



## 2024-2025 Member Satisfaction & Strategic Planning Survey

This survey is for members of the Columbia Montour Chamber of Commerce. Thank you for your membership and your valued investment in our business community. Your feedback is crucial to helping us improve the services we offer and better meet the needs of businesses in our region. The estimated time to complete this survey is 20 minutes. Your answers will remain confidential. If you would prefer to take the survey online, please follow the QR code above.

\* Required

### General Information

1

**How long have you been a member of the Columbia Montour Chamber of Commerce? \***

- Less than 6 months
- 6 months to 1 year
- 1 year to 5 years
- 5+ years
- Other

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**What is the nature of your business/organization? \***

- Retail
- Professional services
- Manufacturing
- Nonprofit
- Healthcare
- Agriculture
- Hospitality
- Other

## Member Satisfaction

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What do you like most about being a member? \*

4

Is there anything you don't like about your membership? If so, please elaborate.

5

The Chamber is committed to five focus areas (shown in the image at the right) as the primary mechanism to drive the value proposition of Chamber membership.

**Using the image as your guide, please rank the Chamber's Five Focus Areas in order of importance to your business.** (Beside the name of the focus area listed below, please write in a rank from 1 to 5, ranking your choices with most important at the top, and least important at the bottom.) \*



Advocacy

Benefits Programs

Business Connections

Strengthening our Communities

Employee Development

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"The mission of the Columbia Montour Chamber is to represent local employers in support of vibrant and sustainable communities in Columbia and Montour Counties."

**How would you say the Chamber is doing at meeting its mission (listed above)? \***

- The Chamber is right on track.
- The Chamber is mostly on track.
- The Chamber is slightly off track.
- The Chamber is mostly off track.
- The Chamber is completely off-track.

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**Please elaborate on your answer to the above question.**

8

**Which of the following services or benefits have you used in the past year?** (Select all that apply.) \*

- Advocacy**
- Chamber committees** (Manufacturer's Council, Montour Task Force, Chamber Ambassadors, Government Affairs)
- Low-interest loan or savings programs** (World Kinect Energy Services, MyBenefit Advisor, Penn National Insurance Program, SECV8)
- Marketing & advertising opportunities** (Newsletter, website, Annual Report, ChamberPack, Business Matters, Annual Membership Directory)
- Networking events** (Membership Mornings, Business After Hours, Annual Meeting & Awards Ceremony, Annual Golf Outing, Holiday Open House, Legislative events, Municipal Officials Appreciation, Ribbon Cutting Ceremony, etc.)
- Professional development programs** (Rise & Thrive events, seminars and workshops, Management & Leadership course, Leadership Central Penn, Business Leadership Forum, Chamber Foundation youth & adult programming)
- Referrals or business and/or community involvement opportunities**
- Regional collaboration and community partnerships**
- Other

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**On a scale of 1 to 5, how satisfied are you with the Chamber's overall value to your business?**  
(Scale: 1-very dissatisfied; 2- dissatisfied; 3-neutral; 4-satisfied; 5-very satisfied) \*

1

2

3

4

5

10

**Are there any additional resources or services that you would like to see offered by the Chamber?**

## Focus Area Feedback

### Advocacy

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How satisfied are you with the Chamber's efforts in advocating for business-friendly legislation at the local, state, and federal levels? \*



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What specific areas of advocacy would you like the Chamber to focus on in the future?

13

Do you feel informed about the Chamber's advocacy efforts and their impact on your business? \*

- Yes
- No
- Somewhat

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Please provide any suggestions for improving communication about our advocacy work.

## Focus Area Feedback

Business Connections: Events, Communications & Committees

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**Do you think the Chamber's events provide valuable opportunities for collaboration and business growth? \***

- Yes
- No
- Somewhat

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**How would you rate the quality of the Chamber's events and programs? \***

1	2	3	4	5
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**How frequently do you attend Chamber events or meetings? \***

- Never
- Rarely (1-2 times per year)
- Occasionally (3-5 times per year)
- Frequently (6+ times per year)

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**What types of events would you like to see more of?** (Select all that apply.)

- In-person networking events
- virtual networking options
- Educational seminars/workshops
- Industry-specific events
- Social events
- Small group/roundtable discussions
- Community service opportunities
- Other

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**How effective do you find the Chamber's networking events in helping you develop business relationships? \***

- Very effective
- Somewhat effective
- Neither effective nor ineffective
- Somewhat ineffective
- Very ineffective

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**How do you prefer to receive communication from the Chamber? \***

- Email
- Phone calls
- Newsletters
- Social Media (Facebook, LinkedIn)
- Chamber website/blog
- Other

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Are you currently subscribed to the Chamber's *Ebiz Weekly* Newsletter? \*

- Yes
- No
- I'm not sure
- Not yet, but I'd like to be!

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Are you currently subscribed to the Chamber's *Member News* weekly Newsletter? \*

- Yes
- No
- I'm not sure
- Not yet, but I'd like to be!

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Which Chamber content do you find most relevant? Please select all that apply. \*

- Chamber news and events
- Community events
- Content that helps me manage my business and stay informed on local trends (HR, benefits, professional development topics, etc.)
- Local advocacy issues
- State advocacy issues
- Federal advocacy issues
- Leadership topics
- Member news
- Training opportunities



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**On a scale of 1 to five, how effective do you find the Chamber's communication with members?** Scale: (1 star - very ineffective; 2 stars - ineffective; 3 stars - neutral; 4 stars - effective; 5 stars - very effective.) \*



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**Please rate your interest in a future Chamber text-alert.** (At this time, there is no text service offered for Chamber updates.) \*

- I would sign up to receive all Chamber text-alerts
- I would sign up to receive certain kinds of Chamber text-alerts.
- I would not sign up to receive any Chamber text-alerts.
- I would be interested in sponsoring Chamber text alerts.
- Other

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**Are you currently serving on a committee? \***

- Yes
- No, I'm not interested.
- No, I have scheduling conflicts or work commitments that prevent me from joining.
- Not yet, but I'd like to join one!

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**Are you interested in taking on a leadership role within the Chamber? \***

- Yes
- No
- Maybe

## Focus Area Feedback

### Benefits Program

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**Which Chamber benefits programs have you explored in the last year?** (Please select all that apply.) \*

- Business insurance purchasing through the Chamber's dividend-generating broker, Penn National Insurance, and their local affiliates
- Insurance purchasing and savings programs for employees for supplement insurance like medical, dental, vision, and more through the Chamber's broker, MyBenefit Advisor
- Benefits and HR Consulting through the Chamber's broker, MyBenefit Advisor
- Energy purchasing for my business through the Chamber's energy broker, World Kinect Energy Services
- Assistance for individual employees with energy purchasing through the Chamber's energy broker, World Kinect Energy Services
- The Chamber's Low-Interest Loan program
- Job postings on the Chamber website
- Member-only advertising opportunities
- SECV8 discount
- Additional networking opportunities, such as One Million Cups Susquehanna Valley
- Other

## Focus Area Feedback

Employee Development

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**The Chamber and The Foundation of the Columbia Montour Chamber of Commerce partner to offer employee and workforce development programs for youth and adults. Please select the student and youth programs you are familiar with. (Select all that apply.) \***

- Classroom on Main Street**
- Education Improvement Tax Credit Program**
- K-12 Educator Summit**
- Learning for Life Career Exploring with Guest Lecturers** (in partnership with the Columbia Montour Council, BSA,)
- Path to Careers** (A regional partnership with the CSIU, Degenstein Foundation, school districts, and businesses)
- Pennsylvania Free Enterprise Week**
- STEM Competition** - (SEA AIR & LAND Challenge)
- Tech Theater** (STEM career exploration through local student theater programs and in partnership with Arts in Bloom)
- What's So Cool About Manufacturing?** (in partnership with the IMC, CSIU and Advance Central PA)
- Business-Education Relationships** (The Chamber Foundation assists school districts in connecting business leaders with open volunteer positions on Occupational Advisory, Local Advisory, 339, and other committees.)

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**The Chamber and The Foundation of the Columbia Montour Chamber of Commerce partner to offer employee and workforce development programs for youth and adults. Please select the adult programs with which you are familiar. (Select all that apply.)\***

- Leadership Central Penn
- Management & Leadership
- Manufacturing Council
- K-12 Educator Summit

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**How satisfied are you with the Chamber's professional development and educational offerings, including seminars, workshops and webinars? \***

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

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**Which topics, if any, would you like the Chamber to offer more educational programs on? Select all that apply.**

- Leadership development
- Marketing & social media
- Financial management
- Workforce development
- Technology & innovation
- Other

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**Please rank, in order of relevance, the issues which most impact your ability to grow your workforce.** (Using the boxes to the left of the issue listed below, please rank the issues with your highest concern being "1" and your lowest concern being "9".)

Shortage of available local talent (not enough workers)

Skills gap for open positions (current)

Anticipated skills gap (Shifts in technology require different skills for future positions)

Transportation

Housing

Short-term or transitional housing

Soft-skills or "employability" skills

Opioids or substance abuse

Other

**What else could the Chamber or its Foundation be doing to assist you with your workforce and employee development needs?**

## Focus Area Feedback

Strengthening Our Communities

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**How involved do you feel the Chamber is in supporting the local community (e.g. Downtown Bloomsburg, Inc., The Berwick Blueprint Community, the Danville Business Alliance, community service, charity events, and local initiatives)? \***

- Not involved
- Somewhat involved
- Neutral
- Involved
- Very Involved

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**How could the Chamber enhance or improve its support for the local community?**

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**How could the Chamber help you to enhance your business's involvement in the local community?**

## Member Needs & Future Improvements

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**Do you feel that the Chamber adequately represents the interests of businesses in Columbia and Montour counties? \***

- Yes
- No
- Unsure

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**How satisfied are you with the Chamber's member services (e.g. business referrals, one-to-one member assistance)? \***

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

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**Please rank the following external factors that are of most concern to you and your business in order of relevance.** Using the boxes to the left of each issue, please rank the issues 1-10, in order of importance to you and your business. Let "1" reflect most important and "10" reflect least important.

Access to capital

Competitor activity

Energy

Government regulations

Geopolitical uncertainty

Inflation

Interest rates

Natural disasters and climate

Tax burden and liability

Technology

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**What could the Chamber do to better support your business needs?**

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**Name** (Confidential)

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**Member Organization** (Confidential, required) \*



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**If you indicated a desire to be signed up for Chamber publications, please provide your email below.** (Optional)

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**Are you open to a confidential follow-up conversation with Chris Berleth, Chamber President, or a member of the Chamber's Executive Committee to elaborate on any of your answers? \***

Yes

No

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This content is created by The Columbia Montour Chamber of Commerce via Microsoft Forms, and is not a product of Microsoft. Upon completion, please submit your survey to Brenda Flanagan, Administrative Assistant, at [bflanagan@columbiamontourchamber.com](mailto:bflanagan@columbiamontourchamber.com). Questions? Contact the Chamber at 570-784-2522.

 Microsoft Forms