

MEMBERSHIP SURVEY RESULTS

At the end of July 2020, the Society Board of Directors asked Society Members to respond to a survey about the current condition and future of the Antarctic Society. Just over 50% of our members — 160 of you — returned the surveys. Many respondents answered all or nearly all the questions that offered multiple choice options, many of the answers accompanied by comments, qualifications, and explanations.

Several overall conclusions emerge from the survey: Those returning the surveys are pretty happy with the Society as it now is, especially the newsletter, but many would like more from it, or changes for the future to adapt to today's world. There was one common concern: we are currently an aging society, with a need for new blood and younger members if we wish to survive and thrive in the years to come. But, even if many of us are aging, the surveys make it clear that we are a group of people who continue to be interested in what's happening in Antarctica today and are eager to remain involved in some way, if only to keep up to date on today's activity on the Ice.

The survey concluded with two broad questions, with no multiple choice options to make it easier to respond. We asked members 1) what they would like the Society to do in the future that it is not now doing and 2) What matters to members about the Society. More than half of the respondents answered one or both of these questions, many offering thoughtful responses that provide rich, valuable input for thinking about the Society's future. Frequently mentioned among other things, more meetings, including virtual ones; moving meetings around the country; efforts to increase membership, especially younger members. But members are also concerned that we retain the culture of the Society as it has developed since its inception: relaxed, informal, and welcoming.

The response to the survey from our Membership is clear evidence that our membership values the Antarctic Society. Thanks to all those who returned the survey, and even more so, thank you so much for your input.

The survey report below provides detail on the response to all the multiple choice questions plus a short analysis of the answers to each question. Following the analysis for each question, you will find selected comments that are representative of the many that respondents gave for that question.

# Resp to question % of returned surveys	<p style="text-align: center;">Question and Responses</p> <p style="text-align: center;">% shown for response options is percent of those answering the particular question</p>
*** GENERAL QUESTIONS ***	
<p style="text-align: center;">159 99+ %</p>	<p>1. Why are you a member of the Antarctic Society. Check as many as apply</p> <p>89% — Keep up with Antarctica Today 46% — Contacts with Friends 37% — Gatherings 33% — Access to Members Area of Website 21% — Networking</p> <p>24% — Other/comments</p> <p style="text-align: center;">NOTE: many who checked other also checked other options</p> <p>In addition to those who expanded on their “other” response with a comment, we also received comments from people who checked one or more of the multiple options. Frequent comments refer to family and/or other personal connections, desire to keep a connection to Antarctica alive, memories of time spent on the Ice, belief in the importance of the Antarctic Society, and especially keeping up with Antarctica today.</p> <p><u>Selected Comments</u></p> <ul style="list-style-type: none"> • Repository of reports, newsletters, etc. about Antarctic exploration • Career and personal development and learning opportunities • See first hand accounts of old and new polar participants — diaries, memoirs, discoveries • I strong believe in the historic preservation mission of the Society • My dad and I were the first father and son to be together at the South Pole • Interest in Antarctica, especially the history and exploration • Fraternal organization with good members • Been there and want to stay involved • Used to love the lectures and dinners in DC • Relive 1982-83 Winfly, McMurdo and Pole adventure. Keep up to date on current activities • Historical records/archives of the • To support an organization that promotes awareness of Antarctica • My mother’s high school friend went with Adm Byrd’s expedition in 1935!! I have info on him!!!

<p>159 99+ %</p>	<p>2. Of the programs and services your membership supports, what are important to you? Check as many as apply</p> <p>98% — Newsletters 69% — Website information and archives 41% — Gatherings / Membership meetings 32% — Networking with others interested in Antarctica 16% — Slide Scanning Services 7% — Other/comments</p> <p>NOTE: many who checked other also checked other options]</p> <p>Newsletter, newsletter, newsletter — our members like it and see it as a major reason to belong. More on this in the section below that is specifically about the newsletter. After that, the website is important to us. But there’s much more that’s important, including some things that people comment may be important to them in the future that they hadn’t previously known about until this survey. Slide scanning is one of these, but so if the website, a survey-inspired discovery to a number of people. We also value gatherings, seeing old friends and meeting new ones, and a number of people commented on how important meetings were to them in the past.</p> <p><u>Selected Comments</u></p> <ul style="list-style-type: none"> • Attended some meetings many years ago in DC area. Plan to attend Mystic [EDITOR COMMENT: Which sadly, has now been canceled] • Comment re slide scanning service — I didn’t know about scanning service! [EDITOR COMMENT: in later question, indicated he/she may use scanning service in future] • Keeping abreast of the latest activities/developments in Antarctica. Hearing about the history.
<p>158 99%</p>	<p>3. Membership dues are likely to increase periodically in the future. Would you prefer to pay for a substantial digital lifetime membership rather than annual dues?</p> <p>32% — Yes 58% — No 10% — Neither Yes/No checked, but comment made. Typical answer, “maybe”</p> <p>55% — explanation provided for “no” provided or comment made</p> <p>NOTE: more than 20% alluded to their age or health as a reason to check “no” nearly 20% noted that it depended on the cost of a lifetime membership</p> <p>Most comments indicated that people were answering this question on the basis of how this would affect them personally, rather than whether they thought this was a good idea for the Society. A number of people suggested a third option — to be able to pay dues for multiple years, e.g., 3 or 5 years at a time.</p> <p>More than 20% alluded to their age or health as a reason to check “no.” From these answers, we have information that is relevant to much more on this survey and thinking about the future</p>

	<p>of our Society — the fact that a large number of our members are no longer young.</p> <p>Another nearly 20% responded with a comment rather than checking yes or no, saying in effect “maybe,” depending on the cost.</p> <p>Only a small number say “no” with a comment that they didn’t think this was a good idea for the future of the Society.</p> <p><u>Selected Comments</u></p> <ul style="list-style-type: none"> • It really depends on the cost. A few hundred dollars would be reasonable • Yes — Others may be less inclined so both options should prevail • No — lifetime memberships are not financially healthy • Yes — but only if in increments, as: xx < age 50, yy 50-80 years age, zz > 80 • No — Ha! I’m too old for it to be worthwhile! • No — fear of too many doing it and reducing dues intake in long run. An alternative is multi-year dues: 5 years? • No — We are in transition. Asking for large amount might scare off people. Yearly dues indicate interest • No check mark — maybe. I think we need better follow up on dues collections and should start a fund-a-friend recruitment • No — if I were younger the lifetime option would be my choice
<p>*** GATHERINGS AND MEMBERSHIP MEETINGS QUESTIONS ***</p>	
<p>159 99+ %</p>	<p>4. Have you attended an Antarctican Society Gathering or other Society Meeting?</p> <p>48% — No 41% — Yes, within last 10 years 10% — Yes, but more than 10 years ago</p> <p>6% — Comment (either in addition to options offered or as “other”)</p> <p>Few offered comments to this specific question, leaving it to their answers to the ensuring questions about gatherings to describe their feelings about Gatherings. But we see from the answers to this question, just over half of those who returned the surveys have attended a Gathering at some point, most within the last 10 years. Members who come to Gatherings are those who are most engaged with the Society, and it’s probable that they were more inclined to return surveys than those who haven’t been to Gatherings. In short, the “have attended” % would probably be lower had we had a 100% response rate to the survey.</p> <p>Based on the answers to “if you didn’t come, why not?” question below [SEE BELOW], it would appear that many more members who responded to the survey would have liked to come, but could not/did not for a variety of reasons.</p>
<p>80 52%</p>	<p>If Yes, why did you come? Check as Many as Apply</p> <p>89% — Hear the talks 87% — See friends</p>

	<p>34% — Networking</p> <p>29% — other/comments [many of these also checked other choices]</p> <p>Most of those who indicated that they attended Gatherings has done so in the last 10 years. That meant that they heard the talks in Paul Dalrymple’s “Garage Theater” — a special and convivial venue. We are interested in the content, but also very much enjoyed the ambiance. The talks were at the top as a draw, but only barely ahead of seeing friends. It’s clear the members who said they came saw gathering as not only intellectually worthwhile, but also as social events. Among other reason given, we like making trips to gatherings a part of a larger trip, enjoy being in Maine, seeing somewhere new. And then there were those who came because they were giving a talk — and enjoyed being there for more than that.</p> <p><u>Selected Comments</u></p> <ul style="list-style-type: none"> • Attend board meetings • Visit the interesting locality where held • See colleagues; immerse myself in all things polar • Presented a talk • Was new, wanted to see what went on • Not attended, but — bucket list to attend gatherings for the reasons listed above • Meet great people and see place (a vacation with a purpose) • The lobster-centered meal has been especially memorable and great! • USARP/USAP was family. It is therapy to reflect on those years with fellow Antarcticans and re-live the experience
<p>87 54%</p>	<p>If no, why not? Check as many as apply</p> <p>60% — Too far away</p> <p>21% — Conflict with other event</p> <p>13% — Didn’t know about it</p> <p>11% — too expansive</p> <p>6% — Not interested</p> <p>32% — Other/comment</p> <p>The interesting thing from the responses to “If no, why not?” is that people didn’t fail to attend because of lack of interest. Location was the big issue for most non-attendees, simply that it was too far away. This factor led to a number of comments both in response to this question and to later questions that the Society look at holding events at various locations in the future — or even creating chapters that would hold their own events in dispersed locales. Conflicts with other events — both work and personal related ones — was also an issue for some. In addition, a few people had issues with holding meetings during tourist season in the meeting locale. And then there were those who said they didn’t come because they thought they wouldn’t know anyone, or for other reasons, would feel awkward — reasons that we as a Society need to address in our effect to be welcoming and inclusive.</p> <p><u>Selected Comments</u></p> <ul style="list-style-type: none"> • I’m a new member so wasn’t aware of events

	<ul style="list-style-type: none"> • Work schedule • Not attended recently — fighting for affordable accessible accommodations with peak season tourist industries was stressful. Let's do off-season gatherings • Don't know people • I've never visited Antarctica, and wouldn't feel comfortable among people who have been there. I'd feel like an outsider. • Too far away — Yes! Maine was ridiculous! Long drive, poor lodging • I live too far to attend (reason it's been 10+ years) • It was on my bucket list but bucket got leaky with age! • No for the gatherings I missed — conflict with other event. In the future "far away" or "too expensive" might be important
<p>134 84%</p>	<p>5. What would be the most important considerations for you in attending a future gathering? (Please rate from 1=highest to 5= lowest)</p> <p>EDITOR'S NOTE: Many people did not provide a 1-5 ranking or rank their choices. Some simply checked the item(s) that were important to them. I recorded all such as "1". Others noted several things as 1, or 2, or . . . , or 5. And some did in fact rank as requested.</p> <p>Time of year — 74 people rated this</p> <ul style="list-style-type: none"> 38 — Ranked 1 (most important) 17 — Ranked 2 17 — Ranked 3 4 — Ranked 4 14 — Ranked 5 <p style="text-align: right;">Weighted Average = 2.39 [2nd most important consideration]</p> <p>Location — 94 people rated this</p> <ul style="list-style-type: none"> 88 — ranked 1 (most important) 24 — ranked 2 2 — ranked 3 4 — ranked 4 2 — ranked 5 <p style="text-align: right;">Weighted average = 1.41 [most important consideration]</p> <p>Presentations — 72 people rated this</p> <ul style="list-style-type: none"> 28 — ranked 1 (most important) 14 — ranked 2 32 — ranked 3 15 — ranked 4 3 — ranked 5 <p style="text-align: right;">weighted average = 2.47 [3rd most important consideration]</p> <p>Social Functions — 65 people rated this</p> <ul style="list-style-type: none"> 12 — ranked 1 (most important)

	<p>6 — ranked 2 14 — ranked 3 weighted average = 3.13 31 — ranked 4 [4th most important consideration] 20 — ranked 5</p> <p>Cost — 70 people rated this</p> <p>20 — ranked 1 (most important) 14 — ranked 2 11 — ranked 3 weighted average = 3.30 8 — ranked 4 [5th most important consideration] 36 — ranked 36</p> <p>A few people (5% of question respondents) offered other considerations, adding things that were important to them — including possibility to camp, dealing with the Coronavirus, and the ability of friends to attend</p>
<p>97 61%</p>	<p>What time of year would you prefer to have a gathering scheduled? <u>Summary (total exceeds 100% because of multiple choices)</u></p> <p>43% — Summer (including unqualified / early / late / depends on location) 30% — Fall 16% — Spring 15% — Any time of year, including depends on location 4% — winter</p> <p>Summer — the northern summer, that is — dominates the responses, but we're flexible and eclectic in our responses. And at least a couple of people were explicit, "not summer." Last choice is winter, either because we are concerned about the weather or because it would conflict with the austral summer and ability to head south for research, work, or other reasons. Interestingly, of those who preferred summer, many specified early or late, mostly late. Yes, flexibility in our preference, but some were delightfully specific.</p> <p><u>Selected Comments</u></p> <ul style="list-style-type: none"> • Outside of the Antarctic summer season • Early or late summer, depends on location • Summer, so I can pitch a tent somewhere and be able to afford going • Fall (not however near holidays). Late spring (after taxes) and before Memorial Day. January or February but not at ski resort town • Summer or fall if located in the north, but I would try to attend no matter where or what time of year • Should coordinate the time so that science/military can attend to make presentations (pre or post) season • For the best weather for the location • Summer solstice (mid-winters day!)

*** NEWSLETTER QUESTIONS ***	
<p>156 98%</p>	<p>6. Do you read the newsletter?</p> <p>86% — Always 11% — Sometimes <1% — Seldom 1% — Never</p> <p>11% — Comment on seldom or never / other comment</p> <p>Nearly all respondents read the newsletter, and the vast majority of them “always” read it. Our newsletter is clearly vastly popular with our membership — and at the heart of what’s important to Society members.</p> <p><u>Selected Comments</u></p> <ul style="list-style-type: none"> • We look forward to each newsletter • No answer checked — Not yet but will always [EDITOR COMMENT — answer from someone who has identified himself/herself as a new member] • Sometimes — the newsletter is an historical document • Always — The Newsletter is the eyes, ears and heart of the Society. A point of reference, a promoter of a true sense of community, and a sustainer and renewer of common bonds of experience and interest.
<p>156 98%</p>	<p>7. What newsletter content interests you? Check as many as apply</p> <p>99% — Antarctic News 84% — Science News 82% — History Notes 81% — Society News 76% — Obituaries and Bios 64% — Book and Art Reviews 62% — Reminiscences 6% — Other</p> <p style="text-align: right;">46% of respondents checked ALL options</p> <p>Right at the top of the list, Antarctic news. All but one respondent to this question checked that option. This goes right back to the reason that we’re members of the Society, to keep up with what’s happening on and with the Ice. But more than 80% of us are also interested in science news as such, history notes, and Society news. We want to know what’s going on! In fact, there wasn’t a single option on our list of content that received less than 50% yes, I’m interested checks. In fact, almost 50% of respondents gave up making a choice and just checked everything. In short, we like what the newsletter has to offer, and we like the variety of content that it provides. There are things, however, that we’d like to see added or covered more fully, as indicated in the responses to “other” and also as indicated in the response to the next question. [SEE BELOW]</p> <p><u>Selected Comments</u></p>

	<ul style="list-style-type: none"> • We read every page • All of the above and more. New discoveries of especially compelling scientific results or activities in Antarctica • It's really very good – BRAVO! • current projects • New developments, new information abbreviated; Antarctica as it pertains to world events and climate changes • Planned events [EDITOR COMMENT — unclear what this respondent meant, but it he/she want's information about Society events, that's usually covered in Society News items. But such a comment may mean that we need to highlight those items more.] • All. I like the variety
<p>81 51%</p>	<p>8. What additional or new types of content would you like to see in the newsletter? How can we make it more meaningful to you?</p> <p>Even though we like the newsletter, just over half of the respondents took the time to provide answers to this open-ended question. Some of the comments here were along the lines of “great as it is, keep it up,” but many others offered ideas for expansion and/or change. We're particularly keen to have more about what's happening with people and personalities on the Ice, information about activities of other countries working in the south, and specific aspects of science. In particular, there seems to be great interest in the personal aspects of being on the Ice. We're also interested in Op eds. There are many ideas here that the Newsletter Committee will be reviewing to see what we can do to make our already excellent newsletter even better.</p> <p><u>Selected Comments</u> [EDITOR COMMENT — there were many comments. The following are representative of the content of these]</p> <ul style="list-style-type: none"> • More information about women in Antarctica; more profiles of pioneers • Interviews with people on ice. New member bios; updates from National Antarctic programs. COMNAP and SCAR updates; opportunities to contribute • Links to articles too long for newsletter • Astrophysics/astronomy; global climate change • Astronauts and other newsworthy people who have worked in Antarctica during their early careers . . . • A section of “member news” where members could submit short updates on their activities, careers, families, etc. Something like the Alumni Notes that appear in many university alumni publications • Op-eds • The newsletter and/or website could be a place where people could buy and/or sell Antarctic related items (memorabilia or books etc.). At some point I'd maybe like to sell some Antarctic related items and I'd like them to go to someone who will appreciate them • The scientific work in Antarctica is so sophisticated it's rather dry and only of interest to a scientist. I'd like more day to day articles about the workers' other activities and let the scientists write their articles in other publications. I'm interested especially in McMurdo – any new updates of buildings, types of equipment and vehicles now used, what's going on in the Heavy Shop and Machine shop. I helped build McMurdo 1955-57 and then went

	<p>back in 1995-96 as a civilian to run the machine shop. The “Antarctic Sun” weekly news used to talk about “people.” Not it’s all “science.”</p> <ul style="list-style-type: none"> • Could add a bit about tourism. People ask me about best cruises to take. Would like Society’s insight and thoughts • I am happy with the current content • Short teasers of material about the website to encourage website use. <ul style="list-style-type: none"> ○ Reprint some of Paul Dalrymple’s early newsletters entries and/or other writings from Paul • Calendar of Antarctic events worldwide. Same format each issue • What about “member’s thought”- short notes that would be of interest to most/some? • We could continue to highlight the upcoming austral summer research season, with brief coverage of total impending projects and/or details on some of the more ambitious and intriguing ones. Introduction of involved personnel — academic affiliation, research experience/history, any authorships, personal anecdotal information — would also be interesting. • Already comprehensive content thanks to Guy • Perhaps an interview or expose about one member per issue (new expedition, new discovery or achievement)
<p>154 97%</p>	<p>9. If the Society were to discontinue the print version and publish the newsletter only on the website, would you read it via an email link or on the website?</p> <p>81% — Yes 14% — No 5% — Neither yes/no checked, but comment made</p> <p>It appears that there was a bit of confusion for some who responded to this question, members who took this to mean that they could only read the newsletter by going directly to the website. In fact, we were asking how people felt about eliminating the print version, but would continue to advise people by email that the newsletter had become available, and provide a link in the email to the newsletter on the website. That is the way the 2/3 of members who have not chosen the print version now “receive” the newsletter. Given that about 1/3 of our members currently receive the print version, the answer to this question suggests that some of those members would be willing to shift to a digital newsletter. Several comments support this conclusion, but it’s also clear that for some of these people, it would be reluctantly. Others indicate that they would no longer read the newsletter if it were digital only. Does this reflect the fact that many of our members are in older generations? Perhaps. No way to tell from the data, but it’s a possibility. And then there are those who prefer the digital version, with its enhanced content of color photos and hyperlinks.</p> <p>Conclusion? Perhaps our full membership is not yet ready to go entirely digital. At any rate, the vast majority of the comment came from those who were either reluctant or full “no” votes.</p> <p><u>Selected Comments</u></p> <ul style="list-style-type: none"> • No answer — Please don’t

	<ul style="list-style-type: none"> • Yes — but only as a last and only resort • No — probably not much. I sit long enough on a computer • Neither checked — perhaps. But still prefer hard copy • Yes — I like the electronic version better with links and photos • Yes — But much prefer to read in bed before falling to sleep • Yes — But perhaps not as consistently • Yes — but prefer print version
<p>*** WEBSITE QUESTIONS ***</p>	
<p>158 99%</p>	<p>10. How often do you visit the Antarctic Society Website?</p> <p>74% — Sometimes 17% — Never 9% — Frequently 70% — If never, answered “WHY” [% is of those who answered “never”]</p> <p>Despite the fact that nearly 70% of survey respondents say that the website (and archives) are important to them, only 9% say they visit the website frequently and 17% say they never go there. Is this because it doesn’t interest us? From the comments and the answers to the next question about what we like, that’s clearly not the case. There’s content there that we like and find useful. It appears more to be a question of education, making the membership be more aware of the resources the website offers them. But it’s also a question of how often the website offers new material. For those who are only interested in new postings rather than digging deeply into the vast content the website offers, “sometimes” will be adequate for their purposes.</p> <p><u>Selected Comments</u></p> <ul style="list-style-type: none"> • Answered sometimes — I find the website too static, not much new stuff • Answered never — NOT in my daily scan of news • Rarely — I never think to look at it. I might look more if there were Facebook posts about new content. If there are, I don’t see them • Never — don’t think of it. Overload of information from other sources. Haven’t developed the habit • Never — did not know of the site. Never found it until this week! • Never — actually I wasn’t aware of the website. I’m not a “computer” person. I’ll now start looking on-line. Tom Henderson is a friend. I sent him photos for his movie. • Never — the newsletter adequately meets my needs • The website would benefit from some modernization to make it easier to navigate
<p>128 80%</p>	<p>11. What do you like about the current website? Check as many as apply.</p> <p>72% — Variety of materials 65% — Memoirs and Personal Stories</p>

	<p>51% — Newsletter archive 49% — Video & audio material 41% — Links to other websites and materials 15% — Other</p> <p>It's the variety and personal material we like here. In a sense, variety means that we like lots of things on the website, but when we get specific, it's the people things — 65% citing memoirs and personal stories, but many of these also checking video and audio material, which are often material that tie directly to the memoirs and personal stories. We also see the website as a window to other resources beyond our Society, using the links. Not all of us make much use, if any, of computers or the internet. The website is not really relevant to these people.</p> <p><u>Selected Comments</u></p> <ul style="list-style-type: none"> • Answered never visit — if I went to the website I would go for “memoirs and personal stories” • Other — contact info of fellow members — on members only site • Comment — perhaps you could develop an email prompt that encourages website visitation. . . • Comment — website very good these days • Chkd newsletter/links; other — there was, at least, a zoom in aerial photos of anywhere on continent. That was amazing, used it once, so much on Anvers Island beyond Palmer! Mind boggling to thing of the exploring
<p>122 76%</p>	<p>12. What new content or material that is not now on the website would you like to see?</p> <p>67% — Photo archive 60% — Articles on international activity 37% — return of time trek 18% — other</p> <p>The photo archive is the most checked option. Articles on international activity and a number of items of interest cited in the comments echo many of the same things that respondents indicated that they'd like to see in an enhanced newsletter. We want to see more about current happenings, more about specific science work, climate change, more personal stories from people on the Ice today (in addition to memoirs from those who were there in the past). We'd also like to see the website make more topics, including the newsletter, searchable.</p> <p><u>Selected Comments</u></p> <ul style="list-style-type: none"> • Climate change interest and astrophysics • Perhaps a blog on current happenings • Have Newsletters searchable • Day to day type activities and life of the workers – not just about the scientists and their funded projects • Member “swapshop” (to pass on historical Antarctic things)

	<ul style="list-style-type: none"> • conflict presentations; time trek is interesting • Antarctic art/paintings • Information on stamp and cover collections • An update of what the archive includes, thus a reminder to develop interest for additional contributions.
125 78%	<p>13. Do you think the website areas for members only should be continued?</p> <p>77% — Yes 15% — No 9% — neither yes/no checked, but commented</p> <p>A large majority of us want to continue the members only area of the website. Some of those who said “no” here said they didn’t know what their password was, so they couldn’t use it. Of those who said yes, the main reasons given in comments were for reasons of privacy, in particular re member personal and contact information.</p> <p><u>Selected Comments</u></p> <ul style="list-style-type: none"> • No answer — No particular opinion. Other than a protected area to pay dues and list personal member info, a members-only area may not be needed • No — all open to public • No — If I have a password, I don’t recall it. Is member directory there? If so, would need to keep access to it with password. • Yes — There is so little privacy left in our world • Yes — One good means to ensure membership renewals and new members
*** ARCHIVES QUESTIONS ***	
152 95%	<p>14. Are you aware that the Society has an archive of material in addition to what is on the website?</p> <p>52% — No 48% — Yes</p> <p>The Society has a rich archive of material that members have contributed over many years. The answer to this question indicates that there is a need to communicate with the members about the fact that it exists and what’s in it. As for comments in response to this question, there were only three, and none of them directly addressed the question.</p>
150 94%	<p>15. Do you know how to access the Society’s archived material on the website?</p> <p>74% — No 25% — Yes 2% — No answer, comment made</p> <p>Even more so than with the previous question, we see that the Society has a resource that members can use, but most don’t know how to use it. Another opportunity for the future — to</p>

	<p>educate our membership about this.</p>
<p>147 92%</p>	<p>16. Have you used, or plan to use, the Society’s slide scanning service?</p> <p>58% — No 30% — Yes 12% — Did not check yes or no, but commented, including maybe plan to</p> <p>Many of those who responded “no” here indicated that they did not know the service existed, or if they did, didn’t know enough about it to have an opinion. Again, another opportunity to make our members aware of a resource they can use. Several respondents asked questions that indicate they may have an interest once they know more.</p> <p><u>Seleted Comments</u></p> <ul style="list-style-type: none"> • Didn’t know it existed • Didn’t know about it. I’ll be checking it out. • What is the copyright agreement that would take place with the scan? It might be possible for this to be turned into a small source of income of the society if there was the appropriate agreement. • No — thought about it, but sent slides away for scanning. I had too many! 60,000+ • No — I have my own Nikon slide scanner for my 1000s of slides, mostly Iceland, but also from travels by aircraft (C-130 Hercules) and cruise ship lecturing all over the world
<p>76 48%</p>	<p>17. Do you have other Polar material and/or memorabilia that you would like to have the Society archive, preserve, and/or appropriately store?</p> <p>55% — Yes 29% — neither yes/no, but commented 16% — No [note: we did not offer “no” as an option, but 16 respondents <i>explicitly</i> said “no” 64% — Comment, including description of item(s) if answered yes</p> <p>This question was presented as an open-ended question. The number of comments/expansions that we received reflects this. Several respondents said they didn’t know about this Society opportunity, but for those who have items, there appears to be enthusiasm for using it. There is a wide variety in items explicitly mentioned</p> <p><u>Seleted Comments — including description of possible things for the Society archive</u></p> <ul style="list-style-type: none"> • A navigation chart that memorializes Scott’s ponies and Amundsen’s sled dogs. I have several signed by the 1st C-17 crew to fly the route. The US Air Force Museum just accepted the aeronautical chart as the 4th museum to date (NZ, UK, and AKC of US) • Yes — charts, books • Yes — Antarctic book collection • I assume my period of Antarctic experience is not yet historical enough for my memorabilia to count • Maybe. Link to some sites at BPCRC, rock repository

	<ul style="list-style-type: none"> • Yes — I have the 1996 McMurdo winter-over cookbook • Yes — 35 mm, Byrd Traverses 1957/58 & 1958/59 • No answer — I have a large book collection, have rocks, Scott’s hut articles such as nails etc. My 1955-57 cold weather clothing. Lots of photos. Over 1000 slides • Yes — I hadn’t thought of the Society as a place to archive my memorabilia but that is a good idea. I have patches, maps, photos, books and a blueprint of a Nansen sled. • Yes — Black and white negatives and prints from 1st winter at Amundsen/Scott IGY South Pole Station • Yes — when I can find it • No, but I’d like to see this service developed more, including taking books for those who don’t want them. Maybe a clearing house • Depends on the curation plan. I’d expect to see a document addressing this
<p>*** SOCIAL MEDIA QUESTIONS ***</p>	
<p>158 99%</p>	<p>18. Are you aware that the Society has a Facebook page</p> <p>61% — No 37% — Yes 3% — Neither yes/no checked, but comment made</p> <p>The Society has had a Facebook page since 2016 but we have not explicitly publicized this to the membership. This it’s not surprising that more than 60% of respondents doesn’t even know it exists. Several people did comment that as a result of this question, they now know we have a page and will check it out. But lack of communication to the membership is not the only reason. Many of our members note that they are not themselves on Facebook, or, indeed, participating in any form of social media.</p> <p><u>Seleted Comments</u></p> <ul style="list-style-type: none"> • No — don’t use Facebook • No — don’t go on social media • No — don’t do Facebook and won’t! •
<p>59 100% of yes responses</p>	<p>If yes to #18, have you looked at it or commented on it?</p> <p>62% — No 38% — Yes</p> <p>Most of even those who know we have a Facebook page don’t pay much attention to it. Some of these are people who know we have a page but are not themselves on Facebook. Others who do use Facebook comment that they don’t go to our page because it seems to have little content or is static. That’s something we need to work on, good information to get from the survey!</p> <p><u>Seleted Comments</u></p>

	<ul style="list-style-type: none"> • Yes — it only comes up on my “feed” when someone posts a new comment. I don’t seek it out. • Answered yes — I find the Facebook site to be fairly static as well [said this of website], although it has some interesting links
65 41%	<p>19. What other Social Media would you like to see the Society make use of ?</p> <p>86% — Other and comment 19% — Instagram 3% — Twitter</p> <p>Respondents replied to this question in two ways: 1) telling us they don’t use social media themselves, so what the Society might use is of no interest to them; 2) telling us social media they think could be useful for the Society to use to reach non-members. There is a very strong theme among respondents along the lines of “don’t use social media.” This may reflect the age demographic of many of our members. (Interestingly, see the responses to question 21 [SEE BELOW] where 41% of respondents indicate that they think increased use of Social Media could help increase membership.) We did, however, receive a few useful comments and suggestions. In addition to the offered options of Instagram and Twitter, respondents suggested YouTube, Linked In, and . And then there were those who said NONE.</p> <p><u>Seleted Comments</u></p> <ul style="list-style-type: none"> • YouTube for webinars and video interviews • Not a fan of social media personally, but I think more use by Society is necessary to attract/retain younger members • I am basically a computer illiterate and don’t know enough about the security of these apps to trust them • None, Social Media has done enough damage • Google meet, duo or skype for on-line meetings [EDITOR COMMENT — these aren’t really “social media,” but they could well be an option for the future] • YouTube – video archive • Isn’t the webpage, Facebook page enough?
*** LOOKING TO THE FUTURE ***	
134 84%	<p>20. What polar or other organizations would you like to see the Antarctic Society be more closely associated with? Check as many as apply.</p> <p>53% — New Zealand Antarctic Society 53% — NSF Office of Polar Program 47% — American Polar Society 39% — Old Antarctic Explorers Association 31% — Byrd Polar 29% — Antarctic Heritage Trust 24% — The Explorers Club</p>

	<p>19% — SCAR 19% — Antarctic Circle 17% — SPRI 1% — NONE 18% — Other/Comment</p> <p>The vast majority of respondents checked at least one of the offered options here, and my checked multiple choices. The overriding sentiment among the respondents is that it would be in our interests to work with other organizations with Antarctic interests. We were not asking about merger here — the loss of our individual identity. Instead, we are looking at the question of how we can do more and better, working in cooperation or collaboration with others. Interestingly, it is a non-US organization that heads the list of those we might work with — the New Zealand Antarctic Society. In fact, we do have many common interests with them, so there is great potential here. Many of our members are also members of one or more of the listed options, creating existing links that we can look to take advantage of in the future.</p> <p>Respondents also mentioned several organizations that were not on our radar when we created the survey. Among others, these included the Antarctic Youth Coalition, several universities, ANARE club, Antarctic Artists and Writers Collective (mentioned by multiple people), Antarctic Support Contractor, POLAR TREC . . .</p> <p><u>Seleted Comments</u></p> <ul style="list-style-type: none"> • Checked OAEA, Antarctic Circle, and NSF . . . The American Polar Society seems to be non-existent yet again • I don't know what "closely associated with" means, so no comment • Re Antarctic Circle — they have international gatherings; other — Society of women geographers (talk to Polly Penhale) • No merging with any organizations! • All the above that share the same goals. May open it up to online presentations. Leach from each other • Invite to meetings but not associated financially • Other country polar organizations. Perhaps a stem program thru an Engineering Society association • Probably as many as possible
<p>142 89%</p>	<p>21. How should we work to increase Society membership? Check as many as apply.</p> <p>76% — Cooperation with other polar organizations 74% — Encourage members to introduce people to the Society 41% — Increased use of social media 20% — Other</p> <p>The top answer to this question may have been influenced by the fact that it immediately followed the question about who should we be more closely associated with. We didn't ask why members thought we should work with other organizations, but here's one of the reasons. It would be a way to reach non-members and make them aware of our Society. Another way,</p>

	<p>strongly supported, is the person-to-person approach. And then there’s the question of Social Media. As we saw in an earlier question, many of our members have little interest in or enthusiasm for Social Media. Nonetheless, more than 40% of respondents see this as a way to reach out to prospective members. Those are the options we offered for multiple choice responses. Respondents, however, offered many more possibilities that are well worth considering. Among these, create a brochure and give it wide distribution to places where it can reach prospective members, including Antarctic bases, Antarctic meetings, tour ships, research meetings; reach out to people as they are returning from time on the Ice, perhaps offering them a free one-year membership; work hard to make new members feel welcome so that they will recruit their friends to join them. . . And so on. See Seleted comments below for suggestions.</p> <p><u>Seleted Comments</u></p> <ul style="list-style-type: none"> • Capitalize on the networks and connections of members, especially those not based in the US, or those that are currently involved with National Antarctic programs • Checked encourage members . . . twice — this is the reason I joined • Re increased use of social media — aimed at younger people // other — work with non-profits engaged with Antarctic education • Other — Antarctic Society flyer handout mailed to organizations • Have a designate person (s) to work the phones (like Paul) just before the gathering; keep newsletter viable and going. Only had 90 members in 1973 until Paul/Ruth began newsletter and worked the phone constantly the week before our monthly lecture meetings. • Let people know about the Society during Antarctic orientation meeting in DC • Chapter meetings at stations? Membership info/invite at contract completion? • Find a way to tap into the tourist community for new members. Each year several cruises take place to Antarctica and the tourists would be a potential and growing source of new members. Many might be interested in being in contact with people who have done research or otherwise worked in Antarctica or on Antarctic issues. <ul style="list-style-type: none"> ○ Some museums around the country have interest in Antarctica. The Society could work with one or several museums to develop an Antarctic exhibit. . . • Consider, one year free to anyone coming off the Ice • More publicity in national press – NY Times, WSJ, Public TV • Set up a modest scholarship program for graduate students, like Explorers Club Washington group • Need to increase membership rolls • Host webinars every quarter or when necessary
<p>76 48%</p>	<p>22. What would you like to see the Society do in the future that it is not now doing?</p> <p>This was an open-ended question with no just-check-off-your-choice multiple choice options. The fact that nearly half the survey respondents took the time to answer this is a strong indication of our members strong interest in the Society’s future. There are a wide range of ideas here, but several are cited frequently. These include working to increase membership;</p>

recruiting younger members; more meetings, including diversity of location; creating an on-going lecture program, perhaps using the media that so many of us have now become familiar with, virtual meetings.

There is a great deal for the Board of Directors to consider here as we look to the future direction of the Society. Wonderful input! Many more responses have been included below than in the sections on previous questions since we received many thoughtful comments.

Selected Comments

- Reach out to a younger and a more diverse audience; initiate an oral history program, perhaps in cooperation with another group
- I'd like to see the Society modernized to appeal to the younger generation of researchers and career Antarcticans. This could be achieved by updating the website and the look of the newsletters and reaching out to appeal to younger generations and those still involved with National Antarctic programmes. The NZ Antarctic Society started running webinars via YouTube over the NZ lockdown which have been hugely successful. I'd like to see the Society adopt a modern approach to keeping members connected. Technology opens up a number of opportunities to create a closer more connected community.
- Hold several virtual meetings a year, offered to all Society members to participate, with speaker (s)
- I very much like the informality of the "gatherings." If there is to be any growth or development I would like to see scientific sessions added — biology, geology, space things, even operations and funding reviews
- Perhaps it could be an option for a public members list to be available, listing when and where and how deployed and what done — a short Antarctic bio, searchable by other members only
- 1) create some easily accessible maps showing various expedition locations with photos attached to locations; 2) create a list of all who have worked in Antarctica with links to any information about them. This, of course, is a major effort but members and friends would likely be willing to help.
- Incorporate elements related to the Antarctic Ocean and what related discoveries inform about Antarctic environment, life, and evolutionary development
- Let more young people know about it through interaction with people currently working in Antarctica
- Encourage people to document their Antarctic experiences, oral and written histories. Publish this electronically or in print. For example, I have been a scientific & commercial diver in USAP's diving program for the past 30 years. It would be a great to create a history of the program. NSF, however, doesn't seem to have a mechanism to fund this.
- Maybe reach out to research organizations in the study of long term effects on the body from polar exposure. With many age groups and types of polar deployments medicine/science could benefit from a study. Our Society could supply access to members
- After the pandemic – gatherings, lectures, even set up an Antarctic cruise with member lectures. I would love to see the return of the almost monthly lectures and award dinners in the Washington DC area. Could have some there and other areas with high membership
- 1) advocate publicly for protection of the environment, especially how the Antarctic plays into climate change; 2) advocate for international accord, cooperation and understanding with all treaty nations through our gatherings and publications

	<ul style="list-style-type: none"> • 1) greater voice in the climate debate; 2) local chapters • Publish “where are they now” stories and bios of OAEs and project personnel still kicking • Online presentations. Choose from a series of various subjects, research, people from those such as people like Paul Dalrymple (wish I had met him), Guy Guthridge and Lynn Teo Simarski. Showcase talents, stories, informative, but also has a brief question/answer session. Participants, register for upcoming sessions of interest and availability. This would be great when gatherings are not possible for participants • We’re “all Antarcticans” but mostly science-types. Broaden our scope to include more “tourists,” artists, adventurers and support staff – American and International – since we’re not attracting very many young scientists • Find a successful way to gain younger members — the future of the society • We need a <u>brochure</u> that details what our Society is, and how we welcome new membership to further our goals and sustain interest in Antarctica. Such an item, made readily available, would be very useful in venues where we are likely to intersect with the public-at-large. The Mystic Seaport event and Gathering, for example, comes immediately to mind. <p>Looking to the future, I see an evolutionary pathway for our Society that leads to a more “Foundational” type of organization, at least in the main direction and focus of its activities. By that, I mean the Antarctic Society would become more of an overseer, cleaning house, and evaluation entity for grants, stipends, awards, prizes, etc. that are designated to sustain and promote a continuing interest and currency on all aspects of things Antarctic. We would expect a return on such recognitions in the form of presentations, articles, publications, summaries of academic achievements, or maybe even videos, photo essays, or movies. An important operating principle would be openness, flexibility, and encouragement. To achieve our goals, and to recognize the reality of limited monetary resources, we will probably have to acknowledge some greater allegiance and cooperation with other polar research fostering organizations. Many already operation on a Foundation type of model. But any dovetailing that occurs, should be with the assurance and design that we maintain our own unique identity.</p> <p>I see this evolutionary arc as a logical response to the dilemma facing so many fundamentally social type of organizations with long-standing histories that we see today. Mainly the necessity for maintaining adequate core membership in the fact of slipping numbers, and the need to continually address creative ways to increase such numbers. There is certainly a trend of younger people today steering clear of joining or participating in social organizations with real establishment, when electronically enabled media already provide, in the view of many, entirely acceptable social rewards and compensation.</p> • Perhaps to hold local meetings/lectures that would be made available for members to join live via webcast
<p>90 59%</p>	<p>23. What matters to you with regard to the Antarctic Society? Please use this space (or additional sheets) to tell us what you think and feel about <i>your</i> Society. We promise to pay attention.</p> <p>As was the case with the previous question, this was open-ended, and even more of you responded to this one. A common these here is that you believe the Society and its future, that you want it to continue and flourish. But beyond that, we have really useful input here. The Board has promised to pay attention to all your comments, and we will. Below are examples of what you told us:</p>

	<p><u>Seleted Comments</u></p> <ul style="list-style-type: none"> • Much of the content on the website is niche and contains information from the 50,50,70s but lacks modern information. It caters to a very specific audience, but people searching for modern information will leave the website quite quickly when they realize that the website doesn't cater to what they may be looking for. There's an opportunity to include this information without losing the original content and intent of the website or society. The longer people browse the website, the more likely they are to join. The society has 2,200 Facebook followers but only ~350 members. Increasing the membership will lead to increased content, and more funds for the Society to pursue other activities. • Create annual, or maybe irregular, book award – with awardee possibly to give lecture at next gathering. Create Antarctic Society prize for scientific work • It matters that the society continues • We have a long tradition of historical preservation which I hope we can continue. Our members have included some of the most prominent names in Antarctic science and we owe it to them to continue the tradition • I love how people join the society less as a feather in their cap but because of their love and memory of a unique place. The gatherings become a place to share this with others across years, experiences, ages and genders • 1) Newsletter; 2) room and board access and affordability for meetings and gatherings . . . , i.e., off season hence avoiding rip-off treatment by tourist industry; 3) keep it going; 3.1) offer a memorial lecture each year as we did in the past with top notch speakers like we did for Larry Gould at the National Academy of Science, etc.; 4) time trek; 5) archives position; 6) email alerts of current Antarctic events and obits etc.; 7) Necrology of all members past and present; 8) highlights of new stamps, books and published website of sources • Best way to keep Society relevant is to establish a tie with an important university involved with polar research. Ohio State is most obvious. Consider: U. Washington (Seattle); U. Colorado (Boulder); Ohio State (Columbus); U. Main, Orono; others. U. Colo maybe best, for central locations for gatherings, diversity of programs, and interesting place. Wes Lemesurierr, an Emeritus Prof there should help on contacts. Establish a Society Antarctic science fellowship of PhD research. • Broaden activities to include the Antarctic Ocean. There is a large community who work on the Antarctic oceans that may never have stepped foot on the continent itself. • I just think it needs to be made more relevant to people working on the ice today and in recent years instead of looking back into the past. A little of that is ok but too much of it makes it irrelevant to most people. • My wife, a former scientist in USAP, and I both appreciate having a sense of “behind the scenes” information not easily available elsewhere • I greatly value keeping in contact with other Antarcticans. Recently I am using these contacts to try to preserve the very successful American Antarctic Exploration History – starting with Nathaniel in 1821. This would be exemplified by retrieving the 845 snocats (in running condition) sitting 600 miles from S. Pole. I feel we should “bring our history home” and get them displayed somewhere – along with American Antarctic history. In short, with a little support from NSF (\$ especially) we can drive them to the S. Pole and backload on a tractor train to McMurdo • Camaraderie; information
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	<ul style="list-style-type: none"> • I would like to see Paul Dalrymple honored • I joined after spending the 1988-87 summer with the Antarctic Search for Meteorites. Reading the newsletters over the years has helped to maintain my feeling of connection to the ice. • I worry that the organization will fade away largely because “clubs” are no longer very popular. It is a worthwhile organization and we need to increase our profile. Unfortunately without a paid staff, improving and growing our organization will take very ambitious volunteers. There just aren’t that many Paul Ds out there anymore. • I’m interested in the history, contributions to the field by members. I hope the Board has made it a priority to sort out the non-profit tax status of the society. That issue has been on the table for many years and my guess is that the issues have not been resolved. • Antarctica is a special place. The history, the harshness, the challenges, and the science are all unique. The Society offers a great opportunity to network with those who have experienced it, those who are now engaged there and with those who are up and coming and may be interested. . . . • I appreciate the information I gleaned from Deep Freeze 56-57 men when writing <i>Bravo for Bravo</i>. They loved talking about their Antarctic experience and I loved hearing about them. Perhaps the Society could connect with students who want to write about “Antarctic Adventures.” A prize for the best interview and written account could be offered.
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