

**Summary report for
North Carolina Geographical Society survey,
Winter 2017**

Prepared by
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In September 2016, faculty from attending schools at the NC World Geography Bowl event at UNC Greensboro met to discuss what should be done with the funds held by UNCG for the North Carolina Geographical Society (NCGS) given that the society was not active at the time. While it was agreed that the funds should be used to support the Geography Bowl, discussions began regarding the need to rebuild the NCGS. Over the months of January and February 2017 a survey was distributed to an email list made up of industry listservs, faculty and professionals at North Carolina schools and businesses, and previous members of the NCGS. In addition, the survey was open to anyone who received access to the link. The results of the survey from 68 respondents were very positive leading to the formation of an interim board for the 2017-18 year.

The survey's 68 respondents was greater than a total of 47 paid and unpaid members from the last member roll in 2013. The survey (Appendix A – Survey questions) was broken into related question blocks including:

- General Questions
- Meeting Questions
- Cost Questions
- Support for the NCGS Questions

While three respondents felt there was not a need for the NCGS, providing reasons such as the existence of SEDAAG and AAG or not knowing that the society existed, the majority of respondents (over 95%) felt that there was a need for a geographic society in North Carolina.

General Questions

Participants were asked to rank the following list of potential society activities from *Very Important* to *Not Important*:

- Provide members the opportunity to meet regularly
- Provide a venue for sharing knowledge (e.g. journal, forum, social media)
- Provide a voice for advocacy in the state
- Support professional training/education
- Support teachers
- Support student growth

Respondents, overall, felt each of these were at least *Important* or even *Very Important* (Appendix B – Survey responses). Other suggestions included “advocacy for geography in state curricula”, “clearinghouse”, and “provide geographical knowledge to inform the issues affecting our state where the aspect of location is important” among others.

The vast majority of respondents felt the North Carolina Geographer journal should continue. The respondents were asked to rank these options:

- Hard copy
- Digital Access
- Annual
- More often than once a year
- Focus only on research

- Add education articles
- Add business articles

Digital Access was clearly important to all respondents, as was the inclusion of educational articles in the journal. The interest in how often the journal is released was split almost evenly between ‘annual’ and ‘more than once a year’. The importance of the three focal areas (research, education, business) was varied. Maintaining the hard copy distribution was less important than any of the other options. Fourteen other suggestions included an “equal mix of pragmatic and academic”, “legislation changes”, an “outlet for student research”, and a broader focus with more resources.

Meeting Questions

The responses regarding the annual meeting was the most mixed of the questions with about 40% of respondents only saying ‘Maybe’. The meeting related topics that were ranked included:

- Business meeting
- Field trip
- Presentations
- Workshops
- Poster Sessions
- Meet & Greet

Each of the topics was ranked *Important* with some variability in *Less Important* and *Not Important*. Workshops and Meet & Greet received the most *Very Important* rankings. The order or ranking for the preferred season for the meeting to be held was Spring, Fall, and Summer with Winter coming in at a distant last place. Approximately 63% of respondents feel that the meeting should move between locations as opposed to remaining in a single centralized location.

Cost questions

Moving from the annual meeting to membership costs, participants were asked to consider membership under three scenarios

- Without journal
- Online journal
- Print journal

Based on the dominant response for each, participants felt that if the journal was not included membership should cost between \$15-25 per year. If the journal were moved online, NCGS membership should cost \$26-35 per year. Finally, if the journal remained a print copy then the cost should be placed between \$36-65 per year to offset print and postal costs. The majority of respondents (95%) felt that there should be a student discount.

Support for the NCGS Questions

Only a third of the respondents had previously been a member of the NCGS. Most respondents were interested in supporting the society by becoming members, serving on an NCGS committee, and even providing outreach/advocacy. While many respondents provided personal information in order to be included in the society distribution list, no personal information was included in Appendix B.

Summary

Based on responses, the interim board and steering committee has been working to organize the society in a way that will hopefully be sustainable to avoid future lapses in the society. Short term activities include:

- an annual meeting for 2017 in the fall
- moving the *North Carolina Geographer* to an online model
- membership has been set at \$30 per year for full members and \$20 per year for student members
- membership and conference registration have been moved online at ncgeography.org

Long term activities may include:

- proposed updates to the NCGS constitution and by-laws to create staggered board positions as opposed to potentially refreshing to the board annually
- increase membership to maintain a viable/self-perpetuating community
- broaden the society's focus to include research, education, government, business, and popular aspects of geography in North Carolina

Appendix A – Survey questions

NC Geographical Society

Survey Flow

Block: General Question Block (8 Questions)
Standard: Meeting question block (4 Questions)
Standard: Cost question block (3 Questions)
Standard: Support question block (8 Questions)

General Question Block

The North Carolina Geographical Society (NCGS), including the associated *North Carolina Geographer* journal, is currently on hiatus. The intent of this survey is to determine the best course of action for the society at this point, and, if the society is to continue, what structure is sustainable. This survey is just a starting point. If you would like to stay informed about decisions being made, please be sure to provide your email address on the interest page (4). The survey is broken into four sections/pages: society/journal, meeting, costs, and interest/support. Please share this survey with anyone you feel might be interested.

Do you feel there is a need for a geographical society in NC moving forward?

- Definitely yes (1)
- Probably yes (2)
- Probably not (3)
- Definitely not (4)

If not, please explain why.

Which of the following do you feel are most important if the society continues?

	Very Important (1)	Important (2)	Less Important (3)	Not Important (4)	Not of interest (5)	Not Applicable (6)
Provide members the opportunity to meet regularly (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide a venue for sharing knowledge (e.g. journal, forum, social media) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide a voice for advocacy in the state (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support professional training/education (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support teachers (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support student growth (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What other activities do you feel are important for the society to conduct/provide/support?

Do you feel the North Carolina Geographer journal should continue?

Yes (1)

No (2)

Which of the following do you feel are most important if the *NC Geographer* journal continues?

	Very Important (1)	Important (2)	Less Important (3)	Not Important (4)	Not of interest (5)	Not Applicable (6)
Hard copy (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital access (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annual (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More often than once a year (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Focus only on research (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Add education articles (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Add business articles (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What other journal related issues are of interest to you?

End of Block

Meeting question block

Do you feel there should be a regular meeting of the society?

- Yes (1)
 - Maybe (2)
 - No (3)
-

Which of the following do you think should be the role of the meeting?

	Very Important (1)	Important (2)	Less Important (3)	Not Interested (4)
Business meeting (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Field trip (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentations (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workshops (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poster Sessions (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet & Greet (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If the meeting is held annually, what season would you prefer? Please note, this is season, not academic semester.

- Spring (1)
 - Summer (2)
 - Fall (3)
 - Winter (4)
-

Should the meeting always be centralized somewhere in the piedmont or move each year?

- Centralized (1)
- Move (2)

End of Block

Cost question block

What price range do you feel would be appropriate in each situation?

	\$15-25 a year (1)	\$26-35 a year (2)	\$36-50 a year (3)	\$51-65 a year (4)
Without Journal (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online Journal (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Print Journal (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you feel there should be a discounted student price?

Yes (1)

No (2)

Were you, at any time, a member of the NC Geographical Society?

Yes (1)

No (2)

End of Block

Support question block

If you are willing to support the NCGS in any way, from being a member to serving on the board, please fill out the following information.

Name:

Affiliation:

Email:

Phone:

Preferred contact method:

Email (1)

Phone (2)

Select each area you would be willing to support the society in the future.

- Be a member (1)
 - Jump in feet first (ready to help today) (2)
 - Accounting (3)
 - Administration/Organization (4)
 - Run for office (5)
 - Serve on the board (6)
 - Serve on a committee (7)
 - Serve as editor (8)
 - Serve as journal referee (9)
 - Organize meeting(s) (10)
 - Outreach/advocacy (gov't) (11)
 - Outreach/advocacy (education) (12)
 - Outreach/advocacy (business) (13)
 - Outreach/advocacy (social media) (14)
-

Other form of supporting the future of the society:

End of Block

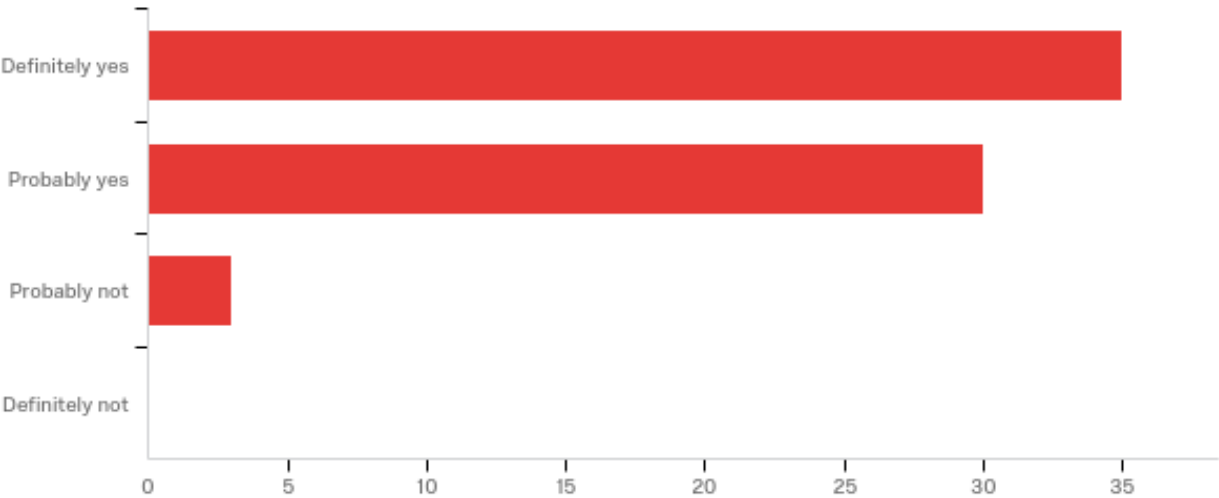
Appendix B – Survey responses

Default Report

NC Geographical Society

August 27th 2017, 10:33 am EDT

Do you feel there is a need for a geographical society in NC moving forward?



#	Answer	%	Count
1	Definitely yes	51.47%	35
2	Probably yes	44.12%	30
3	Probably not	4.41%	3
4	Definitely not	0.00%	0
	Total	100%	68

Q7 - If not, please explain why.

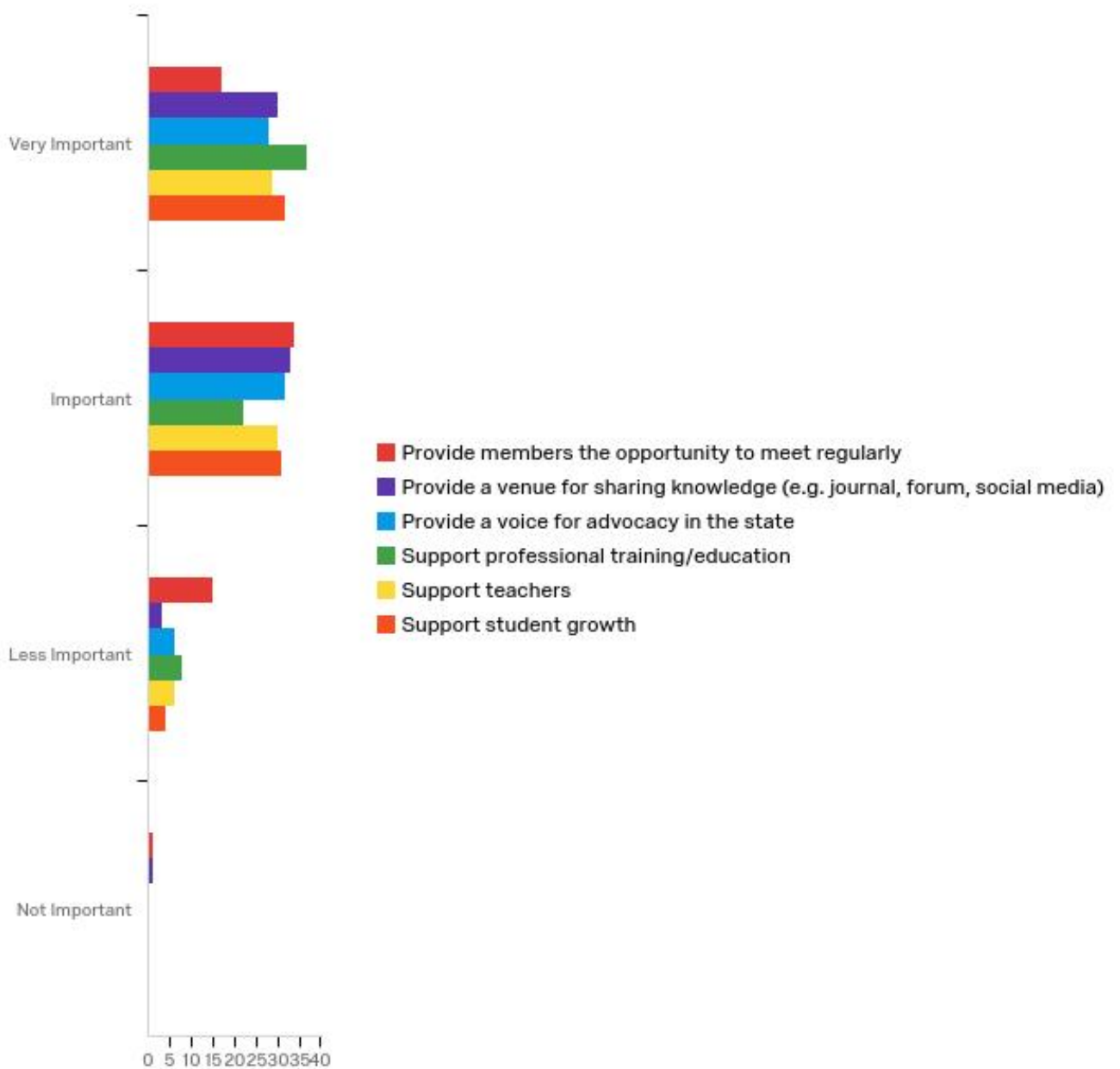
If not, please explain why.

I did not know it even existed.

There is already a SEDAAG and AAG

I don't know anything about the NCGS or the Journal because I've only been in the geographic field for 10 years and it sounds like these two dried up about the time I was starting. I am interested to learn more about what they have to offer.

Q6 - Which of the following do you feel are most important if the society continues?



#	Question	Very Important	Important	Less Important	Not Important
1	Provide members the opportunity to meet regularly	9.83% 17	18.68% 34	35.71% 15	50.00% 1
2	Provide a venue for sharing knowledge (e.g.	17.34% 30	18.13% 33	7.14% 3	50.00% 1

	journal, forum, social media)								
3	Provide a voice for advocacy in the state	16.18%	28	17.58%	32	14.29%	6	0.00%	0
4	Support professional training/education	21.39%	37	12.09%	22	19.05%	8	0.00%	0
5	Support teachers	16.76%	29	16.48%	30	14.29%	6	0.00%	0
6	Support student growth	18.50%	32	17.03%	31	9.52%	4	0.00%	0
	Total	Total	173	Total	182	Total	42	Total	2

Q8 - What other activities do you feel are important for the society to conduct/provide/support?

What other activities do you feel are important for the society to conduct/...

Provide geographical knowledge to inform the issues affecting our state where the aspect of location is important

Above topics are good.

advocay, clearinghouse

Meeting that include outdoor or innovative interactive opportunities to keep member interest.

Advocate for geography in state curricula

A conduit between academic geographers and non-academic geographers - a place to learn and support each other

I always enjoyed the annual meetings of NCGS for the "bonding" that came from socializing with other state geographers. And the field trips were lovely, often familiarizing us with less-known portions of the state.

Summer Institutes

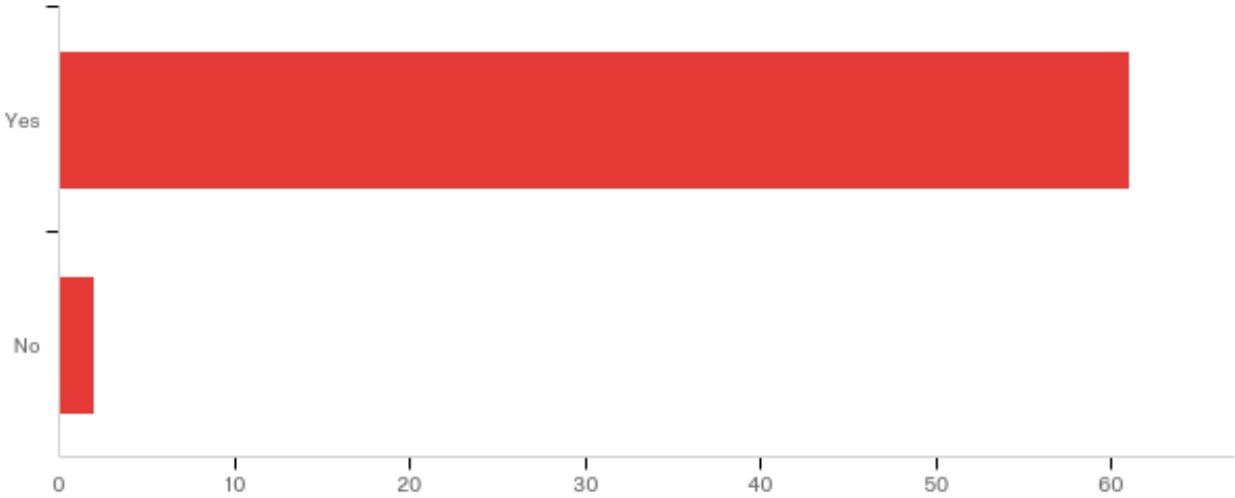
Hydrology, and land conservation.

To be a chapter of the American Geographical Society

Recruiting minority and traditionally underrepresented students to the discipline.

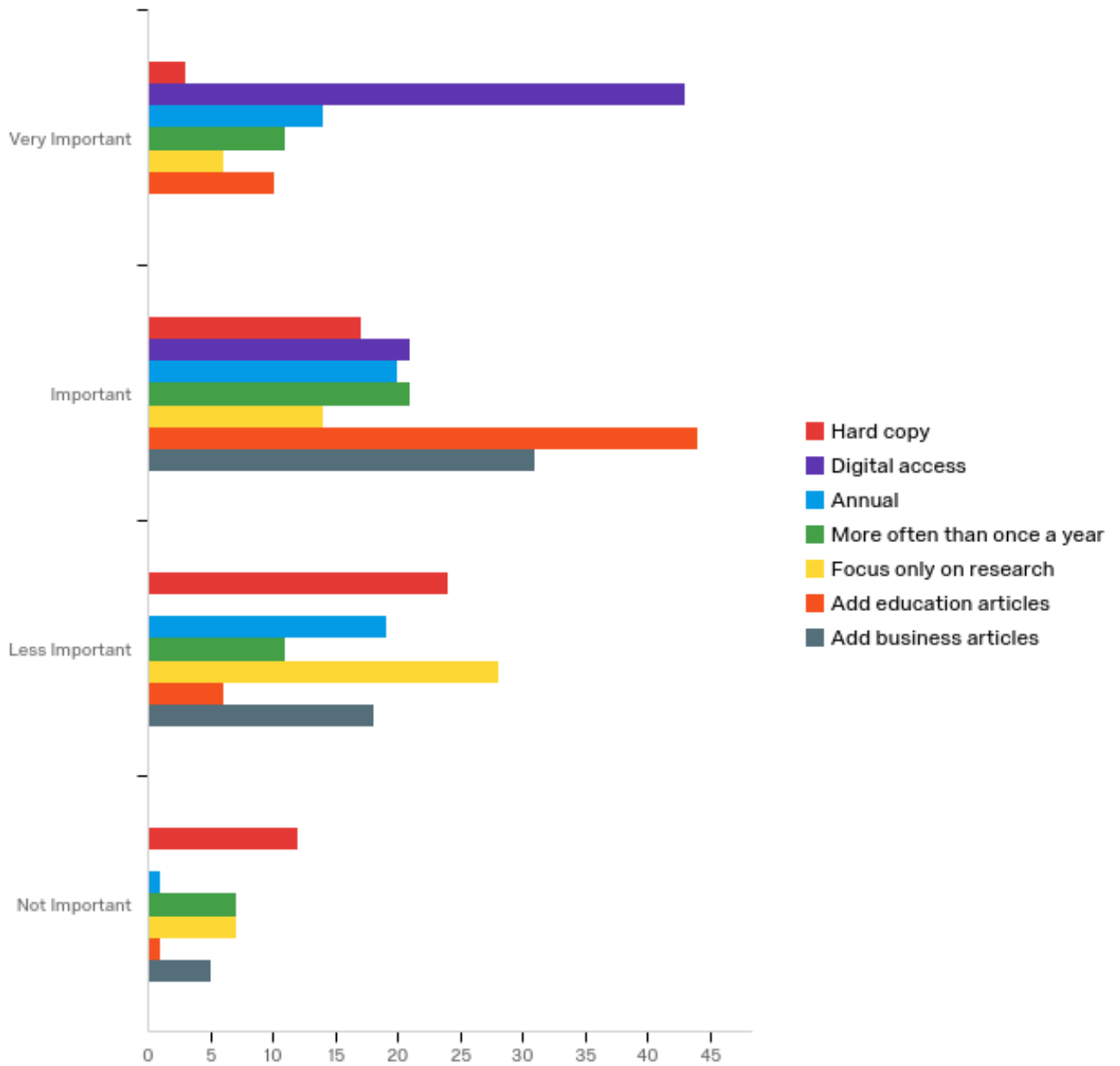
Advocacy of burgeoning technologies related to geospatial sciences. UAV's, Open Data, ect.

Q18 - Do you feel the North Carolina Geographer journal should continue?



#	Answer	%	Count
1	Yes	96.83%	61
2	No	3.17%	2
	Total	100%	63

Q16 - Which of the following do you feel are most important if the NC Geographer journal continues?



#	Question	Very Important	Important	Less Important	Not Important
1	Hard copy	3.45% 3	10.12% 17	22.64% 24	36.36% 12
2	Digital access	49.43% 43	12.50% 21	0.00% 0	0.00% 0
3	Annual	16.09% 14	11.90% 20	17.92% 19	3.03% 1

4	More often than once a year	12.64%	11	12.50%	21	10.38%	11	21.21%	7
5	Focus only on research	6.90%	6	8.33%	14	26.42%	28	21.21%	7
6	Add education articles	11.49%	10	26.19%	44	5.66%	6	3.03%	1
7	Add business articles	0.00%	0	18.45%	31	16.98%	18	15.15%	5
	Total	Total	87	Total	168	Total	106	Total	33

Q8 - What other journal related issues are of interest to you?

What other journal related issues are of interest to you?

Equal mix of pragmatic and academic.

legislation changes

government geography/gis articles in NC

human-environmental relationships - socio-economic, landscape changes, and natural resource/policy focus

articles that relate NC geo issues to rest of USA and the world.

journal should be opened to students, academic and non-academic

Possibly highlight an individual.

It would be important to be distinctive from UNC Press's Southeaster Geographer, which is an academic journal, which is why I support having business and education articles mixed with some academic research. Aim for a broad audience. Currently, there is so much interest in what makes places in NC unique- food, physical geography, dialects, cultural history, etc.

Meteorology.

there are a lot of academic journals already with a focus on research. It would be nice to have a reference and way of finding those for NC related articles of interest, but I think that the NC Geographer could morph more into an educational/informational resource. Similar to the way that IMAPCT is more of a lighter side of research compared to JAWRA from AWRA.

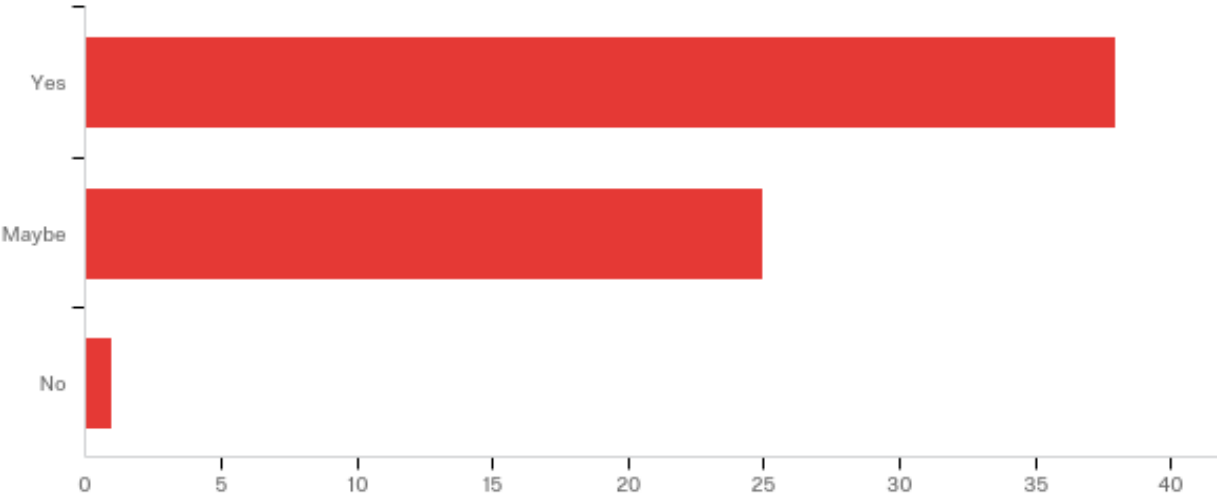
Special issue focused on student research.

A photo-documentation section; a Book Review Section (rigorously held to geo-science specific content);

Physical Geography, flooding, landslides, demographics

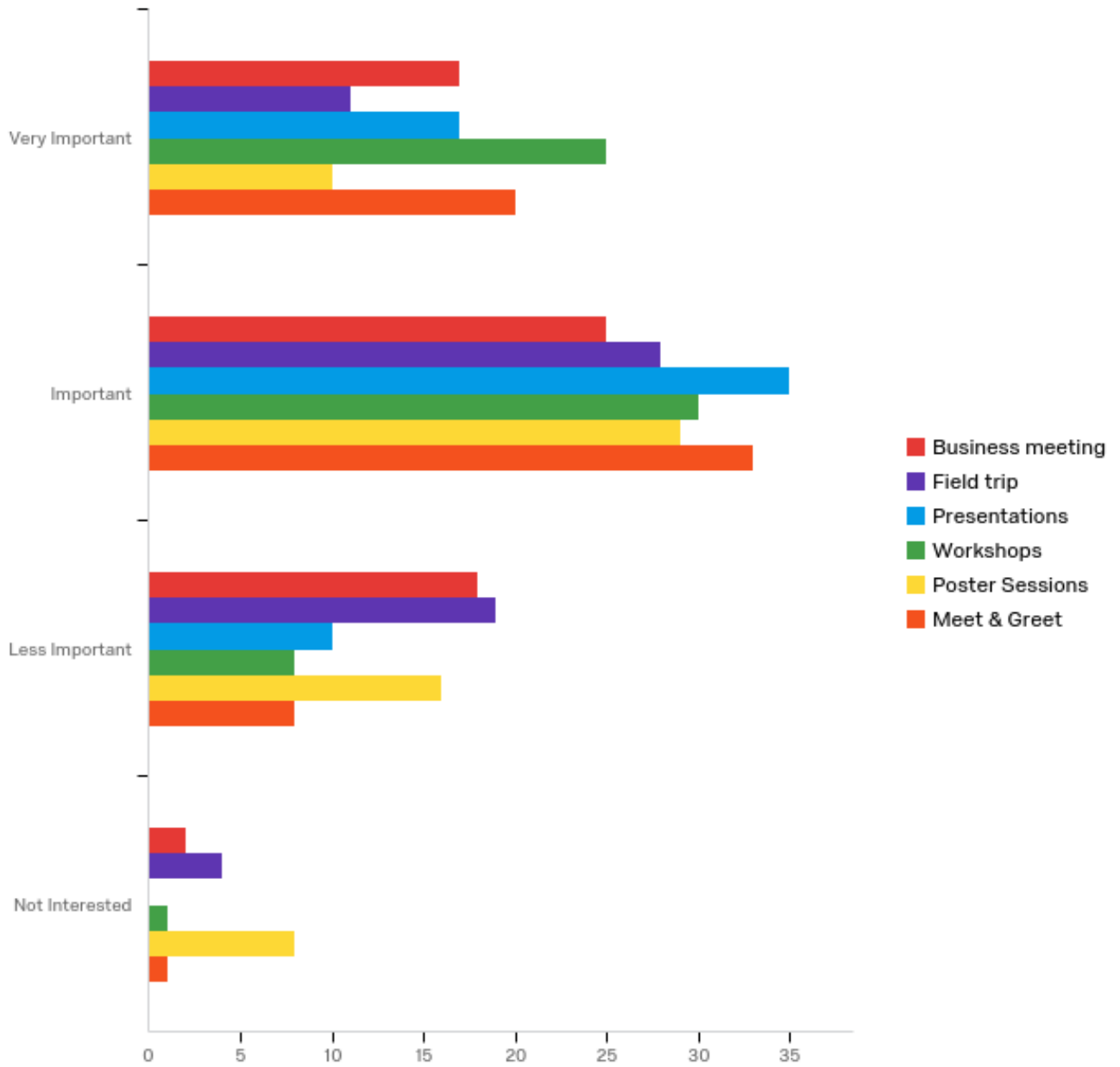
Outlet for student work

Q9 - Do you feel there should be a regular meeting of the society?



#	Answer	%	Count
1	Yes	59.38%	38
2	Maybe	39.06%	25
3	No	1.56%	1
	Total	100%	64

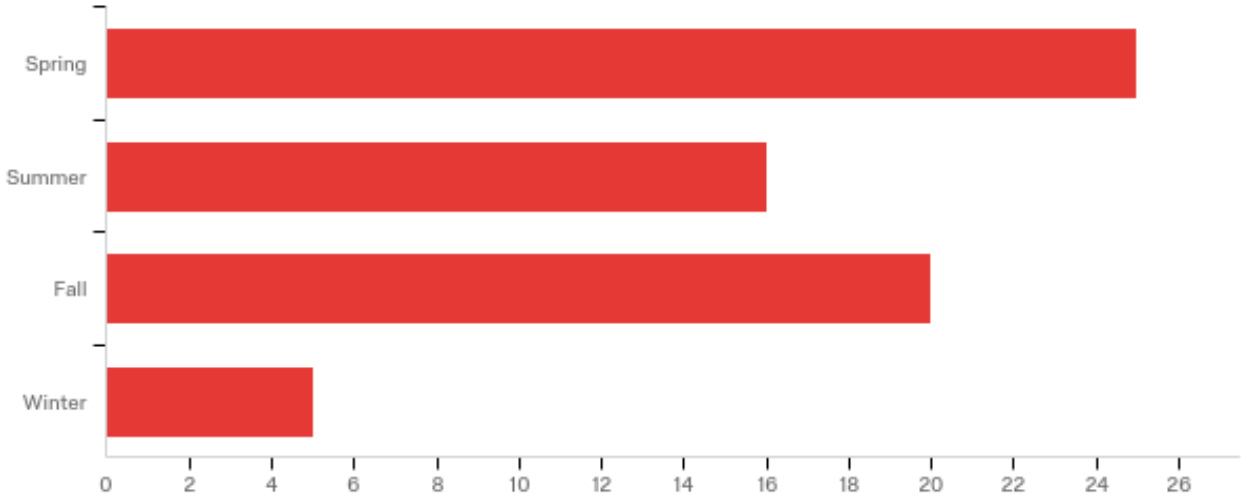
Q10 - Which of the following do you think should be the role of the meeting?



#	Question	Very Important	Important	Less Important	Not Interested
1	Business meeting	17.00% 17	13.89% 25	22.78% 18	12.50% 2
2	Field trip	11.00% 11	15.56% 28	24.05% 19	25.00% 4
3	Presentations	17.00% 17	19.44% 35	12.66% 10	0.00% 0

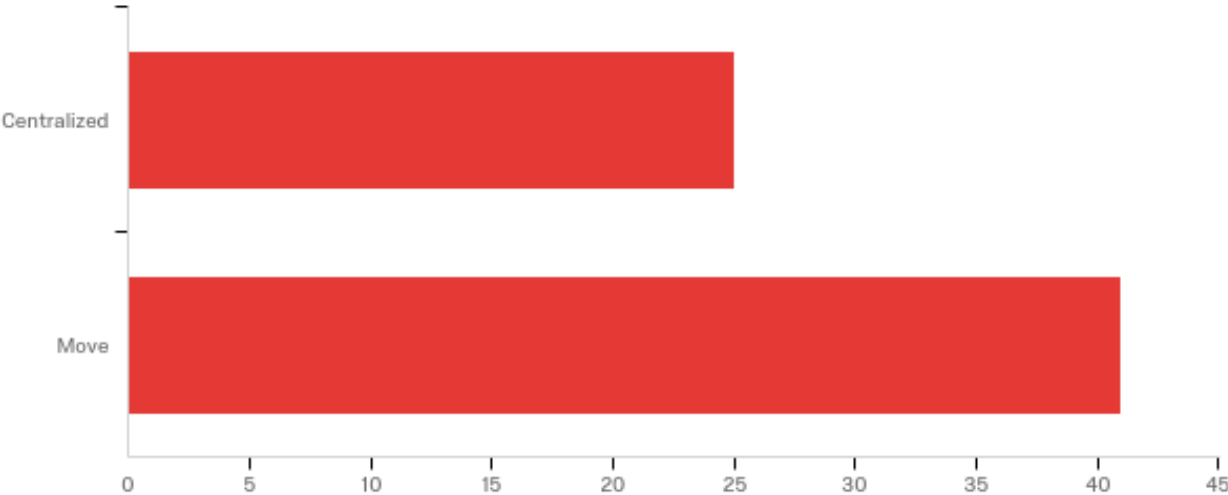
4	Workshops	25.00%	25	16.67%	30	10.13%	8	6.25%	1
5	Poster Sessions	10.00%	10	16.11%	29	20.25%	16	50.00%	8
6	Meet & Greet	20.00%	20	18.33%	33	10.13%	8	6.25%	1
	Total	Total	100	Total	180	Total	79	Total	16

Q11 - If the meeting is held annually, what season would you prefer? Please note, this is season, not academic semester.



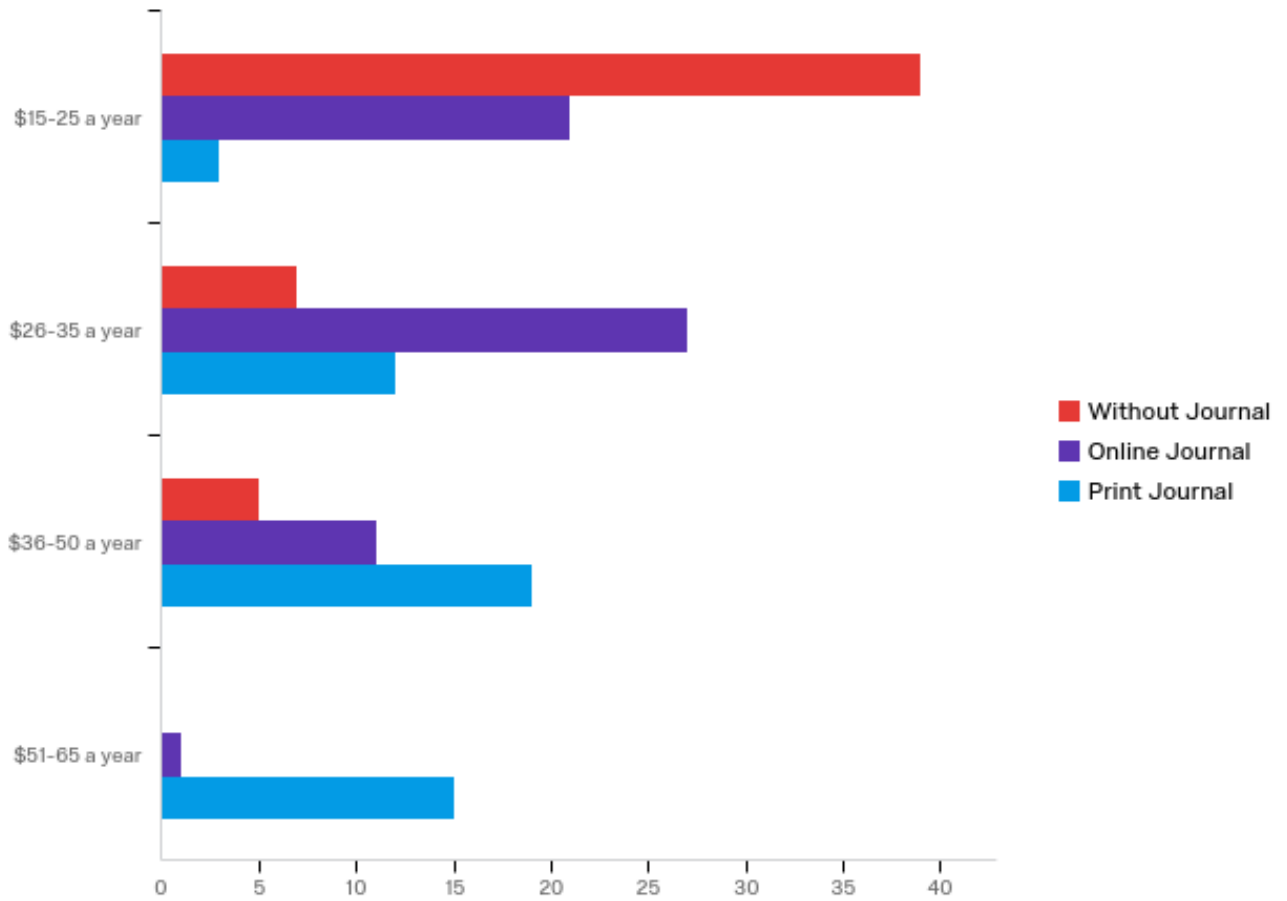
#	Answer	%	Count
1	Spring	37.88%	25
2	Summer	24.24%	16
3	Fall	30.30%	20
4	Winter	7.58%	5
	Total	100%	66

Q12 - Should the meeting always be centralized somewhere in the piedmont or move each year?



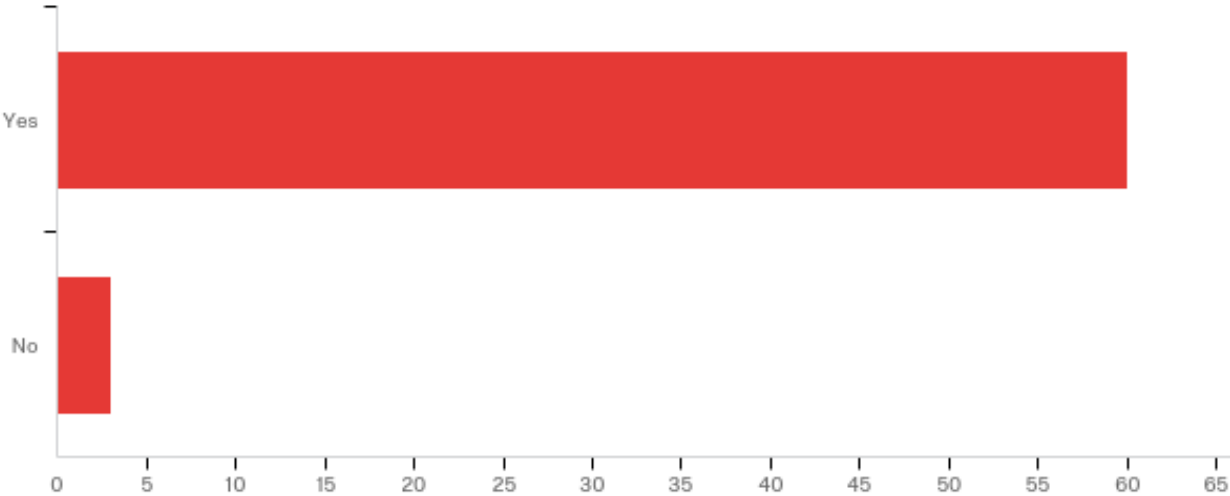
#	Answer	%	Count
1	Centralized	37.88%	25
2	Move	62.12%	41
	Total	100%	66

Q14 - What price range do you feel would be appropriate in each situation?



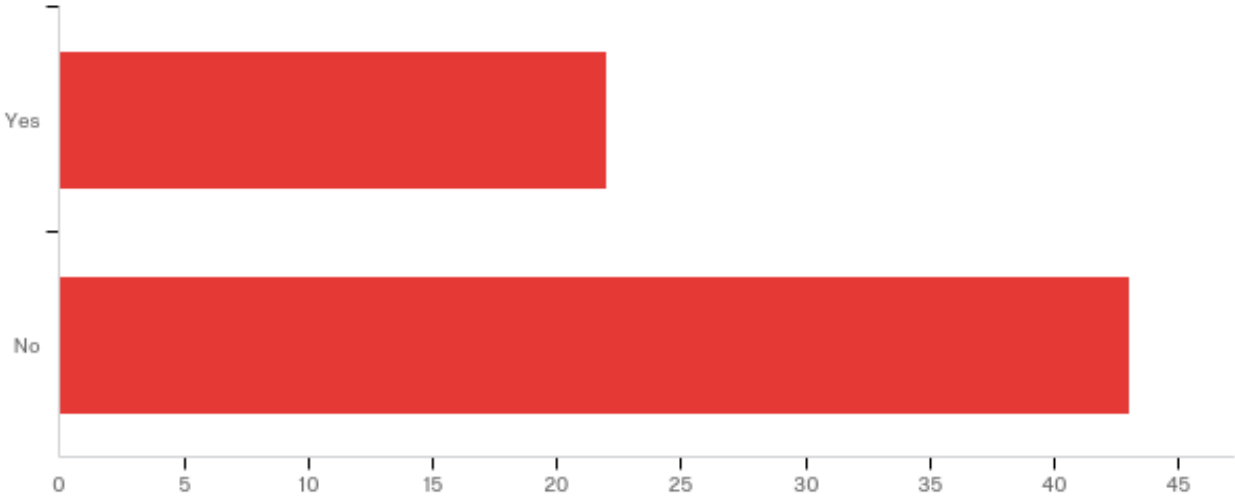
#	Question	\$15-25 a year		\$26-35 a year		\$36-50 a year		\$51-65 a year		Total
4	Print Journal	6.12%	3	24.49%	12	38.78%	19	30.61%	15	49
3	Online Journal	35.00%	21	45.00%	27	18.33%	11	1.67%	1	60
1	Without Journal	76.47%	39	13.73%	7	9.80%	5	0.00%	0	51

Q15 - Do you feel there should be a discounted student price?



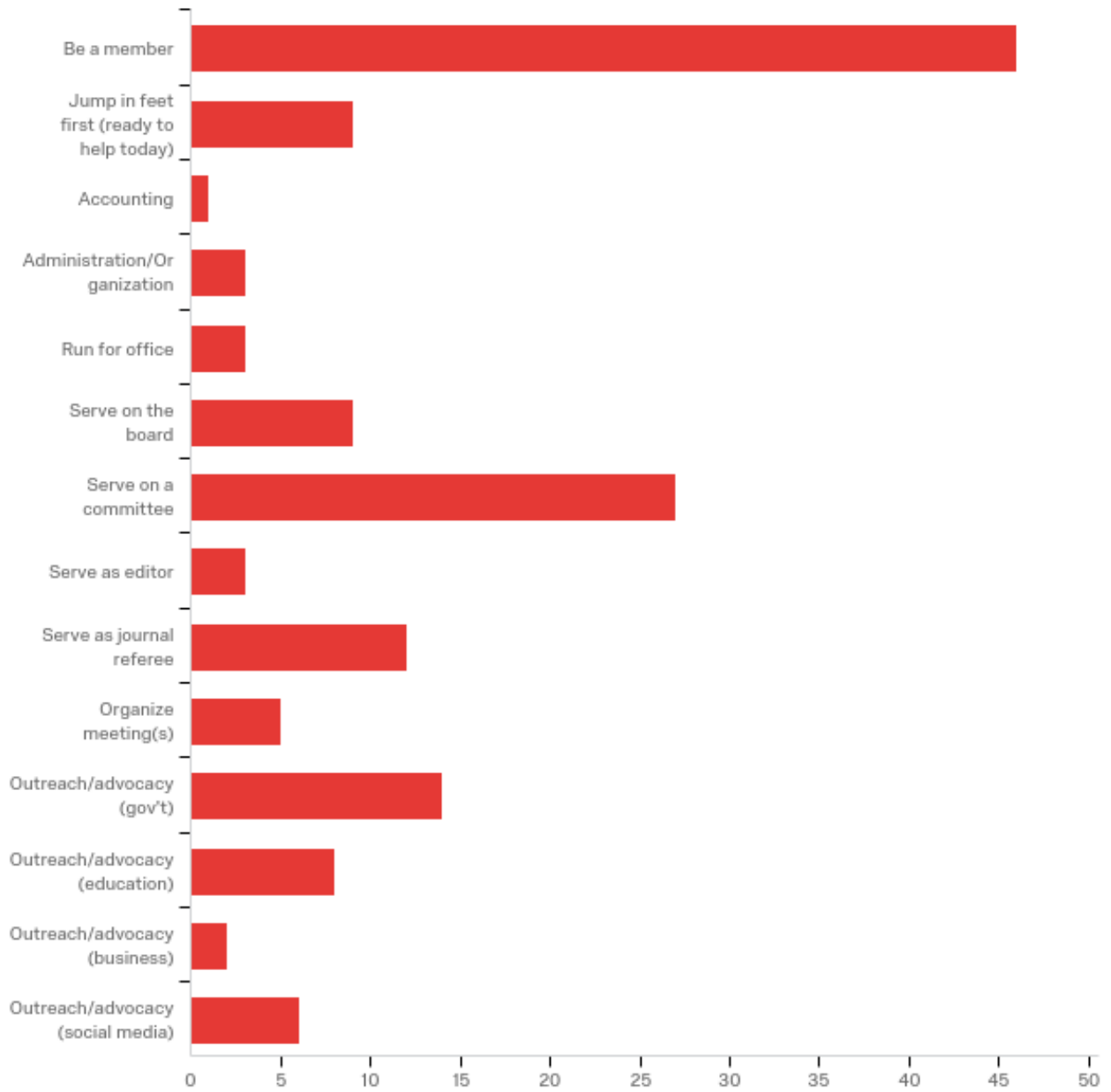
#	Answer	%	Count
1	Yes	95.24%	60
2	No	4.76%	3
	Total	100%	63

Q13 - Were you, at any time, a member of the NC Geographical Society?



#	Answer	%	Count
1	Yes	33.85%	22
2	No	66.15%	43
	Total	100%	65

Q22 - Select each area you would be willing to support the society in the future.



#	Answer	%	Count
1	Be a member	31.08%	46
2	Jump in feet first (ready to help today)	6.08%	9
3	Accounting	0.68%	1

4	Administration/Organization	2.03%	3
5	Run for office	2.03%	3
6	Serve on the board	6.08%	9
7	Serve on a committee	18.24%	27
8	Serve as editor	2.03%	3
9	Serve as journal referee	8.11%	12
10	Organize meeting(s)	3.38%	5
11	Outreach/advocacy (gov't)	9.46%	14
12	Outreach/advocacy (education)	5.41%	8
13	Outreach/advocacy (business)	1.35%	2
14	Outreach/advocacy (social media)	4.05%	6
	Total	100%	148

Q23 - Other form of supporting the future of the society:

Other:

Attend Meetings

What exactly is "journal referee?"

if the organization gets onboard as one of the regular sponsors of the NC GIS Conf, could do a bi-yearly meeting there, then in the off year have a standalone meeting, maybe co-located with Carolina URISA

Always glad to give advice...if asked.

Forward messages, posts

Land preservation

For now member but in future maybe organizing and/or serving on committee