

HCCOLA Q&A Survey Recap & Prioritized Goals

HCCOLA Q&A Survey Recap with Leadership's Prioritized Goals: The information gathered by the HCCOLA Education Team during the summer of 2014 will be used by HCCOLA leadership as a guide to help determine our future efforts and activities in 2015 and beyond.

Question A1:

Do you send / forward all the information that HCCOLA recommends for you to your members? How frequently - for example, do you send each item as it arrives in email or do you only do this on a monthly basis?

Answer: 16 Respondents for "Some", 10 = Yes, 9 = No

Goals:

- Every organization is different - Allow members / lakeshore owners / others to subscribe / unsubscribe to additional emails by topic area
- Develop a "Must Read" Blast for very important time sensitive information and use it Very Infrequently for Reps / Presidents
- Engage HCCOLA Representatives; Contact new HCCOLA representatives and educate on responsibilities and resources

Question A2:

Do you meet with your president / board of directors / representative(s) after each meeting to discuss HCCOLA information and then send it on to your membership?

Answer: 20 Respondents for "Some", 2 = Yes, 12 = No

Goals:

- Do HCCOLA Minutes using the standard format with a link to Committee Reports and share
- Provide subscription service for members / lakeshore owners to subscribe / unsubscribe

Question A3:

Do you pass on / communicate the benefits, initiatives, progress of our HCCOLA with all your lake association members?

Answer: 32 Respondents for "Yes, Some", 6 = No

Goals:

- Provide a HCCOLA Update that demonstrates the benefit 2 times per year – Spring Opener and Autumn - include mission / vision / values in the report
- Drive members to website to obtain information; use of subscription service

Question A4:

Do you utilize other means of communication to pass on information to your members in addition to email and how frequently do you do so?

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Answer: 27 Respondents for "Yes, Some", 6 = No

Goals:

- Connect with member Lake Association (LA) Websites; Provide a Link on HCCOLA Website to LA website. Also have a link to HCCOLA on LA Websites. Test to see if links both work.
- Provide a HCCOLA Update that demonstrates the benefit 2 times per year – Spring Opener and Autumn - include mission / vision / values in the report

Question A5:

Do you share information about HCCOLA with all the property owners on your lake or just your association members?

Answer: 22 = Respondents for "Some" , 4 = No, 8 = Yes All Property Owners

Goals:

- Allow any person to subscribe / unsubscribe to HCCOLA update; could be useful for local government officials too besides lake associations
- Encourage Lake Associations to utilize all or portions of the Spring Opener & Autumn HCCOLA Update for LA newsletters, LA annual meetings, etc.

Question A6:

Would you be willing to include HCCOLA email address on your email serv.list for a period of 1 year to help HCCOLA understand communications even more?

Answer: 23 = Respondents for "Yes & Some Questions"; 10 = No

Goals:

- Provide subscription service for members / lakeshore owners / others to subscribe / unsubscribe

Note: The Q&A for B1 through B3 and C3 are in table section below.

Question C1:

Why do you feel that HCCOLA cannot get any one person to volunteer for our officer positions?

Answer: 10 = Respondents for No Term Limits; But Rotation is Working, 24 = Time, 13 = Other

Goals:

- Encourage HCCOLA Reps that they can use their years of experience to excel in areas
- Splitting up the job positions seems to be aiding progress
- Utilize one-on-one discussions with prospective candidates
- Educate that HCCOLA appoints the Secretary and Treasurer based on the President's 2-year term so there are "term limits"

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Question C2:

Why do we have difficulty getting HCCOLA / Lake Association members to volunteer to participate in HCCOLA activities and events?

Answer: 22 = Time, 21= Other

Goals:

- Focus on Value & Benefit - People need to know that the time they give will have great impact
- Need to ask one-on-one; maybe don't get the message

B1: What should we, as "HCCOLA" be focusing on? 17 Individuals Answered: AIS	Already in Strategy and is a Priority
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B1: What should we, as "HCCOLA" be focusing on? 31 Answered Water Quality & Fishery ; combined/prioritized	HCCOLA Choices with 3 X's
<i>HCCOLA Exec Team Reviewed and Added to Goals</i>	
Promotion of good lake stewardship, lake management practices <i>which includes fishery</i> , preservation, health of, protection of, and future of our water resources with a focus on water clarity, and threats such as agricultural run-off (nitrates), pipeline, septic....	27
COLA needs a greater balance between lake management practices topics and AIS. We focus a lot on AIS, which is necessary, but natural vegetation and good water quality will help protect our lakes from AIS as well as other threats. While we can still get infested with some of those nasty invasives, healthy lakes with natural shorelines and good native vegetation will lessen their impacts.	20

B1: What should we, as "HCCOLA" be focusing on? 30 answered Leadership & Education; combined / prioritized	HCCOLA Choices with 3 X's
<i>HCCOLA Exec Team Reviewed and Added to Goals</i>	
Education about environment and habitat such as natural shorelines, aquatic vegetation, shoreline protection & restoration; topics on lake management planning and practices	20
Communication to Lake Associations on Important Issues; Help Lake Associations Become Stronger & Sustainable - functioning as a conduit among Lake Associations.... <i>Greater effort to get new lakes to be members.</i> <i>Explore boundaries outside of County and into Watershed management approach.</i>	17

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B1: What should we, as "HCCOLA" be focusing on? 8 Answered Government; combined / prioritized	HCCOLA Choices with 3 X's
<i>HCCOLA Exec Team Reviewed and Added to Goals</i>	
Partnership with HC, Townships, State	25
Work positively with decision <u>makers</u> .	21

B2: What should we, as "HCCOLA" not be focusing on or stop doing? 31 Individuals Provided Input; combined/prioritized	HCCOLA Choices with 3 X's
<i>HCCOLA Exec Team Reviewed and Added to Goals</i>	
Should keep on with what we are doing. All activities seem worthwhile. Nothing should stop! Prioritize!	18
Identify failures & don't repeat	18

B3: What suggestions do you have for HCCOLA collectively to improve upon what we are focusing on? 43 Individuals Provided Input; combined / prioritized	HCCOLA Choices with 3 X's
<i>HCCOLA Exec Team Reviewed and Added to Goals</i>	
Continue to educate the public with training and improve public awareness, image and relations with the community, business, media, gov agencies and lake associations.....	19
Keep the <u>few</u> priorities identified for each year in front of the group.	13
Speakers do help bring new ideas - - like fishing guides Jason Duram for example....	13
continue emphasizing practices to improve lake quality	11

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C3: Sharing Skills and Talents - What needs to change? 36 Provided Input; combined/prioritized	HCCOLA Choices with 3 X's
<i>HCCOLA Exec Team Reviewed and Added to Goals</i>	
Focus efforts on fewer, more effective / relevant activities. Revise expectations.	19
We need to get people to volunteer to do "one" thing - if you volunteer now you get to do everything....	18
Rotate duties to spread responsibility among HCCOLA members - shorter durations - similar to the Heavenly 7 meeting setup / cleanup duty partnership; important to appoint a leader and rotate leadership among the members for the duty.... <i>Redraw and change for # of mtgs for 2015</i>	14

30 Provided Input on Communicating the Right Information; combined/prioritized	HCCOLA Choices with 3 X's
<i>HCCOLA Exec Team Reviewed and Added to Goals</i>	
Always give information that directs people what to do / who to contact; Subject line in email must command attention; when response is needed, build in follow-up; short; People have a buy-in in the message so they will read - act.	16
Invite knowledgeable speakers; more seminars	14
Connect directly to lake association members with information worth sharing - less is more. <i>Allow LA members subscribe / unsubscribe</i>	12

14 Provided Input on Communicating to Right People; combined/prioritized	HCCOLA Choices with 3 X's
<i>HCCOLA Exec Team Reviewed and Added to Goals</i>	
Get Lake Association Input on What Works; More Lake Association Cooperation & Participation in Sharing COLA Information; Find out who is getting the information and who is not.	27
Communicate to <u>All</u> lake association members. All Lake Assoc members need to feel affiliated with COLA. <i>Allow LA members subscribe / unsubscribe; 1 Messenger.</i>	22

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6 Provided Input on Communicating at Right Time; combined/prioritized	HCCOLA Choices with 3 X's
<i>HCCOLA Exec Team Reviewed and Added to Goals</i>	
Best way to reach people at the right time (quickly & cheaply) is as you are - email "tree" with COLA Reps or email liaisons distributing to their lake associations	27

47 Individuals Provided Input on the Right Communication Channel; combined/prioritized	HCCOLA Choices with 3 X's
<i>HCCOLA Exec Team Reviewed and Added to Goals</i>	
Use COLA website to post detailed info where people use link to "get" info on a monthly basis or bi-weekly. More Cooperation with website where Lake Assocs linked...	21
Have Lake Associations forward emails - quickest and easiest. The subject line is Very Important. Limit number of email and make sure they are short & to the point.	19
quarterly Brief HCCOLA newsletters <i>bi-annually: Spring Opener – achievements, plans and benefits to new / existing lakes and Autumn Closeup – summary of achievements</i>	13
Multiple Communication Channels: Radio - ads, wkly show TV - public TV story on HCCOLA Computer Newspaper - HCCOLA Call, articles Magazines Social Media of All Kinds - Blog, Facebook Public Access Kiosk Phone Calling Tree even personal touch	12