



WISCONSIN
HISTORICAL
SOCIETY

Affiliate Survey Summary Report

Winter 2016

wisconsinhistory.org

Field Services & Local History

- In 1896, Society director Reuben Gold Thwaites was inspired to create a local history program as one of the initiatives to commemorate the upcoming 50th anniversary of Wisconsin's statehood.
- This "field services" program was the first of its kind in the United States. In 1898, the Society officially recognized the first affiliated local societies in Green Bay and Ripon.
- Over the past 118 years, the local history affiliate program has grown to include a roster of 390 county, local and specialized historical organizations. The Society assists communities, organizations, and individuals around the state in preserving and sharing their history.
- Field services offices in Eau Claire and Madison serve the northern and southern service regions. Field services staff work in collaboration with Society staff and partner organizations to deliver educational programs, technical advice, and networking opportunities.
- The Society is currently evaluating its services to local affiliates and conducting surveys and focus groups to gather information from individuals and organizations around Wisconsin.



Affiliate Survey Summary

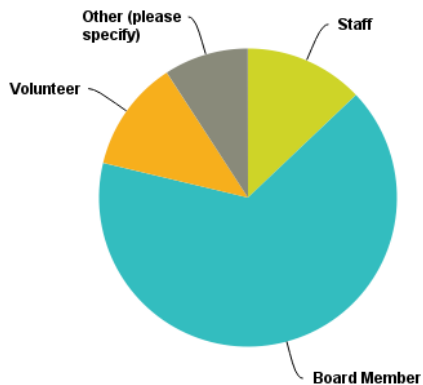
A total of 243 individuals completed the survey:

30 identified as paid staff

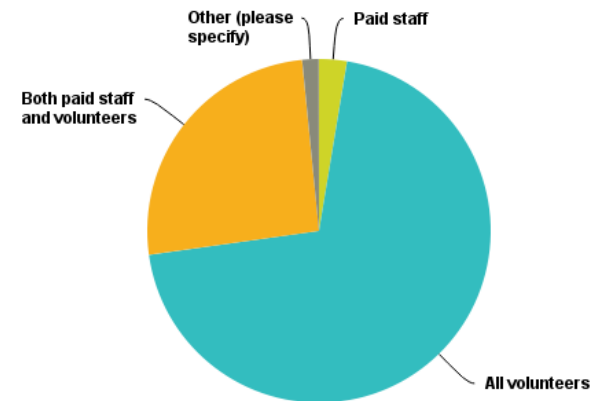
156 identified as board members

28 identified as volunteers

22 identified as other (typically a specific board role, i.e. President)



Staffing Patterns

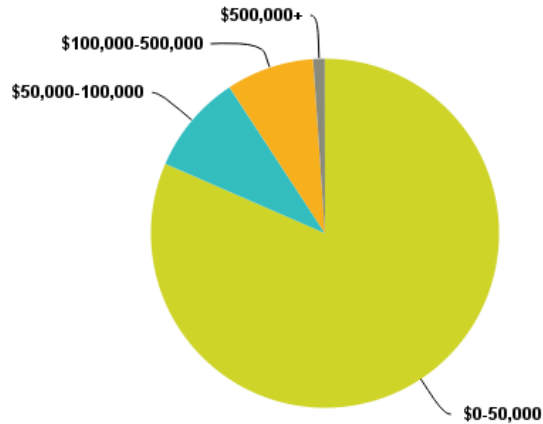


Answer Choices	Responses	
Paid staff	2.62%	5
All volunteers	70.16%	134
Both paid staff and volunteers	25.65%	49
Other (please specify)	1.57%	3
Total		191



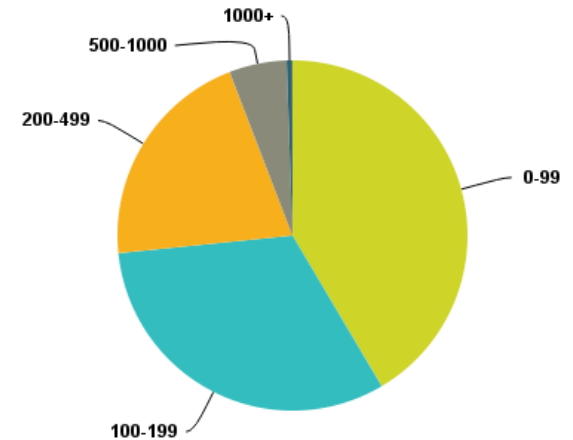
Affiliate Survey Summary

Annual Budget



Answer Choices	Responses	
\$0-50,000	81.52%	150
\$50,000-100,000	9.24%	17
\$100,000-500,000	8.15%	15
\$500,000+	1.09%	2
Total		184

Membership Totals



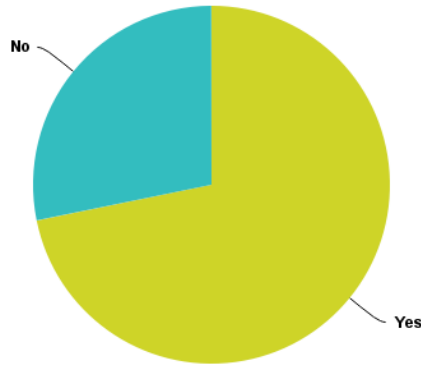
Answer Choices	Responses	
0-99	41.49%	78
100-199	31.91%	60
200-499	20.74%	39
500-1000	5.32%	10
1000+	0.53%	1
Total		188

Funding from a local municipality: 42% received some type of funding; 54% did not; 4% were unsure



Affiliate Survey Summary

Programs for schools



Annual Attendance

161 answered this question

- 80 indicated 0-500 per year
- 30 indicated 500-1000 per year
- 30 indicated 1000-5000 per year
- 11 indicated 10,000+ (up to 21,000)
- 15 were unsure

Answer Choices	Responses	
Yes	71.81%	135
No	28.19%	53
Total		188



Affiliate Survey Report

How familiar are you with the benefits of being an affiliate?

	Not familiar	Somewhat familiar	Familiar	Total	Weighted Average
(no label)	14.67% 27	50.00% 92	35.33% 65	184	2.21

Indicate the value of being an affiliate of the Society

	Not important	Somewhat important	Very important	Total	Weighted Average
(no label)	2.73% 5	46.99% 86	50.27% 92	183	2.48



Value of each component

	Not important	Somewhat important	Very important	Total	Weighted Average
Columns (the newsletter of the Society this is sent to all board members)	5.35% 10	55.61% 104	39.04% 73	187	2.34
Magazine of History (sent to President/Director)	10.86% 19	45.71% 80	43.43% 76	175	2.33
Listing in Directory of Affiliates (WHS website)	8.70% 16	41.85% 77	49.46% 91	184	2.41
Assistance from field services staff	4.42% 8	28.18% 51	67.40% 122	181	2.63
Technical assistance from other Society staff	8.70% 16	33.15% 61	58.15% 107	184	2.49
Mini-Grant program (for collections care & management)	10.44% 19	31.87% 58	57.69% 105	182	2.47
The Annual Conference	15.30% 28	45.36% 83	39.34% 72	183	2.24
Regional meetings	12.78% 23	48.33% 87	38.89% 70	180	2.26
Webinars	17.42% 31	55.62% 99	26.97% 48	178	2.10
List serve/social media	21.43% 36	47.62% 80	30.95% 52	168	2.10
Other	50.00% 20	42.50% 17	7.50% 3	40	1.57



Training and Technical Services

	Not interested	Somewhat interested	Very interested	Total	Weighted Average
Collections care (artifacts)	1.72% 3	27.01% 47	71.26% 124	174	2.70
Archives (paper)	4.60% 8	26.44% 46	68.97% 120	174	2.64
Past Perfect (museum software)	19.65% 34	34.68% 60	45.66% 79	173	2.26
Genealogy and research	8.09% 14	42.20% 73	49.71% 86	173	2.42
Digitization	11.11% 19	33.92% 58	54.97% 94	171	2.44
Historic Preservation (buildings)	12.72% 22	36.42% 63	50.87% 88	173	2.38
Archaeology	31.58% 54	46.78% 80	21.64% 37	171	1.90
Native American collections and pre-contact sites	27.17% 47	47.40% 82	25.43% 44	173	1.98
Exhibit development and design	5.81% 10	35.47% 61	58.72% 101	172	2.53
Fundraising (grants and gifts)	1.73% 3	33.53% 58	64.74% 112	173	2.63
Membership	2.34% 4	33.92% 58	63.74% 109	171	2.61
Board development	10.53% 18	46.20% 79	43.27% 74	171	2.33
Organizational planning	9.25% 16	47.98% 83	42.77% 74	173	2.34
Financial and budget development	10.98% 19	50.29% 87	38.73% 67	173	2.28
Strategic planning	13.37% 23	42.44% 73	44.19% 76	172	2.31



Affiliate Survey Summary

Besides financial issues, what are the top three issues your organization is facing?

1. Board (recruitment and ongoing education for board members)
2. Getting people involved; getting resources (financial and expertise)
3. Space (for collections storage and exhibits)
4. Collections care and management of collections
5. Involvement (getting the community and members involved)
6. Preservation (of buildings and artifacts)
7. Community Involvement
8. Artifacts (care, managing space and storage)
9. Publicity/Public Awareness
10. Membership – increasing membership



Affiliate Survey Summary

Next steps:

Focus groups – discussions with regional and specialty organizations

Consult with partner organizations to help identify goals and priorities

Possible follow up surveys

Thank you! If you have questions, please contact Rick Bernstein at rick.bernstein@wisconsinhistory.org or Janet Seymour at janet.seymour@wisconsinhistory.org.

