
Classical Guitar Society of Upstate New York

2020-21



MEMBERSHIP SURVEY

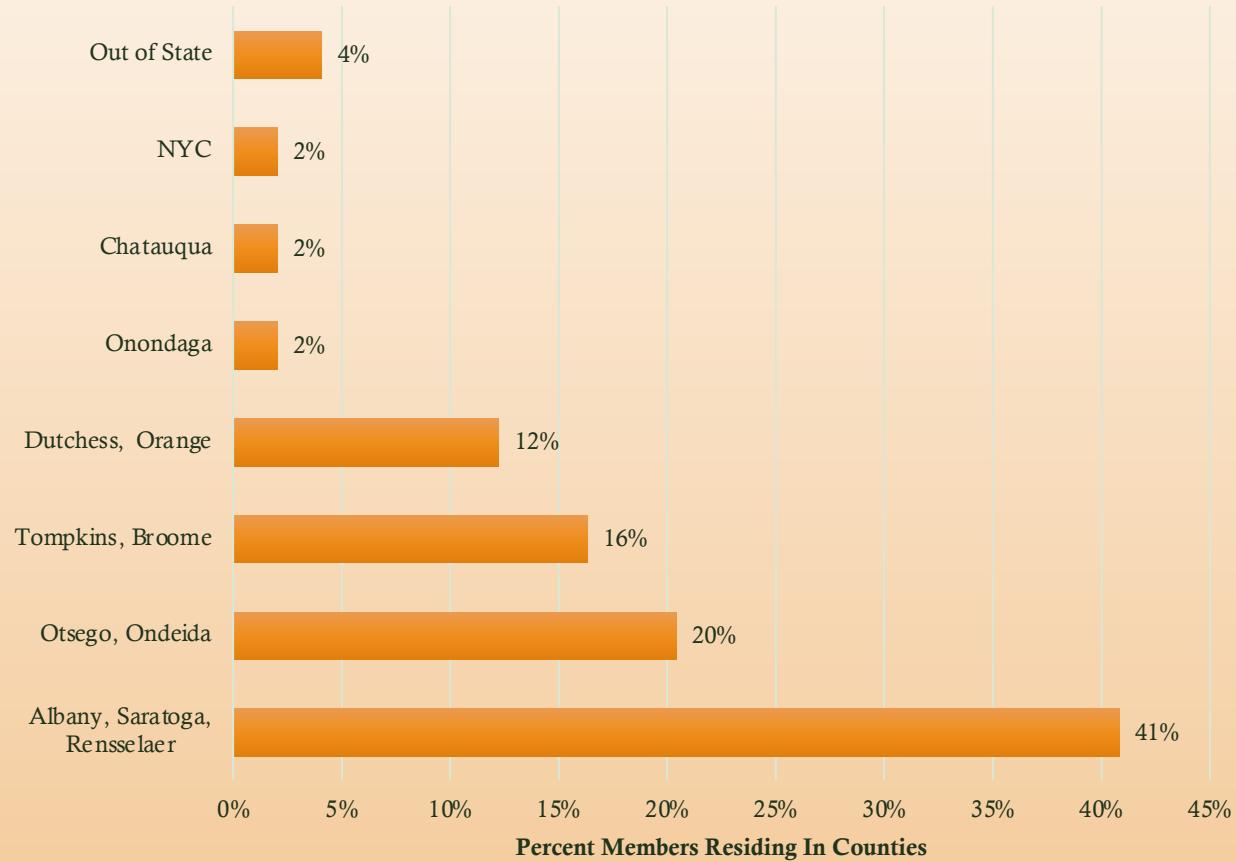


PURPOSE AND METHOD



- CGSUNY is a non-profit presenting arts membership organization whose purpose is to *promote the education, appreciation, and cultural awareness of the classical guitar and other associated instruments*
- To help ensure CGSUNY is responsive to the needs and interests of members, a survey was conducted in 2020 to learn directly from members about the type of activities and resources important to them
- On-line survey conducted in March, 2021
 - Sent by email to all members (N=49)
 - Open to members for responses through March 28, 2021
 - 31 members completed the survey (63%)

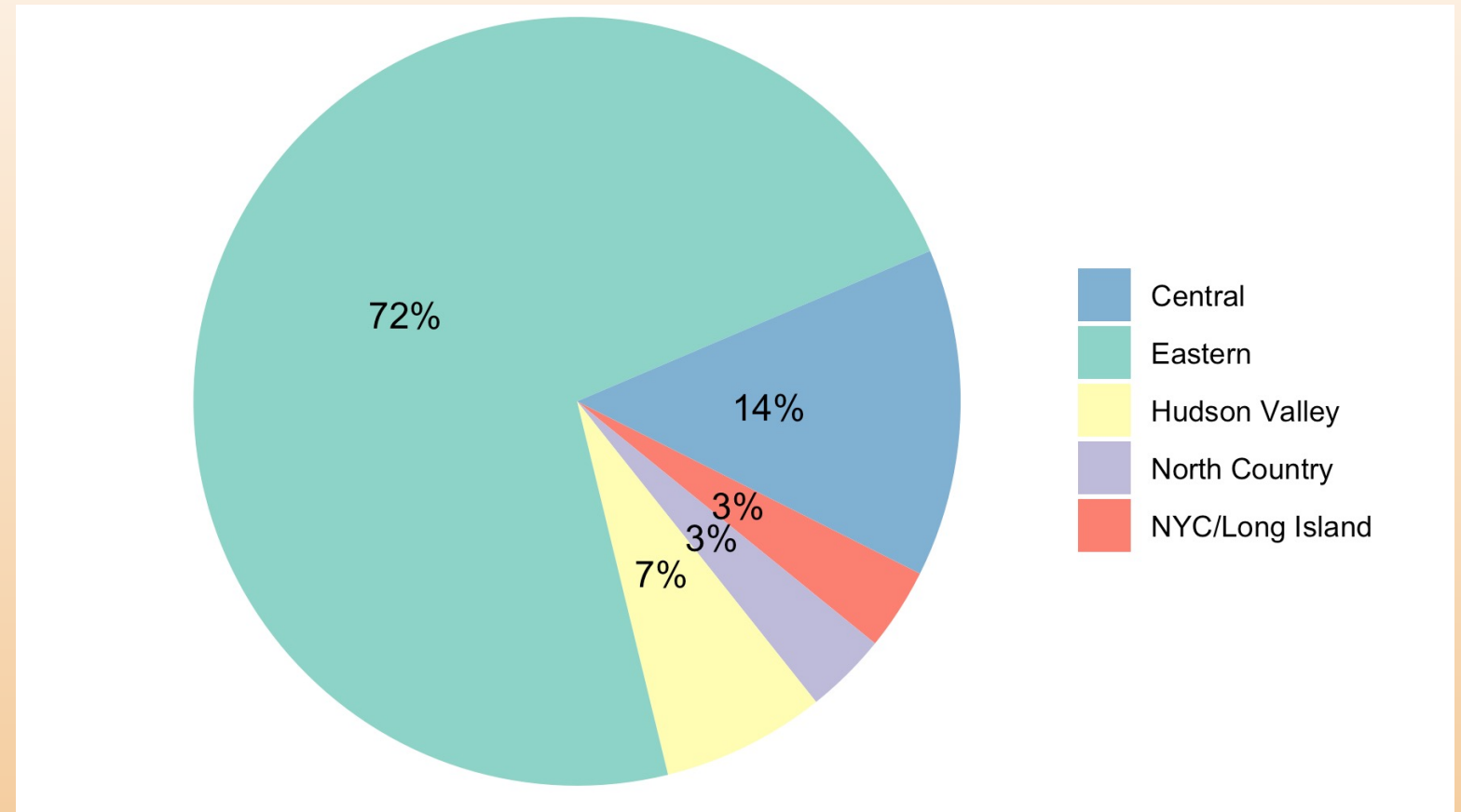
Distribution of CGSUNY Membership - 2020-2021



Albany, Saratoga, Rensselaer	N=20
Otsego, Oneida	N=10
Onondaga	N=1
Tompkins, Broome	N=8
Dutchess, Orange	N=6
Chatauqua	N=1
NYC	N=1
Out of State	N=2
Total Members	N=49

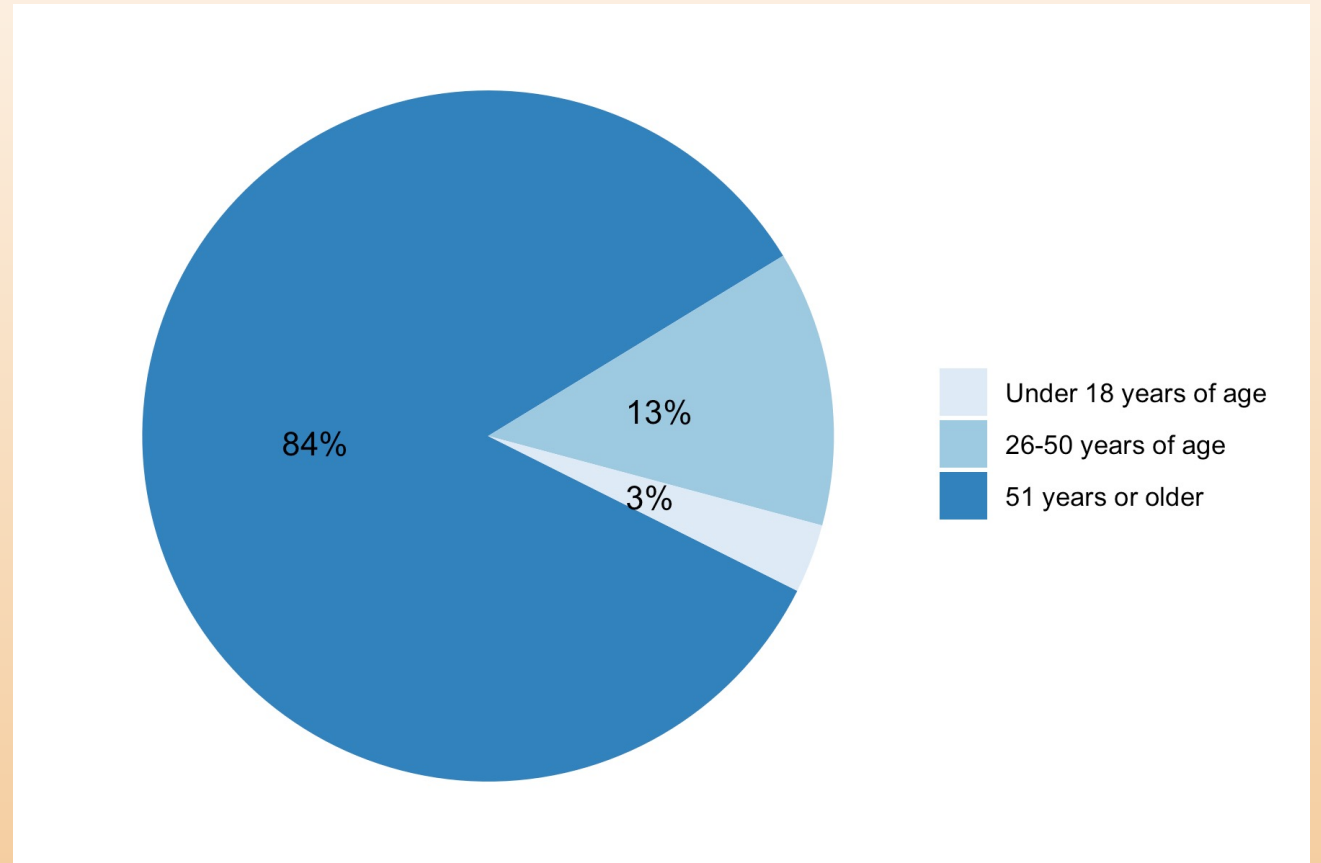
REGION OF RESIDENCE – RESPONDENTS TO SURVEY

Note: For purposes of this Item, we used NYSED regions



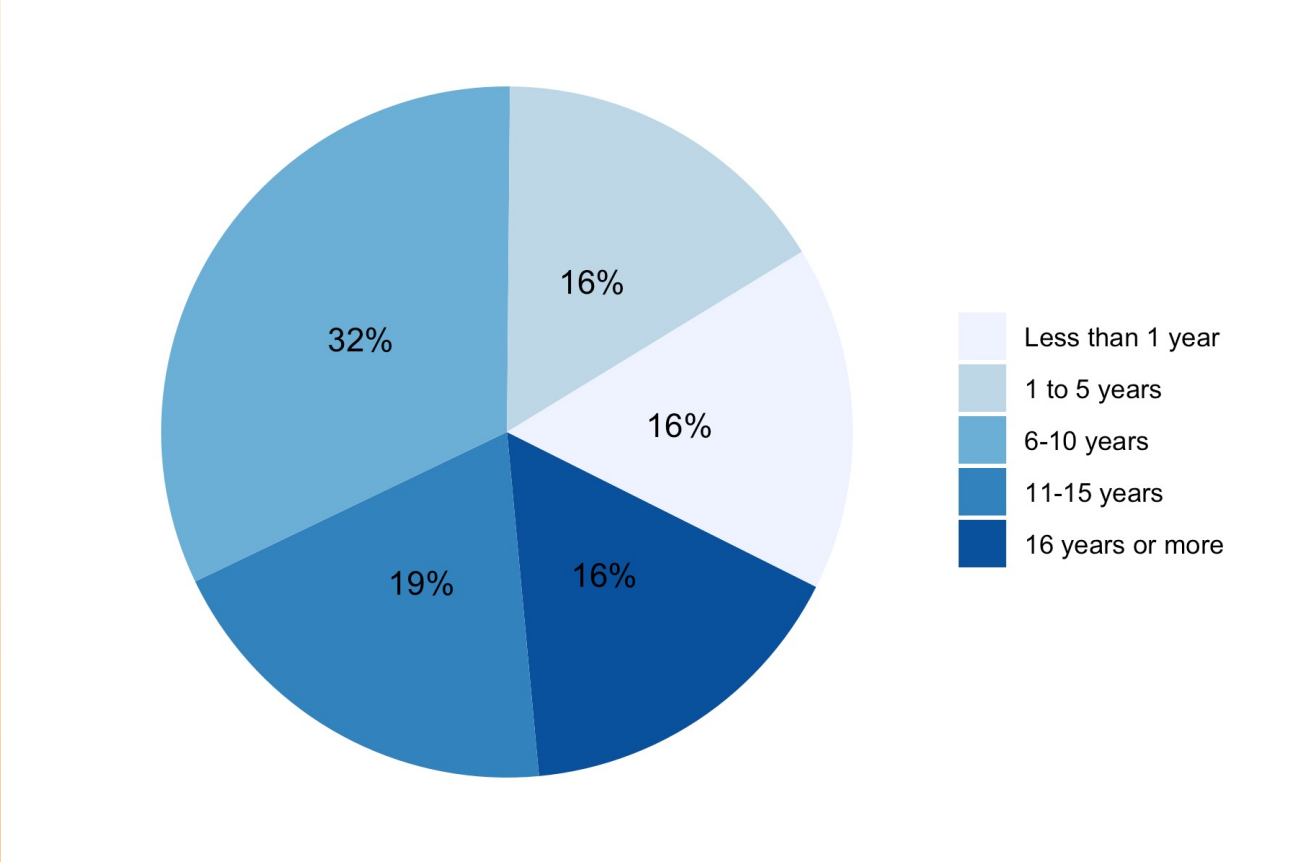
AGE OF MEMBERS

Most respondents were 51 years of age or older, followed by members between the ages of 26-50 years, with few participants under the age of 18.



LENGTH OF MEMBERSHIP

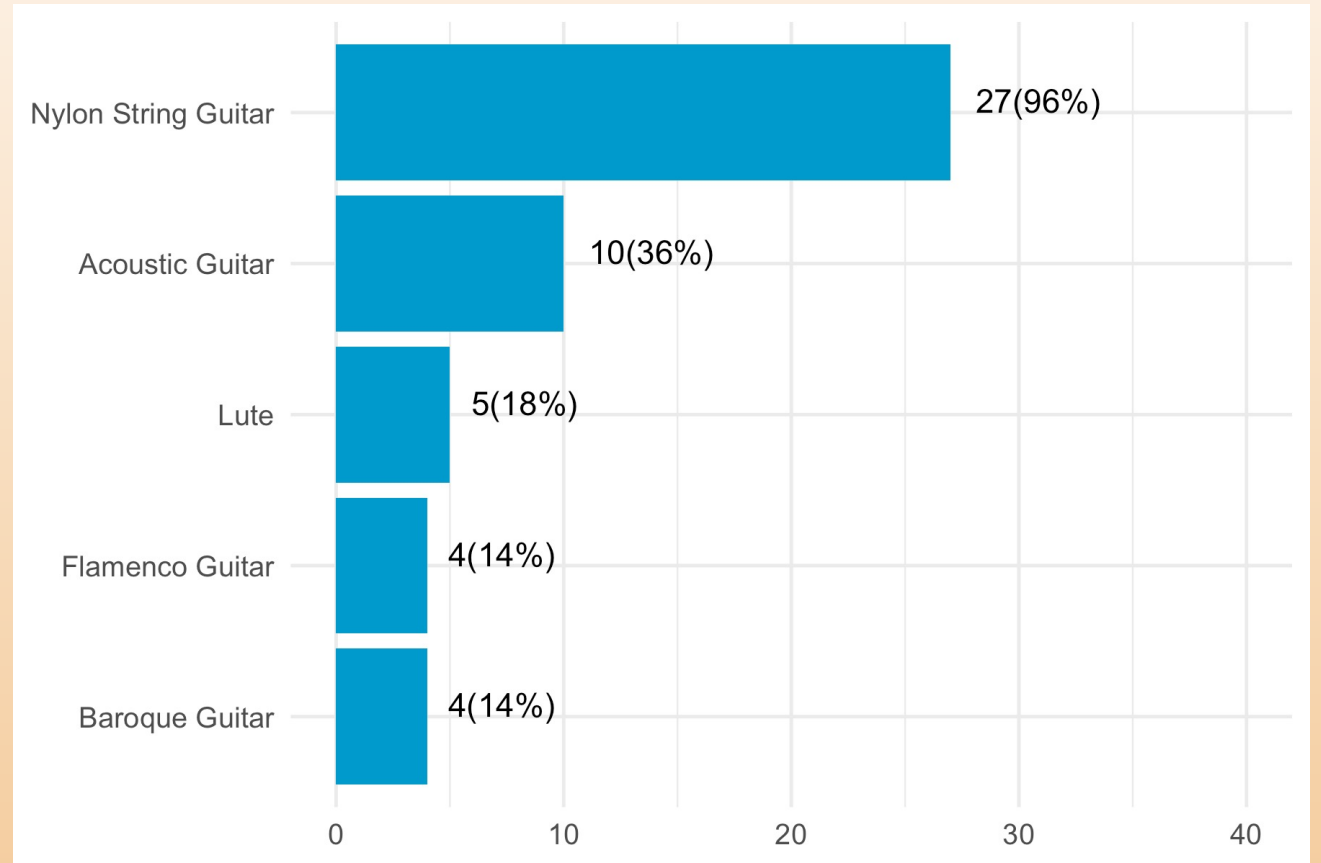
About one-third of respondents had been a member for between 10 and 16 years, with other respondents distributed across the other categories.



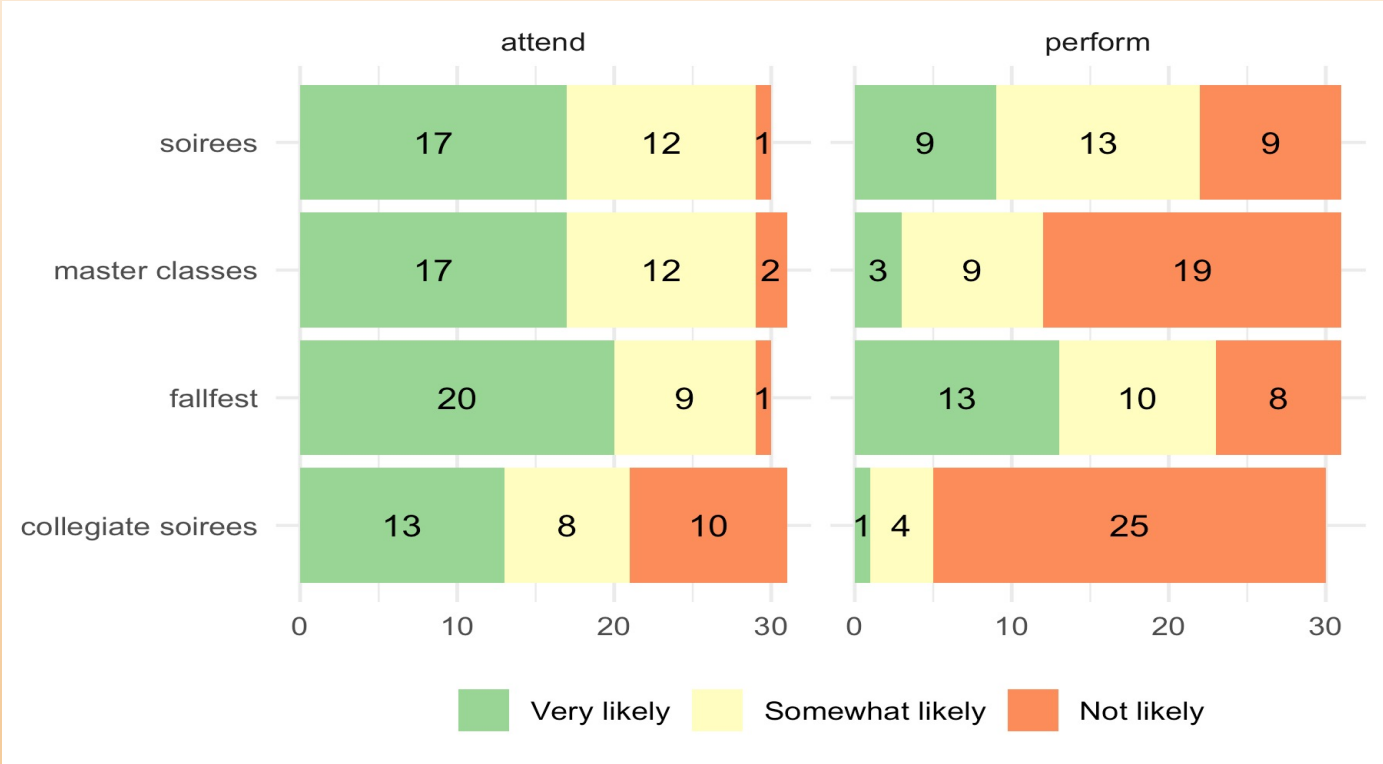
TYPES OF INSTRUMENTS

Most members play classical/nylon string guitar, with several members also reporting they play acoustic, flamenco, or baroque guitar or lute.

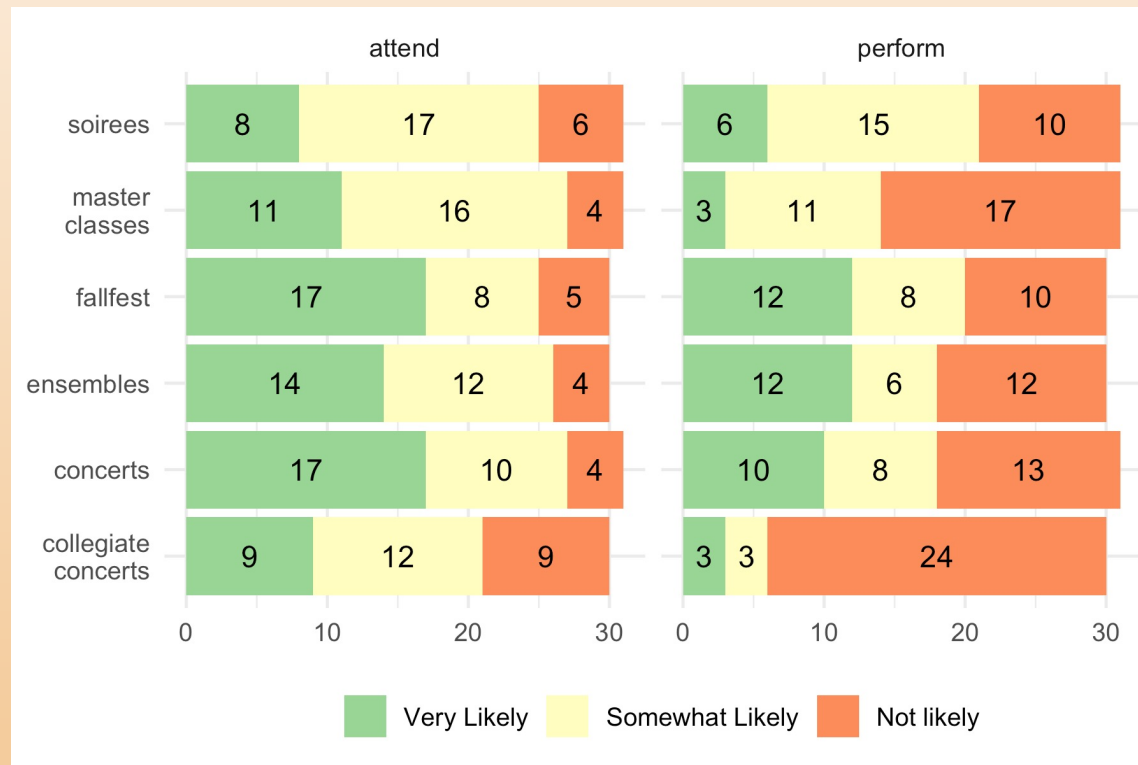
Other instruments included:
folk/electric/bass guitar, piano, flute,
charango, banjo, mandolin, ukulele, viola,
voice



NUMBER OF MEMBERS LIKELY TO ATTEND/PERFORM AT VIRTUAL EVENTS

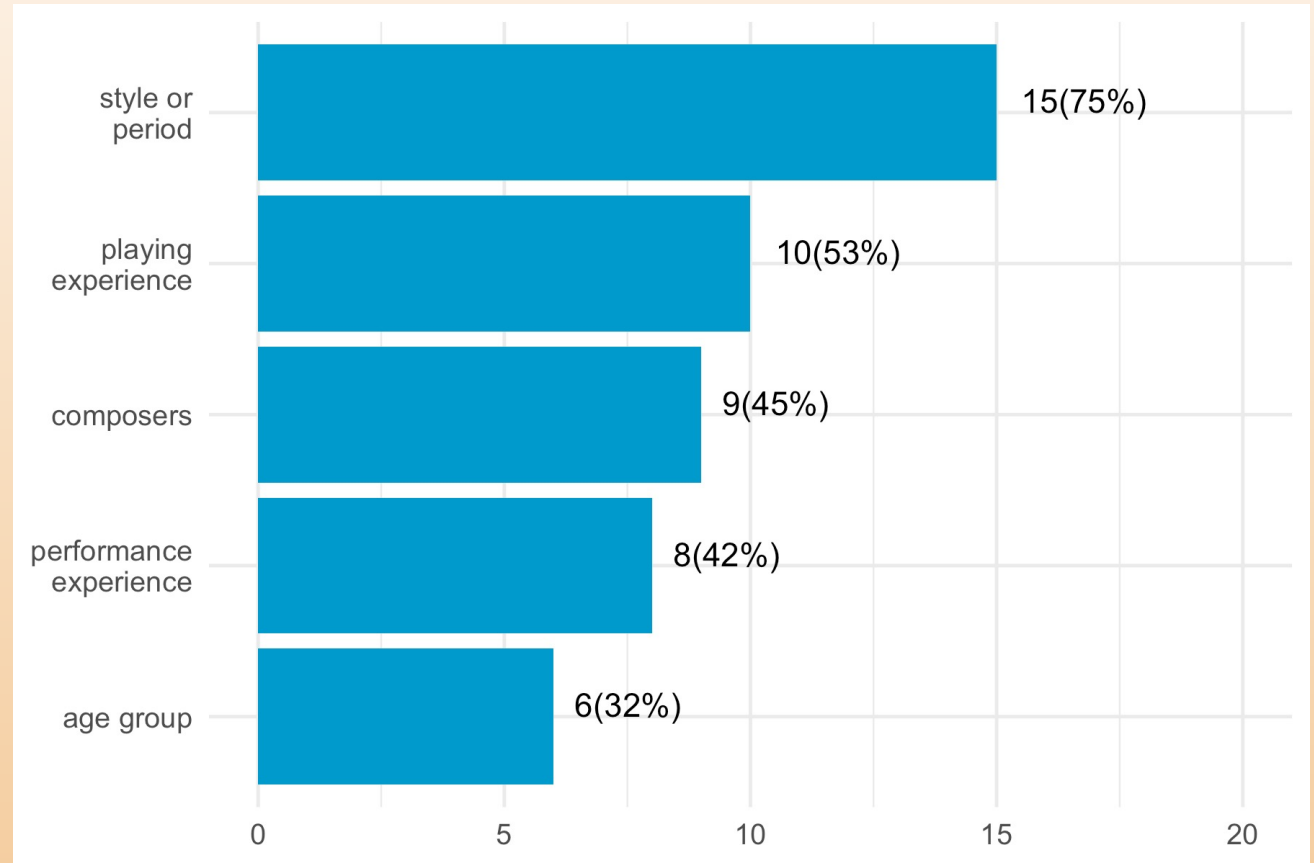


NUMBER OF MEMBERS LIKELY TO ATTEND OR PERFORM AT LIVE EVENTS (POST-PANDEMIC)



POSSIBLE THEMES FOR FUTURE SOIREEES

We asked members to tell us if they would be interested in including some theme-based soirees.



MEMBER COMMENTS ON SOIREE THEMES



- Age or experience should not matter
- Geographic region
- I don't think that a segregated soirée would work or is a good idea
- I kind of like a mix of all these. As far as age group, most of our members/attendees are of retirement age, anyway
- I liked it when the member soiree was near the beginning of the weekend
- I would prefer all levels, styles and ages to perform at each soiree
- Keep current format with no restrictions
- No separation - like the variation
- Small core group - while it might be less threatening to perform with those of similar skill it could lead to a division among members which would be unfortunate. Broad representation of music, composers, age is preferable
- Soirees should be wide open to all categories

MEMBER SUGGESTIONS

Members were asked to offer suggestions for future CGSUNY events/services



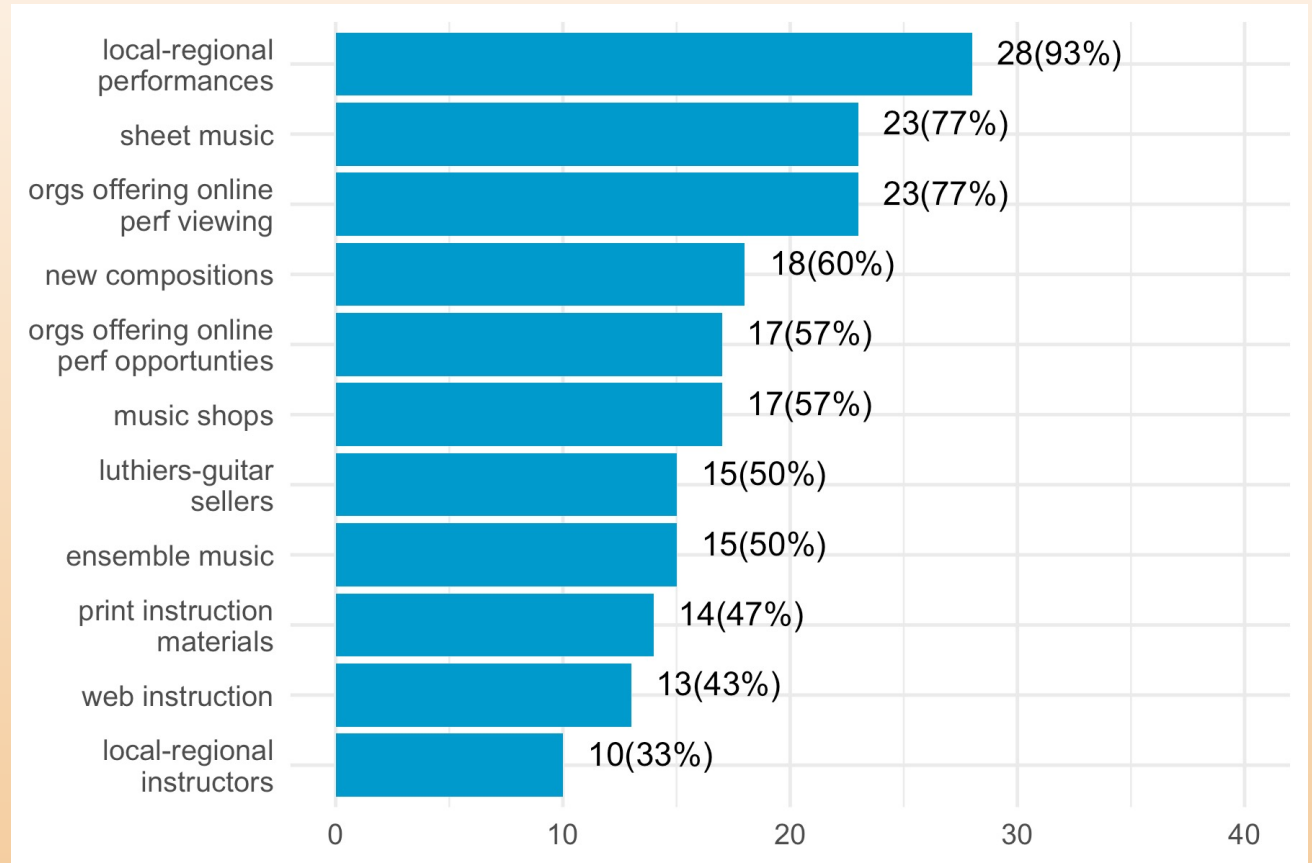
- Sharing info about ergonomics of playing, info. on approachable repertoire for the average player, opinion pieces on topics for non-professionals
- Gohar type estudio performances in u tube or zoom format.
- A combination of more diverse locations, combined with on-line events, could encourage participation.
- "Play along" opportunities.
- Performances by younger students
- Lectures, master classes and performers
- Virtual "meet the performer" hours.
- Forums for discussing or chatting about matters that might be of general interest to members regardless of ability or experience. For example, there is a bewildering of strings on the market today. What have been members' experiences with the various types and brands--what works best on individual instruments or in different settings; how well do some types hold up, and under what kind of playing; are the more expensive strings worth the difference in price (which can be considerable) compared to the more commonly used brands and types? Another subject might be humidifying devices and how well particular types work (or not). Or how to ensure a guitar stays safe when traveling through different climates and environments.
- Educational outreach in classrooms of schools at every level.
- Discounted tickets to in-person concerts where the guitar is the primary focus to support other presenting organizations and venues.
- More lectures/masterclasses.

MEMBER INTEREST IN GUITAR INFORMATION

Number and percent of members reporting interest in guitar-related information

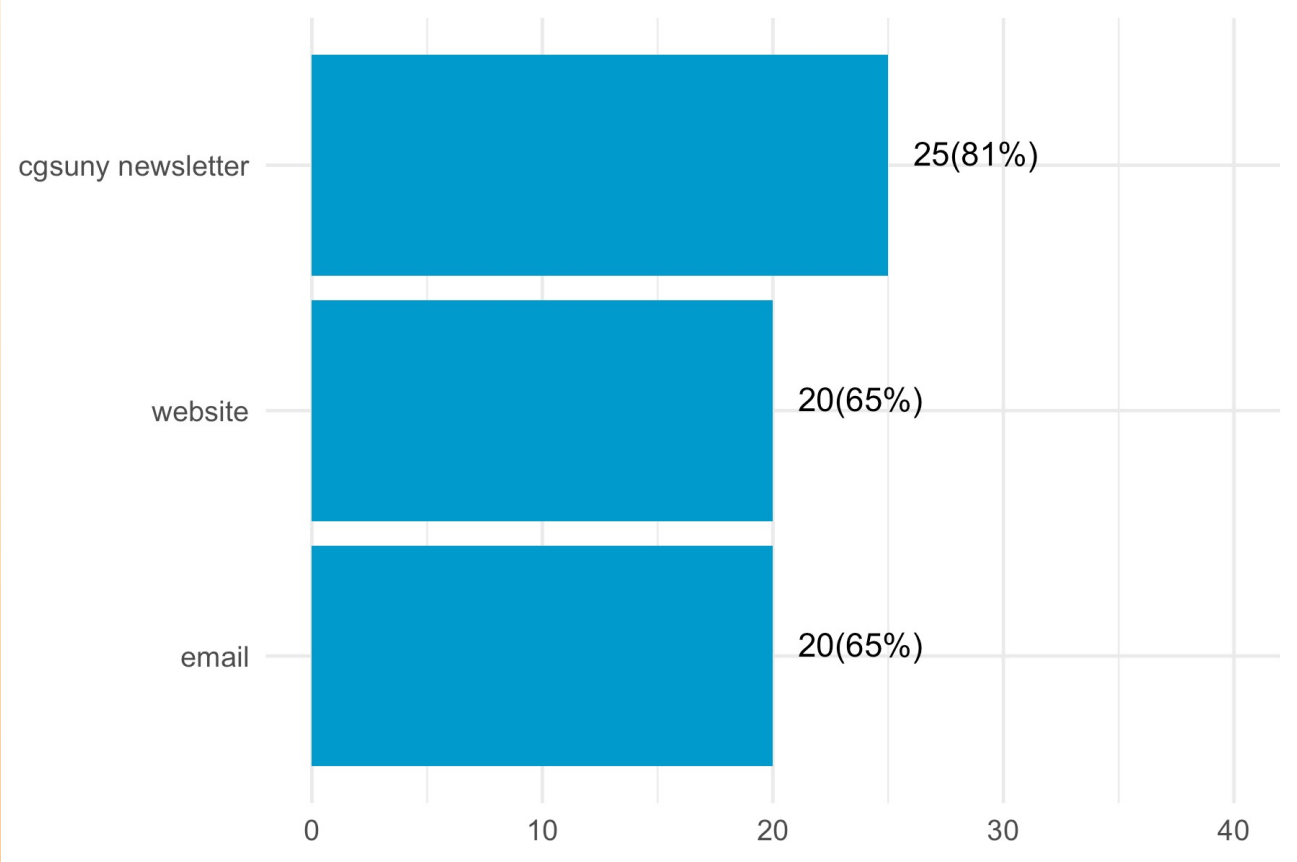
Comments included

- History of CGSUNY
- Foundations of Music Education



MEMBER PREFERENCES FOR CGSUNY INFORMATION

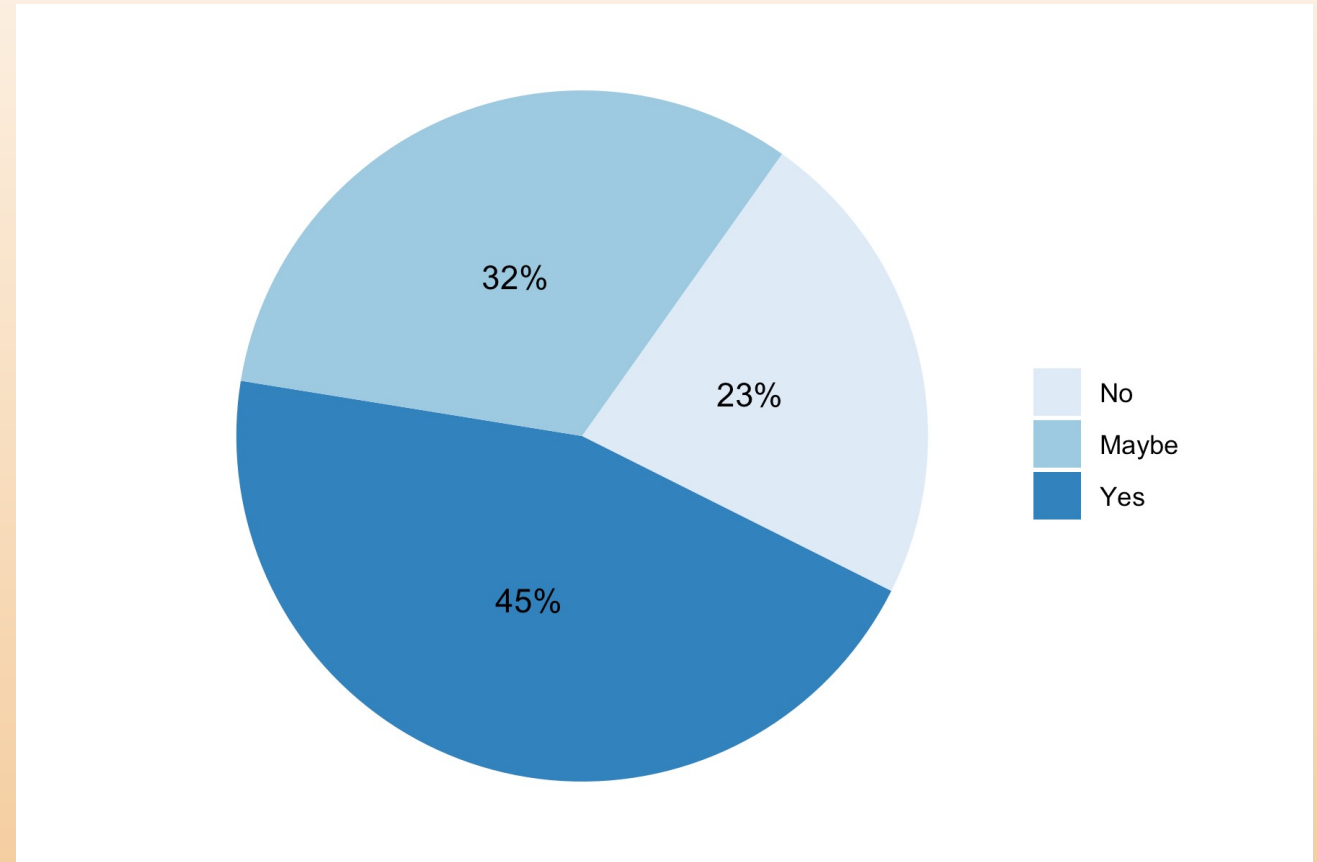
Number and Percent of Members Interested in Receiving Information by Method



COMMUNITY FORUMS

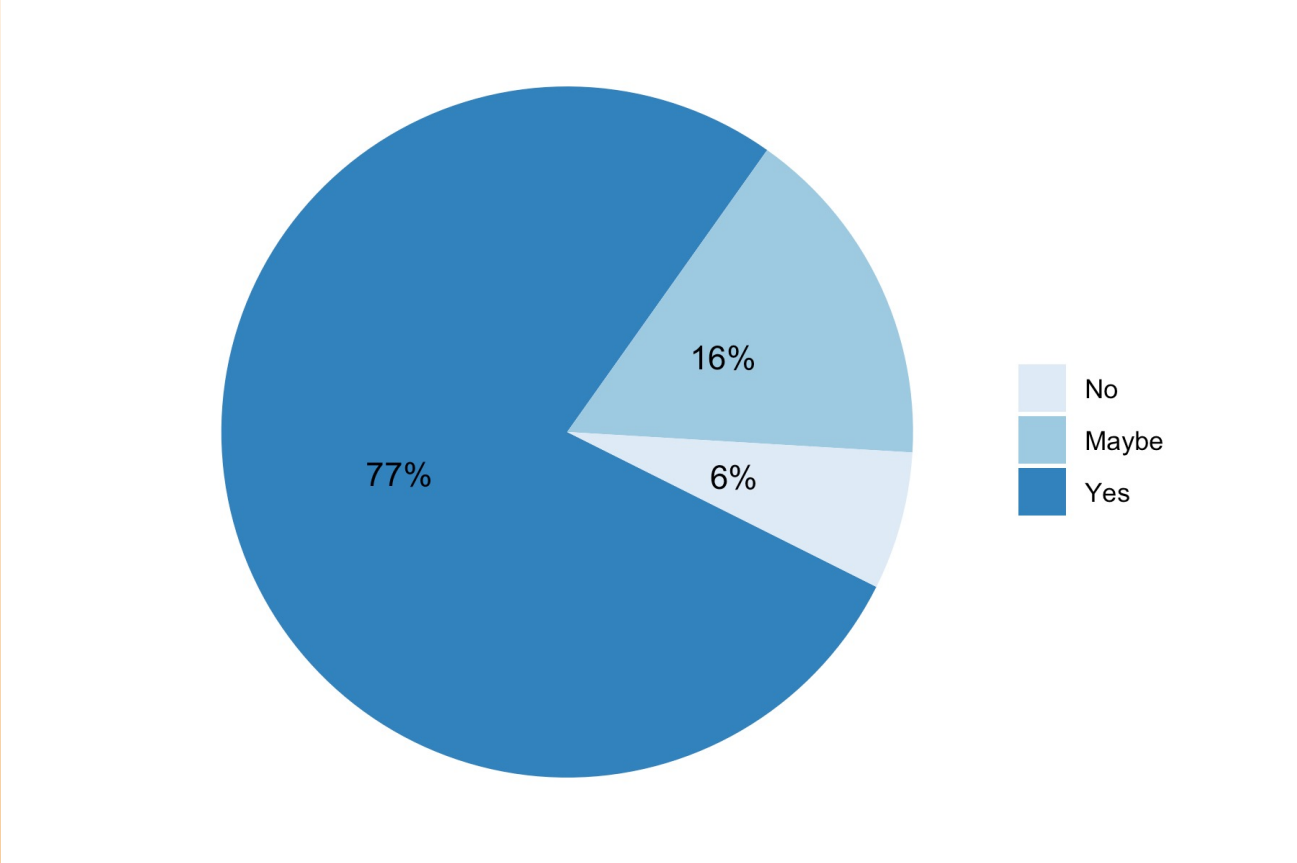
Members were interested in on-line Community Forums and mentioned the following topics:

- ✓ Practice techniques, repertoire and its history
- ✓ Performances, guitar equipment (e.g. strings, mics, etc)
- ✓ Guitar construction trends, amplification suggestions, alexander technique, playing injuries etc
- ✓ Guitarists are always interested in suggestions to improve practice (like tremolo), experiences with different types of strings, what people are playing currently, concerts people have recently attended, books about well-known performers (e.g. I highly recommend Pablo Casals book Joys and Sorrows, written in the first person and organized by the author), burn out during practice, etc.
- ✓ Shaping music, resources (guitars for sale, luthiers especially local luthiers, strategies to boost participation)
- ✓ Maintenance, guitar care, choosing pieces
- ✓ Techniques for classical guitar
- ✓ Discussion of pieces we're playing and the joys and challenges in them



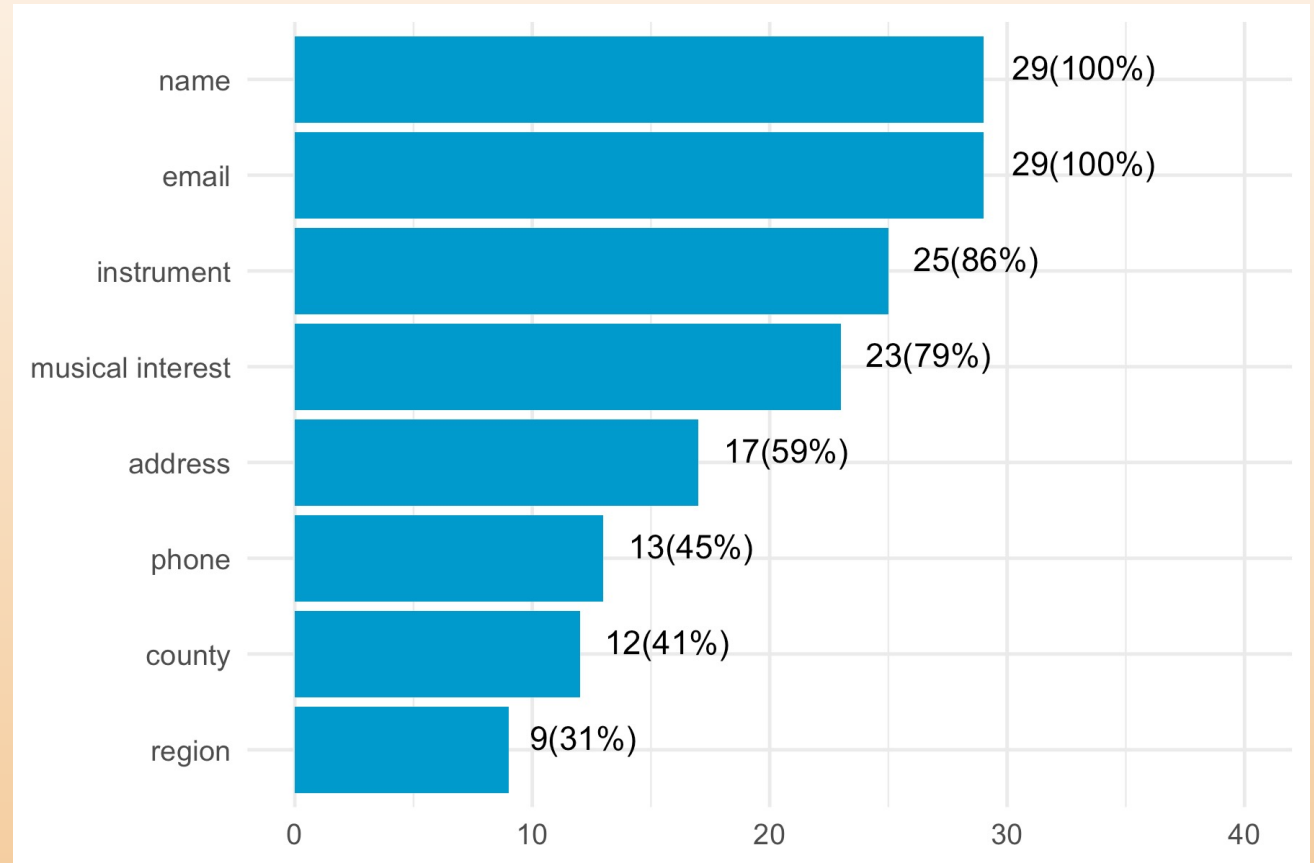
MEMBERSHIP DIRECTORY

*Percent of Members Interested in A Membership
Directory*



DIRECTORY INFORMATION

Number and percent of members reporting
the type of information to include in a
Membership Directory



ADDITIONAL DIRECTORY INFORMATION

Members gave us suggestions about other information to include in a membership



- Professional website
- Musical background or training
- If member prefers to not list specific details - OK; how many years a member of CGSUNY - or, Member since
- Social Media Accounts
- Number of years playing
- A membership directory should be that and not be a compilation of lengthy individual resumes
- It might be nice to give members the opportunity to include a paragraph in the directory with information about their guitar/music experiences/interests
- Possibly age range 0-10, 10-20, 20-40, 40- forever
- Allow members to limit information provided based on personal preference or requirements

MEMBERSHIP BENEFITS

We asked members to provide their opinion about whether certain events/resources should be available to CGSUNY members only, non-members, or both: Performance opportunities at soirees; performance opportunities at the annual Fall Fest, newsletters, membership directory, and online forums.



SUGGESTIONS TO ENGAGE YOUNG GUITARISTS

Members contributed many thoughtful suggestions about how CGSUNY might engage more young guitarists in CGSUNY activities



- Support other guitar styles occasionally. For example, finger style steel string, flamenco, flatpicking.
- More masterclasses.
- Performance opportunities for young performers.
- Contact and engage more local classical guitar teachers
- We could be doing more outreach to music programs, especially at the collegiate level, to inform them about CGSUNY and opportunities for young guitarists, e.g., we could organize a soiree that features collegiate players.
- Send information to colleges that have guitar classes or programs encouraging them to become members.
- Go into schools and perform for the kids
- Providing a space for them to perform other than the regular recitals, even mentoring individual students who would like someone besides their teacher to talk "guitar" with and encourage them.
- Play on your porch, Saturday afternoons
- Showcase guitar ensemble arrangements of contemporary pop, rock song
- A grandkids club. Kids showing off their chops.
- Honest encouragement is important.
- Participation opportunities around the geographic area covered by CGSUNY as well as online opportunities.
- Open Mike Night
- Newspaper and Facebook publicity

WAYS TO SUPPORT GUITAR EDUCATION

Members made many thoughtful suggestions about ways CGSUNY can support local guitar education



- Perhaps offer workshops by regional guitar instructors.
- More masterclasses by board members and by regional artists
- More public performances once they are permitted.
- One idea would be to identify local organizations/studios/instructors that offer music lessons to youth and see if there are ways members of CGSUNY can collaborate to promote guitar instruction. We could post (with permission) information about how to contact/what these community organizations would like to collaborate with CGSUNY.
- Do clinics in middle and high schools that guitar classes.
- Set up community guitar classes for a nominal fee by age group.
- Make sure local concerts are advertised, both in print and on local radio stations.
- If CGSUNY has a competition winner, they can send them on a "mini tour" to do outreach in NYC schools through guitar education organizations.
- Engage teachers in cooperative events sponsored by CGSUNY. Perhaps teachers or colleges could include a performance/participation requirement for their students which in turn includes playing programs at various locations throughout CGSUNY. This could enhance be an enhancement of the students' performance experience.
- College events.
- Question and answer format for the website or newsletter.