January 22, 2022

Agenda

- TxSGS Happenings
- Developing & Using Metrics for Your Society
- Future Forums

The areas of interest may include, but are not limited to, the following:

- Methodology and Problem-Solving Techniques
- Record Analysis and Skill Building
- Records & Repositories (land, probate, tax, court, and other records)
- Research in Texas and surrounding states
- DNA Research and Technology
- Ethnic Research topics (African American, Hispanic, and others)
- Writing, Storytelling, and Publishing
- Engaging Youth in Genealogy
- Basic genealogical topics (how to or getting started)

https://www.txsgs.org/2022-conference-call-for-presentations/

2022 Partner Society Webinar Series: Speakers and Topics

- ***Using Timelines to Focus Your Research***
  - **Susan Ball**
- ***Researching Non-Hispanic Names with Hispanic Records***
  - **Henrietta Martinez Christmas**
- ***The Final Event: Funeral Records***
  - **Sue Kaufman**
- ***Discover Genealogical Treasure Using Historic U.S. Maps***
  - **Hannah Kubacak**
- ***Surname Distribution Maps: A Valuable Tool for Genealogical Research***
  - **Bernard Meisner**
- ***The Other Court in Texas – The District Court***
  - **John A Sellers**

2022 Partner Society Webinar Series

More Information about each video:

- https://www.txsgs.org/2022-partner-society-webinar-series-speakers-and-topics/

To Order a Video

- Send email to Tony Hanson at membership@txsgs.org

To Pay for a Video (The 1st one is Free):

- https://www.txsgs.org/product/partner-society-webinars-2022/

TxSGS Hosted Virtual Meetings

We are will continue to host meetings for Partner Societies as long as significant restrictions on in-person meetings are in place.

- Accepting requests for meetings through the end of May, 2022.
- Please make request ***at least*** 1 month in advance.
- Note that we will NOT host hybrid meetings.

https://docs.google.com/forms/d/e/1FAIpQLScf-7aqGhSx8EdOQEENW7d4XZMJtaCPwmPD27IKrEqMUUb60A/viewform?usp=sf_link

TxSGS Partner Society Contact & Information Collection

- Officer contact information
- The date your society was established
- The number of members
- When you meet
- When you install officers

https://www.surveymonkey.com/r/DQWS9FX

COMPANY CONTACTS

Sort by: Default ▾ Show: A

Current

Collin County Genealogical Soci...

ccgs.webmaster@gmail.com

PO Box 865052
Plano, TX 75086-5052
United States of America

Collin
County

Current

Webmaster

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Newsletter Editor

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United States of America

Collin
County

Current

President

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United States of America

Collin
County

Current: *Jun 1, 2021 - May 31, 2022*

Paula Perkins

Society Delegate

paula.perkinsdna@gmail.com

PO Box 865052
Plano 75086-5052
United States of America

Collin
County

Former: *Jun 1, 2021 - May 31, 2022*

Paula Perkins

CCGS Newsletter & Webmaster

paula.perkinsdna@gmail.com

PO Box 865052
Plano 75086-5052
United States of America

Collin
County

Collin County Genealogical Society – ***TxSGS Partner Society***

PO Box 865052, Plano, TX 75086-5052
Email: ccgs.webmaster@gmail.com

Meets at 6:30 pm on the 2nd Wednesday of the month January, February, March, April, May, June, September, October, November & December.

Virtual meetings currently, W. O. Haggard Library, 2501 Coit Rd., Plano, TX in person. Member benefits include free attendance to all regularly scheduled programs. A one-year subscription to the Collin Chronicles. A one-year subscription to the Newsletter. Discounts from our Partner Societies Access to Society's Members Only website, exclusively for Society members, where members are encouraged to share their experiences, the results of their research, post announcements, and network with other members researching related lines. Subscription to society mailing list. Collin County Genealogical Society Family Tree DNA Project – reduced rates on tests ordered through our project regardless of surname.

Website: https://www.collincountygenealogicalsociety.com
Facebook: https://www.facebook.com/collincountygen
Blog: https://www.collincountygenealogicalsociety.com/blog.html

Number of Members: 50
Officer Installation: June

District: C (Collin County)

Developing & Using Metrics for your Society!

What are your New Year's Resolutions for Your Genealogy Club?

What is one thing you are adding in 2022?

- Why might you want to add something new?
- What might that be?
  - SIG
  - Newsletter/journal
  - Special Project
  - Greeting newcomers or visitors
  - Introducing goals of the association
  - Preservation Capture System
  - Joint event with other groups

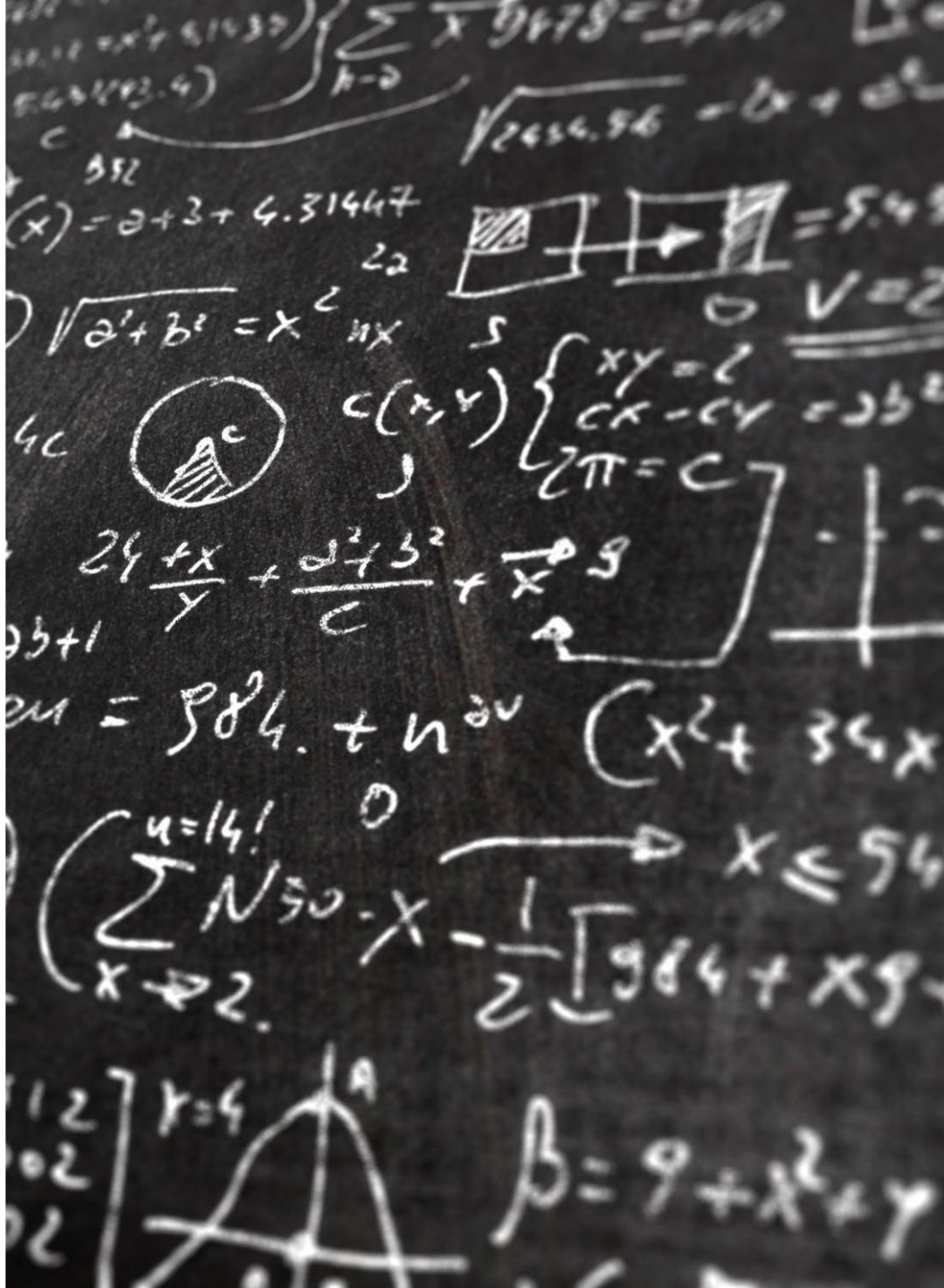
What one thing didn’t happen in 2021?

- Why
- Was their feedback from members?
  - Was it missed?
- Should we do it in 2022?
  - Why not?

So what is behind the Decisions?

In order to Know Where you are -
You must measure your success (and failures)
And learn from the information for the future

This isn’t math class - it is metrics



Why talk about metrics?

- Helps you to define where you are
- Helps you to define where you want to go
- Becomes part of marketing
- Helps those that are new know about your organization

What is a Dashboard?

A user interface or web page that gives a **current summary**, usually in graphic, easy-to-read form, of **key information** relating to **progress** and **performance**.

Source: *https://www.dictionary.com/browse/dashboard*

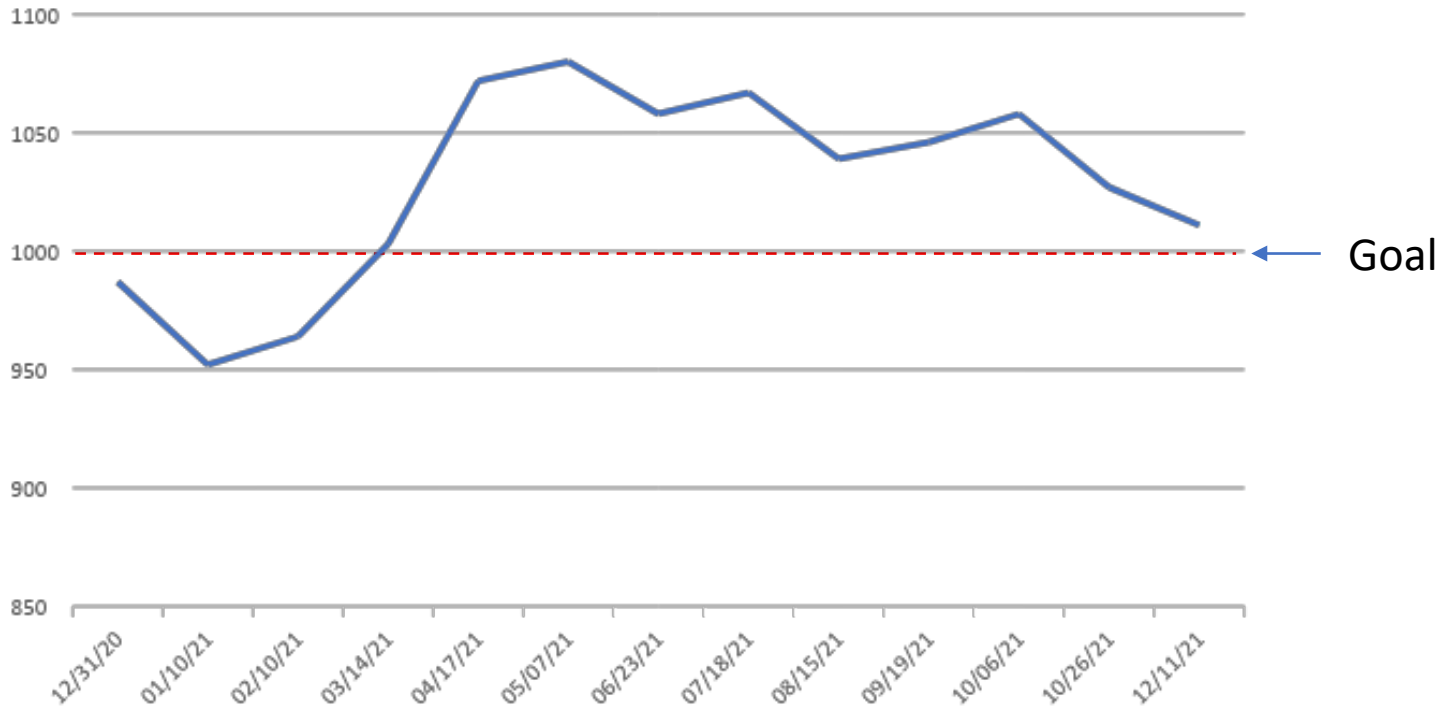
Common Dashboard Examples

Membership

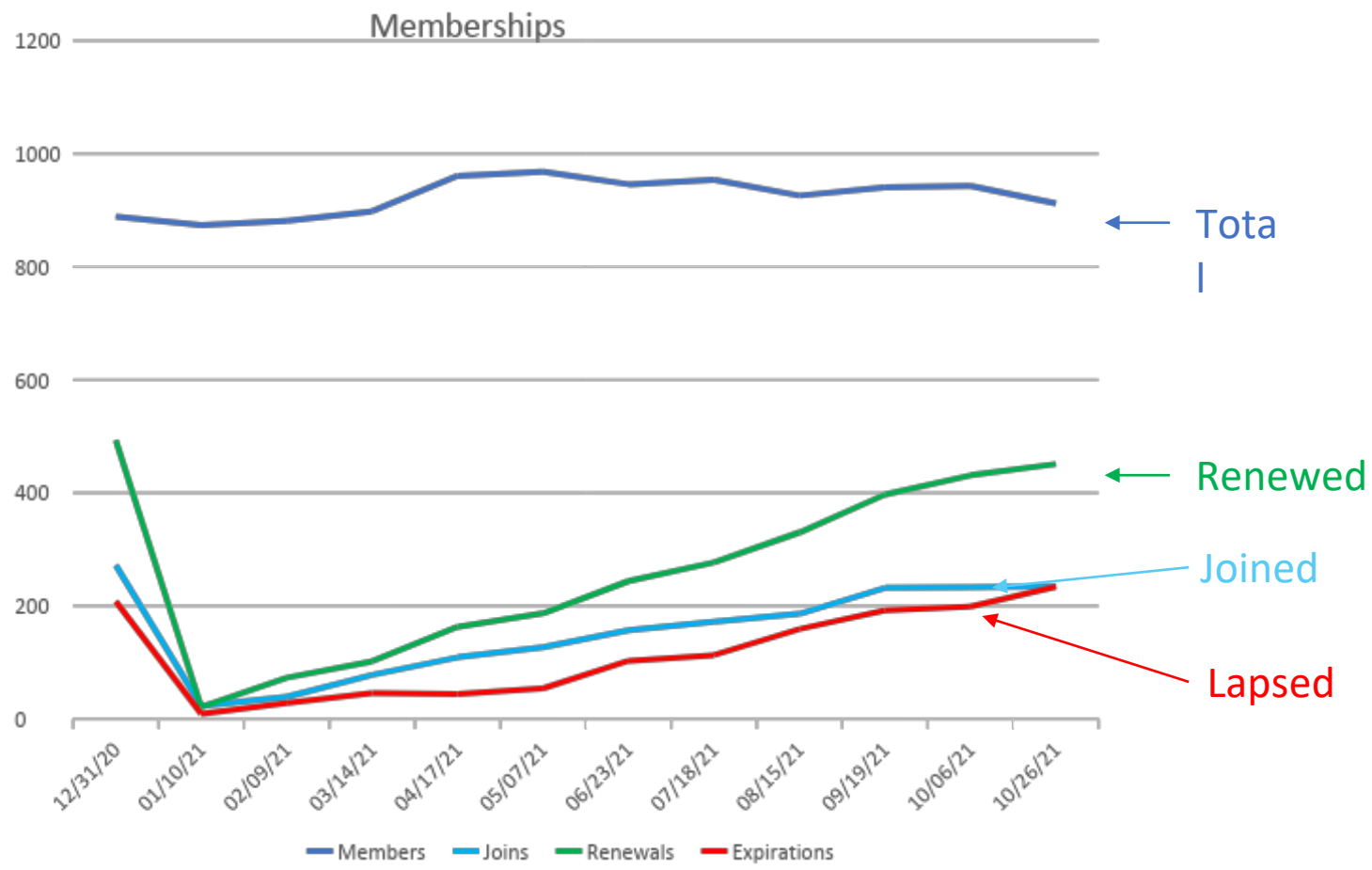
- What should you be collecting?
  - Total # of members
    - Categories?
  - # of members who renewed
  - # of new members
  - # of members who don’t return

Membership Count

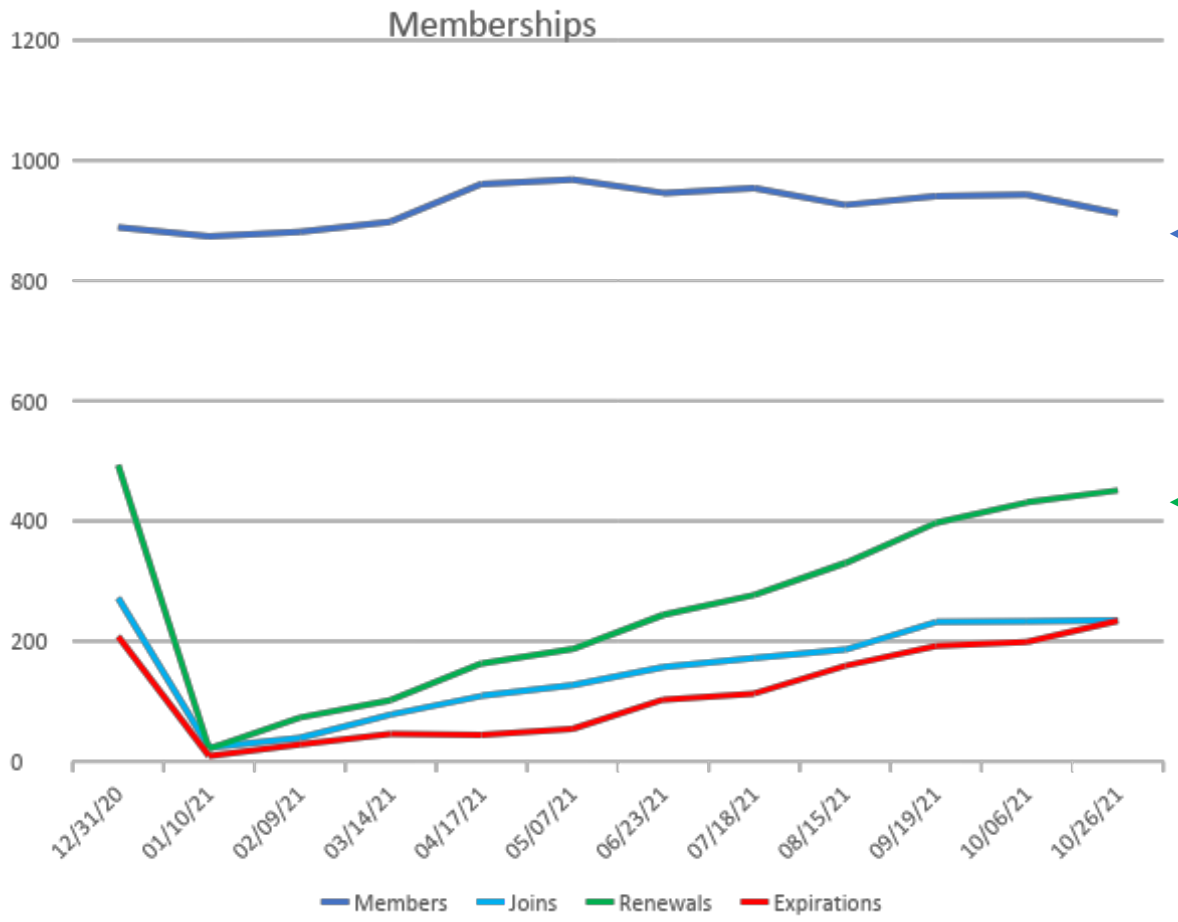
Date	Members
12/31/20	987
01/10/21	952
02/10/21	964
03/14/21	1003
04/17/21	1072
05/07/21	1080
06/23/21	1058
07/18/21	1067
08/15/21	1039
09/19/21	1046
10/06/21	1058
10/26/21	1027
12/11/21	1011



Deeper Dive into the Data



Deeper Dive into the Data



← Tota
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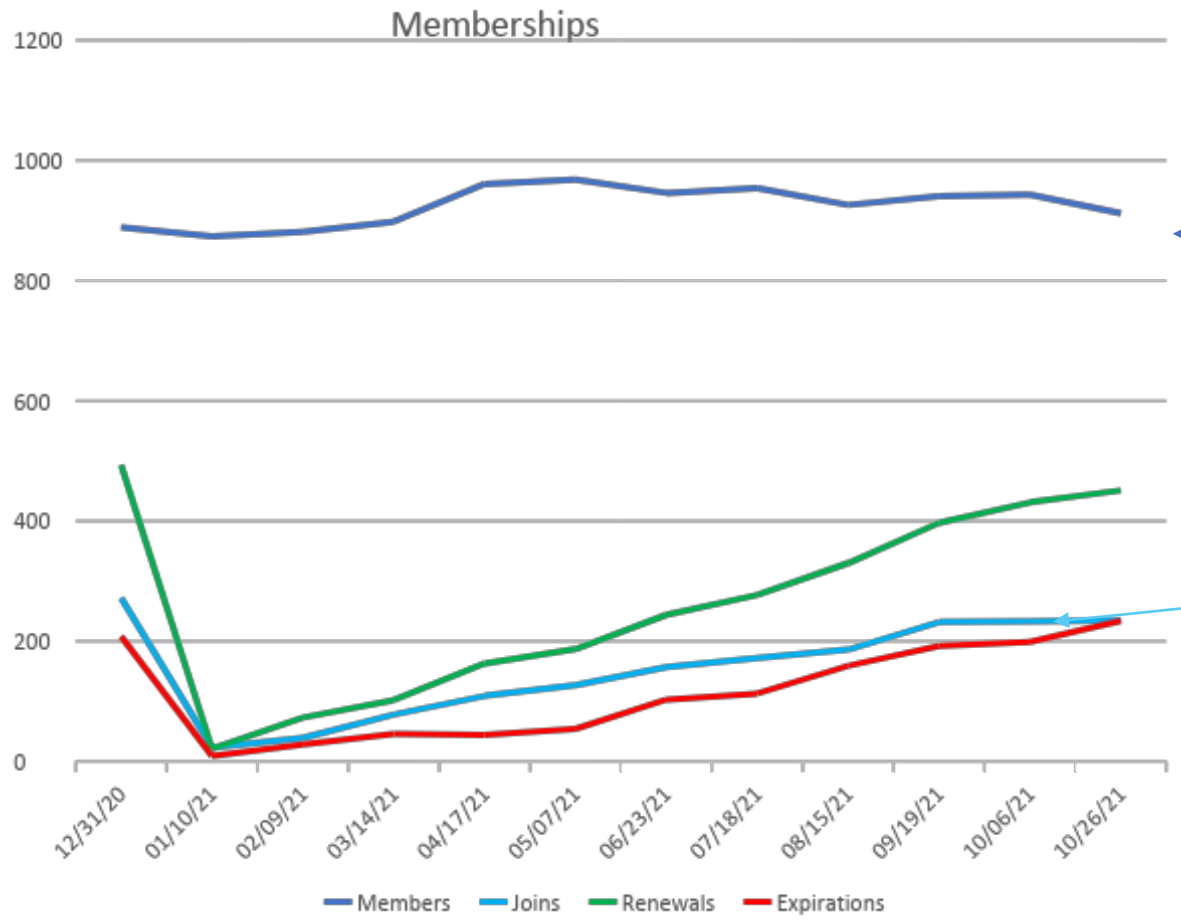
← Renewed

"Thanks! Why did you renew?"

Deeper Dive into the Data



Tota
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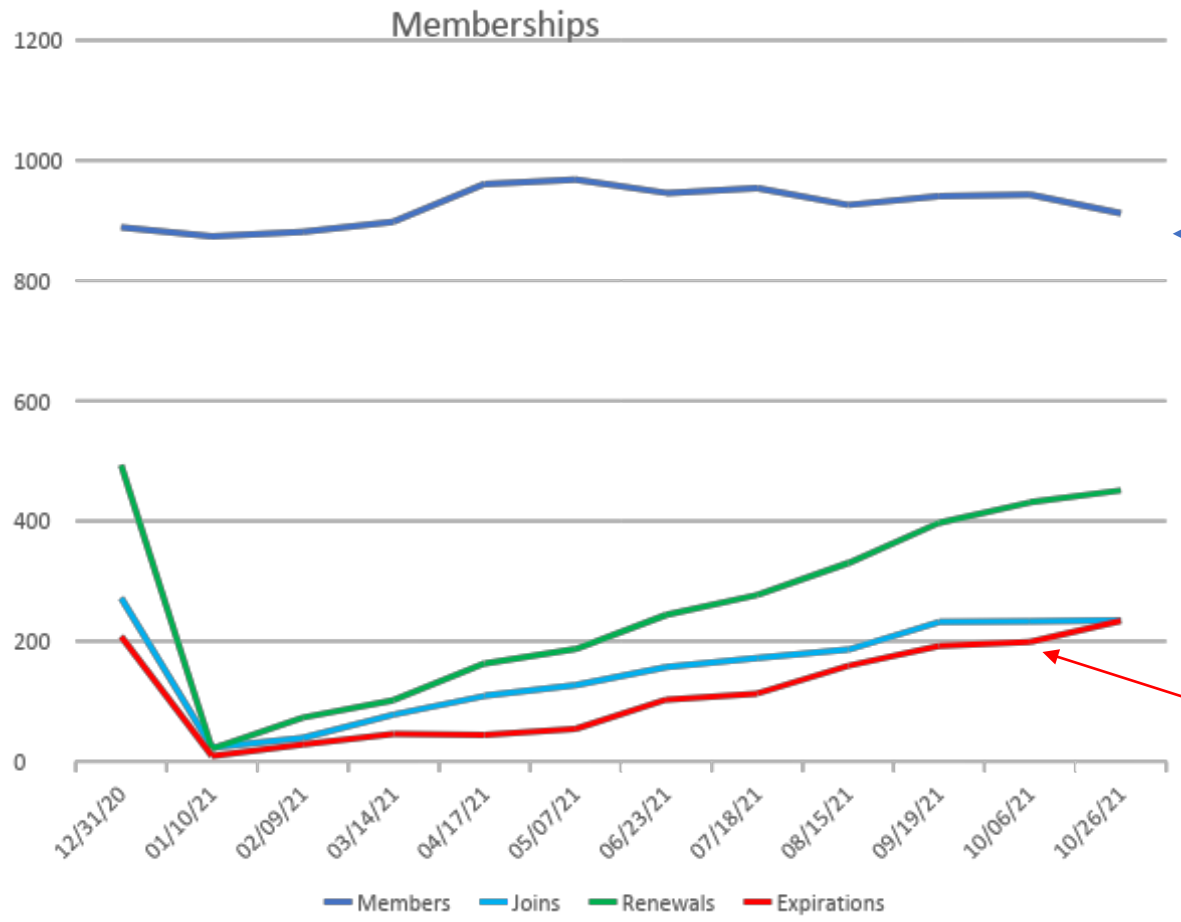
Joined

“Thanks! Why did you join?”

Deeper Dive into the Data



Tota
l

Lapsed

We were sorry to see you go!

- Why didn’t you renew?
- Would you renew if…

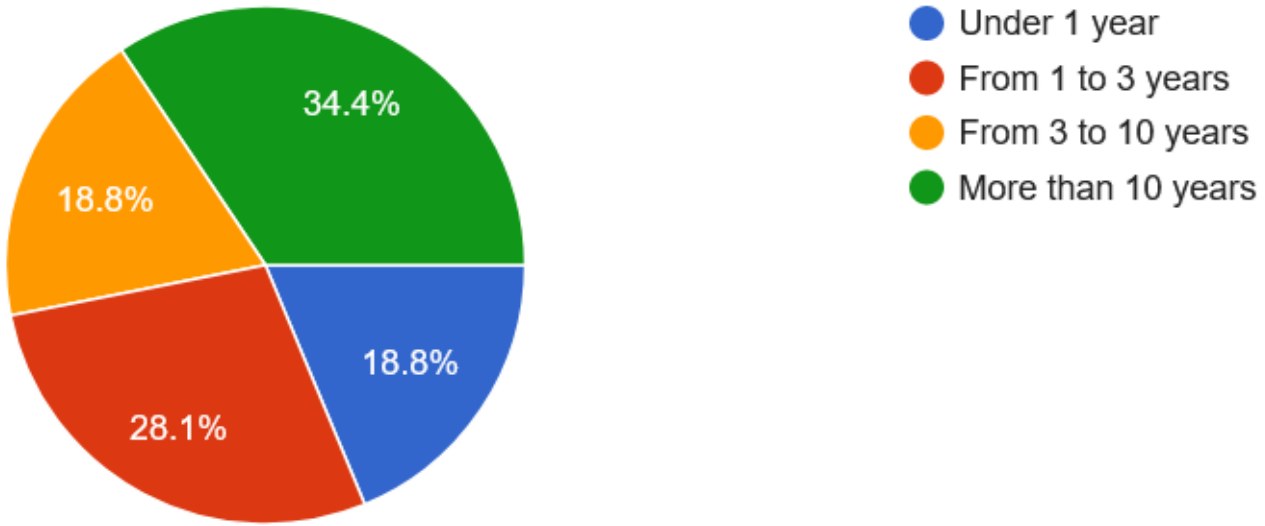
More about my members

- Demographics
  - Age
  - Distance to meeting
  - # of years in genealogy
  - # of years as a member
- Average # of meetings they attend per year
- Special event participation
- SIG’s
- Projects

Survey of Members at Robson Ranch

How many years have you been involved in genealogy?

32 responses



What might this look like? – but more importantly – what does this mean?

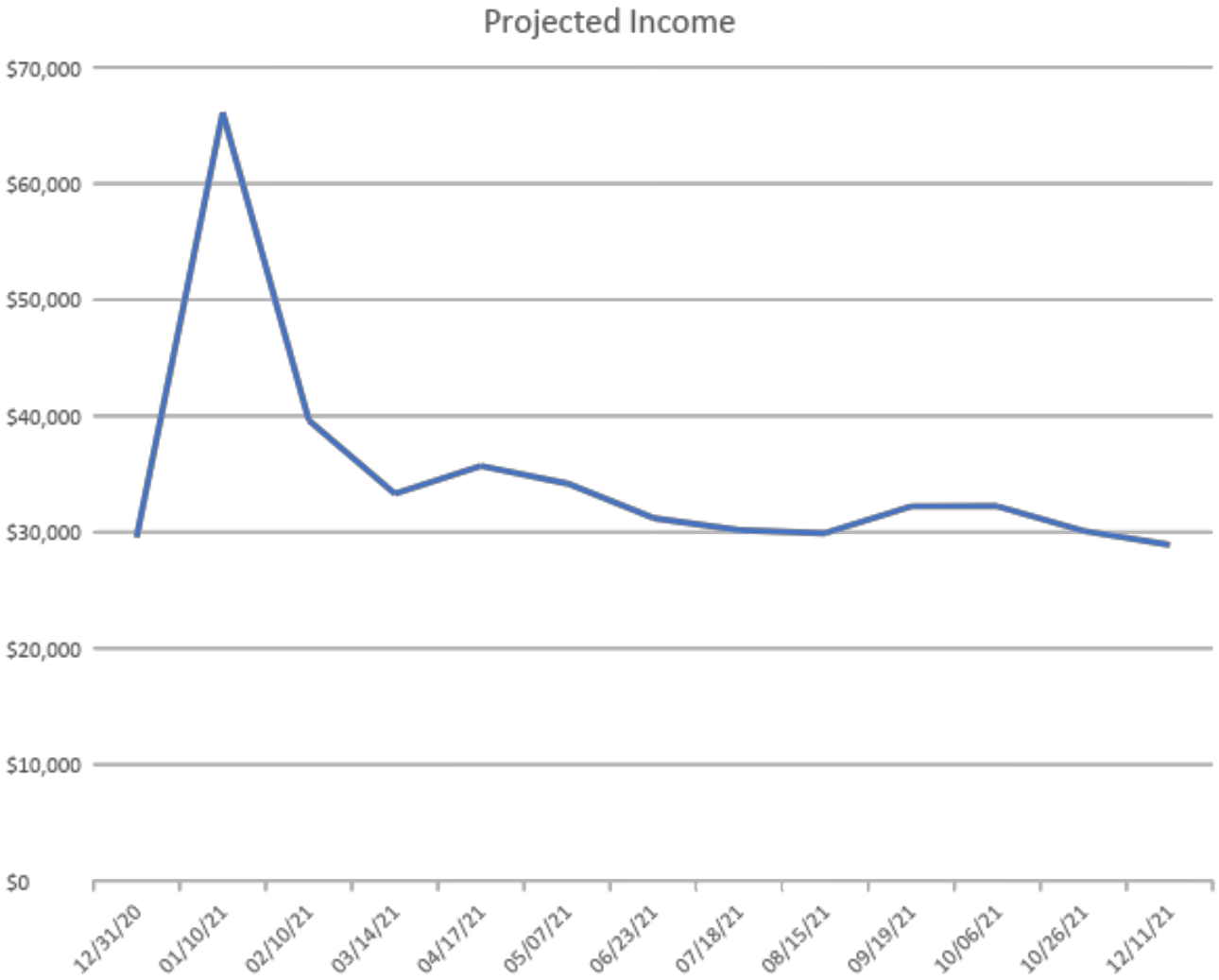
Member information	Average	Range
Age	62	50 - 80
Genealogy Experience	5	0-25
# of Meetings attend per year	10	0-12
Distance to Meeting	15 miles	2-25

What are YOUR Membership Goals?

Income

- What should you be collecting?
  - Actual YTD income
  - Projected yearly income

Projected Income



Projected Income

Simple Income Guesstimater

$$\frac{\text{Current YTD Income x 365}}{\text{Number of days into the year}}$$

Guesstimater Examples

Current Income	Days into the year	Projected Income
$ 10,000.00	**90**	**$ 40,556**
$ 10,000.00	**180**	**$ 20,278**
$ 10,000.00	**270**	**$ 13,519**

$$\frac{\text{Current YTD Income x 365}}{\text{Number of days into the year}}$$

Guesstimater Examples

Current Income	Days into the year	Projected Income
$ 10,000.00	90	$ 40,556
$ 20,000.00	180	$ 40,556
$ 30,000.00	270	$ 40,556

$$\frac{\text{Current YTD Income x 365}}{\text{Number of days into the year}}$$

What are YOUR Income goals?

Meeting Participants

- What should you be collecting?
  - Who is coming
  - Why are the participating
  - What are their interests
  - What are they NOT interested in?

Program Value

- What should you be collecting?
  - Meeting the needs of members/visitors
  - Getting programs of interest to members

How to Improve your Programs? Speaker Feedback

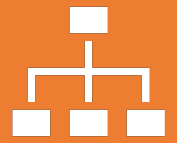
- Did you learn something that you can use in your genealogy research?
- Did the speaker meet your expectations?
- How engaged were you in the speaker's presentation?
  - Consider the speaker's style, tone, and slides
- How engaged were you in the session's topic?
  - Consider your experience and future interest in the topic
- How likely are you to attend another session on this topic?
- How likely are you to attend another sessions by this speaker?

Feedback Form

3 Question Feedback

1. Did the presentation keep you engaged and offer you something you didn't know before?
2. What was the one thing you learned that can become part of your genealogical research?
3. Would you like to hear this speaker again on another topic?

What should you do with the feedback?



Analyze your programs

Rank them 1 (as the best) to 5 as the worst

Did the rankings equate to the numbers in attendance?

What brought them to the meeting?

- The Topic
- The Speaker

How does this inform you for the following year?

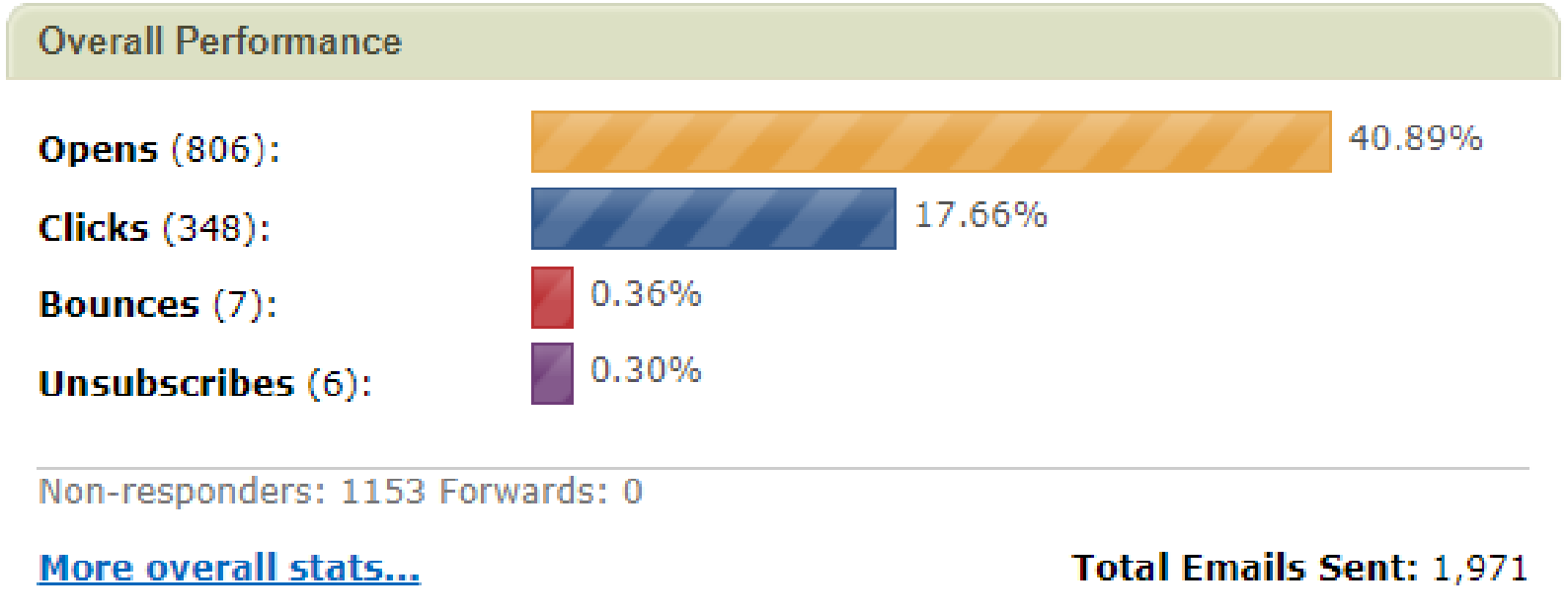
What are YOUR
Programming goals?

Email Metrics

- What should you be collecting?
  - # of emails to members
  - # of emails opened by members
  - # of links in emails tried by members

Email

- Email Marketing Platforms (such as Mailchimp, Constant Contact and Vertical Response) will provide valuable information about the actions of your email recipients.
  - Opens
  - Clicks
  - Bounces
  - Unsubscribes
  - Social Media Response
  - Top Performing Links



- Sent to **1,971** recipients
- **1153** (58%) ignored it
- **806** (40.89%) opened it
- **348** (17.66%) clicked on something
- **7** (0.36%) Bounced (bad email addresses)
- **6** (0.30%) un-subscribed

Link	Click Rate
here https://dallasgenealogy.com/dgs/save-the-date-for-the-first-2022-dgs-seminar/	2.84%
Get the whole story https://dallasgenealogy.com/dgs/digitizing-dads-letters/	2.18%
Learn more https://www.archives.gov/news/articles/1950-census-access	1.93%
Check it out! https://forms.gle/tFdFE9T9C7uGrJA56	1.78%
register https://www.familysearch.org/rootstech/next/	1.52%
Read more https://dallasgenealogy.com/dgs/a-black-sheep-gets-a-second-chance/	1.42%
here https://dallasgenealogy.com/dgs/general-meeting/	1.22%
here https://dallasgenealogy.com/dgs/dallas-public-library-welcomes-59-new-books/	1.22%
a 1909 diary! https://dallasgenealogy.com/dgs/john-barons-1909-diary/	0.76%
Swedish Genealogy Workshop https://www.mcphersoncountyks.us/20/Old-Mill-Museum	0.41%
Get the details https://dallasgenealogy.com/dgs/2022-writing-contest/	0.36%
General Meetings https://dallasgenealogy.com/dgs/events/category/general-meeting/	0.30%

Lists are groups of email addresses

- People can belong to more than one list
- Using lists allows you to view how different groups react to each email message you send.

Top Performing Lists

Name	Sent	Open	Click	Bounce	Unsub	Non-Resp.
DGS Information	524	44.27%	17.56%	0.38%	0.00%	54.96%
DGS Members as of 11/2021	200	56.00%	36.00%	1.50%	0.00%	44.00%
Seminar Attendees – Past Year 11/2021	83	60.24%	15.66%	0.00%	0.00%	39.76%
SIG - DNA	89	43.82%	16.85%	0.00%	0.00%	55.06%
Lapsed DGS Members 11/2021	57	42.11%	15.79%	0.00%	0.00%	56.14%

1 January 2022 eNews

2 December 2021 eNews

Select Emails | Clear All

Click the email names above to show and hide its results

Display Style

- (•) Timeline
- ( ) Totals

Events to Show

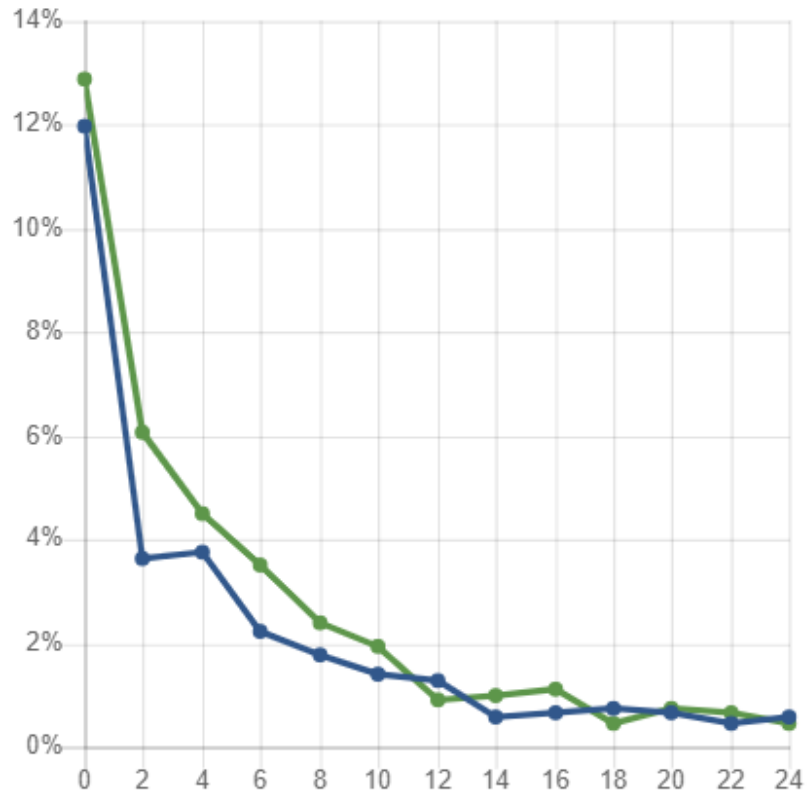
- [x] Opens
- [x] Clicks
- [x] Bounces
- [x] Unsubscribes
- [x] Facebook Likes/Shares
- [x] Twitter Shares
- [x] LinkedIn Shares

Select All | Select None

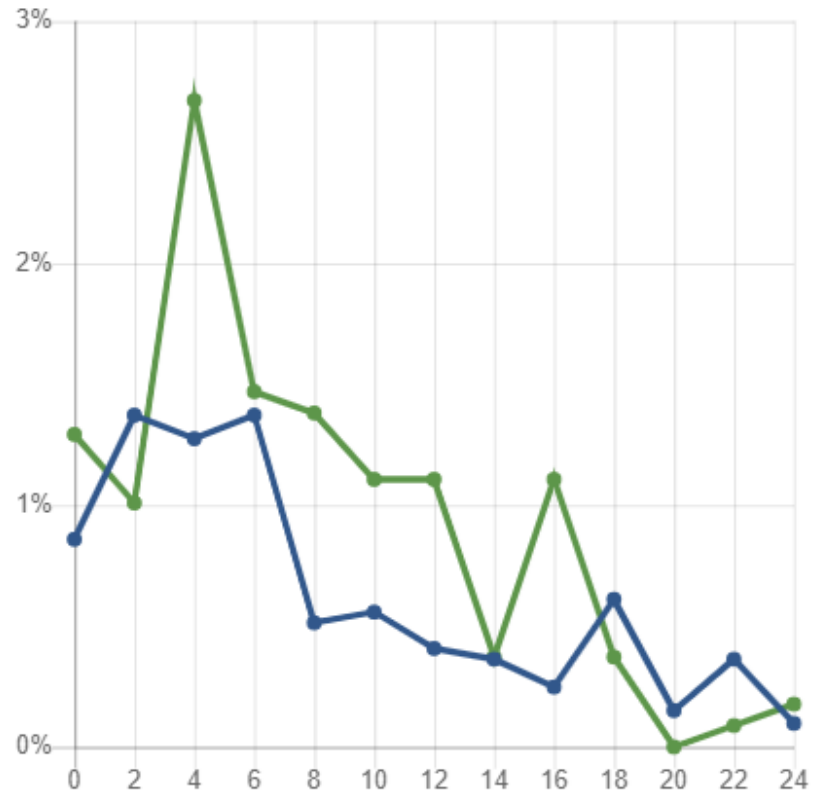
Update

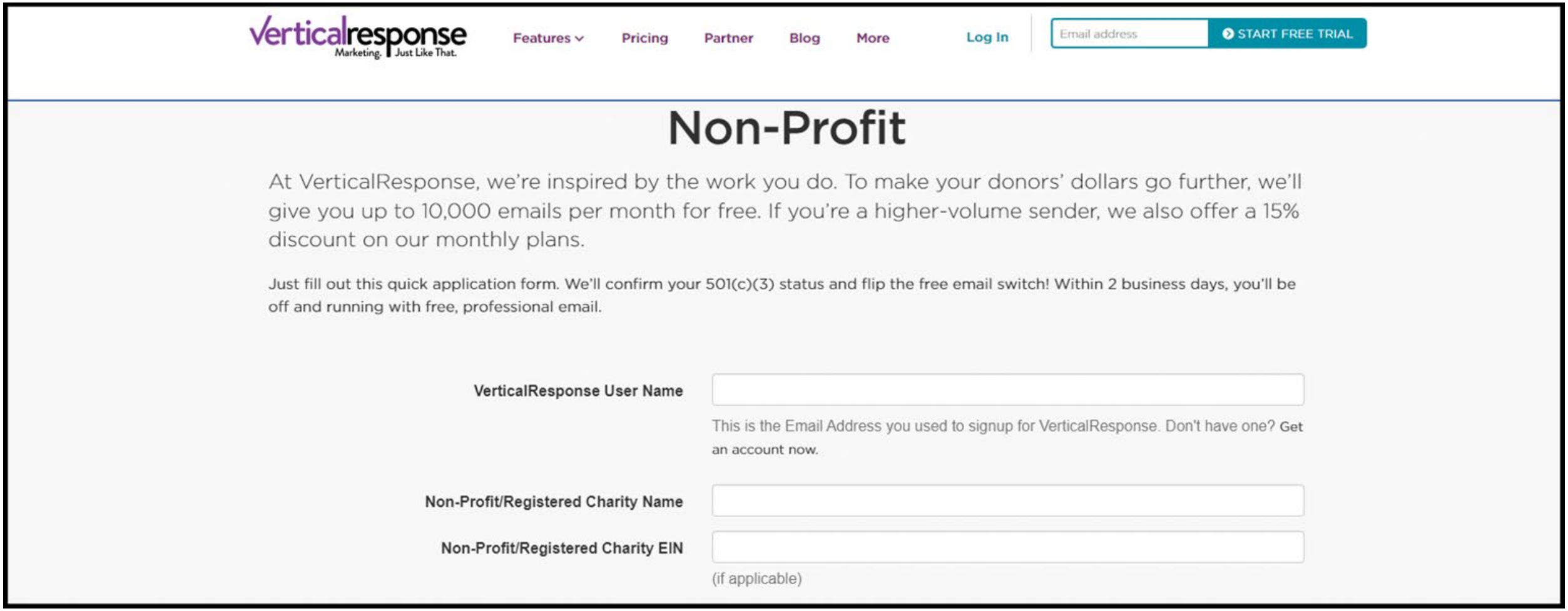
Email Name	Mail Date	Sent	Open	Click	Bounce	Unsub	Facebook Likes/Shares	Twitter Shares	LinkedIn Shares	% | #
January 2022 eNews	Dec 25, 2021 6:25AM	1,971	40.89%	17.66%	0.36%	0.30%	0.05%	0.10%	0.00%	
December 2021 eNews	Nov 27, 2021 6:35AM	1,085	47.19%	22.12%	0.46%	0.00%	0.00%	0.00%	0.18%	

Percent Opened Over First 24 Hours:



Percent Clicked Over First 24 Hours:





https://www.verticalresponse.com/pricing/

Facebook

- What should you be collecting?
  - # of FB posts
  - # of FB posts shared

Search Facebook

Tony

Manage group

Genealogical Society Webmasters

Private group

- Home
- Overview

Admin tools

Settings

Insights

Education center

Genealogical Society Webmasters

Private group · 543 members

Joined

+ Invite

Search Facebook

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About | Discussion | Rooms | Topics | Members | Events | Media | Files | Questions

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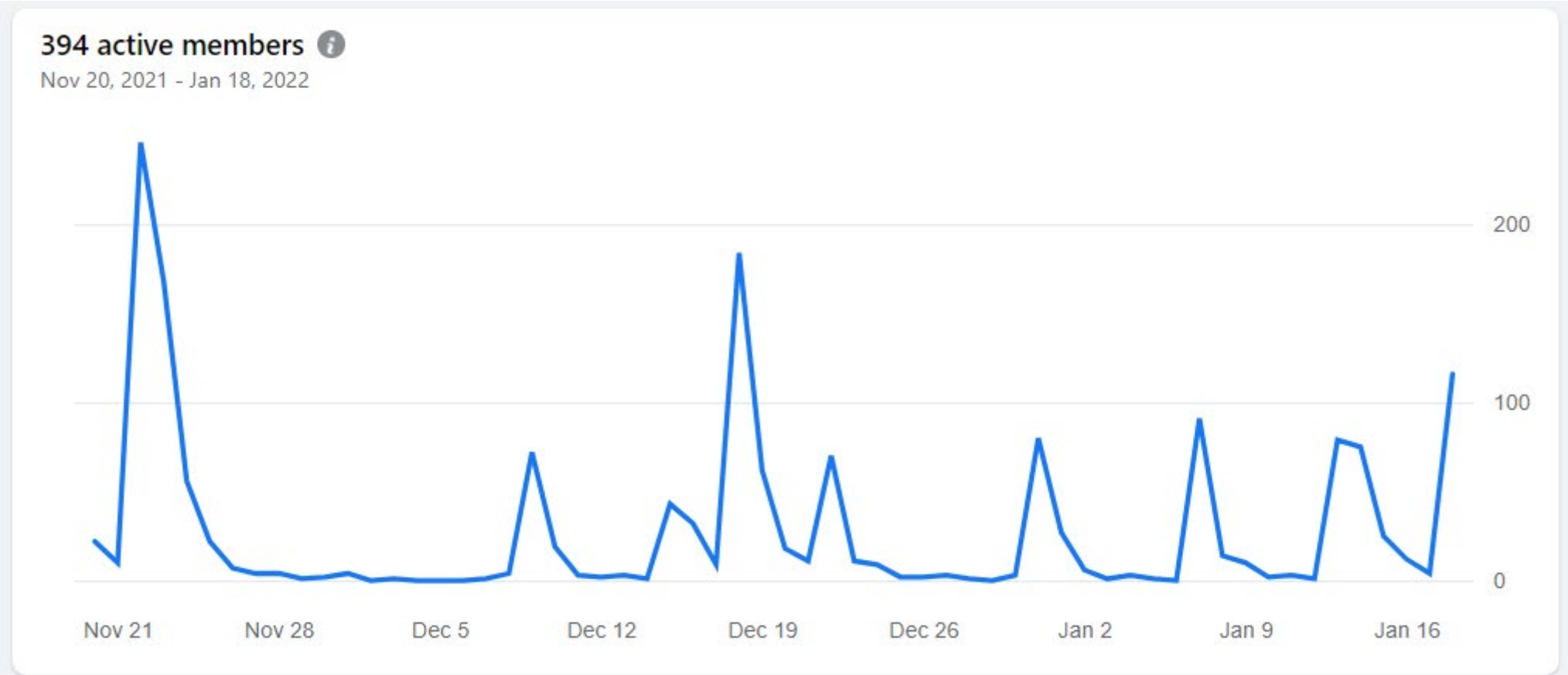
Last 60 days

Download details

543 total members

0.55% vs. Nov 19, 2021

Jan 18, 2022


394 active members
Nov 20, 2021 - Jan 18, 2022
200
100
0
Nov 21
Nov 28
Dec 5
Dec 12
Dec 19
Dec 26
Jan 2
Jan 9
Jan 16

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Last 60 days

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14 Posts

▲ 8% vs. Sep 21, 2021 - Nov 19, 2021

Nov 20, 2021 - Jan 18, 2022

Posts | Comments | Reactions | All

Posts

The posts with the most activity in the last 28 days.

Top posts | By all

Date	Post	Reach	Engagement
1/18/2022 9:45 PM	To any genealogical society webmasters using PMPro/WP. I want to make a statement, followed by a request. The Delaware... Posted by Michael Miscoski	149	29
1/7/2022 9:13 AM	Does anyone have a website that is using CiviCRM for membership and contact management, integrated with a... Posted by Barbara LaClair	99	4
12/18/2021 10:26 AM	Hi Everyone, Where are you storing your off-website data? Such as a newsletter collection you might have on your website.... Posted by Nadine Guilbault	178	17
9/20/2021 10:57 PM	I am curious as to what other societies spent to convert their proprietary web to Wordpress (if you went that way) and how... Posted by Gilshot Thomas Sr.	291	19

Reach - Viewed the post
Engagement - Clicked, liked, shared or commented on the post

Search Facebook

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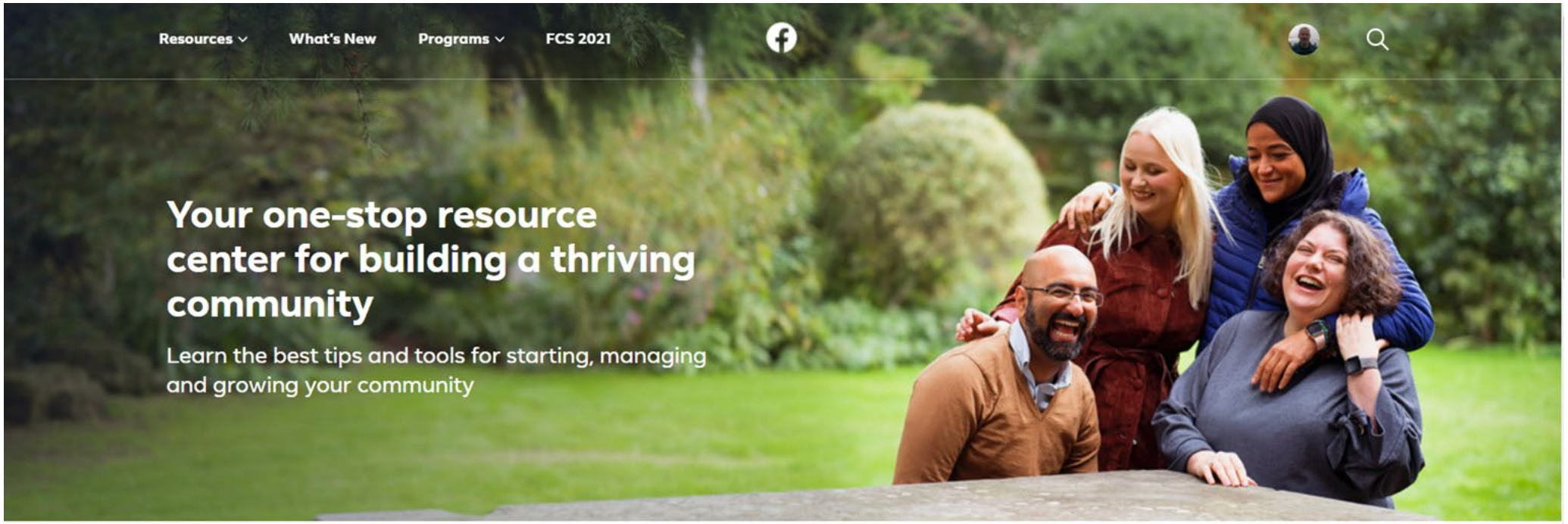

Your one-stop resource center for building a thriving community

Learn the best tips and tools for starting, managing and growing your community

Latest News

WHAT'S NEW

Introducing New Ways for Admins to Strengthen Culture, Tools to Manage

NOVEMBER 4, 2021

WHAT'S NEW

Facebook Communities Summit 2021 Recap

NOVEMBER 4, 2021

WHAT'S NEW

Facebook Announces 2021 Community Accelerator Participants

OCTOBER 5, 2021

How can we help?

- GETTING STARTED
- GROWING YOUR GROUP
- MANAGING CONFLICT
- MEMBERSHIP AND RULES
- DIVERSITY & INCLUSION NEW
- CREATING EVENTS NEW

Growing Your Group

Start spreading the word and growing your group with these recommended tactics from experienced admins.

4 MIN READ

Using Facebook tools to help people find your group

3 MIN READ

Using marketing and advertising to grow your group

3 MIN READ

Creating organic growth in your group

9 MIN READ

Branding your community

8 MIN READ

Scaling your community with subgroups and volunteers

7 MIN READ

Cross promoting your group

What are YOUR Social Media Goals?

Publications

- What should you be collecting?

How to improve your Publications?
Are they serving our client and our organization?

- # of publications in 2021
- # of planned publications in 2021
- Timing of publications in 2021
- Did we enter the TxSGS awards competition?
  - Did we win?
- Types of articles
  - Did we hold a competition?

Sample Metrics - Publications

General Timing	Planned for Delivery	Actual Delivery	Known Problems
March	March 15	June 15	COVID
June	June 15	September 15	Lack of articles
September	September 15	September 15	Illness
December	December 15	TBD	

What are YOUR Publications goals?

What is the purpose of metrics?

Serving the needs of your customers

Heisenberg ‘Uncertainty Principle'

The measurement of any object affects that object.

Hawthorne Effect

Study on workplace lighting

- Increasing lighting caused an increase in productivity.
- Removing the extra lighting also caused an increase in productivity.

Productivity was increased by the self-knowledge of workers that they were under observation.

Source: "*Quantifying the Hawthorne Effect*" by Jed Friedman, October 16, 2014. https://blogs.worldbank.org/impactevaluations/quantifying-hawthorne-effect

Keys to Success

- Broad consensus on priority/priorities
- Identified “Champion”
- Intelligent analysis
- Well defined measurement process
- Informed decisions
- Meaningful action
- Follow up

Future Forums

Future Forums: **April 30**

Programming

Programming Trends

- Emily Richardson
- What Presentation Topics are trending now?

Society Spotlight

- Susan Ball
- San Angelo Genealogical and Historical Society
- A close look at how one society is managing their programming

Future Forums: **July 23**

Models for Organization

This session will focus on Genealogical Society Board Structures.

Things have changed (a lot!) since most of our Societies were established, yet most of us are still operating with organization structures rooted in the past. It is time to consider doing things differently.

Future Forums: **September 24**

Winning Journal Strategy

The San Angelo Genealogical and Historical Society and their members have won numerous awards in multiple categories in recent TxSGS awards competitions.

San Angelo Genealogical and Historical Society president Susan Ball will provide an overview of how her society nurtured a winning strategy for their members.

https://www.txsgs.org/ -> **Conference/Events -> Society Forums**

TxSGS District Representatives

District A	*OPEN*	District K	*OPEN*
District B	*OPEN*	District L	Randy Whited
District C	Emily Richardson	District M	Terry Cochran
District D	*OPEN*	District N	Fran Ellsworth
District E	Tim de la Vega	District O	Linda Reynolds
District F	Pete Jacobs	District P	Barbara J. Froebel
District G	Tony Hanson	District Q	*OPEN*
District H	Bill Buckner	District R	Susan Kaufman
District I	Paula Perkins	District S	Mary O. Torres
District J	Tina McGuffin	District Z	John Wylie

Thank You for participating!

January 22, 2022