



Clans of Ireland Annual Survey 2021

The inaugural annual survey of member clans of Clans of Ireland was conducted during September and October of 2021. A total number of 35 responses were received.

The survey consisted of 12 questions which were designed to gather insight to members opinions on Clans of Ireland, the activities undertaken and requested suggestions for improvements.

A combination of different types of questions were used –

- Net Promoter Score (NPS) where respondents rate satisfaction on a scale of 1-10
- A satisfaction rating between 1-5 on COI communication channels
- A broad demographic question of the geographic regions where
- A question on the relevance of the AGM activities
- Questions on the activities of COI on Board communication and preference on lecture content
- A long text answer to a question on what subjects members would like to hear from the Board about.

Summary of findings

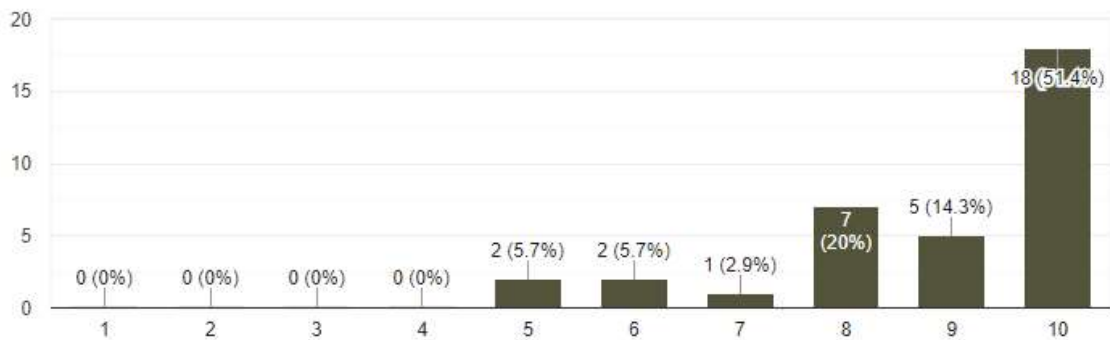
- Respondents see their COI membership as being advantageous with 84% giving a rating of 8-10
- 80% of respondents rated an interest in clan histories other than their own as between 8-10
- 90% of respondents rated an interest in clan cultural activities as between 8-10
- 90% of respondents indicated an interest in genealogy and family history of 9-10
- A majority of respondents were somewhat or very satisfied with the COI website, Facebook and email. A majority were neutral with YouTube. A small response was dissatisfied with Facebook, YouTube and Email (some insight into the dissatisfied can be gleaned from the text answers later)
- The question on demographics may have been framed a little differently to provide more insight but what we can glean is that have up to 25% of members across a number of different geographic regions – Ireland and the UK, Europe, Canada and Australia. 11 clans have more than 50% membership in the USA and another 9 between 25-50%.
- About two thirds of the respondents found each of the AGM sessions either relevant or very relevant. Of the others about one third did not attend each session. I can't tell if that was the same members for each category or a mix of members.
- Almost two thirds of respondents prefer lectures to focus on history rather than genealogy.
- A slight majority of members would like more frequent interaction between the Board and members with another third of those who responded with a "maybe"
- There were a range of suggestions in the free text question that fall into a number of categories –
 - Assistance in Clan Development, member building, gathering planning, sources for funding
 - Genealogy and DNA findings

- Clan histories
- Updates on Projects and future Projects
- There was one negative comment related to transparency of Board decisions re membership eligibility which has been subsequently resolved.
- Finally, members would like advice on content and layout for publications (template development)

Full responses

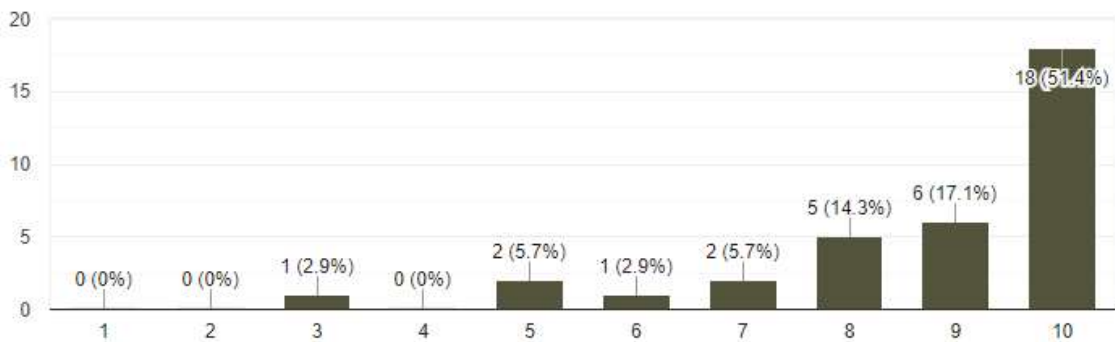
Do you see your membership of Clans of Ireland as being advantageous?

35 responses



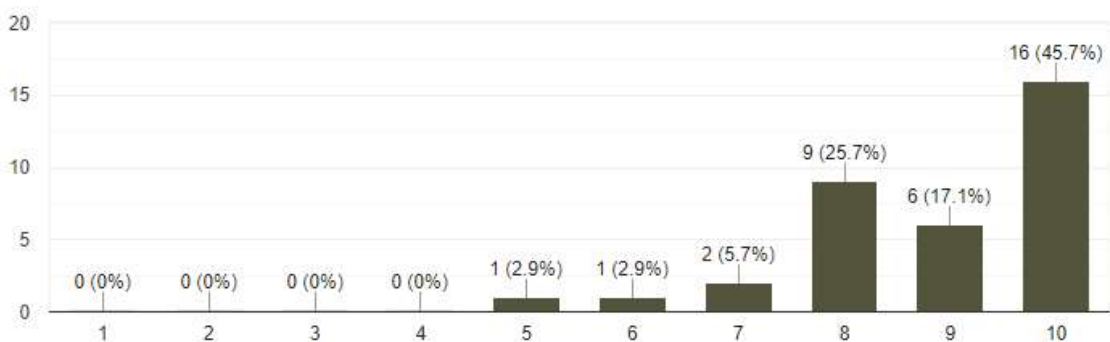
How interested are you in learning about clan histories other than your own?

35 responses



How interested are you in clan cultural activities

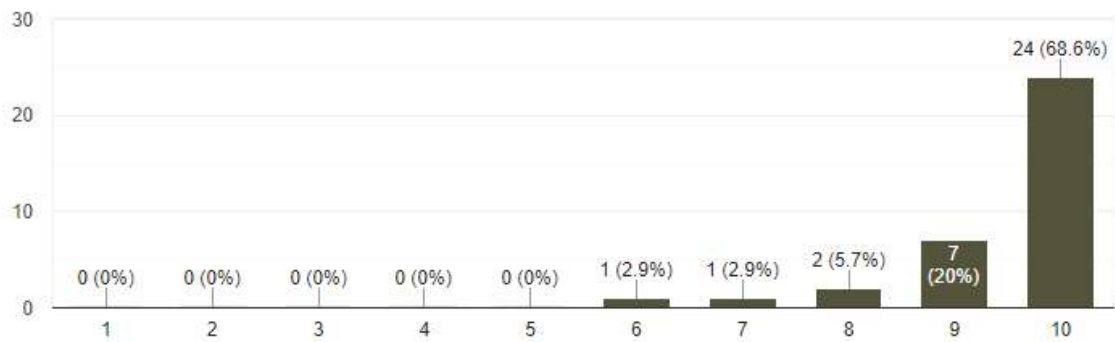
35 responses



How interested are you in clan genealogy and family histories

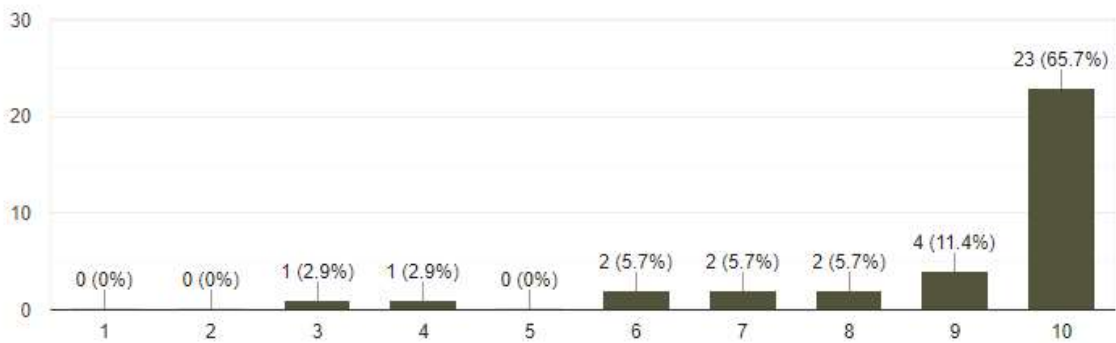


35 responses

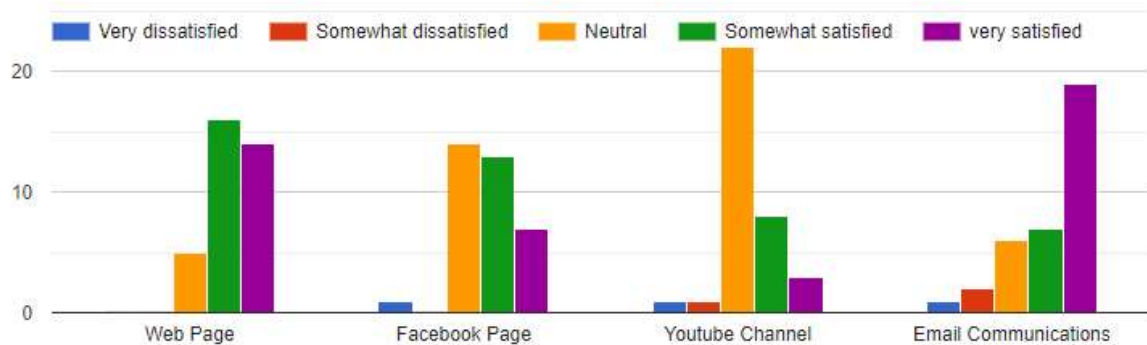


How interested are you in the use of DNA in genealogy

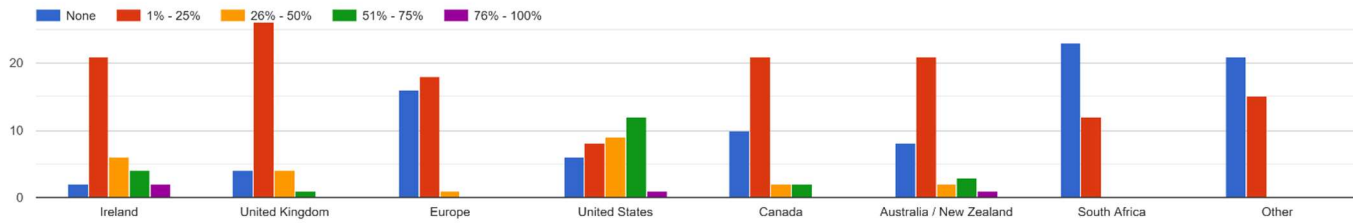
35 responses



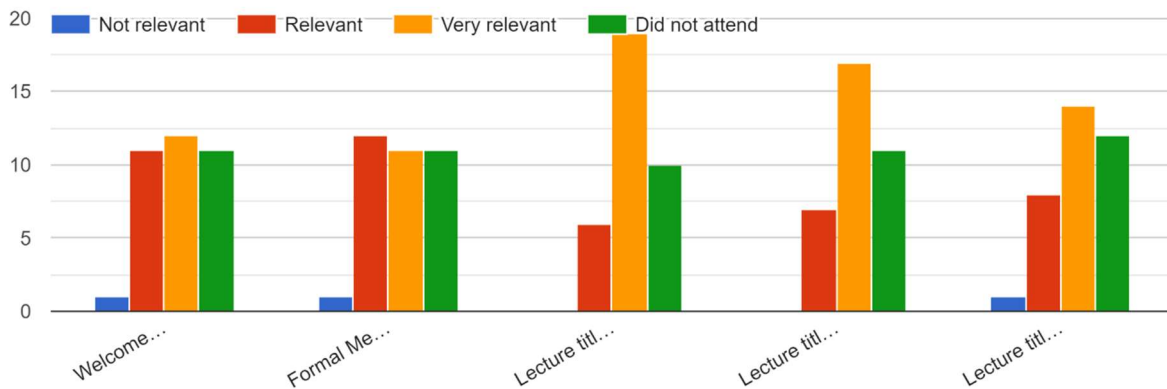
How satisfied were you with the communication channels



What percentage of your members are located in the following regions



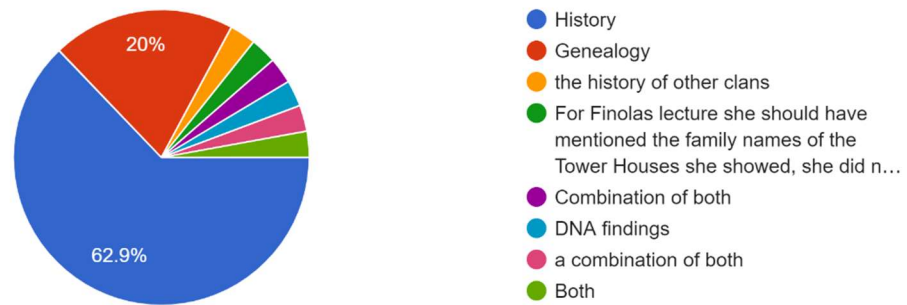
Which sessions of the AGM did you find most relevant?



1. Welcome activity
2. Formal Meeting including Office Bearer Reports
3. Lecture titled: 'The Tower Houses of Ireland' by Finola Finlay
4. Lecture titled: 'Medieval Learned Families of the West of Ireland' presented by Luke McInerney
5. Lecture titled: 'Irish Heraldry; Laws of Arms' by Michael Crowley

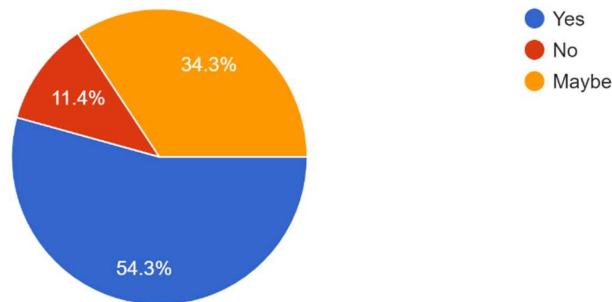
Would you prefer lectures to focus on history or genealogy?

35 responses



Would you prefer more frequent interaction between the Board and the members?

35 responses



What are the issues or subjects that you would like to hear from the Board about? 31 responses

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- Not sure
- Upcoming meetings. And events
- Project updates, future projects, genetic genealogy updates
- More interactive features on the website. Maybe even a clan of the month feature.
- Other Clan gatherings
- Proposed changes rather than them being implemented on members by board dictate; ie a condition for 2022 membership being agreeing that other clans with the same name can become members, and if "evidence" is not forthcoming/accepted then members who have been regarded as "clans" for years will, again by board dictate, cease to be "clans" and instead become "family groups"
- Support on Clan development.
- Posting our clan newsletter, The Mulvihill Voice, on the website.
- Latest DNA results that confirm our legends and oral histories. WE have last names longer than any other country, we need to explore this in more detail
- I am a new member to both our society and the clans
- Newsletters by email on all clans' related matters
- Outreach activities
- Clan events
- Meetings, historical information, new DNA findings
- A calendar of events through the year, presentations etc. even if online.
- when a website is updated then a push notice to members
- Just more general contact or any talks or lectures on genealogy or history of particular clans.
- I think the lectures are generally very interesting but I was unable to attend in 2020 or 2021

- Everything seems about spot on! Good work!!
- Best practice for Clan Organization
- Everything seems about spot-on! Great work!
- Member building activities and advice on how to increase membership
- Links between clans. History of clans
- I attended 2017 Gathering and enjoyed subjects at that time and the tour of historical establishments in Dublin
- We are a new clan and learning what other successful clans do is a great way for us to move forward.
- History
- The Board members have vast collective knowledge. Even just an 'informal chat' on Zoom, or similar, every now and then would be pretty cool - like sitting down at the pub having a yarn. In other words, the interaction doesn't have to be that formal, in my opinion.
- N/A
- Benefits of being a registered clan with the Clans of Ireland.
- Planning of gatherings, sources of funding available, any recent publication by any clan
- Integrity of registration
- Promotion of languages and culture.
- Gaelic History from 500AD to 1250AD
- As Member of Board I defer

Would you be more likely to publish booklets for your own members if you had access to advice on content and layout ?

35 responses

