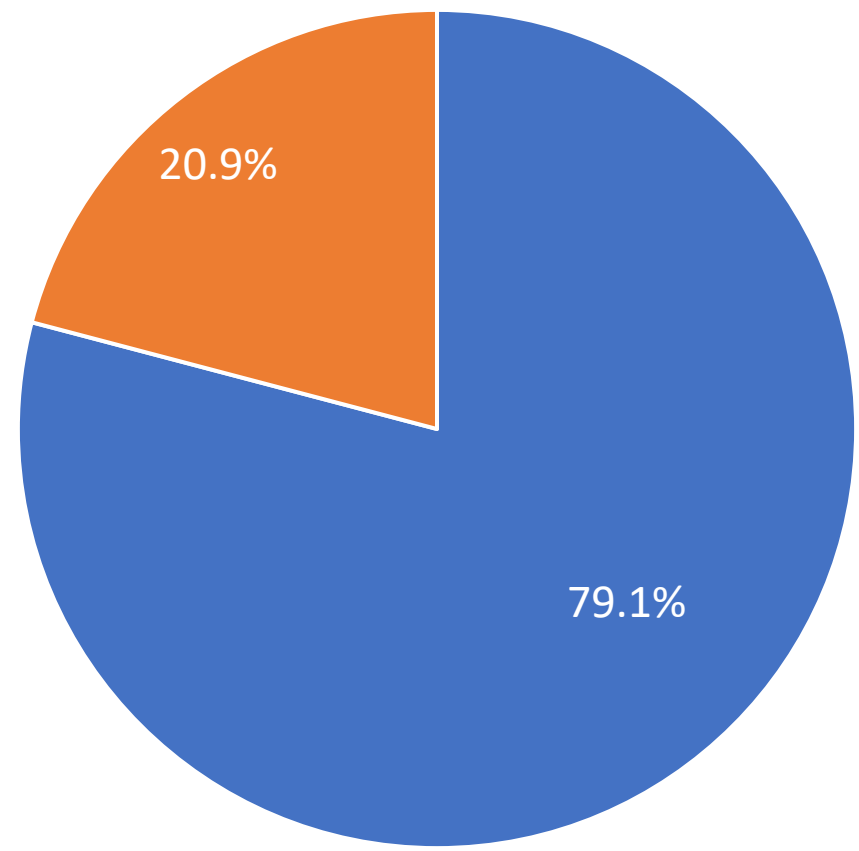
■ Good ■ Very Good ■ Excellent

Rate Special Challenges



■ Good ■ Very Good ■ Excellent

Extend Time Period to Take Pictures to 12 Months



■ Yes ■ No