

Respondent
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Banker Non-Attendee Survey Results

June 2022

8 respondents

1. What reason(s) do you attribute to your not attending Peer Group conferences? (check all that apply)

1	Was not aware of this annual event
2	Other: I can only attend the conference if it is within driving distance. Unfortunately this past conference was close enough, but we are dealing with staffing shortages and I cover a variety of positions so I was unable to be out of the office.
3	Other: There have been numerous reasons. First was my dad was sick and I think I was actually registered. The following year I was on the FAM and was going to attend conference and I left with a family emergency. After that COVID hit.
4	Other: The previous director was a participant many years ago and I was aware but not given much information on what the Heritage Club actually would do for our club.
5	Other: Conference dates conflict with scheduled travel club trips.
6	Other: WE no longer promote our travel club.
7	Other: Had a trip scheduled during this week.
8	Other: staffing issues in my office, this is not my full time job. I deal with the retirement accounts so anytime after November to April is a hectic time for me to be gone.

2. Please add additional comments related to the question above.

3	During COVID I took on more job responsibilities and working 40+plus hours a week. 2022 Conference I was told by management that conference was not necessary that year because she was told by her travel agent people weren't traveling yet. Hmmm....we started traveling in 2021 and selling trips for 2022.
5	I'm including this as I have talked to other travel club directors who do not attend because they feel like an outsider when they attended. They described Heritage Club at as being cliquish...

3. If you would like to attend, please tell us why you may not be attending. (check all that apply)

1	Registration cost is too high
2	My time out of the bank
3	Other: It will only let me choose one for why I may not be attending. Currently it will be management that decides, my time out of the bank and schedule conflicts.
4	Other: once again, not given enough information to make a decision.
5	I have schedule conflicts
6	My management doesn't allow me to
7	I have schedule conflicts
8	I have schedule conflicts

4. Please add additional comments related to the question above.

2	Time out of the bank & travel costs.
7	I have had schedule conflicts, but will make every effort to attend next year.

5. Are you aware of HCI's numerous discounts and special offers for first-time attendees, multiple-delegate and retiring & successor delegate registrations, and bank president registrations?

1	No
2	Yes
3	Yes
4	No
5	Yes
6	Yes
7	Yes
8	Yes

6. Are you interested in learning more about these discounts?

1	Yes
2	No
3	No
4	Yes
5	Yes
6	No
7	No
8	Yes

7. What would it take for you attend the 2023 conference in Lafayette, LA February 27 to March 3?

2	It's not within driving distance from Wisconsin. Early on becoming our Heritage Club Director when the conference was in Branson, A group of Directors from Iowa put together a bus ride for any Directors that wanted a bus ride from Iowa. I was able to take part in that trip and it was a great opportunity to get to know the other Directors on the bus.
3	Management approval and inside scheduling conflicts with other job responsibilities.
4	There will be a new club director beginning in 2023 as my retirement is at the end of this year. There may be interest on her part if more information about Heritage clubs is provided to her.
7	Planning to attend. Have only attend one conference, but thoroughly enjoyed it. Very educational and enjoyed sharing best practices with fellow bankers.
8	the reason I don't usually go is because of scheduling issues in my office

8. If management approval is keeping you from attending, what would make your management approve your attendance?

2	Right now with staff shortages I don't think there is much that can be done to make it possible.
3	Get rid of the bank president's travel agent! Making sure management is in a good mood the day I ask?! Crystal Ball?!
7	Management is very supportive of me attending conferences. Timing is not always the best.

9. We strive to provide educational content that addresses the needs and interests of our delegates. What subjects are of interest to you?

1	Out of the box activities for seniors
2	Hearing game ideas, what to do in an emergency, and those types of education were appreciated for me. I usually get my destination ideas from my members.
3	Can't think of any at this time but I feel HCI has always provided good educational content for us at conference.
5	Motor coach travel tips, games, etc.
7	Appreciate leaning best practices, especially with the COVID issues we are having to deal with in traveling.
8	how to defray costs to the travelers, finding them the little WOW trips that won't take all of their savings, how do you gauge the level of difficulty for a trip