

Executive  
Branch

Community  
Outreach

Events

Marketing

Membership

Moderators

Records &  
Research

Technology



# 2015 Membership Survey



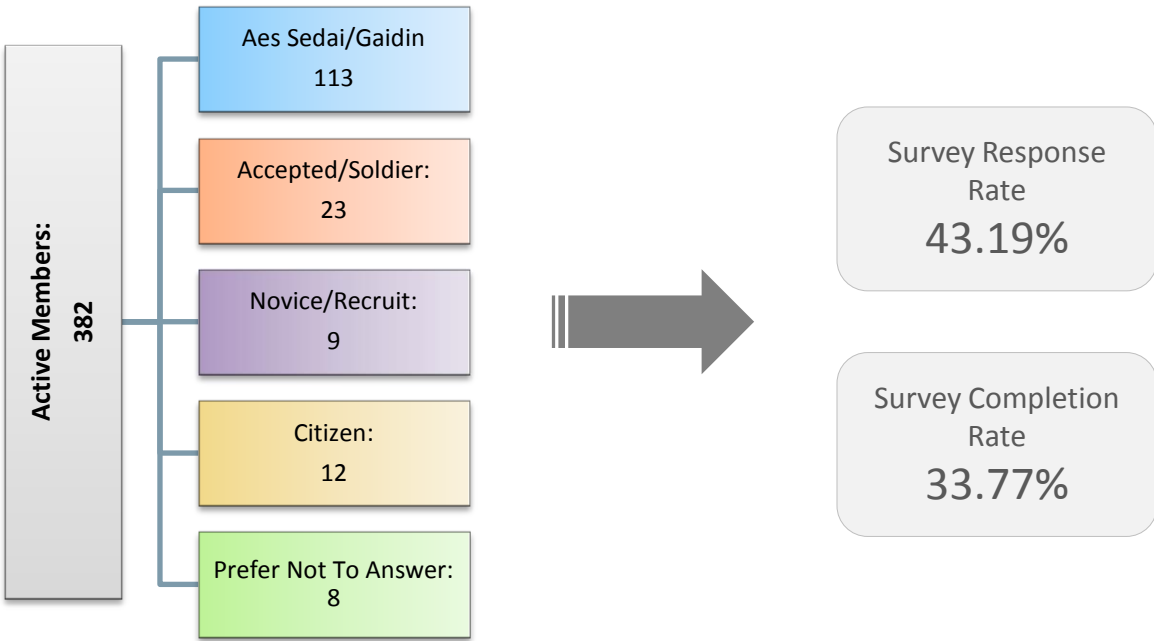
**SUMMARY:** November 2016

<b>Demographics:</b> Survey Participants	<b>2-3</b>
<b>Executive Branch:</b> Site leadership · Position Application Process	<b>4</b>
<b>Community Outreach:</b> Free Weeks · Philanthropy · Fundraisers	<b>5-6</b>
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# Demographics



## Survey Respondents

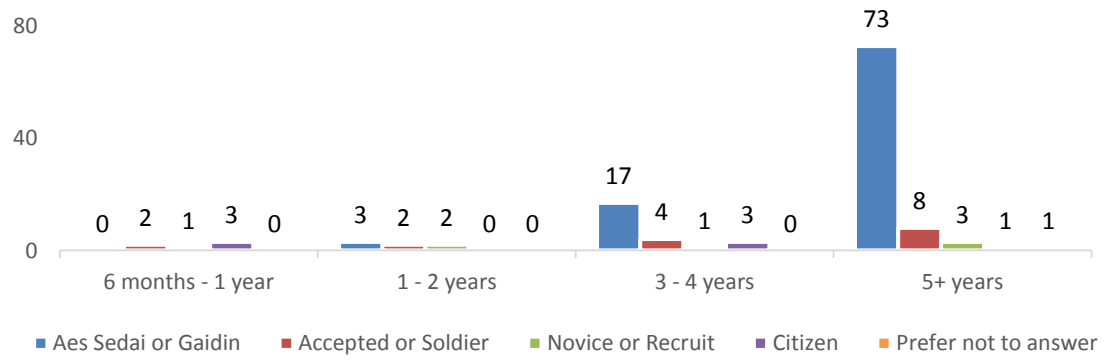


## Ajah/Company Breakdown\*

\*Includes aspirants

Blue Ajah:	14
Brown Ajah:	12
Green Ajah:	15
Gray Ajah:	8
Red Ajah:	9
White Ajah:	14
Yellow Ajah:	10
Black Ajah	RAFO
Dai M'hael:	5
Mahdi'in d'ma Dieb:	4
San d'ma Shadar:	11
Val'Cueran:	6

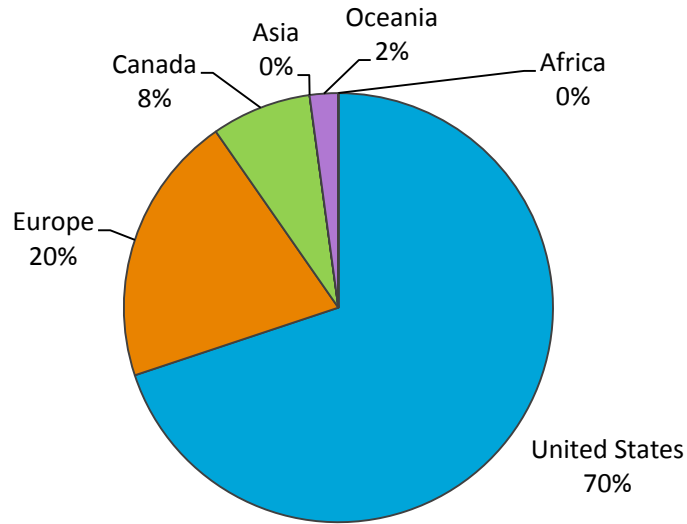
## How long have you been a member of the site?



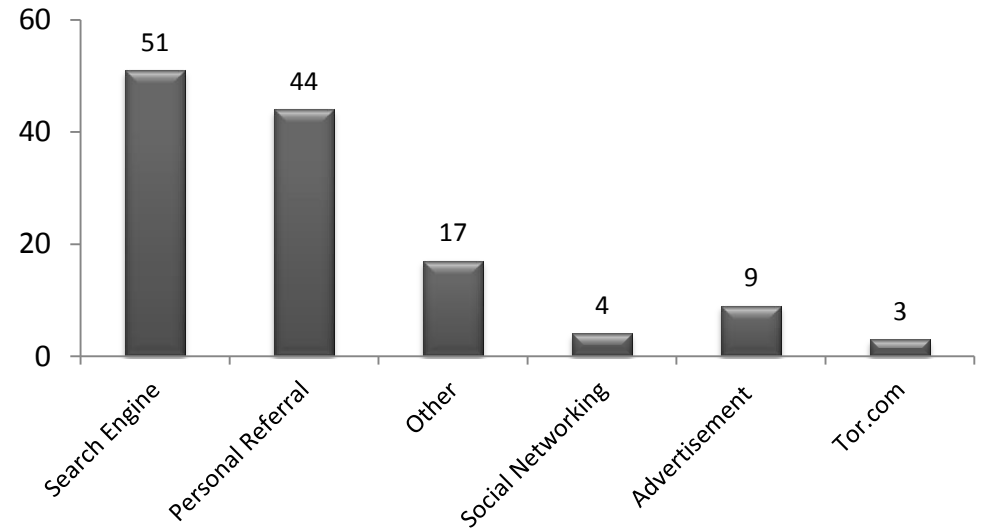
# Demographics



## What is your location?

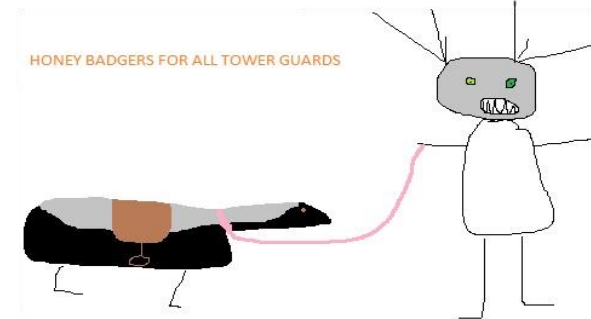
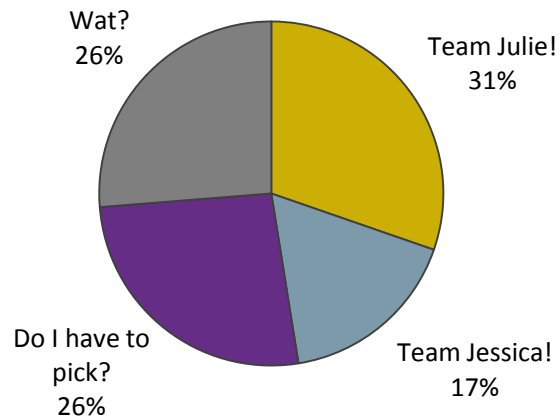
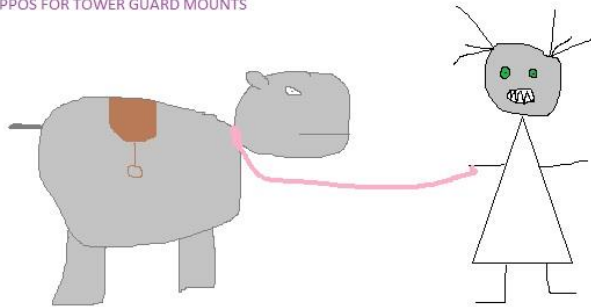


## How Did You Find the Site?



## Team Julie or Team Jessica?!?

HIPPOS FOR TOWER GUARD MOUNTS



# Executive Branch



## How familiar are you with the organizational leadership, should you need to escalate an issue?

Very Familiar	Somewhat Familiar	Somewhat Unfamiliar	Very Unfamiliar
73%	23%	2%	2%

## How accessible is the Executive Branch?

Very Accessible	Somewhat Accessible	Neutral	Somewhat Inaccessible	Very Inaccessible
58%	29%	9%	3%	1%

## How well do you feel the Executive Branch performs?

Exceeds Expectations	Meets Expectations	Neutral	Needs Improvement
41%	48%	8%	3%

## How responsive is the Executive Branch to provide feedback regarding questions, complaints, etc.?

Very Responsive	Somewhat Responsive	Neutral	Somewhat Unresponsive	Very Unresponsive
58%	29%	9%	3%	1%

## How quickly does the Executive Branch respond to questions, complaints, etc.?

Very Quickly	Somewhat Quickly	Neutral	Somewhat Slowly	Very Slowly
39%	35%	21%	3%	2%

## Have you applied for a position at TarValon.Net in the past year?

Yes	No	Unsure
48%	49%	3%

## If yes, to which type of position did you apply?

Staff	Administrative	Officer	Executive
60%	30%	3%	7%

## How simple is the application process?

Very Simple	Somewhat Simple	Neutral	Somewhat Difficult
59%	28%	6%	7%

## From 1 – 10, with 10 being highest, how would you rate the application process?

1	2	3	4	5	6	7	8	9	10
0%	0%	2%	2%	7%	5%	13%	30%	20%	21%

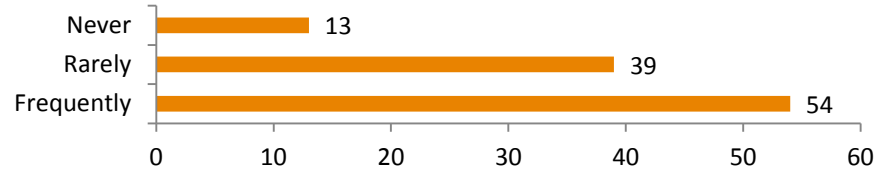
## Additional comments about the Executive Branch

Satisfied with Branch	Slow response time	No experience with Branch
10	2	2

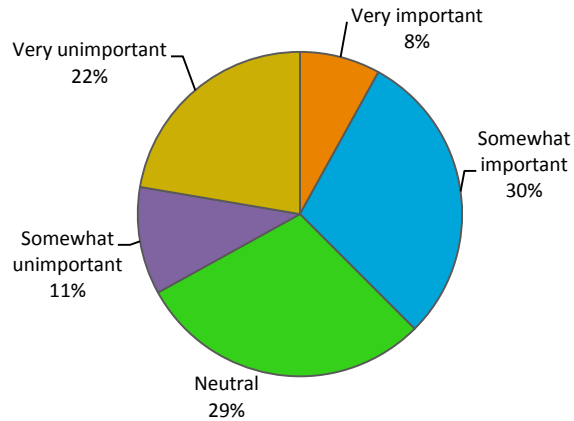
# Community Outreach



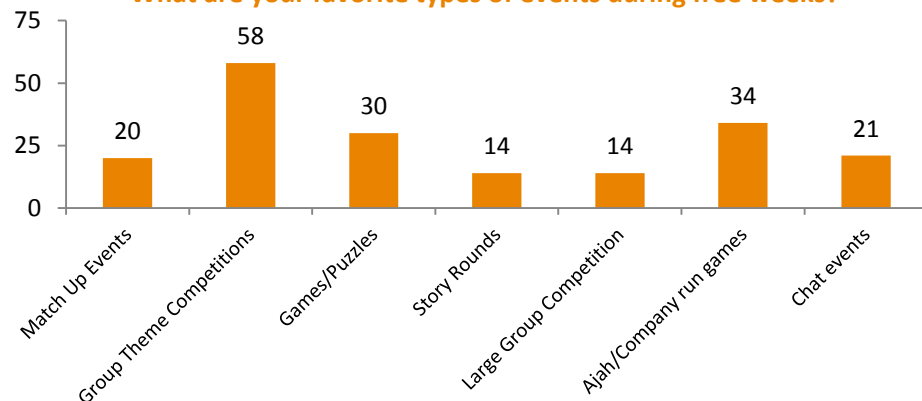
## How often do you participate in free weeks when they appear?



## How important are free weeks to your membership?



## What are your favorite types of events during free weeks?



## What would encourage you to be more involved with the free weeks?

9	Less "Real Life" interference	7	More advanced notice
6	No changes	5	More events
5	Events last longer	3	Liking group's theme
2	Less spam	1	Merit badge opportunities

## What type of free week events are not currently run that you'd like to see added?

Event Type	Count
Variety of events/games	8
No recommendations	6
Feast of Lights or Feast of Fools	2

## Do you participate in the birthday list and receive cards?

Response	Count
Yes	48
No	31
Unsure	12
Unaware of List	21

## Other comments or suggestions about free weeks:

"I don't think it's entirely fair that everything is self-voting. A group theme could be utter crap, but if enough members of the group vote for themselves, they win."

"It's too spammy and moves too fast to keep up with over time zones. And I don't necessarily have the energy to deal with all the silliness."

"They are always so much fun!! I really appreciate all the work that goes into them!!"

# Community Outreach



How important to your membership are our philanthropic endeavors?

Very Important	Somewhat Important	Neutral	Somewhat Unimportant	Very Unimportant
20%	47%	20%	2%	11%

Have you ever made a financial donation to TarValon.Net?

Yes	No	No Answer
55%	27%	18%

If yes, how many times have you donated?

1-2	3-4	5-6	7+
37%	30%	16%	17%

How confident are you that donations will be used appropriately?

Very Confident	Somewhat Confident	Neutral	Somewhat Not Confident	Very Not Confident
71%	22%	2%	4%	1%

Did you donate to Real Life Community Outreach aspects of any official Tower Parties in 2015?

Yes	No	No Answer
20%	54%	26%

Would you consider donating to Real Life Community Outreach in the future?

Yes	No	N/A
67%	4%	29%

Are you aware that TarValon.Net, Inc. annually awards the Robert Jordan Memorial Scholarship?

Yes	No	No Answer
79%	1%	20%

Are you familiar with the selection process for the recipients of the Robert Jordan Memorial Scholarship?

Yes	No	No Answer
61%	18%	21%

How important to your membership is the Robert Jordan Memorial Scholarship?

Very Important	Somewhat Important	Neutral	Somewhat Unimportant	Very Unimportant
16%	17%	39%	10%	18%

Why did you donate or not to Real Life Community Outreach aspects at any official Tower Parties in the past year?

32	Didn't attend events	15	Like to donate
13	Financial constraints	2	Other

How do you feel the Department of Community Outreach could improve in any of the above areas?

- Top Responses:
- Better visibility/announcements
  - More opportunities for charity
  - Avoid the appearance of nepotism (scholarship)
  - Better visibility of how money raised is spent

# Events



How many official events and/or conferences did you attend in 2015?

None 65%      1-2 33%      3-5 2%

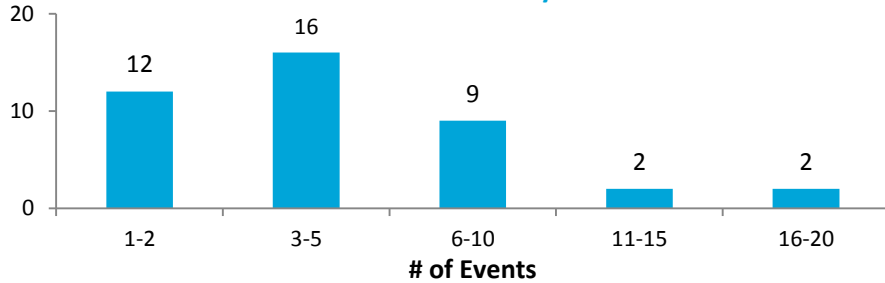
Do you feel official events are a valuable part of your membership at TarValon.Net?

Yes 73%      No 10%      Unsure 17%

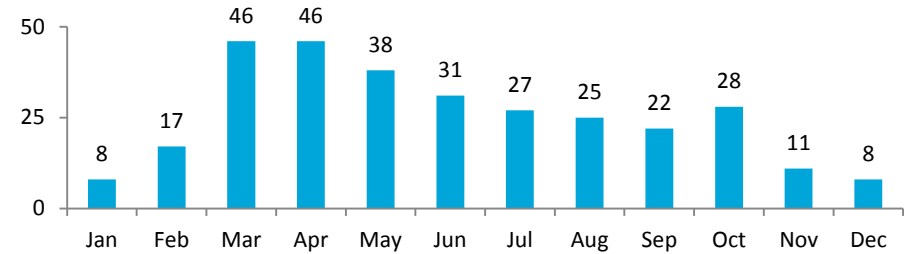
Do you plan to attend an official event or conference in the future?

Yes 78%      No 2%      Unsure 20%

How many official events and conferences have you attended in the last 5 years?



In your opinion, what month(s) are best to hold our North American Anniversary event?



There has been some interest in a week long summer camp event. The event would be better as:

NA Anniversary Add-on 28%

Standalone Event 21%

Would Attend Either Option 30%

Not Interested in Event 21%

Do you find you have to choose between attending JordanCon or the North American Anniversary event?

Yes 31%

No 33%

No Answer 36%

If yes, which event do you choose to attend?

JordanCon 31%

NA Anniversary 33%

Depends 36%

Would you be more likely to attend North American Anniversary if we had a fixed location instead of a new location each year?

Yes 13%

No 42%

Unsure 45%

If you choose between JordanCon and North American Anniversary, what motivates your decision?

33 Other Attendees

21 Notice of dates/location

11 Other

30 Location

13 Programming/Tracks

# Events



Do you like the floating date structure for B&I and Euro party?

<b>Yes</b> 41%	<b>No</b> 5%	<b>Unsure</b> 54%
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For International Events, do you prefer retreat style events with our own programming or tourist style events in a hotel?

<b>Tourist</b> 29%	<b>Retreat</b> 71%
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Do you feel our International Events are a good value for the money?

<b>Yes</b> 22%	<b>No</b> 2%	<b>Unsure</b> 76%
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## Please tell us any and all activities you enjoy at events

26	Socializing (toasts, hanging out)	20	Games (tournament, trivia, board games)
6	Ceremonies (raisings, bondings, first siblings)	6	Free time/downtime
6	Any and all activities	4	Social drinking

## Please tell us any and all activities you do not enjoy at events

Top Responses:

1. Excessive drinking
2. Hotel-style events that split people up
3. Paying for outside events
4. The Amyrlin's Tournament
5. Games (mafia, chess)

## Additional Event Comments

"International Events are not limited to Tourist or Retreat. There are some that have combined the two but on an unofficial capacity. Also it feels as if International Events are not given enough focus in comparison to American parties. No Execs or Directors attend these events regularly, they do not get a lot of attention in general during planning or execution."

"I feel like they have gotten out of control and amorphous. Stop trying to best the last event and doing so much."

"I haven't been to any WoT event in a long time, but it did bother me when I had to choose between JCon and Anni before."



# Marketing



## Do you read the Tar Valon Times (TVT)?

<b>Regularly</b> 24%	<b>Sometimes</b> 61%	<b>No</b> 15%
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## What types of articles are you most interested in reading?

<b>Member Spotlights</b> 56	<b>Book Reviews</b> 38	<b>Comics</b> 41	<b>Other</b> 24
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### If other, please provide additional information

6 General interest	5 Specialty articles
4 Fiction	3 Recipes
1 Game reviews	1 Travelogues

## Would you be interested in receiving notifications when the TVT is published?

<b>Yes</b> 29%	<b>No Opinion</b> 35%	<b>No</b> 36%
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## In what type of medium would you prefer to receive notification?

<b>Forum Announcement</b> 29%	<b>Email</b> 40%	<b>Social Media</b> 30%	<b>Other</b> 1%
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## Are you satisfied with the availability of the TarValon.Net news via social media channels?

<b>Yes</b> 46%	<b>No</b> 3%	<b>N/A</b> 51%
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## Do you follow TarValon.Net on the platforms you chose?

<b>Yes</b> 57%	<b>No</b> 14%	<b>N/A</b> 29%
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### What types of social media do you frequent?

98 Facebook	16 Tumblr
34 Twitter	11 None
29 Pinterest	3 Other
27 Instagram	

## In addition to TarValon.Net news, would you be interested in other Wheel of Time, Tor or fandom news through social media?

<b>Yes</b> 43%	<b>No</b> 18%	<b>N/A</b> 39%
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### If yes, what new would appeal to you most?

22 Wheel of Time/General fantasy	12 Book releases/reviews
11 Brandon Sanderson news	4 All of the above

# Marketing



Are there site-based products that you would be interested in having accessible?

Would you be interested in submitting your own work for official events, the store, TVT or Marketing in general?

Would you be interested in participating in contests or other events like the logo contests hosted by Marketing?

**Yes** 13%      **No** 28%      **N/A** 59%

**Yes** 21%      **No** 35%      **Unsure** 44%

**Yes** 24%      **No** 46%      **Unsure** 30%

**If yes, please state the products that interest you most**

**Additional Event Comments**

6 Business cards

"I'd really like to see copies of the TVT given out at places like JordanCon, maybe special editions as like a "Best of the TVT" that we can give out as introductions to the site."

5 Flyers/posters

"Provide more membership/activity related things via social media - what are the membership groups up to? The latest trend/meme floating around the Tower? Not just official things. "

2 More men's wearables

"I'm a bit hesitant to submit my work for Marketing or contests at the moment. That may eventually change. Again, nothing TV.net has done to cause this."

1 Bookmarks

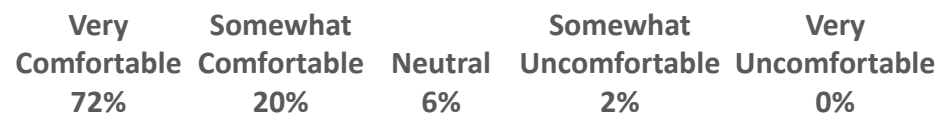
"The social media outreach has improved greatly this past year!"

1 License plates

# Membership



How comfortable are you about contacting your membership administrator about any issue?



Have you had to contact your membership administrator in the past?



How would you rate your membership administrator's performance?



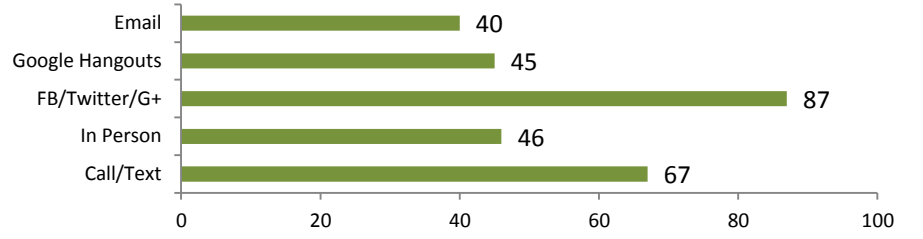
Have you served in the Hall before?



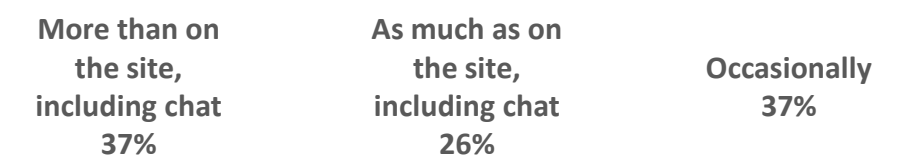
Do you interact with TarValon.Net members outside of the official forums?



How do you socialize with members outside of the site? (Check all that apply)



How frequently do you interact with TarValon.Net members outside of the official forums?



Please elaborate on why you socialize more offsite than onsite

11	Ease of (mobile) use	9	More private circle
6	Not on boards often	3	Less restricted/moderated
3	Different membership groups	3	Live with/near others



# Membership

Do you believe the current bonding process should change?

Yes 21%	No 31%	No Opinion 48%
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If yes, how do you believe the process should change?

Companies choose how many bonds they get 39%	Senior members of the same path should be able to bond 46%	Other 15%
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## “How do you believe the bonding process should change?” comments

“There are many more AS then Gaidin, especially when you consider those that are active and unbonded. It only makes sense that Gaidin should be able to choose whether they want a second bond or not.”

“I think it's silly that due to lore, reds have to struggle so hard just to get one bond. The bar is so very very high just for one bond.”

“There is some precedent for male and female channelers to bond, at least going by the books...”

“The thought that people shouldn't be able to bond because there are members already Bondless is demeaning to the relationship and to people who choose not to bond.”

“It should be up to the people involved if they want to bond, it shouldn't have to be approved.”

“Lift restrictions on bonding among senior members entirely.”

## Please provide any additional comments about the Department of Membership

“Our strict rules on bonding are hurting recruitment, and don't serve a valuable purpose. Most of our potential members are already members of other WoT communities, and telling them that they can't form the same relationships at TV.net that they already have elsewhere is a barrier to recruitment & retention.”

“Arbitrary requirements set by Ajahs towards Raising can be extremely frustrating. Some Ajahs will raise demotees in the matter of weeks while others wait almost a year before considering it. It is a quick way to force members to lose interest in the site and the group.”

“I do not like the idea of bonding changing to a free for all. Bonding currently serves as a bridge across Tower companies and ajahs. If bonding were to be allowed between Gaidin or Aes Sedai, it would not do so. It would instead act as a bonding agent between ajahs and companies, but I do not know that I would enjoy that line blurring.”

“TarValon.Net takes itself way too seriously. Who gives a crap if an Aes Sedai wants to bond an Aes Sedai? It's happened in the books, there's precedence, so stop getting in a tizzy.”



# Moderators

## How important are the message boards to your membership?

<b>Very Important</b>	<b>Somewhat Important</b>	<b>Neutral</b>	<b>Somewhat Unimportant</b>	<b>Very Unimportant</b>
77%	19%	3%	1%	0%

## Please indicate your top 3 (three) FAVORITE forums

78	Membership Public Room	41	Membership Private Room
30	Olde Warder & Hen	23	General

## Please provide comments on the moderation of your favorite forums

"I've said it before, I'll say it again: Sports Fanatics should have its own designated mods; it's a different dynamic from other special interest-type forums. I also think CE pretty much always needs more mods (I know, I know, it's like pulling teeth)."

"I didn't even know there was a Brandon Sanderson forum"

"All the forums are moderated extremely well. I'm very pleased."

## Have you had any professional interaction with a Moderator in the past two (2) years?

<b>Yes</b>	<b>No</b>	<b>No Answer</b>
13%	59%	28%

## How often do you use the message boards?

<b>Daily</b>	<b>Weekly</b>	<b>Monthly</b>	<b>Rarely</b>	<b>Never</b>
60%	31%	6%	2%	1%

## Please indicate your top 3 (three) LEAST favorite forums

45	Current Events	33	Mafia
26	Sports Fanatics	19	Frivolous Fun

## Please provide comments on the moderation of your least favorite forums

"They're very specialized. The more forums we have, the more diluted the membership feels. Do these sections actually merit their own forums?"

"Frivolous fun is just not my cup of tea, but mafia used to be more fun before it became more popular. Too much metagamey, and too many people not treating it as a commitment."

"There's nothing wrong with these, they just don't pertain to my interests and/or I don't use them."

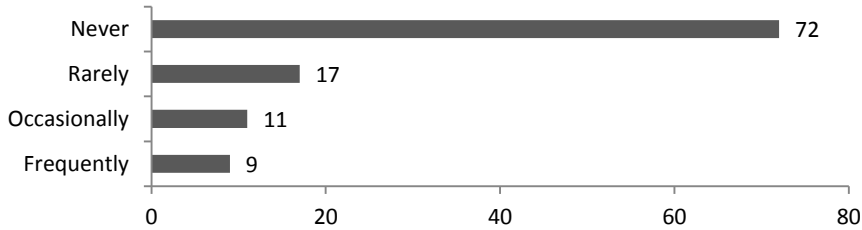
## How would you rate the moderator's performance?

<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Neutral</b>	<b>Needs Improvement</b>
44%	31%	6%	19%



# Moderators

## How frequently do you play Mafia?



## Are the Mafia admins fair in carrying out their duties?

Yes	No	No Answer
19%	1%	80%

## How can the Mafia experience be improved?

- |   |                               |   |                             |
|---|-------------------------------|---|-----------------------------|
| 2 | Remember it's just a game     | 2 | Standardize activity levels |
| 1 | Don't discount RL during game | 1 | Limit certain players       |

## Do you have any suggestions about how Mafia activity could be boosted?

"Maybe have periodic 'newbie-friendly' (small, no weird mechanics or roles) games that are advertised in General to attract new players? It took me a long time to venture into the mafia forum when I first joined just because I didn't know what mafia was, and an even longer time to work up the courage to join a game."

"People don't use the boards anymore, maybe game announcements should be posted on other social media."

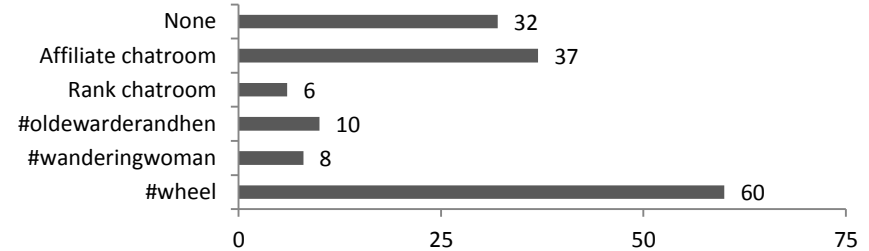
## How often do you use chat?

Daily	Weekly	Monthly	Rarely	Never
8%	6%	11%	50%	25%

## How important are the chatrooms to your membership?

Very Important	Somewhat Important	Neutral	Somewhat Unimportant	Very Unimportant
10%	16%	27%	21%	26%

## Select which chatroom(s) you frequent most



## Please indicate the moderation level of the official chatrooms

Adequate	Too Little	Too Much
92%	7%	1%

## Please provide comments regarding the message boards and chatrooms

"My participation in chat has decreased because while there are plenty of people in there, no one is talking. Or rarely talk...I don't know if the chat mods would be interested in naming a topic or starting some sort of discussion to get things going."

"It does not feel comfortable to be there, which has driven me away. Both public and private fora."



# Records & Research

## How often do you visit the Classroom?

<b>Weekly</b> 5%	<b>Monthly</b> 6%	<b>Quarterly</b> 8%	<b>Rarely</b> 46%	<b>Never</b> 35%
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## What kind of classes would you like to see offered?

6 Any	2 Crafts/skills
1 Wheel of Time related	1 Brandon Sanderson's books

## How often do you visit Who's Who?

<b>Very Often</b> 12%	<b>Often</b> 25%	<b>Sometimes</b> 38%	<b>Rarely</b> 23%	<b>Never</b> 2%
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## What other information should be included in the Who's Who?

3 Personal information	2 Updated information
1 Alphabetical list of members	1 Link to PM member
1 Ajah/Company mentor/mentee	1 Tower sponsorship
1 Free Week avatars	

## How often do you use the Library?

<b>Very Often</b> 16%	<b>Often</b> 24%	<b>Sometimes</b> 36%	<b>Rarely</b> 21%	<b>Never</b> 3%
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## Rate the ease of finding things in the Library:

<b>Very Easy</b> 29%	<b>Somewhat Easy</b> 55%	<b>Neutral</b> 12%	<b>Somewhat Difficult</b> 3%	<b>Very Difficult</b> 1%
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## How often do you visit the Ajah/Company pages?

<b>Very Often</b> 9%	<b>Often</b> 13%	<b>Sometimes</b> 42%	<b>Rarely</b> 29%	<b>Never</b> 7%
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## List additional information needed for the Library/Manual

### Top Responses:

1. Integration updates to the Membership Manual
2. Key words too specific for searches
3. More disambiguation pages

## How valuable is the information in the Annual Report?

<b>Very Valuable</b> 20%	<b>Somewhat Valuable</b> 55%	<b>Neutral</b> 21%	<b>Not Valuable At All</b> 4%
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## Is this your first time taking the Membership Survey?

<b>Yes</b> 8%	<b>No</b> 68%	<b>No Answer</b> 24%
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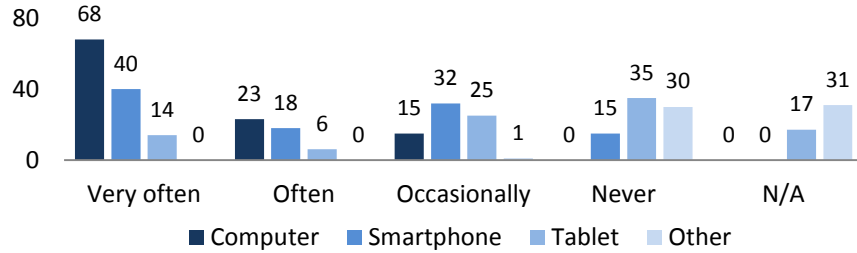
## What prevented you from taking the survey previously?

9 New to community	1 Unaware of previous surveys
1 Not active during survey	1 Rejoined after last survey

# Technology



## How often do you access TarValon.Net from:



## If you access TarValon.Net via mobile, do you use the mobile or the full site theme?

Full Site	Mobile	Both
48%	35%	17%

## Do you currently serve in a position with moderator or administrative functions?

Yes	No	No Answer
23%	54%	23%

## How do you rate that functionality?

Easy to Understand	Somewhat Easy	Neutral
59%	35%	6%

## Which specific functions do you feel are hard to use?

- ❖ Moderation of threads from phone/tablet

## Do you notice delays with email notifications

Yes	No	No Answer
7%	45%	48%

## How often does it happen?

Very Often	Often	Occasionally
30%	30%	40%

## How long is the delay?

4 Minutes	2 Hours
	2 More than a day

## Please provide any additional comments about the Department of Technology

"Do we still require usernames to be two parts (first name, last name) for tech reasons? There was a move we did like 6-7 years ago that forced me into taking a last name- that was tacked on against my will. I believe it was because we were using drupal? I don't believe that we use this anymore?"

"BRING BACK THE ABILITY TO USE THE 'SUBSCRIBED THREADS' ON MY PHONE, DAMMIT"

"Mendo's a pretty cool guy."





# Appendix



# Additional Demographics

In which state do you reside?

IL	UT	MD	MO	VI	OR	CA	AL	CT	MN	NC	FL	WA	CO	GA	WI	PA	KY	TX	IN	KS	AK	NJ	MI	TN	NE	NY	OH	MA	AZ
3	4	3	4	5	1	7	1	2	2	6	2	4	2	4	4	4	2	6	2	3	1	3	3	2	1	1	1	1	1

In which province do you reside?

Saskatchewan	Ontario	British Columbia	Alberta
2	6	2	1

What is your ethnicity?

White (Not Hispanic or Latino)	American Indian or Alaska Native	Hispanic or Latino	Asian
75	1	1	1

What is your highest level of education?

Doctorate or Professional School Degree	Masters Degree	Bachelors Degree	Associate's Degree	Some College	High School / Sixth Form / GED equivalent	Other
10	20	41	15	30	11	4

What is your field of work?

Financial	Other	Administrative	Health Care	Engineering	Communications	Agricultural	Retail	Stay at home Parent	Government
5	16	9	8	5	2	2	8	4	7
Student	Entertainment/ Performing Arts	Education	Not Employed	Science Services	Housing Industry	Information Technology	Manufacturing	Research	Food
10	1	13	7	1	1	17	3	3	4