

# Granite State Ambassadors Operations Survey Results – January 2019

152 responded

### WHO RESPONDED

#### Hours volunteered since certified

Up to 50 18% | 50-100 16.18% | 100-250 9.56% | 250-500 14.71% | 500-1000 18.38% | 1000-2000 16.18% | 2000+ 6.62%

#### Hours accumulated in past year

<50 46.27% | 50-100 27.61% | 100-200 15.67% | 200+ 10.45%

#### Year certified as a GSA

2018 16.79% | 2017 12.41% | 2014 11.68% | 2016 8.03% | 2011 6.57% | 2010 6.57% | 2012 5.84% | 2015 5.11% | 2013 4.38% | 2009 3.65% | 2001 3.65% | 2004 2.92% | 2008 2.19% | 2007 2.19% | 2006 2.19% | 2005 1.46% | 1997 1.46% | 2003 .73% | 2002 .73% | 2000 .73% | 1996 .73% | 1999 0% | 1998 0%

#### Regions GSAs typically volunteer in

Manchester 46.15% | Concord Area 17.79% | Special Events 16.83% | Seacoast 5.77% | White Mountains 4.81% | Dartmouth/Sunapee 3.37% | Monadnock 2.88% | Lakes Region 1.92% | Great North .48%

#### Typical time traveled to volunteer

30 minutes 43.24% | <15 minutes 31.76% | 60+ minutes 10.14% | 45 minutes 8.78% | Other 6.08%

#### Number organizations GSAs volunteer for

2-5 48.91% | 1-2 44.53% | 5+ 6.57%

Where: Word cloud – key words used most are largest



## DEMOGRAPHICS

### Employment / Residence Status

Retired 105 | semi-retired 14 | employed full-time 11 | other 8 | seasonal resident 7 | employed in tourism industry 2

### Age group

60-69 44.2% | 70-79 39.13% | 80-89 8.7% | 50-59 5.07% | 40-49 2.17% | <39 .72%

### Occupation prior to retirement

Teacher / Professor 32 | Management 19 | Administration 18 | Other\* 18 | Customer Service 14 | Nurse 12 | Marketing/Sales 11 | Healthcare/Social Service 11 | Nonprofit 10 | Government 10 | Engineer 10 | Director/Executive 9 | Entrepreneur 7 | Accounting 5 | Event Planning 5 | Service 5 | Homemaker 4 | Hospitality 4 | Banking 4 | Agriculture 3 | Info Technology 3 | Military 3 | Investments 2 | Defense Contractor 2 | Database 2 | Childcare 2 | Fire/Police 2 | Legal 1 | Recreation 1

\*Other: Manufacturing; Project Management; Realtor; Counselor; Telephone Company; Scientist; School Secretary; Transportation; Airline Pilot; Corrections; Technician; Administration Assistant; Grocery Store

## OPERATIONS QUESTIONS

### UNIFORMS

#### Should we offer Lands End between normal bulk orders (more expensive)?

No 70.37% | Yes 29.63%

#### Should we have dressier option – button up shirts/blouses with black dress pants?

Yes 49.25% | No Preference 39.55% | prefer normal uniform 11.19%

#### When should GSAs receive 50 hour permanent badge?

When earned like shirts 41.55% | No preference 26.06% | AMBIEs only 23.24% | other 9.15%

#### Notable comments / themes:

Badges should receive as earned, but acknowledged at AMBIEs

Should have stricter uniform policy including color of shoes / socks

Need more consistency with uniforms – shirts vary in shade, design

Like multiple shirt companies – not all brands fit right or have the right size

Bring back pant color change at Ice Out & Columbus Day

Should only have green shirt requirement with any color pants including nice jeans

Badges should be earned at lower number of hours

Too much on shirts – embroidery is redundant of plastic badge. Hanging hours awards is too much.

Repost uniform policy for clarification, especially about sweaters

Like Harriton line of shirts

### TOURS

Best way to collect feedback

Online Form 65.03% | On-site Questionnaire 23.08% | Submit a Paragraph 11.89%

#### Were 2018 tours informative and relevant?

**Yes** 98.35% | **No** 1.65%

### **Notable comments / themes:**

The blogs aside, if we had a data page on line of these places with (a) pictures (b) history (c) interesting facts (d) statistics, etc. that we could reference whenever needed, that would be VERY helpful. Could have an alphabetical index for easy reference. Could also include places outside of what the group has visited (i.e. that an individual sends in from places in their own communities).

After we complete a tour, spend time immediately after as a group to talk about what you learned and how you will use what you learned. Have someone be the note taker and share these notes with the tour participants and others. Keep an online scrapbook of each tour with photos, key information and the discussion of what was learned and how to apply it. Perhaps annually have a few interested GSA's review the "scrapbook" to update if any of the locations have significantly changed or closed.

## **SOCIAL COMMITTEE**

### **Number of Social Committee events attended**

**0** 43.70% | **2-5** 25.19% | **1** 17.78% | **Many** 13.33%

### **Do social activities add to GSA experience?**

**Yes** 58.09% | **Unsure** 37.50% | **No** 4.41%

### **Should number of social events increase?**

**Yes** 61.42% | **Not interested** 38.58%

### **Would you be willing to help coordinate social events?**

**No** 78.63% | **Yes** 32.37%

### **Notable comments / themes**

Buddy system – ask a GSA who has attended social events in the past to greet, introduce and make a new participant feel included

Ice breakers / interactive activities at large group functions

Photo directory for GSAs

Liked when it was a simple meet for lunch

Smaller groups getting together for dinner

Personal invitations

Allow non GSAs to attend some tours

Discount night at a paint place or a GSA led instructional workshop or showing of their work

## **COMMUNICATIONS**

### **GSA Contact Directory to connect with other GSAs**

Printable Directory (opt in) only available for download from online calendars 55.94%

Prefer to give permission for staff to share my information when requested 32.87%

Do not want my information available in any form 7.69%

Other 3.5%

### **How often read GSA newsletter**

**Every issue in full** 68.66% | **partially every issue** 26.87% | **headlines only** 2.99% | **every couple issues** 1.49%

### **Like printable format?**

**Yes** 89.84% | **No** 10.16%

### **Newsletter effective?**

**Yes** 98.46% | **No** 1.54%

### **Would like to see more center specific news**

**Yes** 62.99% | **No** 37.01%

### **Frequency newsletter should be published**

**Every other week** 68.94% | **weekly** 15.91% | **only when there is news** 15.15%

### **Thoughts on blogs/articles / effectiveness**

Like personal feel

Helping non-English speaking guests

Executive Summary at top

Give parameters for blogs – what to include, # of photos etc

### **About posting GSA promotional pages ie Authors**

As long as they aren't too commercial and self-promoting

Like featured segments on what GSAs are doing, quilts, woodworking, past jobs....

### **Interest in learning what Board of Directors is doing**

**Yes** 78.29% | **Not interested** 21.71%

## **MARKETING**

### **Seen new marketing materials**

**Yes** 55.38% | **No** 44.62%

### **Which are most useful**

**All** 32.92% | **Rack Cards** 23.60% | **Volunteer Referral Cards** 18.63% | **Post Cards** 17.39%

### **Are you a member of an organization that has regular speakers?**

**No** 75.59% | **Yes** 24.41%

*\*\* please present on NHGSA or ask us to!*

### **Outreach ideas**

OLLI

AARP and Senior Leadership – topics social isolation

Aging Conferences (UNH / Union Leader)

Lions Club

Facebook

Email, Newspapers...

Rotary Club

Manchester Women's Club

Magazines and local publications

## PERKS

### Importance of Perks

Perks don't influence my decision to volunteer 67.69% | Specific perks determine where I volunteer 17.69% | No opinion 14.62%

### Types of Perks or Rewards that would entice you to volunteer more hours or try a new center

- Admission or tour of NH landmark
- Expenses covered like parking, entrance fees...
- Free or reduced price at local restaurants or hotels
- Drive long distance to volunteer, perks are appreciated
- Gift certificate
- Free shirt at 1500 hours
- Ski passes

### Types of rewards / awards found most meaningful

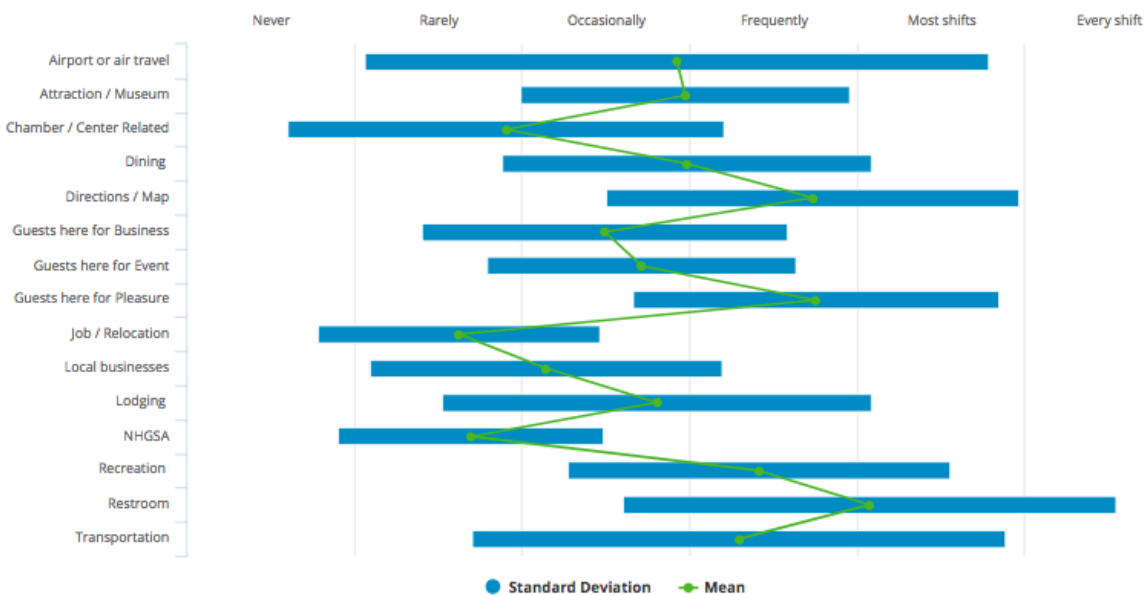
Gift Certificates 72.36% | Pins 40.65% | Badge hang tag 27.64% | Public Recognition 16.26% | Certificate 13.82% | Patches 5.69%

### Plan to participate in Explore NH Heritage Museum Trail program

Yes 56.45% | No 43.55%

## GUEST SERVICES

### Types of questions answered at your primary center



## What can we provide to make answering questions easier?

Training  
Brochures  
List of what to do in downtime  
Monthly event calendar  
Clear transportation options, especially from airport \*\*  
Updated notes / more organized listings  
Refresher training  
FAMiliarization tours  
Links directly off our website  
Cheat sheets  
Refresher for individual centers  
Detailed maps  
Downloadable files or books for each location  
Bicycle maps  
FAQ sheets

## When on duty:

**Time slot matters more than person I'm with** 41.27% | **Volunteer in pairs to meet new friends** 22.75% | **Volunteer in pairs with same person** 19.05% | **Volunteer alone** 16.93%

## In downtime on duty, like to:

**Research NH events, happenings, properties** 29.0% | **Socialize** 28.23% | **have projects** 21.77% | **enjoy quiet time, read...** 20.97%

## Should NHGSA move towards a volunteer model where GSAs can earn 'ranks' to take a more active role in planning (committees, tours, education...) and leadership (event / center shift leader)

**No preference** 51/61% | **No** 28.23% | **Yes** 12.10% | **Other** 8.06%

## Would you be interested in 'walk-about' type duties in downtown areas, parks, or festivals giving out local information?

**Maybe** 49.22% | **No** 33.59% | **Yes** 17.19%

## Would you be interested in volunteering at a portable kiosk in downtown areas, parks, festival... to give out local information?

**Prefer to be indoors in a center** 39.20% | **Yes if it's a stationary booth** 32.80% | **Other** 16.80% | **Yes, if it's lightweight and can be rolled around easily so I can move throughout area** 11.20%

## What would entice you to volunteer at:

### NH State Welcome Centers

Being busy  
Guests to assist, instead of busy work  
Distance  
Tours of centers and hear from staff directly what we could do to support them  
Feel welcomed and valued  
Being behind a counter  
Additional available days – weekends are hard

Chair – hard to stand for 3 hours in lobby area  
Like to volunteer in pairs

### **Hooksett North / South Centers**

Free / discounted meal  
Standing 3 hours is too much – need chair and counter  
Nothing to do – they have staff  
Distance  
Guests stop for bathrooms, gas, food – not so much information  
Reimbursement for tolls  
Special training on specific topics – become a docent

### **Chambers / Association**

Info session to meet staff and talk about duties  
Need to feel needed, not just an extra body  
Parking  
Tours of area  
Discounts at local businesses  
Like helping with mailings etc  
Invites to chamber functions – after hours, annual meetings, special events...  
Educational opportunities

### **Statewide Events**

Experience itself is a great reward  
hours being reported for me  
willing to travel further for events  
Prefer to sign up on GSA calendar  
Prefer GSA managed events with our staff person coordinating  
Don't like having to contact event directly to volunteer  
    Need clear instructions and expectations from outside event coordinators

### **How does being a GSA add or enrich your life?**

#### *General themes*

Being part of something bigger  
Meeting new people from around world  
Being busy  
Learning and expanding knowledge about NH  
Helping guests / satisfaction of  
Making new friends  
Promoting NH – sharing passion

### **If you attended GSA Certification and intended on volunteering, but didn't, tell us what stopped you and how we can improve.**

#### *General themes*

Burnt out on over-volunteering  
Health change

Work / family obligations  
 Not busy enough to be meaningful  
 Nothing near my home / commute time  
 Don't feel have enough knowledge  
 Hard to get time slot I want at MHT

**Being a Mentor / Mentee – can we improve experience?**

*General themes*

Would like to see more formal program  
 Outline of what to cover during 3 sessions  
 Mentors should be willing to share knowledge more freely  
 Hard to break into groups of long-time GSAs  
 Personal invitations to volunteer with a mentor

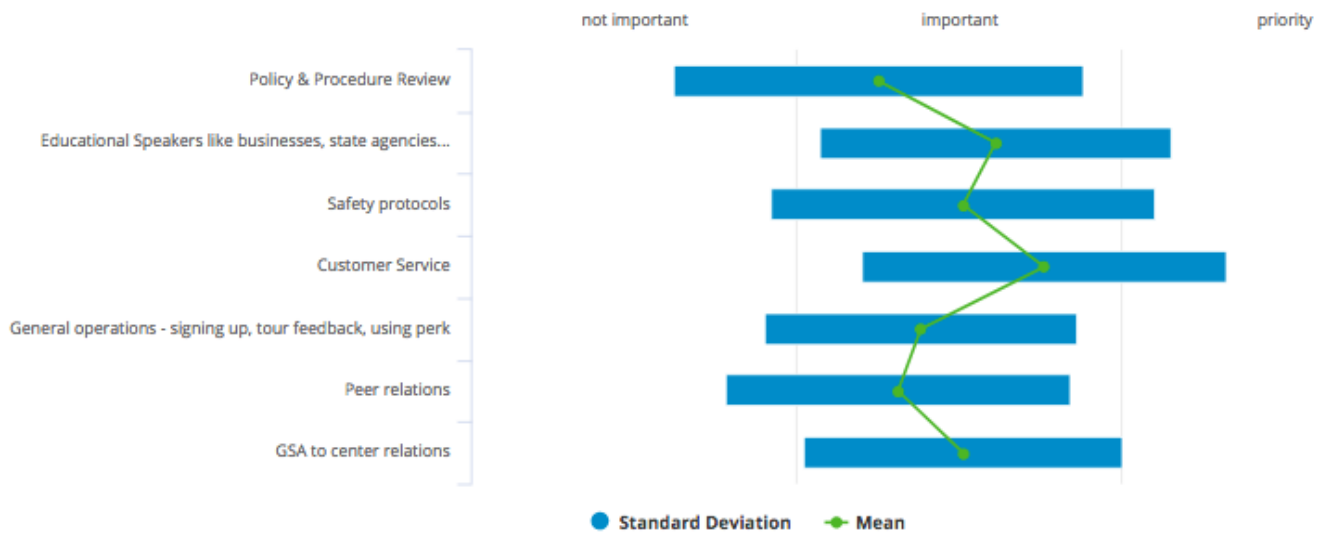
**Would you like to see regular educational workshops for GSAs?**

Yes 89.08% | No 10.92%

**Should these be held:**

In person – half day 65.52% | online 51.72% | in person – full day 17.25% | none, I'll read info on own 11.21%

**What would you like to see as part of a GSA refresher?**



**Additional Comments:**

Earn hours for attending trainings / meetings  
 Earn hours for travel time  
 Walk-About badges should say INFO instead of ASK ME  
 Customer service needs to be reiterated in some seasoned GSAs