

# **American Radio Relay League Report to the Board of Directors from the Hudson Division Annual Meeting - January 15, 2021**

## **Overview**

It goes without saying that the year 2020 has been remarkably different from years past. The impact of Covid-19, the 2020 general election and a hurricane in the middle of summer added for good measure put us all to the test.

## **Covid-19 on the air activity**

As the lockdowns took effect, some clubs started nets to gather virtually and help people learn about local conditions including where they could get supplies or pass on local information. HF and repeaters saw a definite uptick in activity. Clubs held special events, in particular W2Heroes event put on by the

## **Membership growth (lack thereof)**

New York and New Jersey are seeing population declines due to cost of living. This is causing a definite trend in outmigration. In particular the predominant ham demographic (retired older males) are opting to leave the area for warmer pastures such as in the Southeast or the Southwest. This is reflected in a decline in membership overall, as younger persons aren't taking up ham radio as much.

## **Elections**

The New York City-Long Island section saw a contested election for section manager with incumbent Jim Mezey, W2KFV being challenged by former NYC ARES DEC Donni Katzovicz, W2BRU. The incumbent won by an overwhelming margin. There were several allegations on both sides of improper campaigning. It is our opinion that the Ethics and Elections Committee dealt with them fairly.

## **Communications**

Communications via e-mail has been steady, and in particular has helped members stay in touch during the pandemic. The division has also experimented with using YouTube to provide video content to members for some communications. Response seems promising. We have also held a live-streamed discussion with our new CEO on YouTube. You can see it at <https://youtube.com/ARRLHudson>

## **Division survey**

We conducted a survey of the division membership and obtained valuable feedback into the members' value of programs and services. While there is overall a good impression of the value that ARRL provides, this survey is biased towards members and there is much room for improvement.

Members rank high among their responses our publications as a valued member benefit. The impact of offering QEX, NCJ and On The Air in addition to QST has been positive for membership. The TIS has also proven to be a valued member benefit.

The full survey results are attached.

Other directors have been asking about gathering such data. We are open to sharing our expertise and methodology. Special thanks to Ed Efchak, WX2R, NNJ PIO and member of the PR committee for making this happen.

### **Hamfests**

Ham Radio 2020 was the last large in-person event in the division. Kris Bickell, K1BIC was the keynote speaker. Ham radio University 2021 was held as a virtual conference. The New Jersey Antique Radio Club was about the only club holding an in-person hamfest after the lockdowns began in March. It was an outdoor event with a mask requirement (which was mostly followed) and social distancing.

### **Support for clubs**

The Division has provided video conferencing services for clubs that needed it to hold meetings. This was well-received by many clubs. Several clubs then opted to get their own video conferencing account as the gathering restrictions continued. Virtual presentations by ARRL officials and others were well received. The Director actually visited many clubs virtually giving mini updates.

Respectfully submitted

A handwritten signature in black ink that reads "Ria Jairam, N2RJ". The signature is written in a cursive style with a large initial "R".

Ria Jairam, N2RJ  
Director

William Hudzik, W2UDT  
Vice-Director

*“Keep working hard so the ARRL will be around in another 100 year along with our bands “*

A Survey of Attitudes and Opinions  
About The ARRL and The Hudson Division  
December 2020



Word cloud reflecting comments about the Director, Division and/or Section



## Survey Overview

- An opt-in / convenience sample composed of current ARRL Hudson Division members
- Conducted via email from December 15, 2020 – January 3, 2021 using Survey Monkey
- An initial outbound mailing and two reminders
- List is from N2RJ ARRL mailing list/approximately 3,900 names
- Questionnaire designed by Ed Efchak (WX2R) ©Customers by Design LLC
- 26 Questions
- Survey length: 14 minutes
- Completion rate: 99% (71% originally estimated)
- Total completed: 465
- Response rate : 12%

Questionnaire

## Summary of Findings

- Four in ten respondents originated from the NNJ Section; 32% ENY and 28% NLI.
- ENY and NNJ are slightly over-represented in the percentage of surveys returned when compared with overall ARRL Division membership while NLI was under-represented.
- Half the sample (51%) are age 60 or older; just 2% are under the age of 40.
- About six in ten respondents hold Extra Class licenses.
- One in four respondents has been licensed 50 or more years; one in four ten years or less.
- Two in three respondents claim to belong to a local amateur radio club.
- About one in seven respondents are currently not active; nearly half are on the air an hour a day or more.
- Air-time for respondents has increased since Covid-19 started with one in three claiming to be on the air more.

## Summary of Findings

- Just over half of all respondents claimed to belong to an internet social media interest group. There is little variation by license class or years licensed.
- Two respondents in three claimed to use internet sites for instructional videos; nearly four in ten used them “a lot” or “a great deal”. Newly licensed hams, lower class licensees and “younger” hams were more likely to use them.
- Our sample has a great deal of actively involved hams – about half are involved in SKYWARN while four in ten are involved in either ARES or RACES.
- Four in ten respondents are currently ARRL volunteers.
- 75 respondents have indicated that they would be willing to be a volunteer for the ARRL.
- One in five respondents claim to be ARRL Life Members.
- One in four respondents claim to be ARRL donors beyond annual membership dues.

## Summary of Findings

- About one in four respondents are “very satisfied” with the current direction of the ARRL while fewer than one in ten express a current dissatisfaction (score of 1 or 2). The weighted satisfaction score is 3.73/above the mid-point.
- Satisfaction was similar across license classes with Extras slightly less satisfied (they represent 60% + of the sample) while other classes scoring higher in overall satisfaction.
- There is also little variation by Hudson Division section with NLI scoring a slightly higher level of satisfaction and ENY slightly lower.
- Recent donors and current volunteers had slightly higher levels of satisfaction than the overall sample and Life Members.
- Publishing magazines is considered a far more important ARRL membership benefit when compared with member-only services such as LOTW or more frequent digital communications such as the weekly ARRL Letter, etc.
- Publishing is considered a more important member benefit when compared with the VE program, licensing assistance, continuing education programs and the awards program.

## Summary of Findings

- Protecting radio spectrum (a personal impact) had greater importance to respondents than did being an advocate for regulatory issues or the promotion/marketing of amateur radio (a collective impact).
- More than half of the sample had heard of the ARRL Technical Information Service. One in seven had personally taken advantage of it.
- Interaction with the ARRL is slightly greater than just receiving *QST* magazine alone for survey respondents. Nearly one in three (32% claimed to have a personal interaction that is more than just receiving the magazine alone.
- Asked open ended, targeting young people, doing more marketing and/or promotion and a specific tactical idea or suggestion was the most frequent response to encouraging new people into the hobby.
- Newly licensed hams (3 years or less) think that doing more marketing/publicity, targeting young people, and having online learning and classes might encourage new people to learn about amateur radio.
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## Summary of Findings

- “New hams” are more likely to hold Tech or General licenses, are younger, less likely to belong to local ham clubs or social media groups, are far less likely to be on the air in an average week but hold higher levels of satisfaction with the ARRL than the total sample.
- More marketing/publicity, reaching out to the young in general or via STEM or Maker programs, and better communication between HQ and the membership were the most-often opinions offered to grow ARRL membership.
- What is the one thing the ARRL should do during the Covid-19 crisis that would have the most impact in the next year that would make a difference? Respondents found a specific question to be difficult. Aside from reducing dues or fees, just having more activities, more Zoom meetings, classes and/or training and supporting local clubs and local communities were items that would make the most difference a year from now.
- Positive assessments about the current Director, the Division in general and communication as a specific defined the comments provided by members. The word cloud on the cover of this presentation reflects the open-ended verbatims.

## Notes On ARRL Benefits and Member Interaction

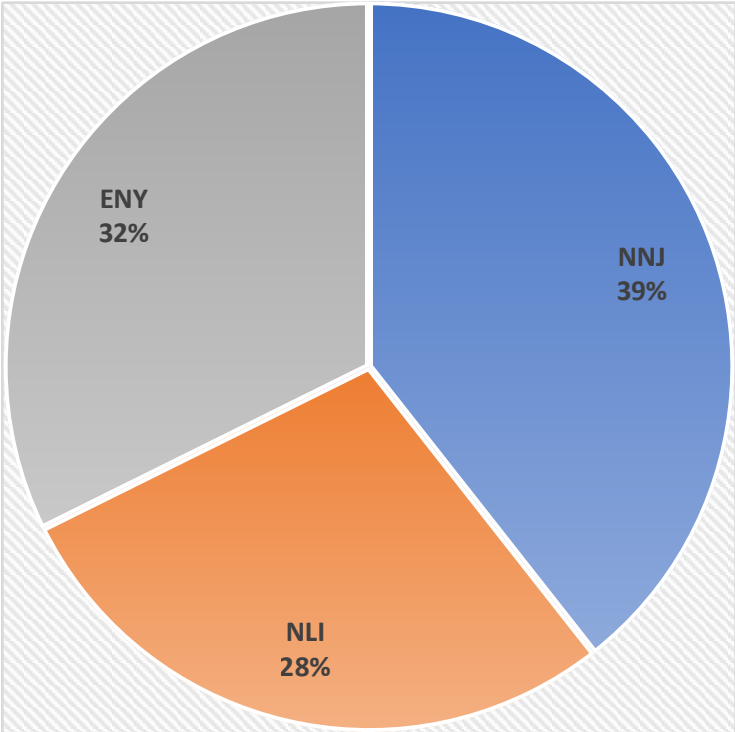
- *Publishing remains a key driver of member value.* When compared with member-only services (LOTW, etc.) and frequent digital communications it ranks as far more important. When we compared a broader definition of “publishing” (including CD’s, etc.) to other value-added services such as licensing, continuing education, awards, etc. , it remains the most important member benefit. Creating *On The Air* and bundling *QEX* and *NCJ* to the *QST* mix is a reinforcement of the benefit.
- *“Publishing” in the form of QST still solidifies the association’s value benchmark.* Even with this sample of more-engaged and involved respondents, their rating of 3.77 compared with an assumed benchmark score of 3.00 for “QST-alone” as a “primary interaction” with the League would indicate the power of the publication in masking other benefits.
- *Protecting spectrum is perceived as a more important benefit than either advocacy or targeted marketing/promotion.* Saving spectrum might be viewed as highly personal while the latter two items are perhaps less personal and therefore viewed as less important.
- *About half of our sample had heard of the Technical Information Service and one in seven had personally taken advantage of it.* Those who had personally used it were more likely to have a personal interest in the ARRL, an Extra class license, or made a recent donation beyond dues to the League. Increasing further awareness through case studies or testimonials might be helpful in keeping it in front of members and reinforcing its member value.

## Other Notes and Observations

- It appears that our respondents are a more engaged group of amateurs than perhaps the overall population measured by current levels of volunteering, participation in public service activities, donations and Life Membership.
- The pandemic has spurred higher levels of on-air time; being locked-in matters.
- Overall satisfaction in the ARRL is slightly greater than mid-point (3.7) on a 1-5 scale; from a highly engaged group, one might expect it to be even greater than stated. Perceived personal impact with the League on a monthly basis is also at the same level—slightly greater than mid-point.
- “Publishing” matters. It ranks high in priority among respondents against other member services or value-creating activities. “New media” beyond traditional publishing is used by respondents is not strongly associated with the League but rather with other digital or video channels.
- The Technical Information Service has awareness but not high personal utilization.
- Video has appeal beyond the printed word for instruction and it is more likely to be found among new hams and those with lower class licenses.
- Respondents do not place either “marketing” or “publicity” high in rank order but see it as a necessity in growing the ham population, ARRL membership and getting beyond the Covid-19 crisis.
- “Finding more young people” is seen as a critical task not only in developing new hams but also growing ARRL membership.
- “Supporting clubs” is a recurring theme when asked about what the ARRL could do during the Covid crisis that would have impact a year from now. While not defined, it does pose an opportunity to better bond HQ with the field in both communication and marketing.
- More than 70 respondents offered to volunteer. While we don’t know the specifics of “what” or “why” it is important that contact and communication be established and maintained.
- The League, its Division Director and the section volunteers get generally high marks and are appreciated. There was some dissonance expressed but was not substantive.
- All verbatim comments are attached. Keep in mind that this is a non-scientific, opt-in sample of opinion.

## **Respondent Profile and Operating Practices**

# In what Hudson Division section are you located?



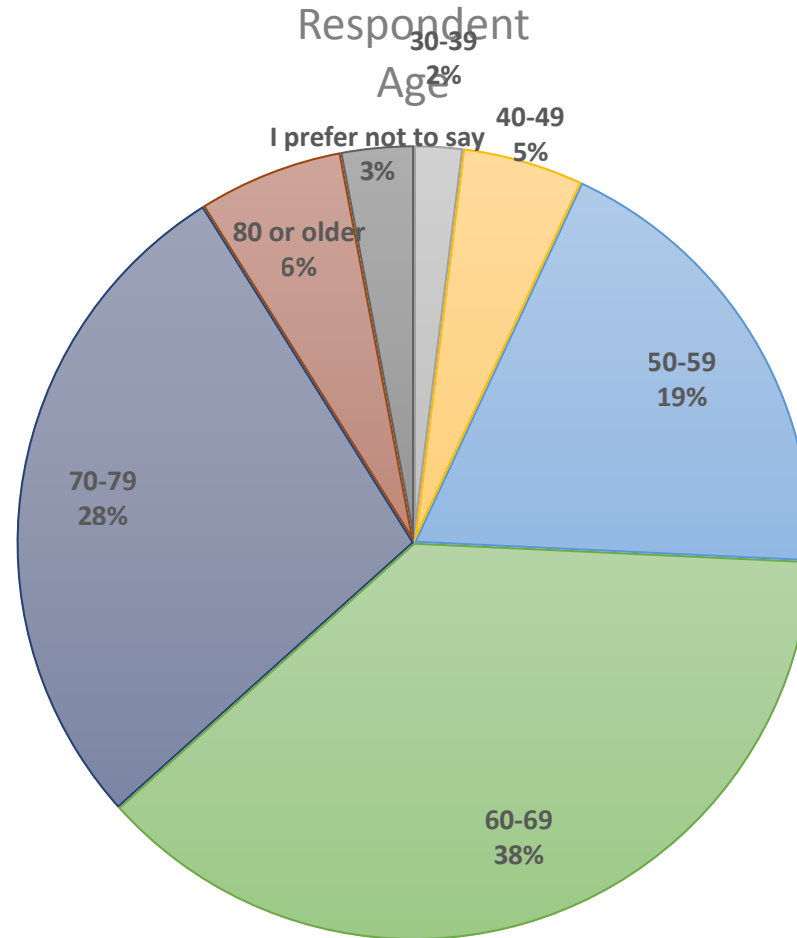
Four in ten respondents originated from the NNJ Section; 32% ENY and 28% NLI.

## In what Hudson Division Section are you located?

	Survey Respondents	Hudson Division Members	Index
NNJ	39%	36%	108
ENY	32%	30%	107
NLI	28%	34%	82

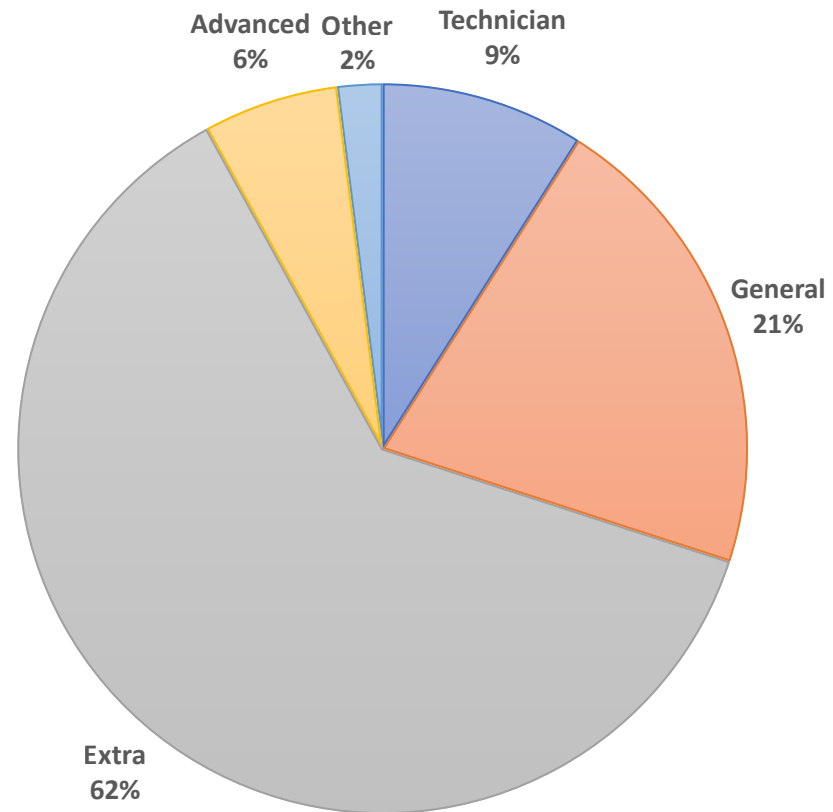
ENY and NNJ are over-represented in the percentage of surveys returned when compared with overall ARRL Division section membership while NLI was under-represented.

# In what age group do you fall?



Half the sample (51%) are age 60 or older; just 2% are under the age of 40.

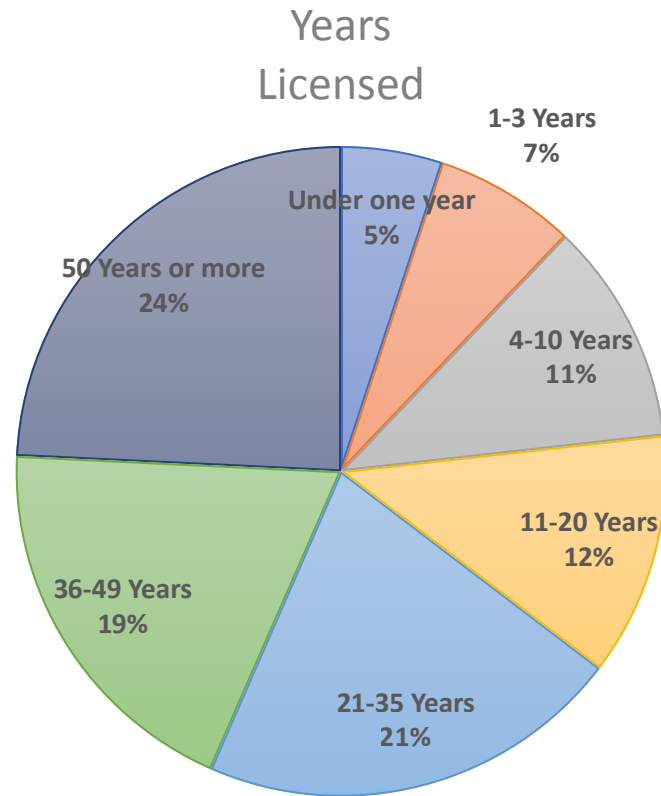
## What license class do you hold?



About six in ten respondents hold Extra Class licenses.

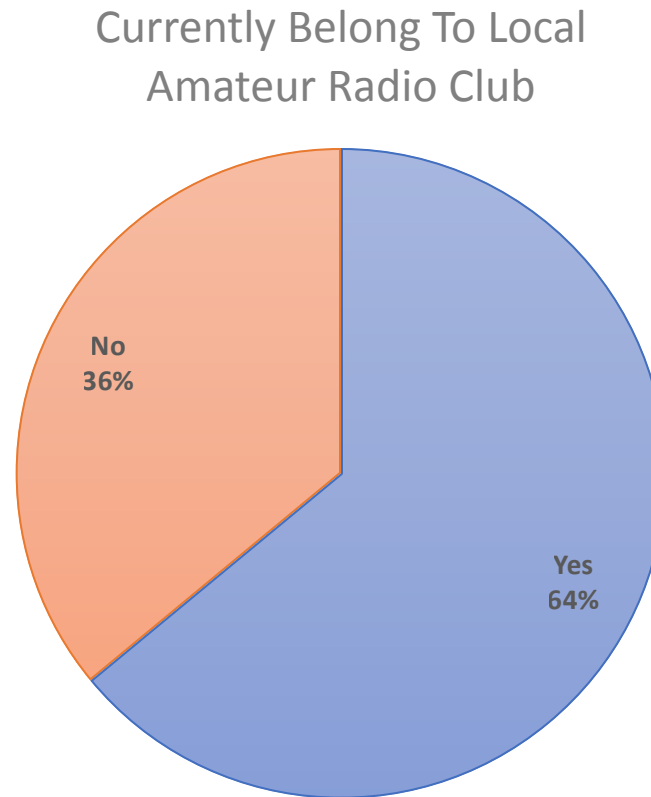


# How long have you been a licensed amateur?



One in four respondents has been licensed 50 or more years; one in four ten years or less.

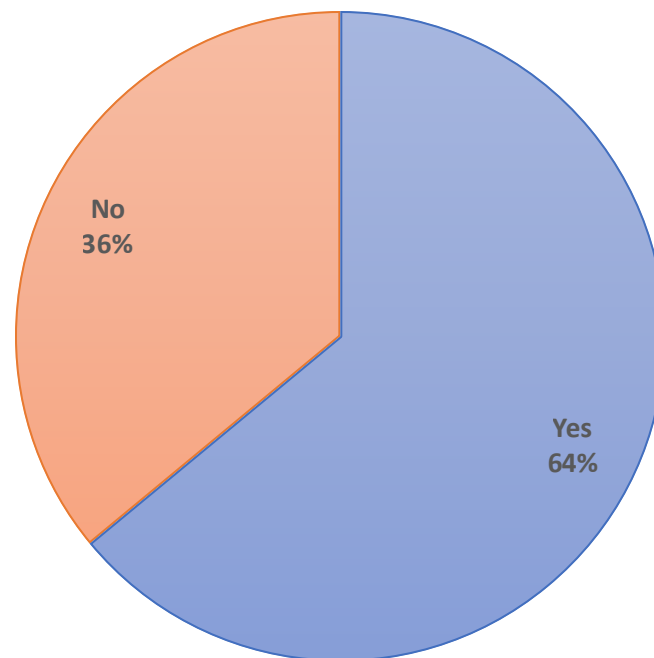
## Do you belong to a local amateur radio club at the present time?



Two in three respondents claim to belong to a local amateur radio club.

## Do you belong to a local amateur radio club at the present time?

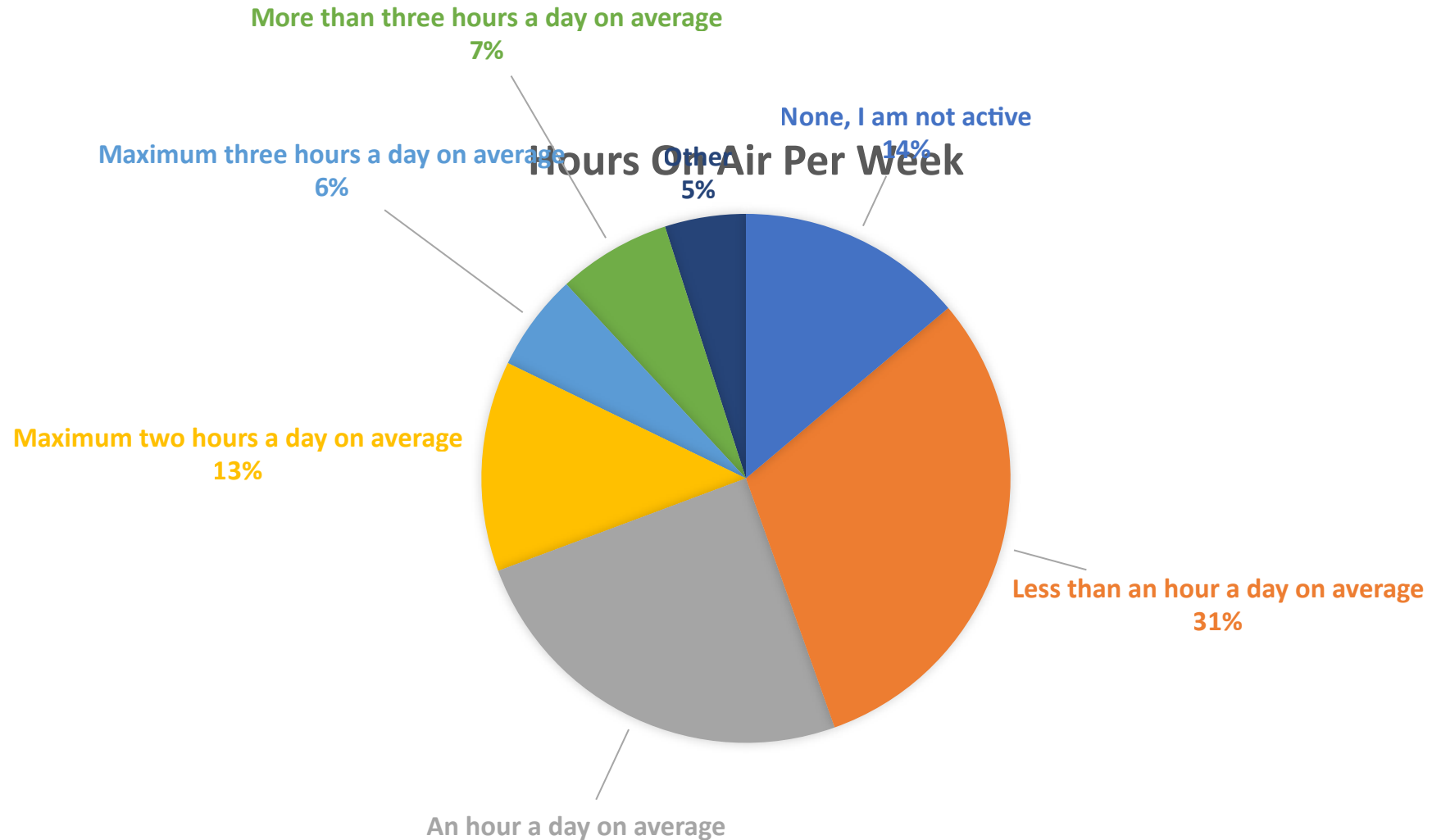
Currently Belong To Local  
Amateur Radio Club



Characteristic	%
Total	64%
Ham > 5 years	49%
Technician class	41%
Extra class	72%

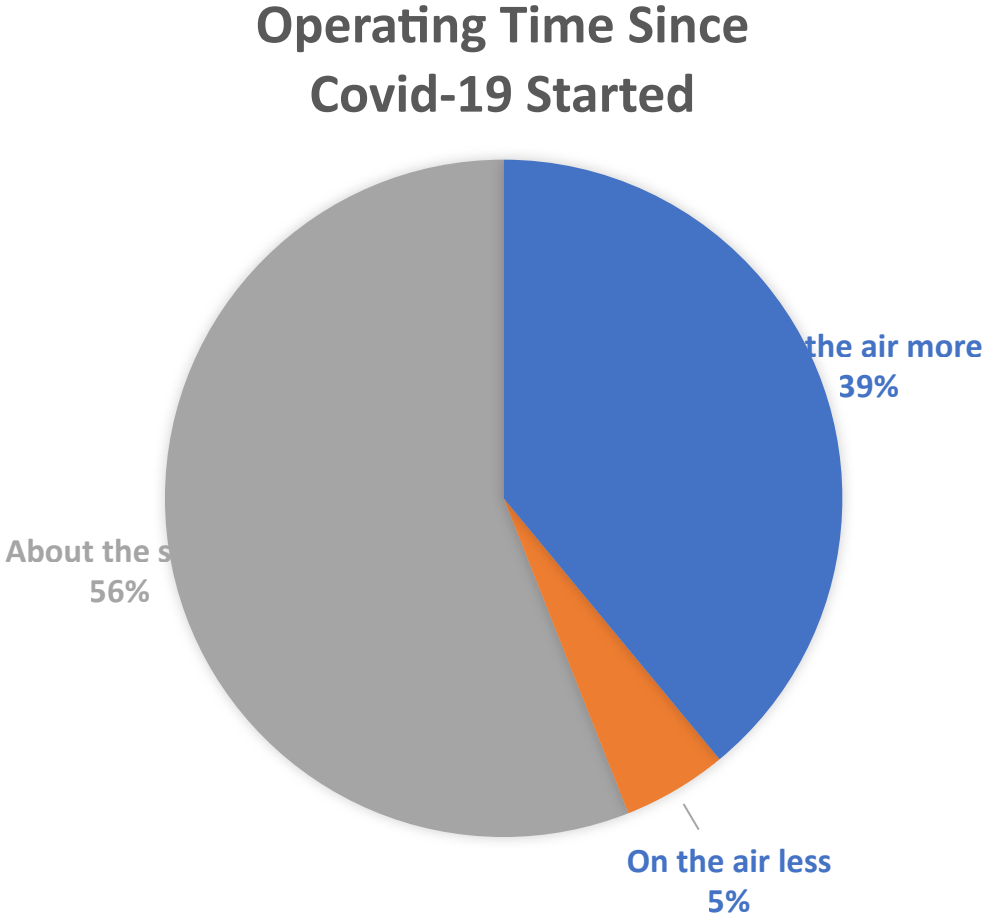
Two in three respondents claim to belong to a local amateur radio club. Young hams and Technicians are less likely to belong to a local club.

# In an average week, about how many hours would you say you are on the air? (ALL MODES)



About one in seven respondents are currently not active; nearly half are on the air an hour a day or more.

# Since the Covid-19 pandemic started, would you say that you have been on the air more, less or about the same?



Air-time for respondents has increased since Covid-19 started with one in three claiming to be on the air more. 19

## **Attitudes and Opinions About The ARRL**

## How satisfied are you with the ARRL currently and the general direction it is taking?

Level of Satisfaction	%
1 Very dissatisfied	3%
2	5%
3 Neither dissatisfied nor satisfied	33%
4	33%
5 Very satisfied	26%
Weighted Average	3.73

About one in four respondents are “very satisfied” with the current direction of the ARRL while fewer than one in ten express a current dissatisfaction (score of 1 or 2). The weighted satisfaction score is 3.73/slightly above the mid-point.

## How satisfied are you with the ARRL currently and the general direction it is taking?

Level of Satisfaction	Total %	Extra %	General %	All Else %
1 Very dissatisfied	3%	4%	1%	2%
2	5%	6%	5%	4%
3 Neither dissatisfied nor satisfied	33%	33%	35%	30%
4	33%	34%	31%	30%
5 Very satisfied	26%	23%	27%	34%
Weighted Average	3.73	3.69	3.78	3.87

Satisfaction was similar across license classes with Extras slightly less satisfied (70% of the sample) while other classes scoring higher.



## How satisfied are you with the ARRL currently and the general direction it is taking?

Level of Satisfaction	Total %	NNJ %	ENY %	NLI %
1 Very dissatisfied	3%	4%	3%	2%
2	5%	6%	6%	5%
3 Neither dissatisfied nor satisfied	33%	31%	34%	35%
4	33%	32%	34%	32%
5 Very satisfied	26%	27%	22%	28%
Weighted Average	3.73	3.74	3.66	3.79

There is also little variation by Hudson Division section with NLI scoring a slightly higher level of satisfaction and ENY slightly lower.

## How satisfied are you with the ARRL currently and the general direction it is taking?

Level of Satisfaction	Total %	Life Member %	Made Donation Last 5 Years %	Current Volunteer %
1 Very dissatisfied	3%	2%	5%	1%
2	5%	5%	5%	4%
3 Neither dissatisfied nor satisfied	33%	34%	24%	33%
4	33%	39%	34%	36%
5 Very satisfied	26%	20%	32%	26%
Weighted Average	3.73	3.71	3.85	3.81

Recent donors and current volunteers had slightly higher levels of satisfaction than the overall sample and Life Members.

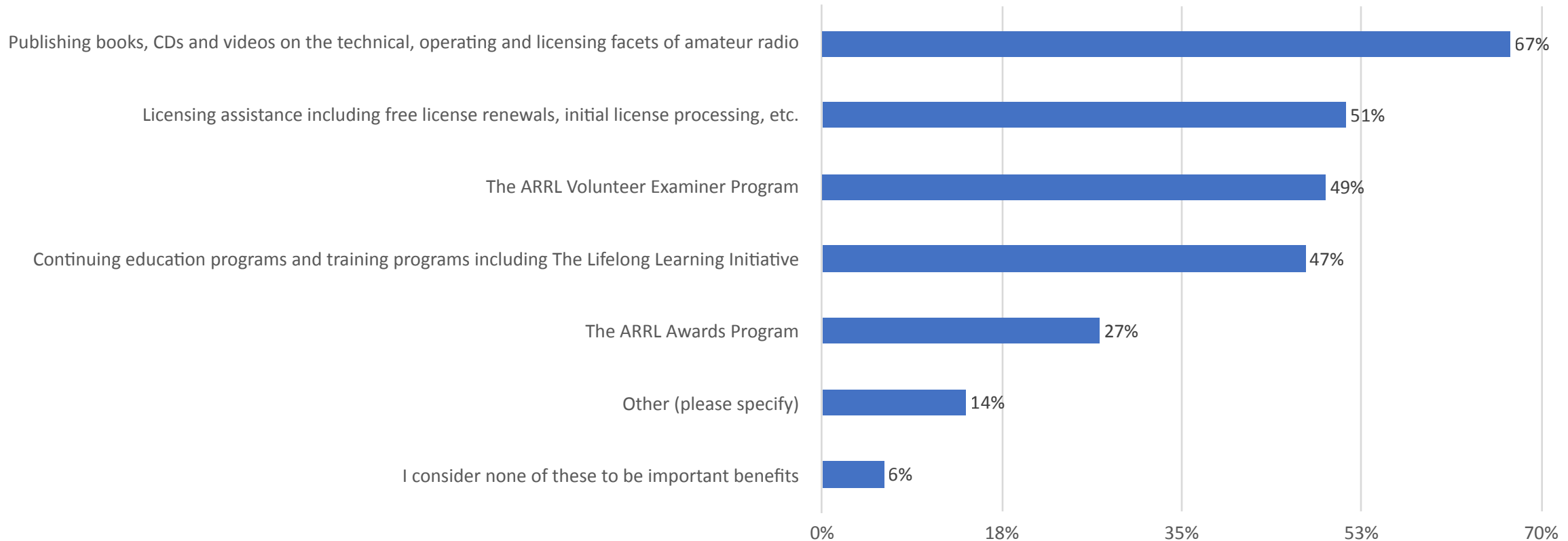
## How would you rank the following benefits of ARRL membership in order of importance to you?

	% Most Important	Weighted Score
Publishing magazines such as QST, QEX, National Contest Journal and On The Air to keep me up to date on amateur radio	60%	2.46
Members-only services such as LOTW (Logbook of the World) and the QSL Bureau	26%	1.79
Digital communications such as The ARRL Letter, Hudson Division News, K7RA Propagation and DX News	14%	1.75

Publishing magazines is considered “most important” as an ARRL membership benefit when compared with member-only services such as LOTW or more frequent digital communications such as the ARRL Letter, etc.

# Which of the following represents the most important benefits of ARRL membership to you? (CHECK ALL THAT APPLY)

Selected "Most Important" Benefits of ARRL Membership  
In Descending Order



Publishing (including print/CD's/video) is considered a more important member benefit when compared with the VE program, licensing assistance, continuing education programs and the awards program.

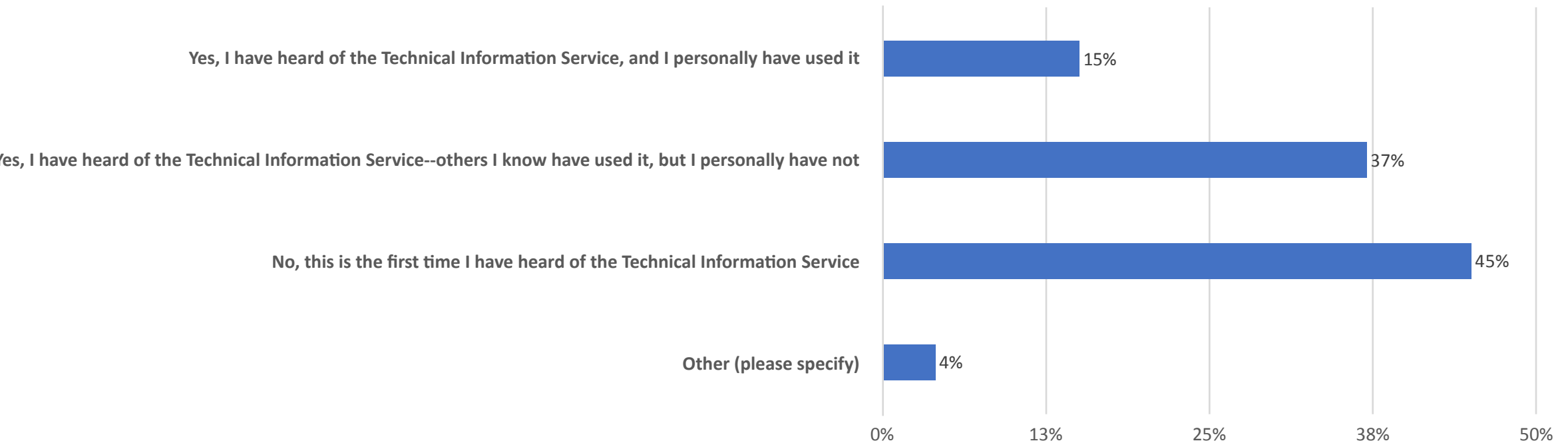
## How would you rank the following initiatives of the ARRL in order of importance to you?

Protecting the amateur radio spectrum for myself and others	56%	2.39
Being an advocate for amateurs in regulatory issues (such as towers, zoning, etc.)	27%	2.01
Promoting and marketing amateur radio to government, the media and the public	17%	1.59

Protecting radio spectrum (a personal impact) had greater importance to respondents than did being an advocate for regulatory issues or the promotion/marketing of amateur radio (a collective impact).

**The ARRL Technical Information Service is an ARRL members-only resource for technical problems--including a large collection of material available for free download. It also includes ARRL field volunteers who can provide local assistance and your ability to contact ARRL lab staff for assistance with ham radio questions by mail, email or phone. Have you heard of this service and/or taken advantage of it through your membership?**

Awareness of ARRL Technical Information Service



More than half of the sample had heard of the ARRL Technical Information Service. One in seven had personally taken advantage of it.

**Many members tell us that their primary interaction with the ARRL is only through receiving their monthly edition of QST Magazine. Other members say that they interact with the ARRL in other ways than by just receiving the magazine. How about you? Where on the following scale would you say you would put yourself regarding your personal interaction with the ARRL?**

I have no personal interaction at all with the ARRL (1)	4%
(2)	2%
My only interaction is through receiving QST Magazine monthly (3)	37%
(4)	25%
I have personal interaction with the ARRL that is more than just receiving QST Magazine monthly (5)	32%
Weighted Average	3.77

Perceived interaction with the ARRL is slightly greater than just receiving QST magazine alone for survey respondents. Nearly one in three (32%) claimed to have a personal interaction that is more than just receiving the magazine alone.

Many members tell us that their primary interaction with the ARRL is only through receiving their monthly edition of QST Magazine. Other members say that they interact with the ARRL in other ways than by just receiving the magazine. How about you? Where on the following scale would you say you would put yourself regarding your personal interaction with the ARRL?

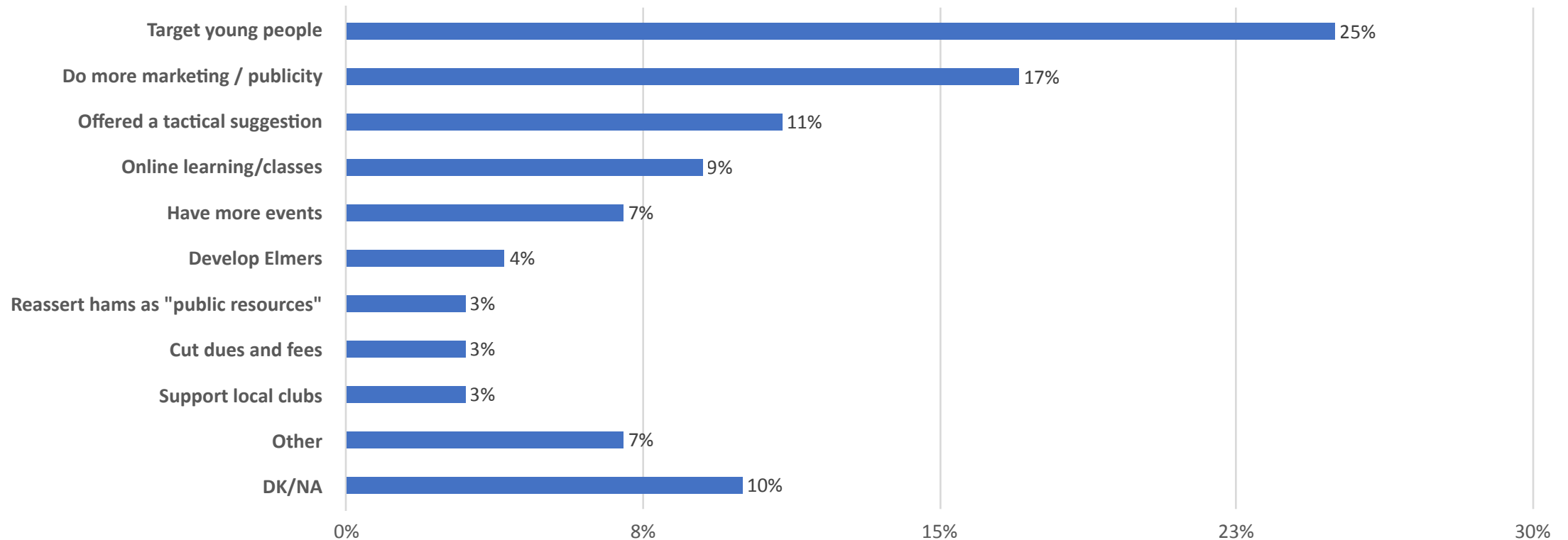
	“I have personal interaction with the ARRL that is more than just receiving QST Magazine monthly” (Score =5)	
	% of Subgroup	Index
Total	32%	100
Current Volunteer	50%	156
Current Donor (last five years)	46%	144
Life Member	41%	128
Extra Class	39%	122
Ham 11-35 years	35%	109
Age 60+	33%	103
Ham 36 or more years	32%	100
Ham 10 years or less	27%	84
All other classes	19%	59

Respondents with a current stake in ARRL generally have more interaction than just receiving QST magazine.



# In your opinion, what should the ARRL be doing better or differently to encourage new people to learn about amateur radio and join the hobby?

Suggestions To Grow Ham Radio  
Coded Responses



Asked open ended, targeting young people, doing more marketing and/or promotion and a specific tactical idea or suggestion was the most frequent response to encouraging new people into the hobby.

# In your opinion, what should the ARRL be doing better or differently to encourage new people to learn about amateur radio and join the hobby?

## Selected Responses

*Similarly, to the Society of Broadcast Engineers' Mentorship program, ARRL can actively "pair" interested "newbies" with willing, experienced Amateurs who will be able to effectively encourage and enable them to pursue a lifetime of learning, who will then themselves mentor others (BTW: "mentor" is a better, more-generally-understood term than "Elmer".)*

*Some of your publications are too advanced or technical. I recently have been disappointed by the new Handbook. It was a lot less practical than I hoped for. "On the Air" is a great thing for new hams, but there seems to be a gap between beginner and expert.*

*I do not think the problem is getting new people. The problem is getting people that have higher licenses and learn more than a one-day class and pass a test.*

*Perhaps the ARRL is already doing this but if not then outreach through energized amateurs to work with schools to get youth involved with electronics and amateur radio.*

*Become more involved in the Maker community.*

*More exposure to the public. "Product placement" in TV shows and movies maybe?*

*Write more basic, simple, easy to understand articles about digital modes, SSTV, and satellite communications.*

# In your opinion, what should the ARRL be doing better or differently to encourage new people to learn about amateur radio and join the hobby?

## Selected Responses

*There are a lot of new communication modes. Placing a story about Amateur Radio "today" - in the N.Y. Times, perhaps - would engage people who have an old idea of what Amateur Radio can be.*

*Support the educational community in presenting the various technical facets of Amateur Radio, especially tie-ins with digital tech which today's youth are extremely into.*

*Since QST is the voice of amateur radio, how about publishing some realistic simple projects in the magazine? I will bet less than 5% would even attempt to try some of these interesting but impossible projects. Even if the technology is a bit dated, it would be fun to build something and use it on the air. Overall, I give the ARRL staff a 10 for their commitment and passion for our hobby.*

*Stay focused on newer technology to attract newer younger members, the Gil Calendar idea was ridiculous ... nobody below 60 even knows about it .... the Field day VW Bug theme also from way in the past .... stop concentrating on the old, glory days ... we need to be concentrating on the present and future.*

*While pushing emergency capabilities is obviously important for safety and frequency preservation, perhaps embracing the maker community should be pushed even more than it must embrace younger demos. I know the ARRL has been pushing better to get younger hams the last decade plus, perhaps that should be further pushed.*

# In your opinion, what should the ARRL be doing better or differently to encourage new people to learn about amateur radio and join the hobby?

## Selected Responses

*While pushing emergency capabilities is obviously important for safety and frequency preservation, perhaps embracing the maker community should be pushed even more than it must embrace younger demos. I know the ARRL has been pushing better to get younger hams the last decade plus, perhaps that should be further pushed.*

*The league needs to promote amateur radio as part of the STEM initiative. Young persons need to learn that there is more to communication at a distance other than taking the cell phone out of their pocket.*

*The HAMs I know do not seem to understand their relationship to public service and community. This relationship seems to have broken down. Maybe our volunteer firemen could be talked up somehow. I do not know.*

*Focus on twenty-first century communication techniques instead of the excessive promotion of HF CW and SSB contacts and contests. Become more relevant to urban dwellers.*

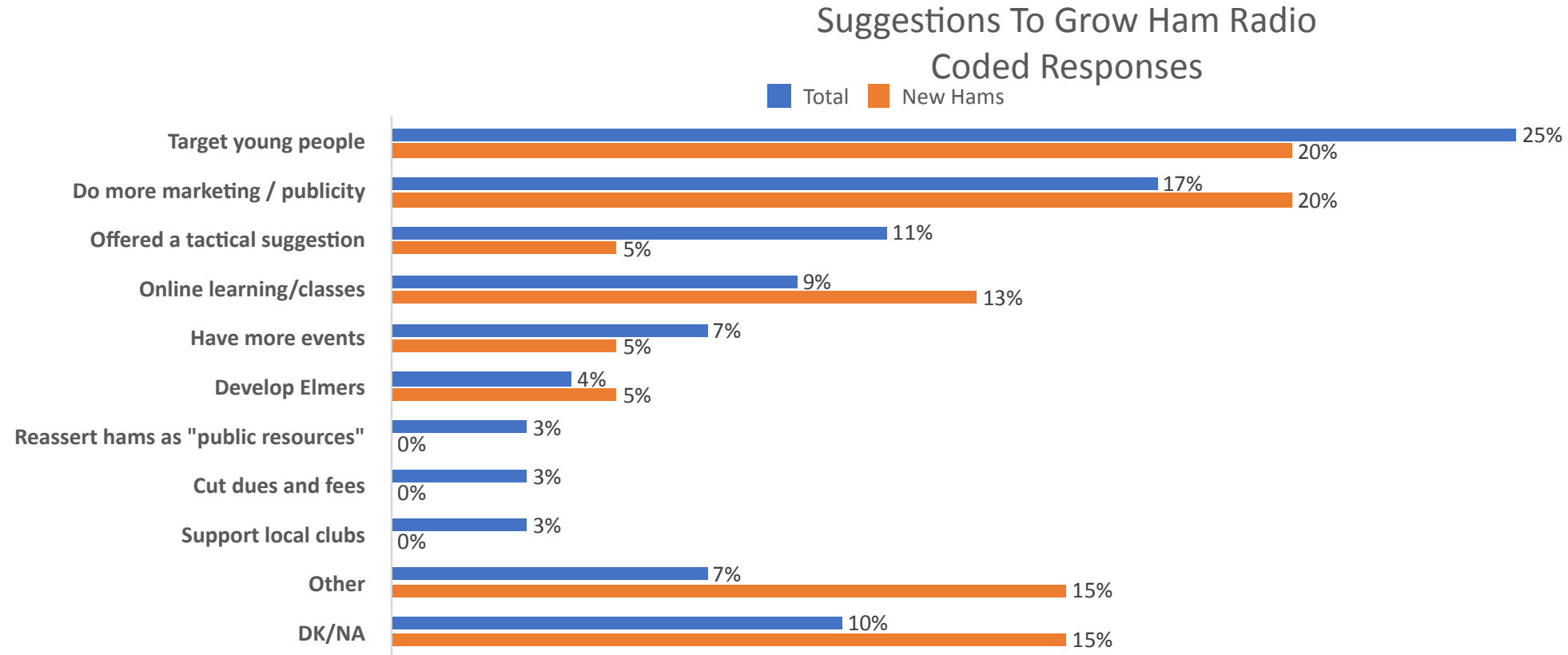
*More digital media presence to attract young people*

*Professional Marketing Initiative*

*Get younger people out there representing ARRL and Ham Radio in the schools, communities to the media etc. Every article I see in QST has aging baby Boomers like myself as the face of the hobby and I think that needs to change or the hobby may die with us.*

# In your opinion, what should the ARRL be doing better or differently to encourage new people to learn about amateur radio and join the hobby?

Total Compared With Hams Licensed 1-3 Years



Newly licensed hams (3 years or less) think that doing more marketing/publicity, targeting young people, and having online learning and classes might encourage new people to learn about amateur radio.

## Characteristics Of Respondents Licensed Three Years or Less Compared With Total Sample

	All Respondents	Licensed 3 Years Or Less	Index
Age 39 or less	2%	13%	650
Hold General or Technician license	30%	60%	200
Belong to local amateur radio club	64%	51%	80
Belong to social media amateur radio groups	54%	47%	87
Rely on video “a great deal”	23%	39%	170
On air during an average week	86%	24%	28
On air more during Covid-19	35%	33%	94
Overall satisfaction with ARRL	3.73	3.91	--

“New hams” are more likely to hold Tech or General licenses, are younger in age, are less likely to belong to local ham clubs or social media groups. Are far less likely to be on the air in an average week but hold higher levels of satisfaction than our sample as a whole.

# **In your opinion, what should the ARRL be doing better or differently to encourage new people to learn about amateur radio and join the hobby?**

**Total Compared With Hams Licensed 1-3 Years  
Selected Comments**

*Advertise to get more of the younger generation involved in the hobby*

*Show young people in ham radio on social media doing significant volunteer activities, making a difference*

*Work to spur activity on frequencies for which technicians use most. Once they get a taste of radio, they will be more likely to continue.*

*Advertising on social media...like other organizations do.*

*Having more new voices be heard in ARRL publications, such as a new column in Over the Air written by a (different) new amateur radio operator each issue. Establishing forums for new amateurs to share knowledge with other new amateurs and organize around the issues important to them.*

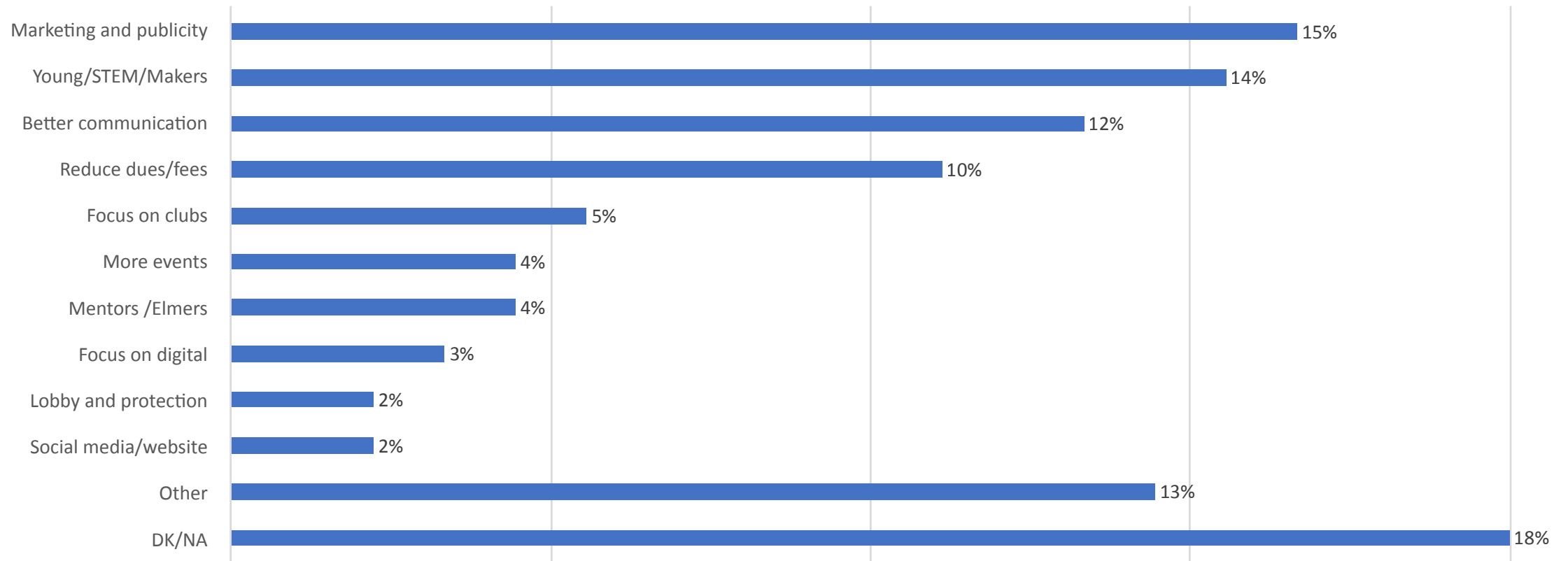
*Encourage "Elmers". On-site station and operation assistance for newly licensed hams. Mainstream advertisements for the hobby. There is too much emphasis on social media to promote. Not all people use Facebook.*

*Offer Lessons by YouTube or Zoom*

*Get more involved in schools and get with science teachers to promote the science of radio*

# In your opinion, what should the ARRL be doing better or differently to grow membership in the ARRL?

Suggestions To Grow ARRL Membership  
Coded Responses



More marketing/publicity, reaching out to the young in general or via STEM or Maker programs and better communication between HQ and the membership were the most-often opinions offered to grow ARRL membership.



# In your opinion, what should the ARRL be doing better or differently to grow membership in the ARRL?

## Selected Responses

*I took a technician's license exam prep class at a local club, and the instructor presented ARRL as an important part of being an amateur radio operator. Can't think of any better sell than that.*

*Publicity in the media. Specific cases reported locally.*

*It's all about perceived value. To me, there is value in the magazine and the learning component. Some people are turned off because they don't see value. Maybe a greater emphasis on what you can do for me that no one else can. I think the education could be a big draw.*

*Perhaps it's time to emphasize that being an "Amateur" is more than "radio" but more like a "communications community." Back to the SBE: in the past year or so, we've been "rebranded" as: "SBE - The Association for Broadcast and Multimedia Professionals" and actively recruit/welcome/mentor those who are not/could not employed in a traditional (RF-)"broadcast" facility.*

*Provide some videos for YouTube on many of the issues hams want to learn. I constantly look to YouTube and find some well meaning but unprofessional videos that I believe the ARRL could and should be providing instead of some dubious source.*

# In your opinion, what should the ARRL be doing better or differently to grow membership in the ARRL?

## Selected Responses

*When I speak to family and friends about amateur radio and ARRL I often draw a comparison to the NRA. I think our biggest challenge going forward is defending our band privileges from commercial encroachment. I see two prongs to this approach: (1) ARRL being on the front lines with our representatives in Washington and getting our membership to get on the air and use the bands. Therefore, the ARRL should emphasize the importance of membership to strengthen our defensive posture and a vocal messages to get on the air and utilize the bands as much as possible.*

*Getting clubs to notify media and get outside, set up a station and have a Ham Event would go a long way.*

*Find out what's important to non-members*

*Provide materials to help ham operations. i.e.. band plans, maps, logging services, QSL card printing, member discounts on equipment.*

*More interaction with local clubs.*

*Improve the website. It makes the first impression on newcomers to the hobby.*

*Update the membership brochure and give to VEs to give out at exams.*

*If membership is not growing, or growing enough, get a different person, group, or company to take over. Don't think you know "how" internally. That almost never works.*

# In your opinion, what should the ARRL be doing better or differently to grow membership in the ARRL?

## Selected Responses

*Many hams, even long-time ones, view the ARRL as strictly a publishing organization. This perception needs to change. Potential members must understand that the ARRL is their advocate in DC and the international community.*

*Make sure members are truly getting value, as they perceive it, not as the ARRL perceives it, from membership that exceeds the cost.*

*Publicize, through local clubs, the positive things that the league is doing. No one wants to hear about the League's internal political issues. Subsidize the first few months of QST to hams newly licensed through the ARRL VE programs.*

*Lower cost of membership.*

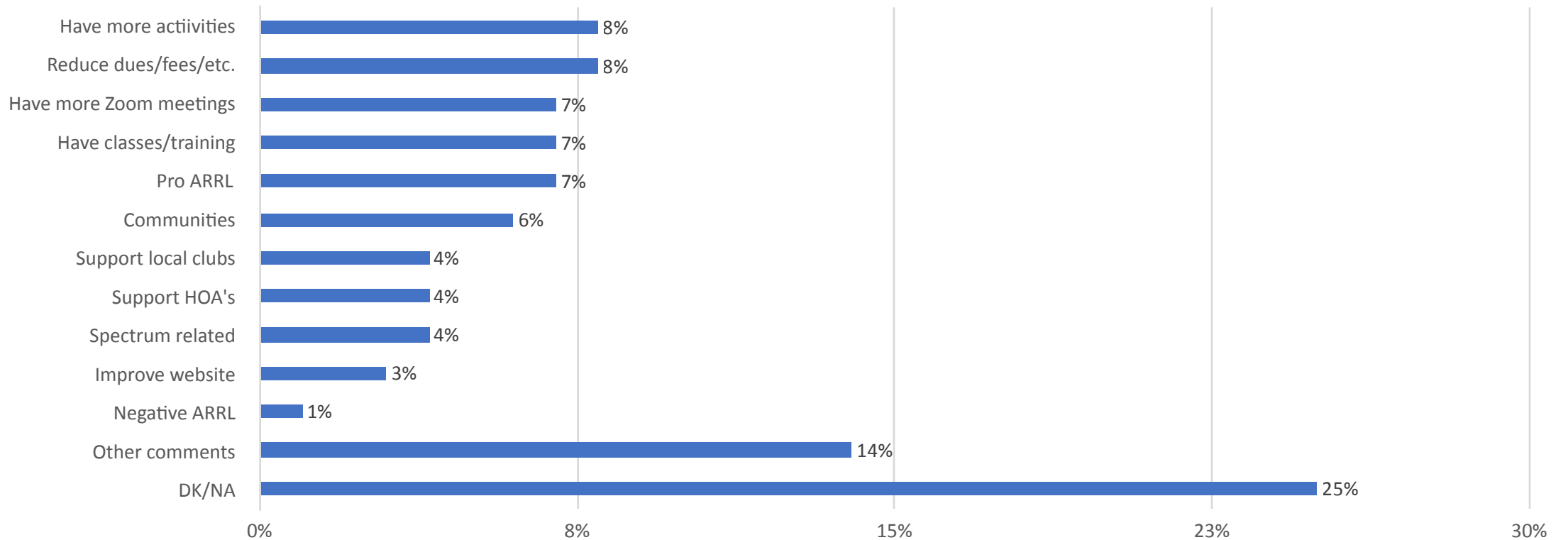
*Apparently there are many folks who take the test and never go further. Encourage club membership that would get them involved and have a reason to join ARRL.*

*They need to create a better public image. I venture 99% of the public do not know the ARRL exists or what it does. Most only learn of the ARRL when they get a license.*

*The League should be emphasizing those aspects of the hobby that benefits from League services. The shack on the belt types see no benefit/need to join because they don't use any of the services.*

# What is the one thing the ARRL could do right now during the Covid-19 pandemic that would matter most to you as a member a year from now?

One Thing That Would Make A Difference In Next Year  
Coded Responses



Respondents found a specific suggestion to be difficult. Aside from reducing dues or fees, having more activities, more Zoom meetings, classes and/or training and supporting local clubs and local communities were items that would make the most difference a year from now.

# What is the one thing the ARRL could do right now during the Covid-19 pandemic that would matter most to you as a member a year from now? (Notable Comments)

*Revitalize the HQ staff to re-engage the technical. (QST does not have a technical editor or editors.) Review current non-HQ, contributing staff to reconfirm if they still should be doing their jobs; even before C19, HQ had become far too virtual and leanly staffed as a result of serial upper-management failures.*

*Perhaps hosting an on-line ARRL National Convention (stand alone--separate from whatever takes place with Dayton). I think the most recent stand-alone ARRL Convention was the (very enjoyable) Centennial in 2014. The previous ones were quite a few years prior to that. I suspect they were discontinued for financial reasons. But I think that on-line conventions are much more economical to produce (and attend!) and this would be an opportunity to conduct one as a test for possible future ARRL National on-line conventions following the pandemic. I know that Ham Radio University fulfills this, to some extent, but it seems to be targeted more to the Hudson Division Audience.*

*Started to bring licensing out of the paper jungle into the computer age. It was not that hard, but would never have happened if we did not have the crisis. Seriously, sitting through all those VE sessions, completing all that paperwork and then sending it by mail. You would have thought you stepped back in time to before anybody had a cell phone or computer. The ARRL could have had a portal or application that could manage the whole testing process and would be over as soon as each VE submitted their input. But no we fill in lots of paperwork and send checks through the mail.*

# What is the one thing the ARRL could do right now during the Covid-19 pandemic that would matter most to you as a member a year from now? (Notable Comments)

*Highlight any participation by the amateur community in the efforts to help those in need and/or assisting the medical community.*

*This is a good way to get the amateur radio message to the general public.*

*Apply equal focus to those who have been life-long participants in the hobby but also to those who are just getting started and interested in discovering a path forward.*

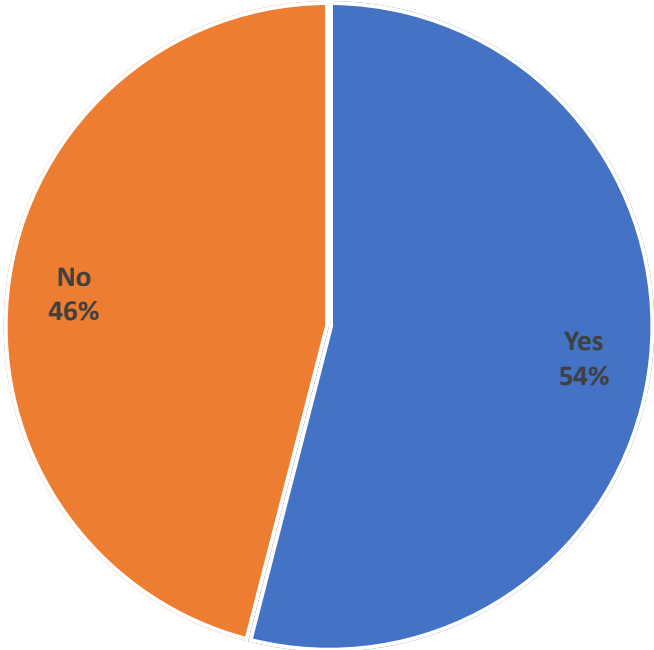
*ARES preparedness. Grow us towards emergency communications.*

*ARRL could be better engaged with its membership. It could manage and distribute a dynamic database of active communities and repeaters based on the latest information, sourced on the ground from member clubs. My local ARC (OMARC, ENY) has been highly active especially during Covid with two new "temporary" daily nets, conducted now about 280 times each (since March, 2020). In addition, we have continued to conduct our regular two weekly topical nets. This local ARC momentum has now also created a weather-net protocol, which we activated for the recent snow event. Meanwhile, ARRL continues to spend energy to publish and promote publications such as its "Repeater Directory", a document that is likely always stale before it even goes to press*

*Layout future plans to protect this hobby*

**Do you belong to any social media groups related to amateur radio from sources such as Facebook, Reddit, LinkedIn, Twitter, Pinterest, Instagram, etc.**

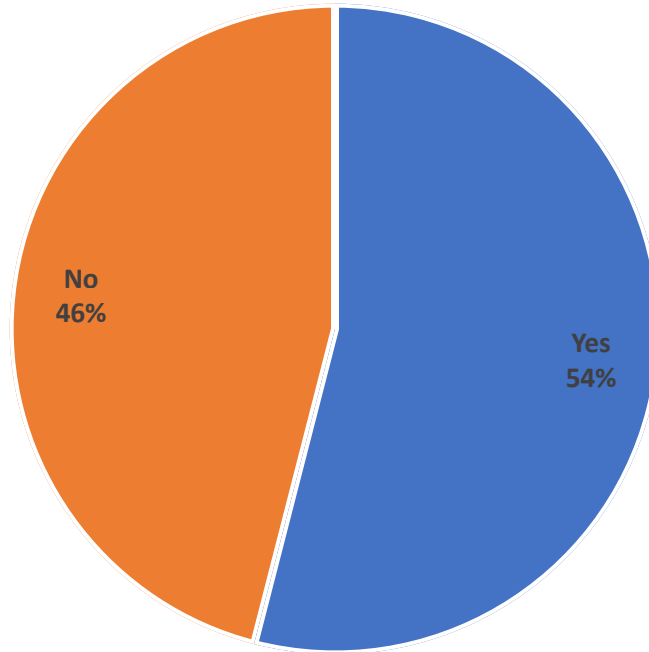
Belong To Selected Amateur  
Radio  
Social Media Groups



Just over half of all respondents claimed to belong to an internet social media interest group.

# Do you belong to any social media groups related to amateur radio from sources such as Facebook, Reddit, LinkedIn, Twitter, Pinterest, Instagram, etc.

Belong To Selected Amateur Radio Social Media Groups



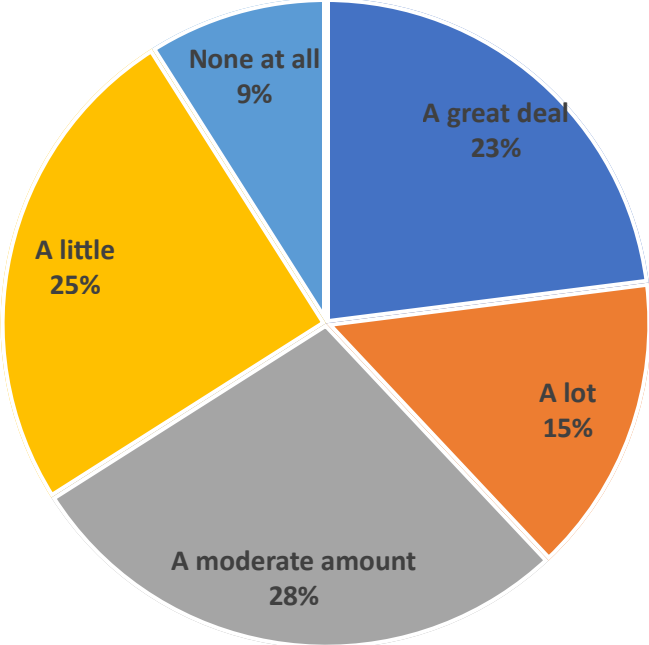
Group	%
Total	55%
Extra Class License	55%
All other class licenses	55%
Licensed under 10 years	57%
Licensed 11-35 years	58%
Licensed 36+ years	51%

Just over half of all respondents claimed to belong to an internet social media interest group. There is little variation by license class or years licensed.



# How much do you rely on video internet sites (such as YouTube) for learning, instruction and other self-help about amateur radio?

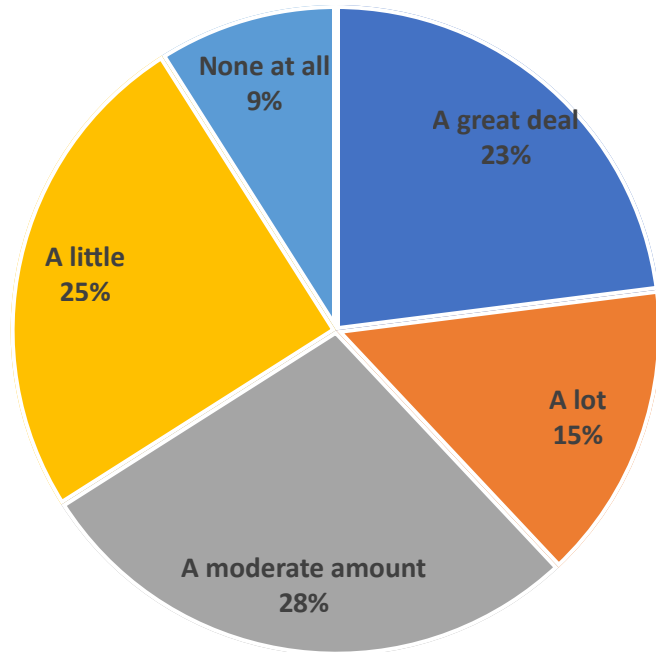
Reliance On Internet Video Sites For Instruction or Self-Help



Two respondents in three claimed to use internet sites for instructional videos; nearly four in ten used them “a lot” or “a great deal”.

# How much do you rely on video internet sites (such as YouTube) for learning, instruction and other self-help about amateur radio?

Reliance On Internet Video Sites For Instruction or Self-Help

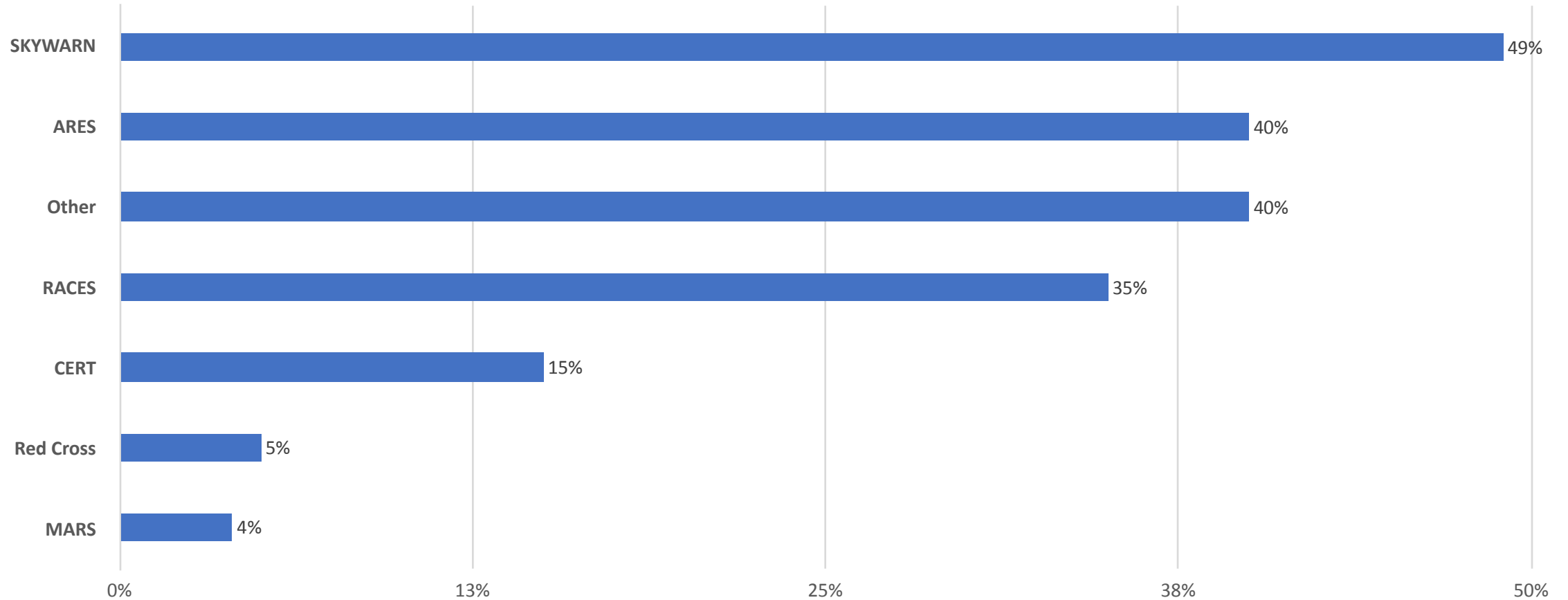


Rely "A Lot"/"Great Deal" On Video	%
Total	38%
Ham > 10 years	51%
Technician/ General class	46%
Extra class	32%
Age 18-59	49%

Hams licensed under 10 years, Technicians/Generals and those under the age of 60 are more likely to use videos "a lot" or "a great deal".

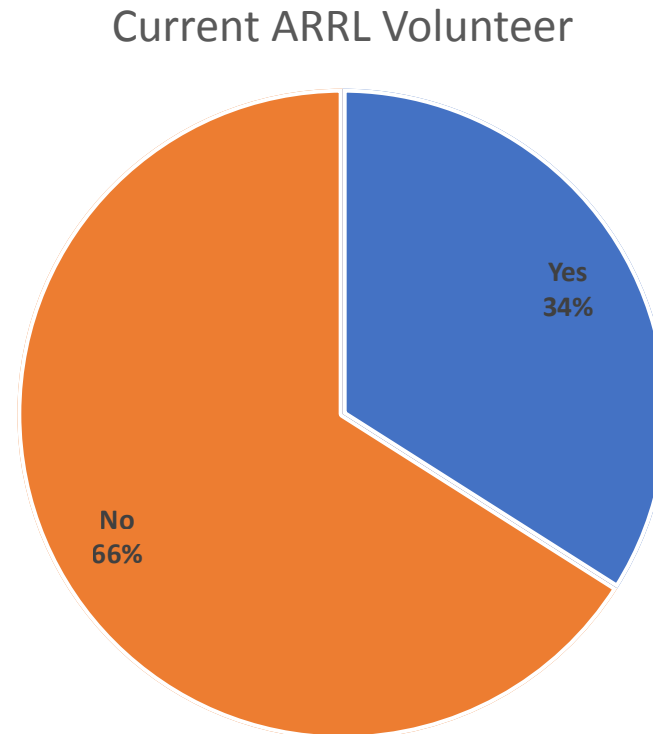
# Do you belong to any of the following...?

Participation In Selected  
Public Service Activities



Our sample has a great deal of hams actively involved in public service – nearly half are involved in SKYWARN while four in ten are involved in ARES or RACES.

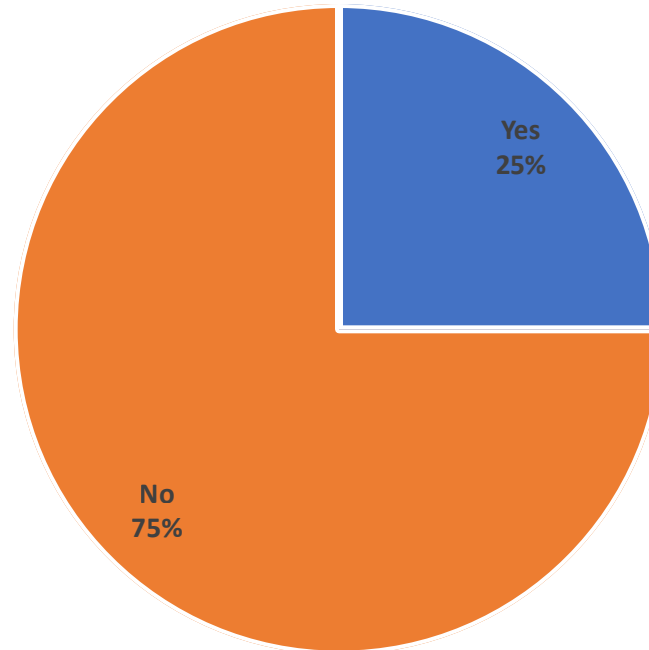
## Are you currently an ARRL volunteer (such as a Volunteer Examiner, etc.)?



Four in ten respondents are currently ARRL volunteers.

# Would you be interested in becoming an ARRL volunteer?

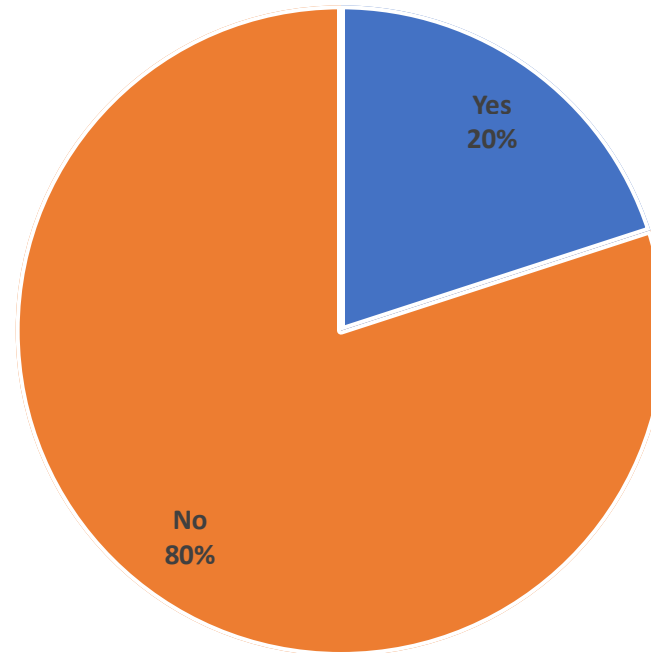
Interest In Becoming An ARRL  
Volunteer  
Among Current Non-Volunteers



75 Members have indicated that they would be willing to be a volunteer for the ARRL.

## Are you an ARRL Life Member?

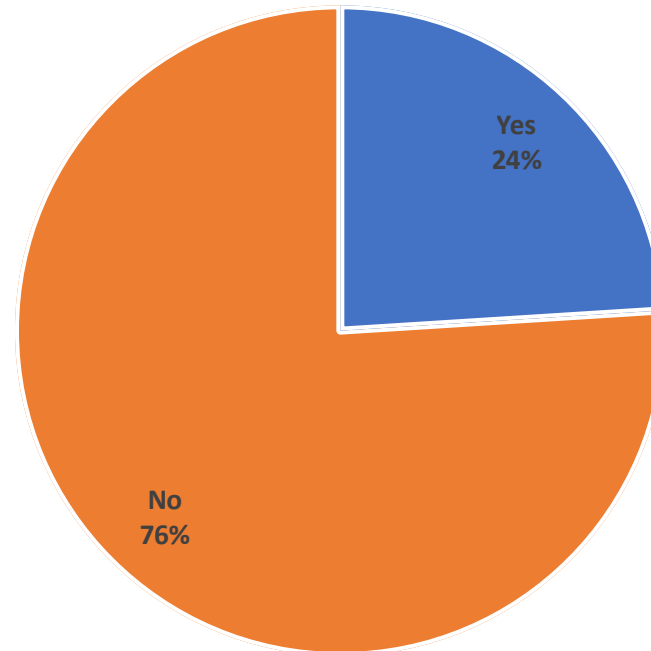
Current ARRL Life Membership



One in five respondents claim to be ARRL Life Members.

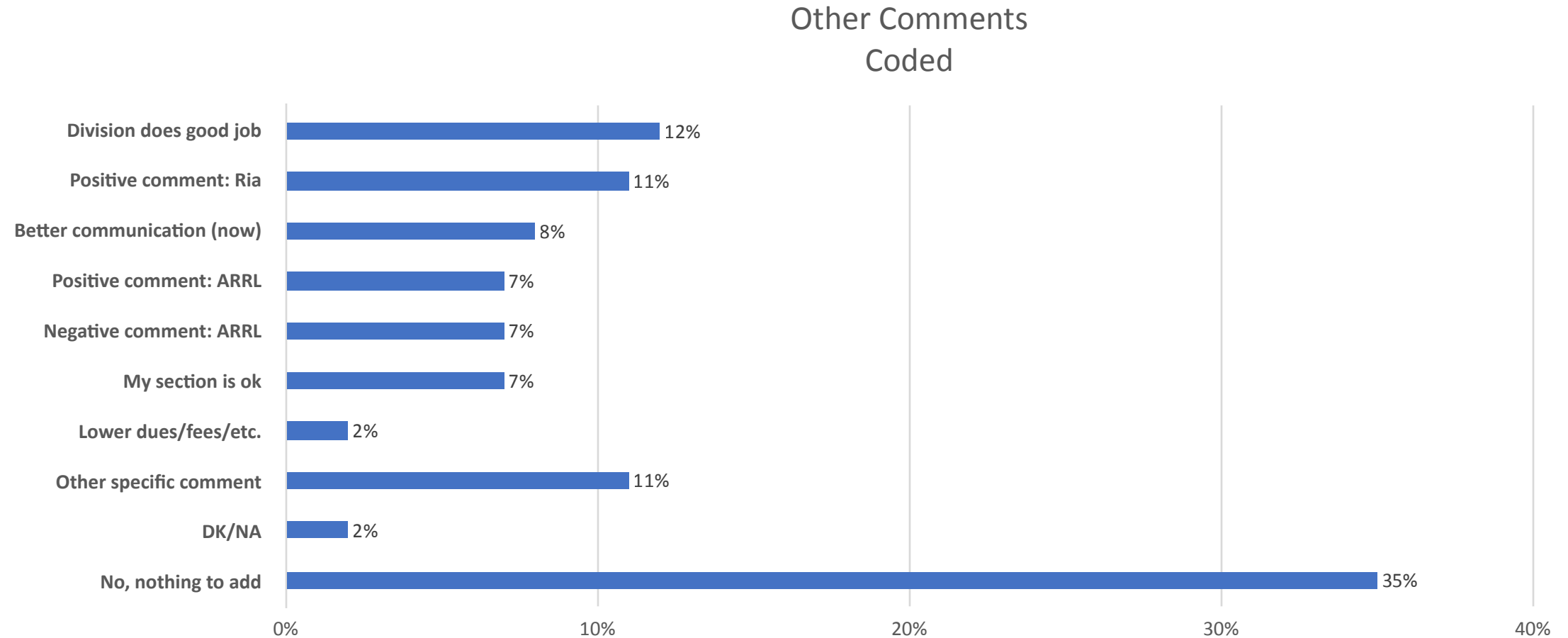
**Have you made a gift or contribution to the ARRL beyond membership dues for programs such as The Spectrum Defense Fund, Maxim Fund, Diamond Club, etc. in the last five years?**

Made A Non-Dues Donation To  
ARRL  
During Last Five Years



One in four respondents claim to be ARRL donors beyond annual membership dues.

# Finally, is there anything about the ARRL, the Hudson Division or your section that you would like to mention or comment about?



Positive assessments about the Director, the Division in general and communication as a specific defined the comments provided by members. The word cloud on the cover of this presentation reflects the open-ended verbatims.



# Finally, is there anything about the ARRL, the Hudson Division or your section that you would like to mention or comment about?

## Selected Comments

*Split the NYC from LI as soon as possible. There is no commonality between urban NYC and the suburban LI. NYC should be a separate section. The greatest city in the world should be its own ARRL section.*

*I appreciate Ria's availability and her communication style. She is an asset to the League.*

*Would like to see more EC drills utilizing various modes, coordination amongst neighboring sections, and publication of an overall emergency communication plan outlining everyone's roles & responsibilities.*

*The enhanced level of presence and dialog from Director Ria Jairam, N2RJ is something to be acknowledged and replicated downward. Ria's level of dedication and action is a driving contribution to my continued membership in The League.*

*I think our leadership has been exceptional recently and I would hope to see more diversity in demographic profiles (i.e., race, age, gender, etc.) going forward. That would be a great sign of our modern outreach.*

*I appreciate the updates and communication from the Hudson Division*

# Finally, is there anything about the ARRL, the Hudson Division or your section that you would like to mention or comment about?

## Selected Comments

*Our local ENY staff have always and continue to be there for us and help in any way they can.*

*I am glad for the renewed Division leadership and the visibility/activity of same, including this can't-remember-when-it-was-last-done survey.*

*I think Ria does a good job disseminating League information and trying to find out the opinions of her Division*

*Never seem to see anything in my area - Middlesex County, NJ*

*I believe that the current ARRL management team and our Division/Section leaders are doing a fine job.*

*The weekly ARRL letter and Hudson division newsletter is highly effective in communicating what is going on in the hobby. They help keep me informed on a weekly basis.*

*Despite being a League member for 20 years, I do not have any opinion on the League, the Hudson Division, or the ENY Section. They are mostly invisible to me. I love QEX, and although not an HF'er (go microwaves!) I try to read every page of QST. I own multiple ARRL books; my favorite is Experimental Methods in RF Design.*

*Jim Meezy, our SM, is doing an excellent job connecting with us through local clubs (SCRC & RCARC in particular).*

# Finally, is there anything about the ARRL, the Hudson Division or your section that you would like to mention or comment about?

## Selected Comments

*I know it is expensive, and I know it takes a huge administrative and organizational effort from a lot of people, but it would be great if we could bring back a Hudson Division Convention.... once pandemic lockdowns are over, of course. I think these conventions do a lot to generate ham radio comradery. 73 and thanks for the survey!*

*Feel that the last 4 or 5 years that the ENY section leadership has done a super job.*

*Ria N2RJ and Ed WX2R are very proactive in assisting new licensees as well as promoting ARRL and getting people active.*

*Yes, I am happy with our section leader Jim Mezey W2KFV. He has done more for the Long Island clubs than anyone prior to him. He is an asset to the ARRL.*

*I have found Ria, Kris, and Ed incredibly supportive.*

*I think the division could do a better job of making contact information of our director, SM, SEC, local ECs, STM so that potential newcomers can discuss the various facets of our hobby.*

*Coming from another area, it is refreshing to see the leadership team in this division to be an asset.*

## About Customers by Design LLC

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