Summary of MTC Holiday Party Opinion Poll

Prepared by Emily Birkenseer

Confidential to the BOD/General Manager

December 18th, 2019

Overview:

The results of the poll were generally VERY favorable. We received 68 responses (out of an estimated 150 attendees) and the results of the two quantified questions are summarized below:

**“How likely are you to recommend the MTC Holiday party to other members next year”:**

 Not Likely: 6 responses (9.1%)

 Neutral: 9 responses (13.6 %)

 Very Likely: 51 responses (77.3%)

CONCLUSIONS: The 2019 MTC Holiday party was clearly well received with the vast majority of survey participants very likely to recommend it next year. Combined with the neutral responses we have more than 90% non-negative ratings.

**“What did you like best?”:**

 Cocktail Party format: 43 responses (66.2%)

 No reservations/drop in: 35 responses (53.8%)

 Member Mingling: 40 responses (61.5%)

Several more categories (having manager there, no charge, etc) each garnered one response each. There was also one response to liking “none” of the holiday party.

CONCLUSIONS: Based on these results the MTC population liked the more casual, cocktail party format. That being said, there wasn’t an alternate question posed about what MTC members liked about past parties so the comments are used to look at that aspect.

**Comment Section:**

This was a little harder to summarize. There were 35 comments and in the absence of some clear outliers they seem to fall into four categories. Some comments encompass more than one category so this isn’t an actual tally of each comment, more just a summary of the general feeling I got.

1. Cocktail Party/mingling format was preferred. There were 9 comment responses directed this way, the most for any comment category.
2. Better Food (with kosher/vegetarian options). There were 6 comments in this direction.
3. Live Music. There were four comments for live music being a part of the party.
4. Sit Down Dinner preferred. There were also four comments for this format being desired.

I feel strongly from these comments and from the general feel of the party that the cocktail party format was very much appreciated. It allowed for far more mingling (not getting “stuck” at a table with those you always see or those you don’t want to be with) and also allowed for members to attend other holiday functions (in fact, Jeff and I went from the MTC party to a member’s holiday party in the same night which and it was nice for us and others to be able to do both). I also feel strongly that the food needs to be a little more “special.” This in NO WAY takes away from the great staff efforts, they did an amazing job with very short notice and a very limited budget, but this was the other comment I heard the most. I also think that some sort of festive live music in the background would add to the event and heard that in both the survey response and from vocal comments.

GENERAL CONCLUSIONS/THOUGHTS/RECOMMENDATIONS:

First, a little history is required for this event. The truth is that the EC/STC kind of dropped the ball on the holiday party (not throwing the members of this committee under the bus but we all know they are struggling with planning right now.). Caterers were not contacted until mid-November (something I did in the end) and at that point we were very limited in our options and there was really no option for music beyond just a playlist. Again, this is not to criticize but to inform future parties. The choice was made to go in house, which I don’t disagree with, but again, it was last minute due to no fault of Chris and the staff. This committee did a good job decorating and garnering as much enthusiasm as possible but if we get them more revitalized with some new committee members that will just increase the festiveness of the party next year. The staff also did a great job at the event, in fact several comments said that, including one comment that we should cater the event so the staff could partake.

I would recommend that next year:

1. We keep the format the same. A cocktail party at MTC that is free to members.
2. We keep the “donation” aspect of the event. This wasn’t reflected in the survey but I think members appreciated the opportunity to give back.
3. I suggest we either cater the event or go beyond “frozen appetizers” with the in house staff (not my words, it was in several comments) to make the event a stand out. A few passed apps may be appreciated as well…incorporate more veggie/kosher choices. The idea being that it is “special food” not food we could get all the time.
4. Perhaps we do it on a Friday so those who want to stay longer can stay longer.
5. Some sort of live music, even if it is just a duo/trio to sing holiday tunes.
6. Planning should start in August (or the very latest September) to make sure we aren’t rushed and can set and work with a budget (hopefully something in the range of $2K). I would recommend a vibrant sub-committee to do the planning so it doesn’t get bogged down at the general committee level.

Overall, I think the party was a roaring success and the survey results back that up. It was an experiment and there were some grumblers but I believe the format with a few adjustments should be the future of the holiday party. Looking forward to the 2020 party.