

**St. Louis Chapter of the American Sewing Guild**  
**Member Interest Survey**  
**August 2017**

**Background**

The 2017 Chapter Advisory Board (CAB) inherited a very healthy treasury allowing the chapter to host more events including those with nationally known speakers. At the January 7, 2017 Chapter Planning Meeting, the CAB voted to conduct a member survey for the purpose of planning future chapter events.

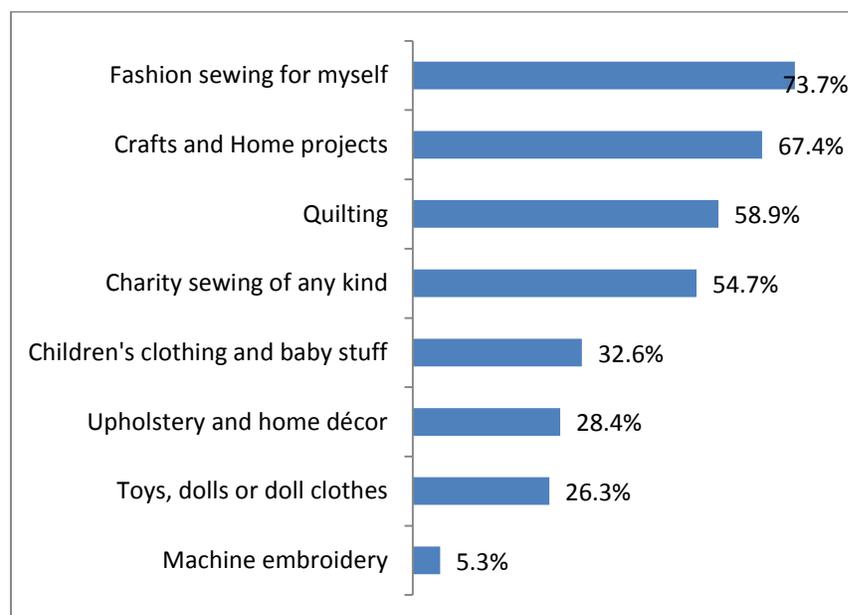
The survey was conducted using both hardcopy and electronic surveys (Survey Monkey). While the survey questions were identical, those members who receive the newsletter by hard copy were mailed surveys. The remainder of the members received a link to the survey on Survey Monkey in an email. Hardcopy surveys were mailed on June 27, 2017. The link to the electronic version on Survey Monkey was sent on June 23, 2017. Neighborhood Group Leaders were emailed on June 27, 2017 to encourage their members to respond to the survey. Reminder emails with the link to Survey Monkey were sent again on July 7 and 14, 2017 to all members.

**Results**

There were a total of 96 responses to the Member Interest Survey. The participation rate was 96/218 or 44%. Fourteen (14) were from the 28 hard copy surveys distributed (50%) and 82 were collected via Survey Monkey (40.1%). There was one duplicate survey submitted via Survey Monkey and it was removed from the final analysis. Respondents did not answer every question on the survey. The results of each question will say how many responded to that particular question and how many skipped over it.

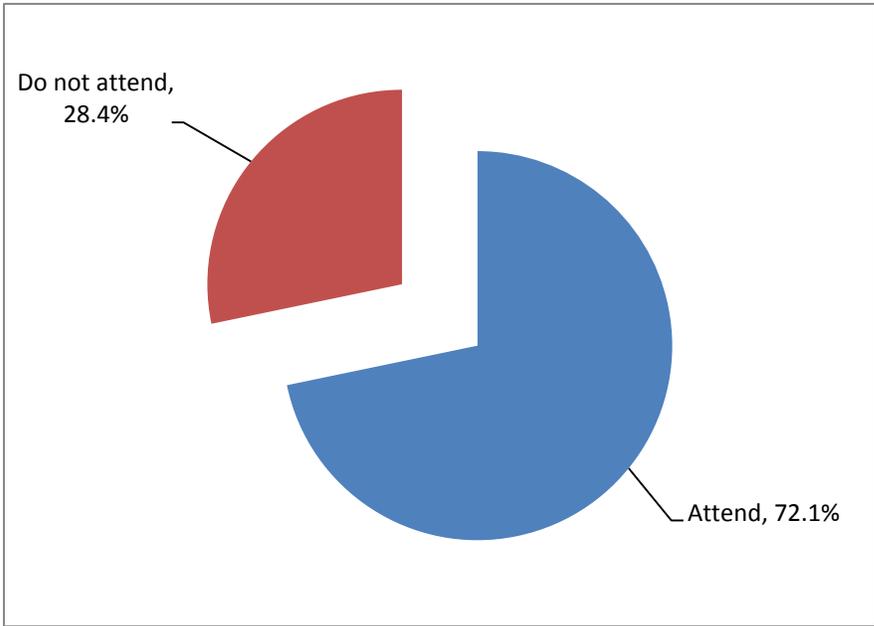
Comments made by the respondents on the various questions are given below the question. They are grouped as to the respondent's answer to the question.

**1. What type of sewing do you enjoy? 95 responded; one skipped**



Sewing Type	No.	%
Fashion sewing for myself	70	73.7%
Crafts and Home projects	64	67.4%
Quilting	56	58.9%
Charity sewing of any kind	52	54.7%
Children's clothing and baby stuff	31	32.6%
Upholstery and home décor	27	28.4%
Toys, dolls or doll clothes	25	26.3%
Machine embroidery	5	5.3%
I make things to sell	3	3.2%
Mend for family members	3	3.2%
Fashion sewing for others	2	2.1%
Teen clothing and cosplay	2	2.1%
Gifts	1	1.1%
Bridal alterations	1	1.1%
Quilts of Valor	1	1.1%

**2. Do you attend any Neighborhood Group meetings?** 95 responded; one skipped

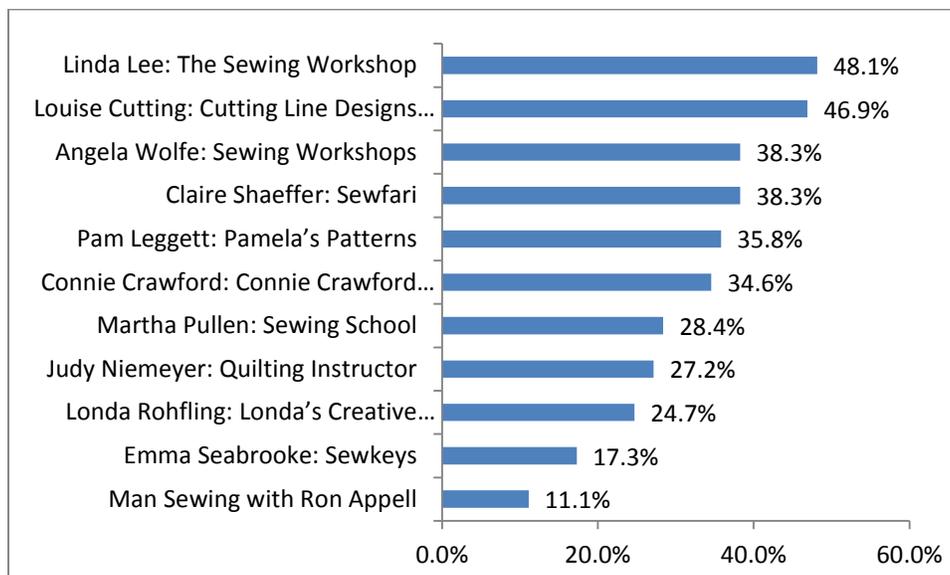


Response	No.	%
Attend	68	72.1%
Do not attend	27	28.4%

Twenty (20) of those who responded that they did not attend a Neighborhood Group meeting left comments.

I attend off and on.	Topics not of interest. I work during the day. Groups not in a location I can attend. 63033 Florissant added)
I live in Mississippi	62040 Live closer to Collinsville, Illinois
It hasn't worked into my schedule yet, but I plan to try to make that work before the year is out	63105. (CLAYTON added) None closest to me. My group closed
Not yet, just can't make them right now	older and don't get out much.
I travel for my job and just signed up again. I hope to get involved. Closest group to 63367?	Most of the ones near me meet during the day and I am a school teacher and unavailable during the day.
Most are in the evening and I am too tired by then.	I don't feel very welcome at most of the groups due to my age and I only sew garment. Also, the meetings are almost always held at a time I cannot attend because I work and have school age children.
Most groups do not focus on clothing 63033. Not interested in crafts like projects.	I'm really looking for a good garment making group, something to help with fitting etc... would love to learn more - also with younger styles; bag/purse making like SWOON patterns etc..... I guess I'm looking for a modern sewing guild
Not regularly. Grandkids schedule conflicts	Too busy helping my daughter with my grandson.
Time and schedule changes	63116 would like day time
I think we have something in Belleville, IL but too far to drive for me.	We have no group in our area. I'm not sure my health would allow me to attend 63033

**3. The chapter is in a position financially to bring in national speakers. Please tell us who would be of interest to you.** 82 responded; 14 skipped



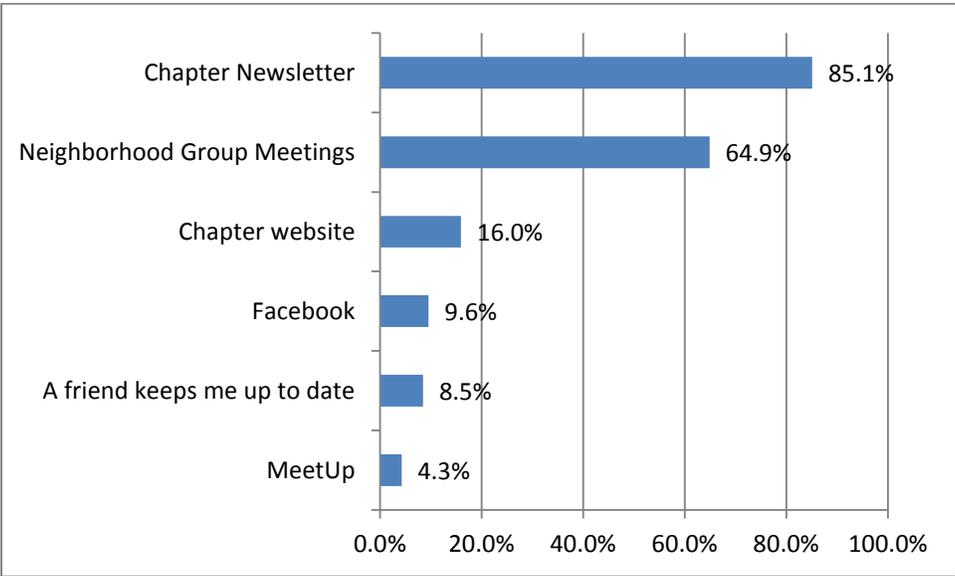
Speaker	No.	%
Linda Lee: The Sewing Workshop	39	48.1%
Louise Cutting: Cutting Line Designs	38	46.9%
Claire Shaeffer: Sewfari	31	38.3%
Angela Wolfe: Sewing Workshops	31	38.3%
Pam Leggett: Pamela's Patterns	29	35.8%
Connie Crawford: Connie Crawford Patterns	28	34.6%
Martha Pullen: Sewing School	23	28.4%
Judy Niemeyer: Quilting Instructor	22	27.2%
Londa Rohfling: Londa's Creative Threads	20	24.7%
Emma Seabrooke: Sewkeys	14	17.3%
Man Sewing with Ron Appell	9	11.1%
Peggy Sagers	3	3.7%
Nancy Zieman Quilt	2	2.5%
Sarah Veblen	2	2.5%
Judy Kessinger Fit Nice System	2	2.5%

Speaker	No.	%
Linda Griepentrog	1	1.2%
June Colburn	1	1.2%
Gail Yellen	1	1.2%
Jenni from MSQC	1	1.2%
Kenneth Lee	1	1.2%
Susan Khalje	1	1.2%
Christine Johnson	1	1.2%
Safety Pocket Patterns	1	1.2%
Mary Ray	1	1.2%
Jenniger Stern	1	1.2%
Sandra Betzina	1	1.2%
Cynthia Guffey	1	1.2%
Ebony Love	1	1.2%
LoveBug Studios	1	1.2%
Laura Nash- designer for Sew Chic Patterns	1	1.2%

**General Comments**

- I'm not familiar with many above
- I'm not familiar enough with these names to know what they specialize in. Some of the names are vague.
- I think this is great
- Quilting teachers
- Not familiar with some of these. Pick someone from the convention that you feel would interest the rest of us need to know about. What's new in the sewing arena

**4. How do you find out about Chapter events and activities?** 94 respondents; 2 skipped

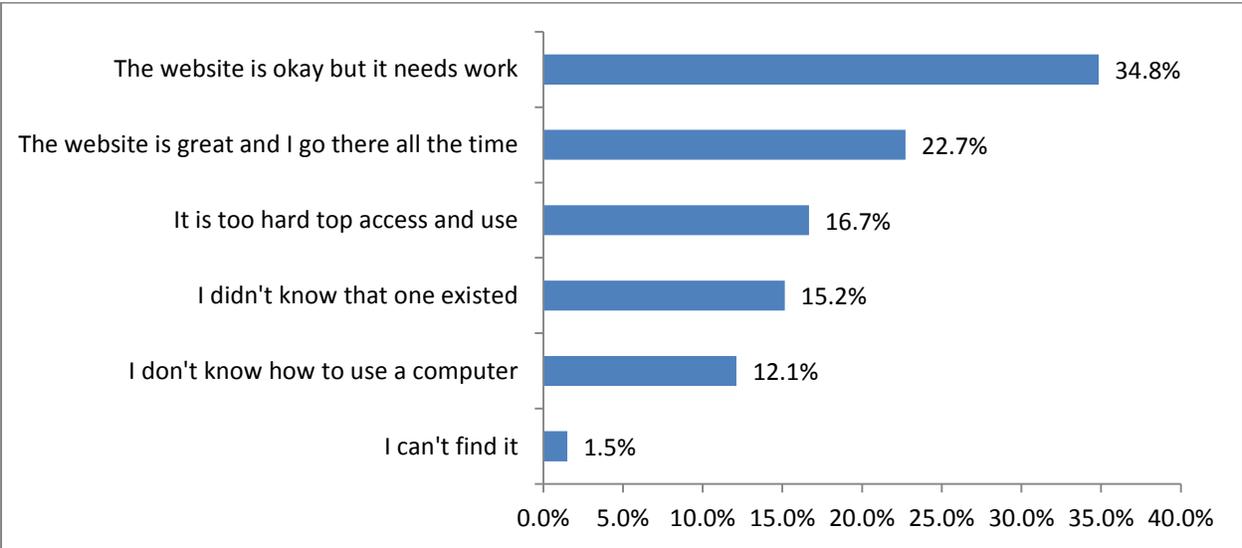


Method	No.	%
Chapter Newsletter	80	85.1%
Neighborhood Group Meetings	61	64.9%
Chapter website	15	16.0%
Facebook	9	9.6%
A friend keeps me up to date	8	8.5%
MeetUp	4	4.3%

Respondents to this question were asked what neighborhood groups they attended. Twenty-three (23) named the groups they attend. Several reported attending multiple neighborhood groups.

Group	No.
Fenton Daytime	10
Central Daytime	8
South County Chainstitchers	4
City Sew-Ers	3
Sew Amused Stitchers	3
Fashion Fabric and Friends	2
West County	1

**5. Have you been to the Chapter’s website? 68 respondents; 28 skipped**



<b>Response</b>	<b>No.</b>	<b>%</b>
The website is okay but it needs work	23	34.8%
The website is great and I go there all the time	15	22.7%
It is too hard to access and use	11	16.7%
I didn't know that one existed	10	15.2%
I don't know how to use a computer	8	12.1%
I can't find it	1	1.5%

**General Comments**

- I don't have a lot of time to spend on the website so I would not be a good judge of how good it is.
- None of the above. Have visited, but have not really used it, so cannot comment further
- Didn't know it existed until recently.
- I've seen it, but just forget to look at it often.
- Only 2-3 times
- not for a long time
- Website is good

**Have not been to website**

- I last read a newsletter on line and it was terrific
- Limited time to "surf"
- I think the website is good, I just never go there... Maybe send emails occasionally containing links to the website.

**I didn't know that one existed.**

- I just use the ASG National website

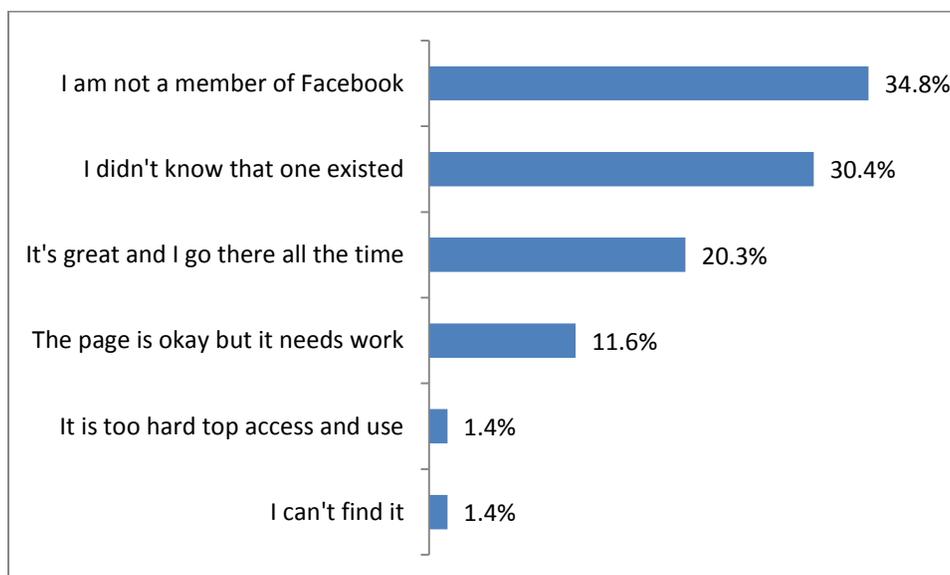
**It is too hard to access and use.**

- It's been a long time since I've been there, but from what I remember, it was hard to access (couldn't set my own password so I could never remember). Also, at the time, I wasn't overly impressed with the website, so I didn't go back.
- too much trouble w/passwords changing all the time...I still don't know it.
- Always losing my password

**The website is okay but it needs work.**

- Descriptions of the neighborhood groups would be useful.
- I go to it occasionally
- make it look more attractive and inviting
- It's easier to FB since I am on it more. Don't have time to google the website.
- Prefer Facebook
- A lot has been done recently and it is starting to look good.

**6. Have you been to the Chapter's Facebook page? 69 responded; 30 skipped**



<b>Response</b>	<b>No.</b>	<b>%</b>
I am not a member of Facebook	24	34.8%
I didn't know that one existed	21	30.4%
It's great and I go there all the time	14	20.3%
The page is okay but it needs work	8	11.6%
It is too hard top access and use	1	1.4%
I can't find it	1	1.4%

**General Comments**

- Not much time to spend on FB
- Believe it or not, I'm just getting on Facebook.
- I do not enjoy messing about on the computer so do not access the website. Sorry
- Have not been there - but I know it exists.
- Use it mainly for family pictures. .
- No. I haven't been to Facebook page. Not a fan of Facebook.
- I 'be seen it, but just forget to look at it often.
- I'm a member for family updates, but never use Facebook for anything else.
- Don't visit often
- Don't remember
- I'm not a big Facebook fan
- No interest in going there
- Occasionally

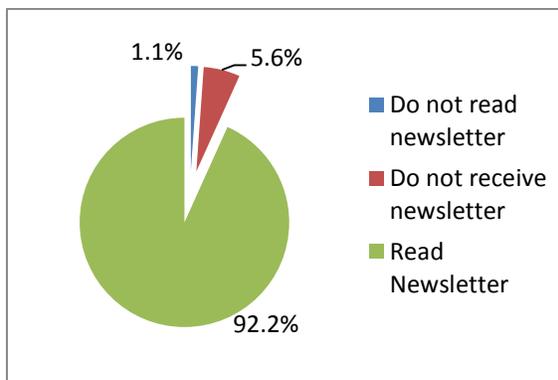
**I didn't know that one existed.**

- I knew we had one but wasn't aware that it was current. I will check it out right now.

**The page is okay but it needs work.**

- I wish when someone posts it would show up on my Facebook page like the rest of my groups do.
- I can't say that I've gone specifically to our Chapter's page. I used to get notifications or see post from either the ASG page or the STL Chapter page. I often times would like the post.
- We need more member posts and pictures. Industry posts and shares are ok but I want to see we are making here in stl.
- Add newsletters & meetings

**7. Have you read the Chapter's bi-monthly newsletter? 90 responded; 6 skipped**



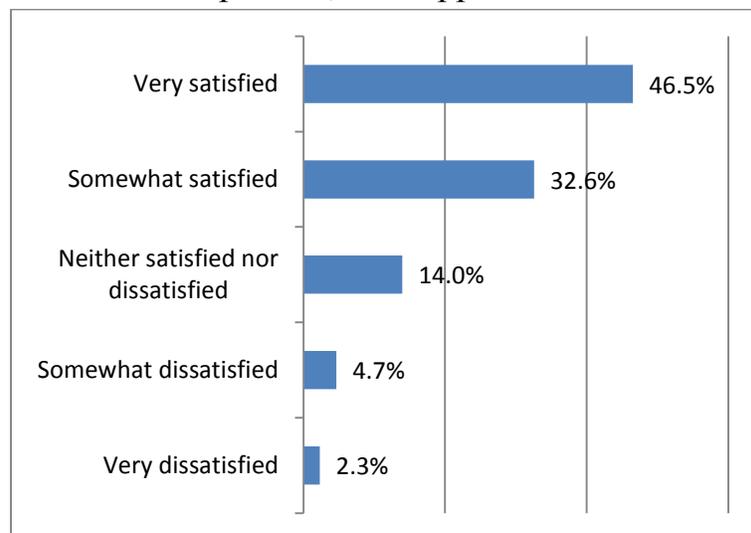
Response	No.	%
Read Newsletter	83	92.2%
Do not receive newsletter	5	5.6%
Do not read newsletter	1	1.1%

**General Comment**

Is that in the Chapter's website?

Read Newsletter	Do not read newsletter
I think the newsletter is great! I wish we could still mention the wonderful 'Sew and Tell' with photos in our NG summaries.	It's too long. I think the Neighborhood group section should be pictures with a brief (1-2 sentences) describing the project/event. I don't think it needs to be an article.
add more color to it.	
I just skim thru it.	
Love it!	

## 8. Overall, how satisfied or dissatisfied are you with the St. Louis Chapter of the American Sewing Guild? 86 responded; 10 skipped



Response	No.	%
Very satisfied	40	46.5%
Somewhat satisfied	28	32.6%
Neither satisfied nor dissatisfied	12	14.0%
Somewhat dissatisfied	4	4.7%
Very dissatisfied	2	2.3%

### General Comments

- Like neighborhood group meetings. don't care for events. They cost too much. I should get something free for my \$45.
- I like the ladies and learn a lot by attending meetings.

### Very satisfied

- I love ASG. I love all our members. I love learning new techniques & get inspired seeing what others are making.
- ASG is not my first priority.
- This year with Hilda at the realm has been great!! Would like her to continue.
- I have been very happy this past year because I feel that I am welcome at guild events rather than being a bother. I have really enjoyed the guild events this year.
- I wish I lived closer to attend more events
- I wish that the ladies who never offer to help with an event or program would do so.
- Enjoy the monthly group meeting
- This is why I am a member
- It takes a lot of work to do. Keep me up to date of what is going on.
- Enjoying our new leader and group of women

### Somewhat satisfied

- Wish there were more activities.
- Too much attention to quilting and crafts.
- Nationally known workshop presenters more often
- I'm disappointed more members don't actually participate in mtgs or events. it's treated only as a social club.

### Neither satisfied nor dissatisfied

- With the changing of the guard (Hilda as president), I have moved more from somewhat dissatisfied to neither.
- When I attend would like more programs, How to, versus so much Show and tell.

### Somewhat dissatisfied

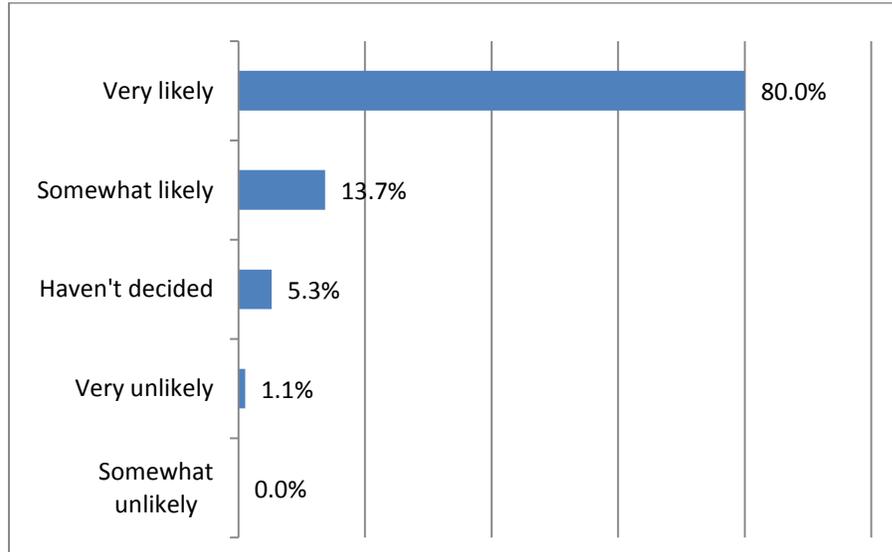
- The only way to get great sewing teachers (in fitting, designing and sewing apparel) here is if we have a large enough group to afford them. That is why I joined ASG but have been disappointed in that regards so far. I am pleased to see that you are asking about bringing in the ladies I picked in the question above and I would love, love, love to see this happen and several times a year!

- I think the new board is trying very hard to put the Chapter "out there", keep up the good work!
- Would like to see more garment sewing related events and topics.
- For me, there is not enough focus on women's clothing. Local group topics are of no interest to me.
- Too much emphasis on quilting and not enough on garment sewing etc.
- Need an effective system to insure every member's dues are up to date.

**Very dissatisfied**

- Younger members, I am 35, do not feel welcome.

**9. How likely are you to renew your membership? 95 respondents; one skipped**



Response	No.	%
Very likely	76	80.0%
Somewhat likely	13	13.7%
Haven't decided	5	5.3%
Very unlikely	1	1.1%
Somewhat unlikely	0	0.0%

**Very likely**

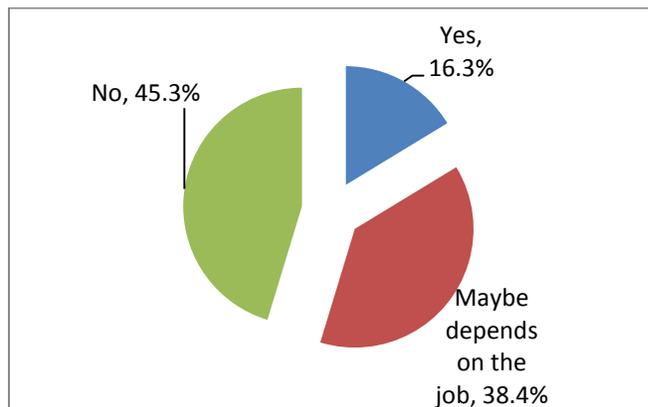
- Because of Fenton Daytime Group

**Somewhat likely**

- Our group keeps getting smaller and smaller Only a few attend 4-8

**10. Would you be willing to help out with Chapter events or serve on the Chapter's Advisory Board?**

86 respondents; 10 skipped



Response	No.	%
No	39	45.3%
Maybe depends on the job	33	38.4%
Yes	14	16.3%

<b>Yes</b>	<b>No</b>	<b>Depends on job</b>
I'd be willing to work but do not relish the drive to or in the city!	Not at this time. I work full-time outside the home, and I am involved in a few other organizations at this time, to which I have commitments.	not yet because of my current job but if the event was something of interest and I would not miss out on attending the actual event, I would possibly interested in help out.
Happy to help with events, but no board commitment	I will when I get rid of some of my other commitments.	Don't know that much about the computer. Would be happy to help where I can.
Email provided	No time.	I would love to help work on making the chapter more accessible to younger people.
Very willing to help with events, but out of town often enough to make serving on CAB difficult. help w/events.....email provided	Live 2 hrs away.	Email provided; would help if I begin attending again
Email provided	I moved to Illinois to get out of Missouri. Very seldom go to St. Louis.	I don't mind volunteering but I am working full time+
At an event I would help send notices or check in attendees Name given	I have been a continuous member for over 40 years and have done my share in years past. I now have very bad health which renders me unavailable and undependable most of the time. I really hate to criticize folks who are unpaid volunteers. Change is good!	Sorry, not at this point in time due to family care issues which consume a lot of my time. Perhaps in a few years I will be more available.
Email provided	I am ancient. I think you need younger people working on it.	
	Health reasons and I am out of town frequently	
	Email provided	

## Summary and Discussion

The majority of respondents sew fashion for themselves, craft or home projects, quilting, and charity sewing of any kind. Also quite a few sew for children, home décor and toys. There were other types of sewing mentioned as well... teen sewing, cosplay, Quilts of Valor, bridal alterations to name a few.

This information along with comments about neighborhood groups meetings and preferences for nationally known speakers indicates that the chapter should put a much greater emphasis on fashion sewing.

The neighborhood groups are an important aspect of the chapter. Most of the respondents attend one or more neighborhood group meetings. However the comments indicate that programs at some of the group meetings are not aligned with the interests of the members. As mentioned above, there clearly needs to be a greater an emphasis on garment sewing.

Additionally, the chapter needs to be a better job advertising the location of the neighborhood groups and their programs. Several respondents asked for new a group in their area where ones already exist.

It was distressing to read one comment where a respondent said she felt unwelcome because she was younger. The chapter needs to develop a culture where new comers and persons of all ages are welcome. This is particularly important in light of the recent membership outreach efforts using MeetUp.com to attract younger sewists.

Aside from neighborhood group meetings, the newsletter is the primary vehicle for disseminating information about chapter events and activities. It appears that the chapter website and Facebook page are worthwhile but more effort is needed to make them current, easily accessible and relevant to members by adding local posts and program information.

Most respondents are satisfied with the chapter and expressed appreciation for the work of the current CAB. There is a clear desire for more learning experiences than Sew and Tell and the social aspect of the chapter. Again, respondents stated preferences for garment sewing, nationally known speakers and more activities.

It is most encouraging that a good proportion of the respondents said they would help out with an event depending on the job and a few volunteered to serve on CAB. The chapter has to develop a system to match members with the tasks needed to run the chapter.

The survey accomplished its purpose of providing useful information for chapter planning efforts.