

Clan McAlister of America 2019 Member Survey Report

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Executive Summary

The *Clan McAlister of America 2019 Member Survey* was commissioned by the Officers and Board of Directors of Clan McAlister of America (CMA) to identify areas of potential improvement in the organization and to provide members with an opportunity to participate in planning the future functions, tools, and direction of CMA. The survey was distributed to the 300 CMA members who were registered as active as of 28 July 2019, 166 of whom completed the survey for a response rate of 55%. Most respondents received an email invitation and completed the survey on-line but, where that was not possible (e.g., no computer, no email address), a paper-and-pencil version was sent by US Postal Service. Survey data collection began on 28 July 2019 and ended on 27 August 2019.

Slightly over half (56%) of survey respondents¹ indicated that they had been CMA members for five or more years. However, length of membership appears to be largely irrelevant with regard to this survey as there were very few differences in survey responses attributable to length of membership.

The most frequently chosen reason for joining CMA was “curiosity about my family history” (84%), while the second most frequently chosen reason was to “access CMA-specific data and research” (60%). When asked about their feelings regarding membership, 46% responded that membership was “very important” to them (worth their time and money), while 42% responded that it was “very useful” in advancing their genealogy goals. However, about one-fifth replied only “somewhat” or “very little/not at all” for both importance and usefulness (19% and 21%, respectively), indicating some potential opportunities to increase member engagement.

While the majority of survey respondents reported having visited the CMA website, only 21% reported doing so at least once a month, while 66% reported doing so less than once a month. The remaining 13% reported never visiting the website. The most frequently expressed reasons for visiting the website were for information about ancestral lines (74% of those who visited) and for written articles (60% of those who visited). When asked how interesting,

¹ Throughout the survey, a very few individuals left items blank that they were asked to answer. Because there is no way to infer the reason those items were left blank, all percents reported for each item are based only on those individuals who answered that item (details reported in the main body of this report). Further, the sum of all percents reported for an item may not equal precisely 100% due to rounding error.

useful, and easy to find the information on the website was, 83% of the visitors responded that the information was at least moderately interesting, 78% responded that it was at least moderately useful, and 76% responded that it was at least moderately easy to find. That said, about one-fifth responded only “somewhat” or “very little/not at all” for interesting (17%), useful (22%), and easy to find (24%), again indicating some potential for increasing member engagement. This result appears to be based, at least in part, on a lack of familiarity with, or understanding of, the website; there were several requests for instructions, explanations, examples, and/or training in its use.

One hundred forty-two website visitors responded to the question of whether, within the previous three years, they had submitted a query for information using the CMA website’s Query Page. Twenty-one percent (30 individuals) indicated that they had (4% within the last 12 months). Of the 30 individuals who had submitted a Query within the last three years, 21 individuals indicated that the response they received was helpful, seven indicated that it was “less than helpful,” and two were still awaiting a response. (Of the seven indicating the response was “less than helpful,” two reported that the response was “no information available.”)

Over half (57%) of survey respondents reported that they read “most or all” of the CMA Journal (*Journal of Clan McAlister of America*); only 5% indicated that they read little if any, while 6% indicated they did not have access to the Journal. There were a number of popular reasons for reading the journal. The most frequently selected were: general McAlister history (87%), historical pieces (72%), and obtaining information about family lines (69%). When asked about the material published in the journal, 91% of those who read the journal found the material either “moderately” or “extremely” interesting, while 81% found it either “moderately” or “extremely” useful.

The CMA Messenger newsletter (*The Clan McAlister of America Messenger/Teachdaire*) is an abbreviated version of the journal. Similar to the survey results for the journal, 58% of respondents reported that they read “most or all” of the newsletter, with only 8% indicating that they read little if any and 6% indicating they did not have access to the newsletter. The most popular reasons for reading the newsletter were: historical pieces (83%) and articles on current CMA activities (73%). When asked about the material published in the newsletter, 89% of those who read the newsletter found the material either “moderately” or “extremely” interesting, while 82% found it either “moderately” or “extremely” useful.

Seventy percent of those who reported receiving both the CMA Journal and Messenger newsletter indicated that they receive the publications electronically; the remaining 30% receive paper versions. In one of the few instances of a relationship to length of membership, incidence of paper subscriptions increased with increasing length of membership, from 15% for members of less than 5 years to 56% for those with 20 or more years.

When asked whether they had interacted with the CMA Genealogy Committee within the preceding three years, 51% of survey respondents indicated that they had (33% of survey respondents had done so within the preceding 12 months). The reasons most frequently given for these contacts were to discover or request information about their family line (48%), to

submit information about their family line (38%), or to request instructions on how to do something (21%). When asked to rate their most recent contact within the last three years, the great majority indicated that the committee member they interacted with was “extremely knowledgeable” (80%), “extremely helpful” (84%), and “extremely timely” in responding (80%).

While one-third of respondents reported that they had used the CMA Wiki, only 8% reported using it once a month or more frequently. When those who reported never using the Wiki were asked why, 62% indicated that they were unfamiliar with the Wiki but did want to learn more about it. (Another 14% indicated that they were unfamiliar but did not want to learn more about it.) While other reasons (e.g., “does not contain information useful to me”) were available to respondents, no more than 6% selected any other single reason.

Of the 166 survey respondents, 18% (29 individuals) indicated that they attended the 2018 CMA Gathering in Memphis, Tennessee, where eight subject-matter experts presented on topics in genetic genealogy and Scottish/Irish history and culture. Number of attendees at each presentation ranged from 21 to 28 of the 29 individuals. Attendees were asked to rate how interesting they found the presentations they attended. Six of the eight presentations were rated as either “moderately” or “very” interesting by at least 75% of attendees. The two remaining presentations (“Scottish Legends: Happy People” and “Ulster Heritage DNA Project: Redshanks Migration”) were rated as at least “moderately interesting” by 52% of attendees.

All survey participants were asked the likelihood that they would attend the 2020 CMA Gathering (likely in Hot Springs, Arkansas). Twenty-nine percent indicated that it was “likely” or “very likely” that they would attend. In contrast, 45% indicated that it was “unlikely” or “very unlikely” that they would attend. When these latter were asked why attendance was unlikely, the major reasons selected included: too far/expensive to travel to Hot Springs (34%), too far (in general) to travel to Gatherings (30%), too expensive (in general) to travel to Gatherings (23%), home/work commitments prevent time away (21%), and physical limitations restrict travel (14%). Several participants suggested adding online/telephone conferencing, a webinar, or videotape sessions so that people who cannot attend could be involved with the Gatherings.

Finally, survey participants, whether planning to attend or not, were asked what topics would be of interest to them at future Gatherings. The top responses were: Clan McAlister history (70%); research using online databases (58%); general history of England, Ireland, Scotland, and Wales (53%); and the pros and cons of using each of the various genetic testing companies (50%).

Major Findings

1. The most extensive driver toward CMA membership, according to the survey, has been a desire among members to uncover their family history, including McAlister family lines. Awareness of, and easy access to, tools to more readily accomplish this likely would be an effective inducement both for greater member engagement and new members.

2. Many members who use the CMA website appear to find it both interesting and useful, but a number of members either don't know about the website or don't feel they have enough information/tools to utilize it effectively.
3. Both the CMA Journal and the Messenger newsletter are well-received by members, although there may be some branding and access issues. That said, several requests were made for more "how to" articles.
4. Work done by the CMA Genealogy Committee is well-regarded, although some outreach to educate members on the committee's activities and to provide client feedback to committee members might be useful.
5. There appears to be a significant demand among members for clear, readily available instructions on how to access and, importantly, effectively use the CMA Wiki.
6. Given the cost of, and member limitations on, travel, there is a notable demand for ways to remotely participate in CMA Gatherings (e.g., online/telephone conferencing, webinars, taped sessions).
7. There is significant interest in further exposure (e.g., Gatherings, publications) to Clan McAlister history, history of the British Isles, online databases, and genetic genealogy.

Introduction

The *Clan McAlister of America 2019 Member Survey* was commissioned by the Officers and Board of Directors of Clan McAlister of America (CMA) to identify areas of potential improvement in the organization and to provide members with an opportunity to participate in planning the future functions, tools, and direction of CMA. Areas covered by the survey included membership, the web site, submissions of queries, the CMA Journal and the CMA Messenger newsletter, the Genealogy Committee, the Wiki, and the 2018 Gathering in particular and future Gatherings in general.

The survey was hosted on-line using the SurveyMonkey commercial application, and a link to the survey was distributed to all active members of record via email on 28-29 July 2019. Some members were discovered to not have a valid email address on file and, for those members, a paper copy was sent by US Postal Service on 2 August. The survey was closed on 27 August and analysis of the data begun.

The survey contained 46 items (see Appendix C), but not all participants were presented with every item. For each respondent, “branching logic” was employed to automatically skip items that were not relevant based on previously answered items. For example, a respondent who indicated he/she was not a CMA member was not presented with items asking about their membership.

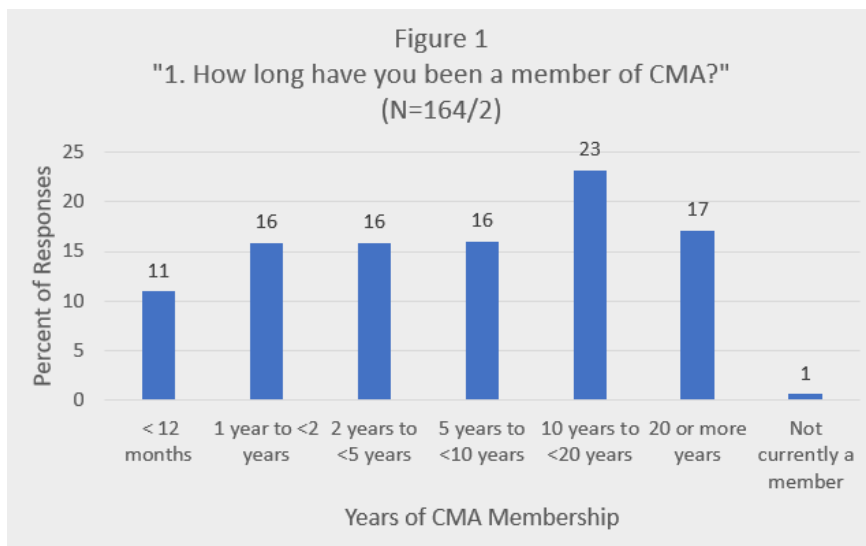
Percentages presented in this report, unless otherwise noted, are based on the number of respondents who answered an item. (For each item, a respondent might answer the item, might simply leave the item blank, or might not have been presented with the item due to his/her earlier answers.) To provide context for these percentages, the number of individuals answering that item is also provided in the format “(N=155/5).” In this example, the first number (155) is the number of respondents who were presented with the item and answered it, while the second (5) is the number who were presented with the item but left it blank.

Results

Membership

There were 300 individuals registered as active members of CMA on 28 July 2019. All were sent either an email or letter invitation to participate in the survey. Of these, 166 responded to the survey invitation, for a very respectable response rate of 55%. Of those 166 respondents, only 11% were relatively new members (less than one year), so the great majority should be quite familiar with the survey topics (see Figure 1). One respondent, apparently erroneously included on the membership roster, indicated that they were not currently a member.

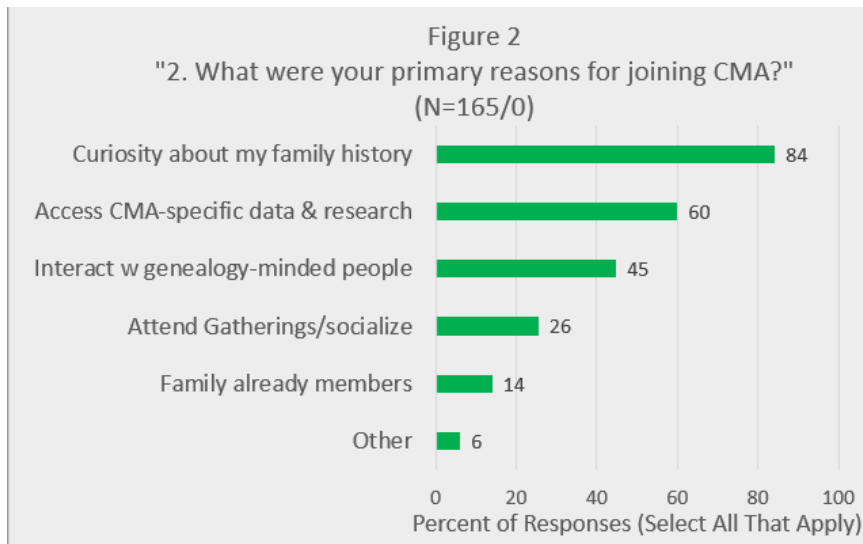
To determine whether length of CMA membership (tenure) influenced participants' opinions, responses from the six tenure-groups were compared on each of the remaining items. There is little evidence in the data that the opinions of members were differentially influenced by length of membership. Where statistically reliable differences do exist between tenure groups, they will be noted below. Where such differences statistically do not exist, length of membership will be ignored.



Members were asked their primary reason(s) for joining CMA. For this item, they were allowed to select one or more reasons from a list ("Select all that apply."), as well as having the option to provide additional, non-listed reasons ("Other—please specify."). As shown in Figure 2 below, by far the most popular reason (selected by 84% of the 165 members who answered that question) was "curiosity about my family history," while the second-most popular reason (selected by 60%) was to get "access to CMA-specific data & research," and nearly half (45%)

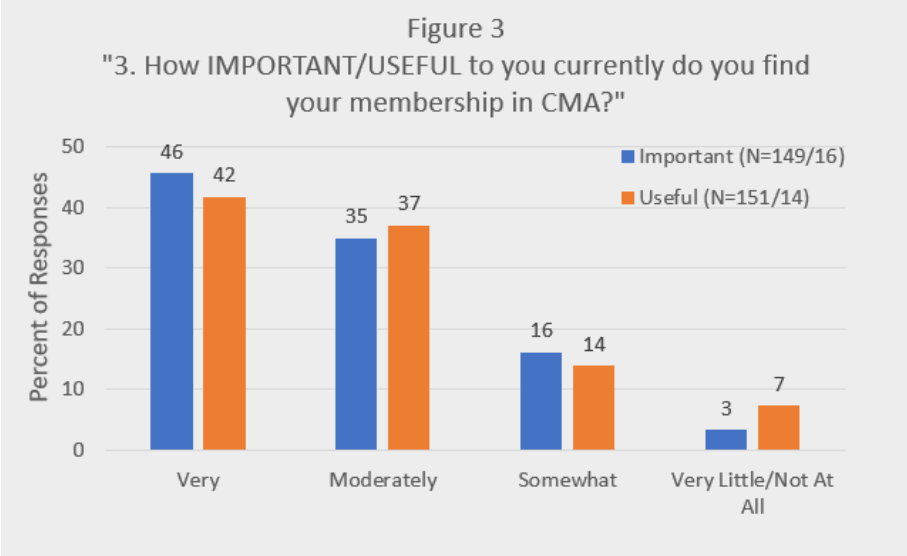
joined to interact with genealogy-minded people. For only one-quarter (26%) was socializing a primary reason, and a mere 14% joined because they had family who were already members.

Other reasons for joining CMA (“Other–please specify”) were added by 6% of these respondents and included: finding ancestors, finding living relatives, interest in Scottish history/migration, previously a member, and to learn how genealogy is done (see Appendix A for *verbatim* individual responses).



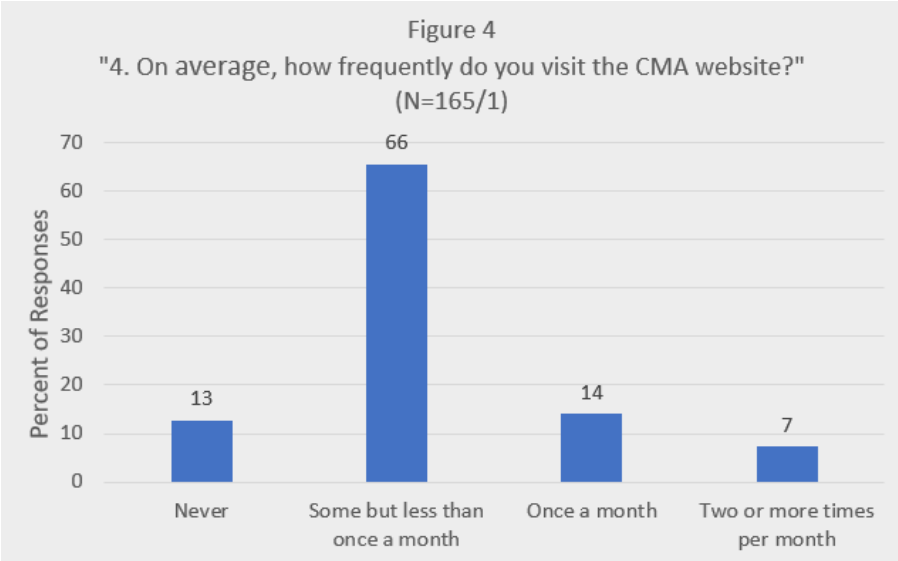
Participants were asked how important (worth their time and money) and how useful (advancing their genealogy goals) they found their membership in CMA. Ratings given to these two items by each respondent were very similar,² perhaps indicating that, to these respondents, usefulness and importance in this case mean essentially the same thing (see Figure 3). Nearly half of respondents to each item selected the response “very” (46% “very important” and 42% “very useful”) and slightly over one-third responded “moderately” (35% “moderately important” and 37% “moderately useful”). That said, about one in five respondents selected “only somewhat” or “very little/not at all” for the two items (19% only “somewhat” or “very little/not at all” important and 21% only “somewhat” or “very little/not at all” useful). This perhaps highlights an opportunity for CMA to find ways to further engage this subset of members.

² There was no statistically reliable difference between ratings of “importance” and “usefulness” (average_I=1.77, average_U=1.84, paired- $t_{df=136}$ =1.17, $p=0.24$). In fact, the two sets of ratings are quite co-linear ($r_{(135)}=0.72$, $p<.01$). NOTE: Results of statistical tests are provided as footnotes throughout the report for those who are interested; other readers should feel free to ignore them.



CMA Website

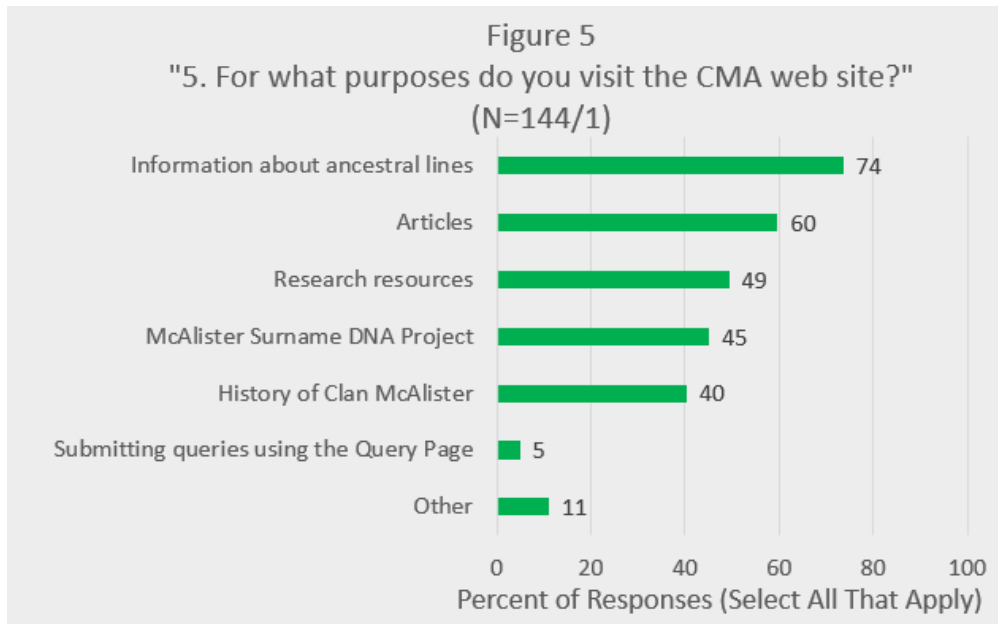
The majority of survey respondents (66%) have visited the CMA website, on average, “some but less than once a month” (see Figure 4). Twenty-one percent have visited it at least once a month, while 13% have never visited it. (Elsewhere in the survey, some individuals indicated that they did not know there was a CMA website, while a few others indicated that they lacked a computer.)



The most popular reasons for visiting the CMA website (see Figure 5) were for information about ancestral lines (74%) and for written articles (60%). While selected by fewer than half of

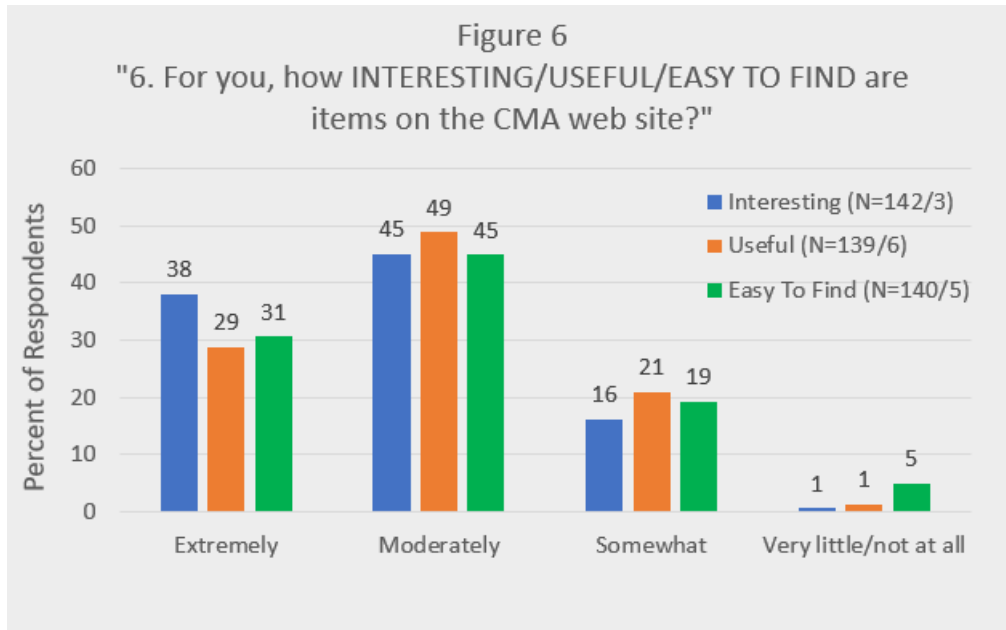
those visiting the website, research resources (49%), the McAlister Surname DNA Project (45%), and the History of Clan McAlister (40%) still made a strong showing. Submitting queries using the Query Page was selected by only 5%.

Other reasons for visiting the CMA website (“Other—please specify”) were added by 11% of these respondents and included: looking for general information/clan activities/events/updates, checking for new information on someone’s line, looking for McAllisters from the same area, writing a family history, and performing various functions of a CMA officer (see Appendix A for *verbatim* individual responses).

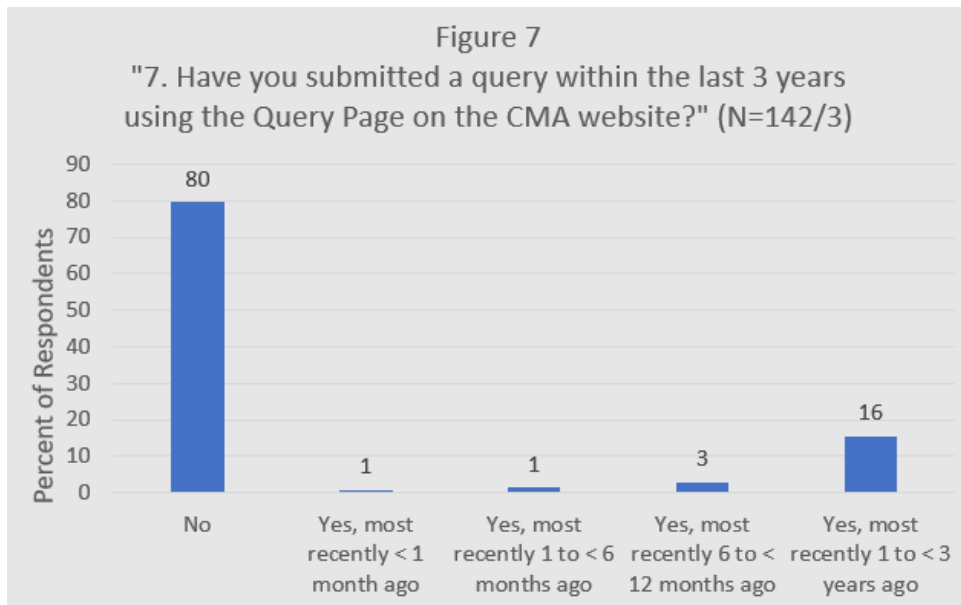


When asked how interesting, useful, and easy to find items on the CMA website are, participants responded with generally positive ratings (see Figure 6). Eighty-three percent found the items at least moderately interesting, while 78% found them at least moderately useful and 76% found them at least moderately easy to find. (Note: the ratings for “interesting” were statistically somewhat more positive than those for either “useful” or “easy to find.”)³ While very few respondents selected “very little/not at all,” about one-fifth selected “somewhat” when describing level of interest (16%), usefulness (21%), and ease of finding (19%) items on the website, indicating that there are opportunities for further development and enhancement.

³ There was no statistically reliable difference in ratings between “useful” and “easy to find,” (average_U=1.95, average_E=1.99, paired-*t*_{df=137}=0.73, *p*=0.47); however, “interesting” was rated statistically reliably more positive than both “useful” and “easy to find” (average_E=1.79, average_U=1.95, paired-*t*_{df=138}=3.53, *p*=.0006; average_E=1.79, average_E=1.99, paired-*t*_{df=138}=3.15, *p*=.002).



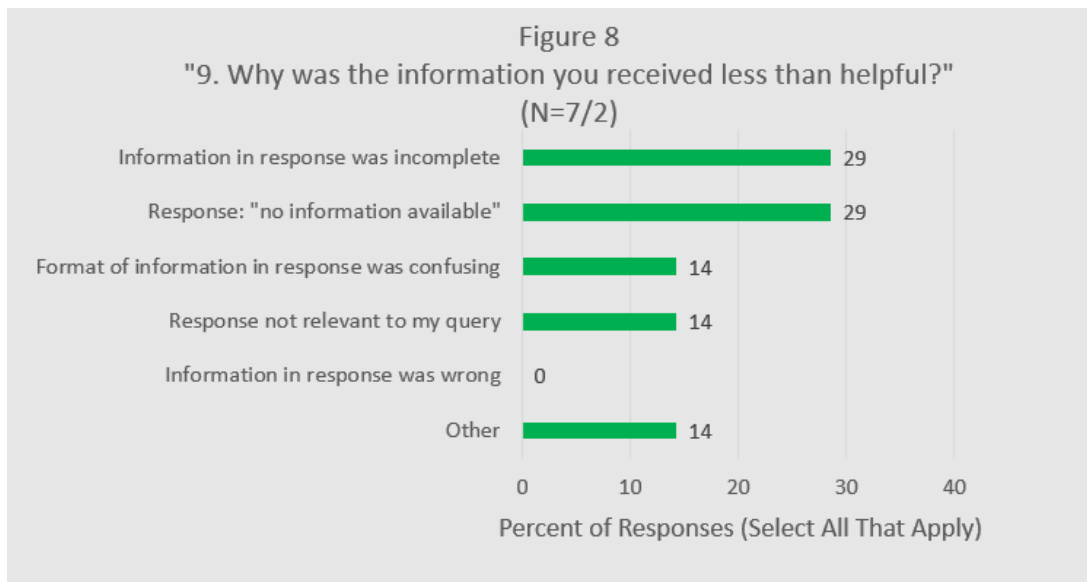
Participants were asked whether, within the last three years, they had submitted a query for information using the Query Page on the CMA website. (The three-year “window” was included to minimize the potentially confounding effects of prior different practices, procedures, and personnel.) Eighty percent of respondents indicated that they had not submitted a query within the last three years (see Figure 7). For 16% of respondents, their most recent experience was 1-3 years old, with only 5% of respondents submitting their most recent query within the last year.⁴



⁴ Rounding effects produce an apparent sum of 101% for this item, but the numbers are accurate.

Those who had submitted their most recent query within the last three years were asked the result of that query (N=30/2). Twenty-one (70%) of the 30 individuals who responded indicated that the resulting information was helpful. Seven (23%) of the 30 individuals indicated that the information was less than helpful, and two (7%) indicated that they were still awaiting a response. (The two individuals who indicated that their queries were still awaiting a response had submitted those queries “one to three years ago.”)

The seven individuals who indicated that the response to their most recent query was less than helpful were asked to indicate the reason(s) (see Figure 8). Two of those individuals indicated that the response was “no information available,” which is a valid, if not very helpful, finding. Of the remaining five, two indicated that the information was incomplete, one indicated that the information was confusing, one indicated that the response was not relevant to their query, and the final individual (who selected only “Other—please specify”) commented that the “response is almost always pushing a person to research an issue on their own.”



Item 10 of the survey was an open-text (write anything you want to) item requesting suggestions for additions or improvements to the CMA website. Below is a summary of those suggestions. (See Appendix B for *verbatim* individual responses.)

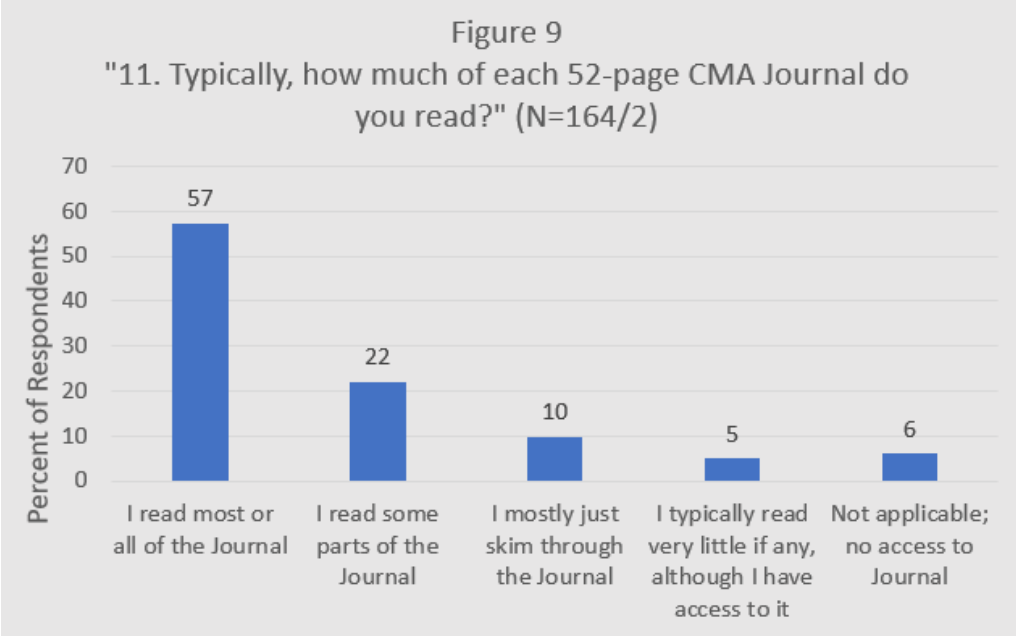
- Update the website to be more current/less cluttered in look/organization.
- Make a place for new users to learn website/gather information/walk through researching (e.g., tutorials, instructions).
- Provide a more sophisticated search function/searchable databases.
- Make the Wiki easier to use.
- Include more content articles and genealogy tips.

- Provide links to events such as Scottish Games.
- Place answers to queries online.
- Provide access to material on file in the archives.
- Provide membership contact information.
- Provide easier access to the DNA information; access is currently cumbersome.
- Migrate family lines.
- Provide a members-only section with access to the genealogy data base information.
- Add a link to the Facebook page.

The CMA Journal & the Messenger-newsletter

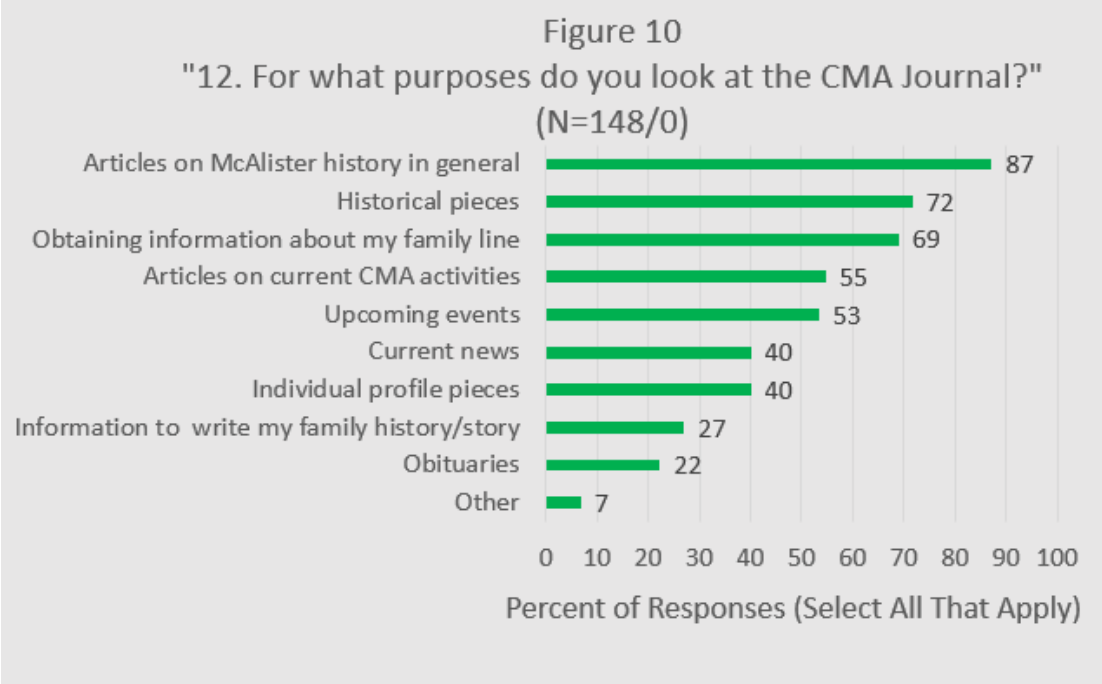
CMA Journal: Over half (57%) of survey respondents reported that they read most or all of the *Journal of Clan McAlister of America* (CMA Journal), while another 22% read at least some of it (see Figure 9). A modest 15% simply skim or read very little of the Journal. Six percent (or 10 respondents) reported having no access to the Journal, even though paper copies are made available for those who do not have internet access. As a group, those members who have belonged to CMA for five or more years reported reading each journal in more detail than those with from one up to five years of membership.⁵

⁵ An overall F-test resulted in an $F_{(5,149)} = 5.75$, $p = .0001$. T-test pair-wise comparisons indicated that responses from those participants with “5-9” (average₅₋₉ = 3.67, N=24), “10-19” (average₁₀₋₁₉ = 3.55, N=38), and “20 or more” (average_{20up} = 3.82, N=28) years of membership were statistically reliably different from those with “1” (average_{1yr} = 2.87, N=23) and “2-4” (average₂₋₄ = 2.96, N=24) years of membership ($p < .05$). The “less than 12 months” group (average_{<12mo} = 3.47, N=17) was statistically reliably different only from the “20 or more” years of membership group ($p < .05$). Higher averages indicate more detailed reading of the Journal.



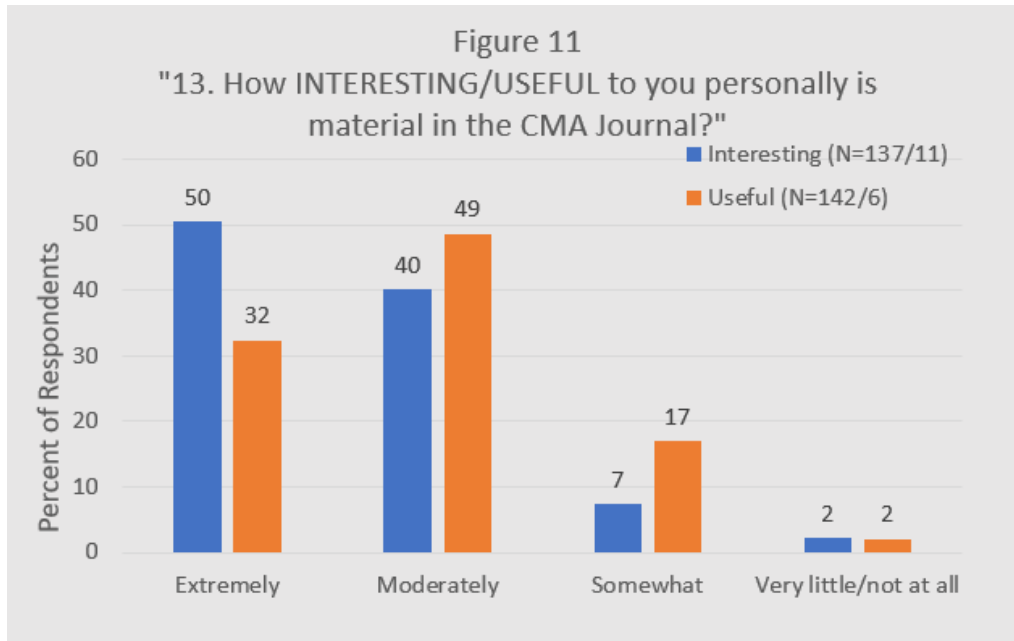
When those who at least skim the Journal were asked why they read it (see Figure 10), the most popular reason was articles on general McAlister history (87%), followed closely by historical pieces (72%) and obtaining information about their family line (69%). Articles on current activities (55%), upcoming events (53%), current news (40%), and individual profile pieces (40%) also attracted a notable, but slightly more modest, following. Material to assist in writing family history (27%) and obituaries (22%) had a smaller, but not inconsequential, following.

Other reasons for reading the CMA Journal (“Other—please specify”) were added by 7% of these respondents and included: for answers to queries, learning how others problem-solve, information and news about new/merged family lines, and information on the DNA project (see Appendix A for *verbatim* individual responses).



When respondents were asked both how interesting and how useful they personally found the material in the CMA Journal, results were quite positive (see Figure 11). The material was rated either “moderately” or “extremely” interesting by 91% and either “moderately” or “extremely” useful by 81%. That said, respondents’ ratings of interest level were statistically reliably somewhat more positive than their ratings of the usefulness of the material.⁶

⁶ “Interest” was rated statistically reliably more positive than “usefulness” (average_i=1.58, average_u=1.88, paired-
 t_{df=132}=6.65, p=0.00).



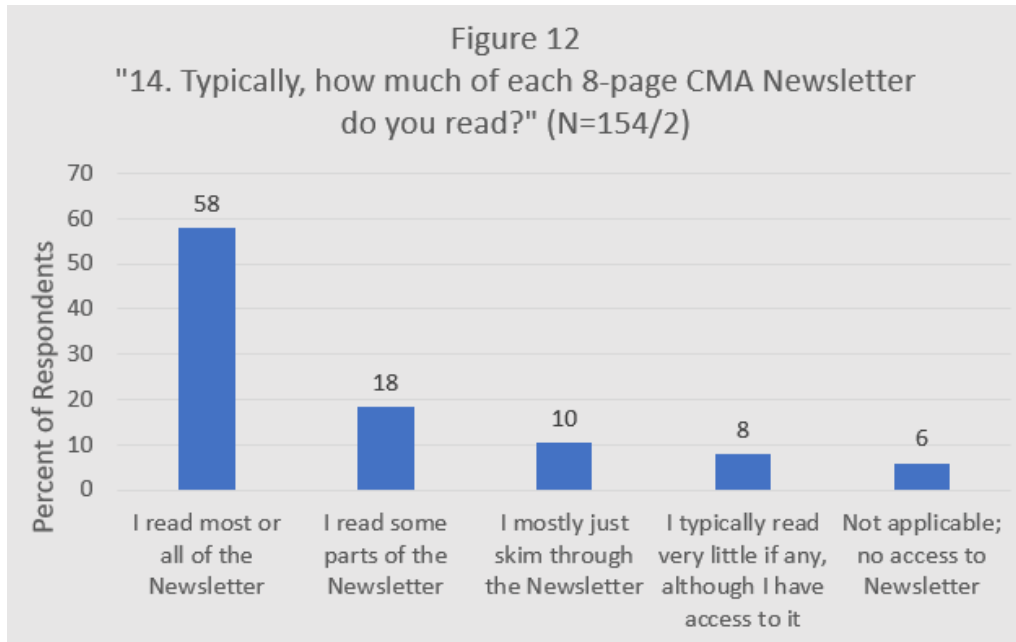
CMA Messenger newsletter: The eight-page *The Clan McAlister of America Messenger* (or *Teachdaire*) newsletter was initiated in the summer of 2018 as a replacement for two of the four previously published quarterly CMA Journals. Because CMA does not currently receive enough material from members to produce more than two full Journals a year, the Messenger newsletter was designed as an abbreviated version of the Journal to allow CMA to continue communicating quarterly with members about current news and upcoming events of interest.

When respondents were asked how much of the Messenger newsletter they typically read, the results were, perhaps not surprisingly, very similar to those for the corresponding item for the Journal (compare Figures 9 and 12). Fifty-eight percent of the respondents read “most or all” of the Messenger newsletter, 18% read at least “some” of it, and 18% simply skim or read very little of it. In contrast with the Journal, those members reporting the most detailed reading of the Messenger newsletter were those with “20 or more” years of membership and those with “less than 12 months.”⁷

Because the same distribution list is used for both the Journal and Messenger newsletter, only those who indicated in item 11 that they receive the Journal were asked how much of the Messenger newsletter they read. Unexpectedly, 6% of those who do read the Journal responded that they do not receive the Messenger newsletter (referred to in the survey as “the

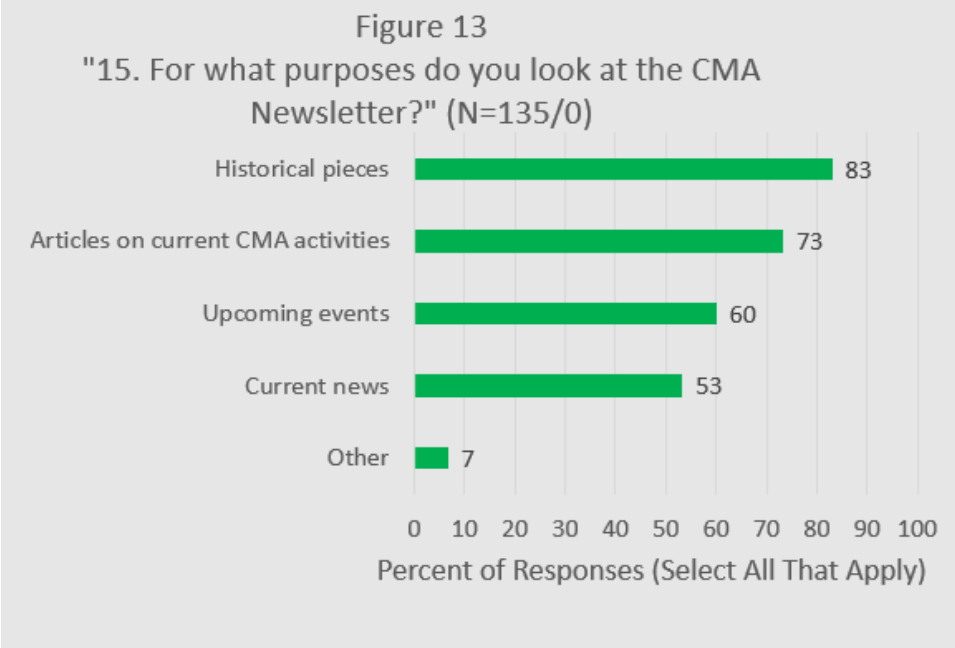
⁷ An overall F-test resulted in an $F_{(5,140)} = 4.93, p=.0003$. T-test pair-wise comparisons indicated that responses from participants with “20 or more” years of membership (average_{20up}=3.92, N=24) were statistically reliably different from all other tenure groups except the “less than 12 months” group. Responses from participants with “less than 12 months” (average_{<12mo}=3.71, N=17) of membership were statistically reliably different from the “1” (average_{1yr}=2.74, N=23) and “2-4” (average_{2-4yr}=3.09, N=23) year groups ($p<.05$). The “5-9” year group (average_{5-9yr}=3.45, N=22) was statistically reliably different only from the “1” year group (average_{1yr}=2.74, N=23), $p<.05$. The “10-19” year group average was 3.31, N=36. Higher averages indicate more detailed reading of the newsletter.

Newsletter”). While the distribution mechanism may need to be reviewed, the most likely explanation is that this is a publication “branding” issue. The publication that many members refer to informally as the “CMA Newsletter” (a convention adopted for the survey instrument) is actually titled the “CMA Messenger” or “Teachdaire” (no mention of “newsletter”) on the publication itself. This appears to have contributed to some confusion over the names (e.g., one respondent volunteered “I can’t distinguish between the Journal & Newsletter; I read what is in my inbox.”).

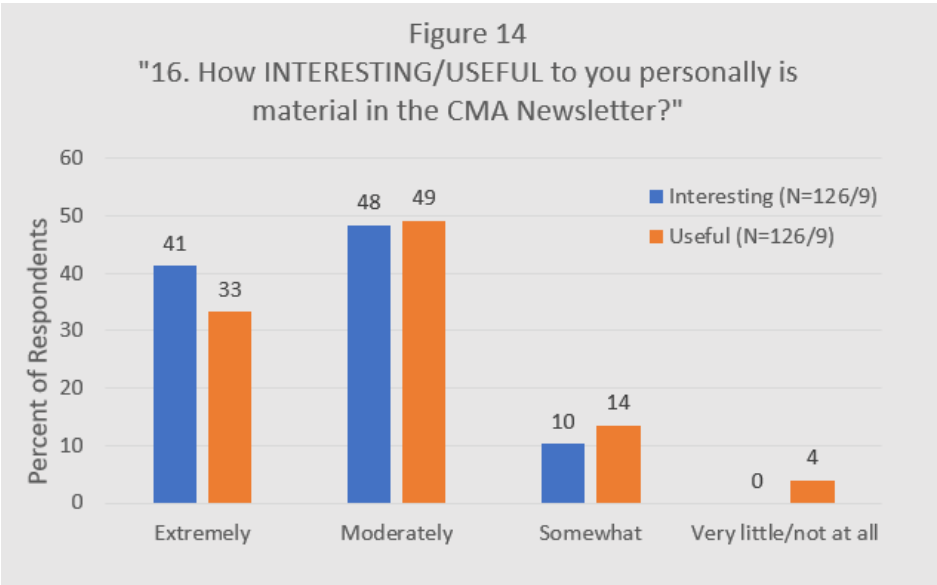


When those who at least skim the Messenger newsletter were asked why they read it (see Figure 13), the most popular reason was historical pieces (83%), followed closely by articles on current CMA activities (73%), upcoming events (60%), and current news (53%).

Other reasons for reading the Messenger newsletter (“Other—please specify”) were added by 7% of these respondents and included: family research, watching for new McAlister family connections, DNA information, and “to stay current” (see Appendix A for *verbatim* individual responses).



When respondents were asked both how interesting and how useful they personally found the material in the CMA Messenger newsletter, results were again quite positive (see Figure 14). The material was rated either “moderately” or “extremely” interesting by 89% and either “moderately” or “extremely” useful by 82%. That said, again as with the Journal, respondent ratings, while positive for both, were statistically somewhat more positive for interest level than for usefulness of the material.⁸



⁸ “Interest” was rated statistically reliably more positive than “usefulness” (average_I=1.66, average_U=1.87, paired-t_{df=118}=4.43, p=0.00).

The CMA Journal and the Messenger newsletter are available to members in either electronic or paper versions. Of those respondents who indicated in the survey that they currently receive both the Journal and Messenger newsletter (146/0), 70% indicated that they receive the electronic version, while 30% indicated that they receive the paper version (item 17). However, prevalence of receiving a paper version increased with number of years of membership. On average, 15% of respondents with less than five years of membership receive paper versions. In contrast, 27% of those with “5-9” years, 39% of those with “10-19” years, and 56% of those with “20 or more” years receive paper versions.⁹

Because of the high publication costs for paper copies, an item was included in the survey asking if those who receive paper copies would be willing to switch to an electronic version. Of the 43 individuals who receive paper copies, 13 (30%) indicated that they would be willing to switch to electronic versions, 29 (67%) indicated that they prefer to stay with paper copies, and one (2%) indicated that they have no email account and, therefore, cannot switch.

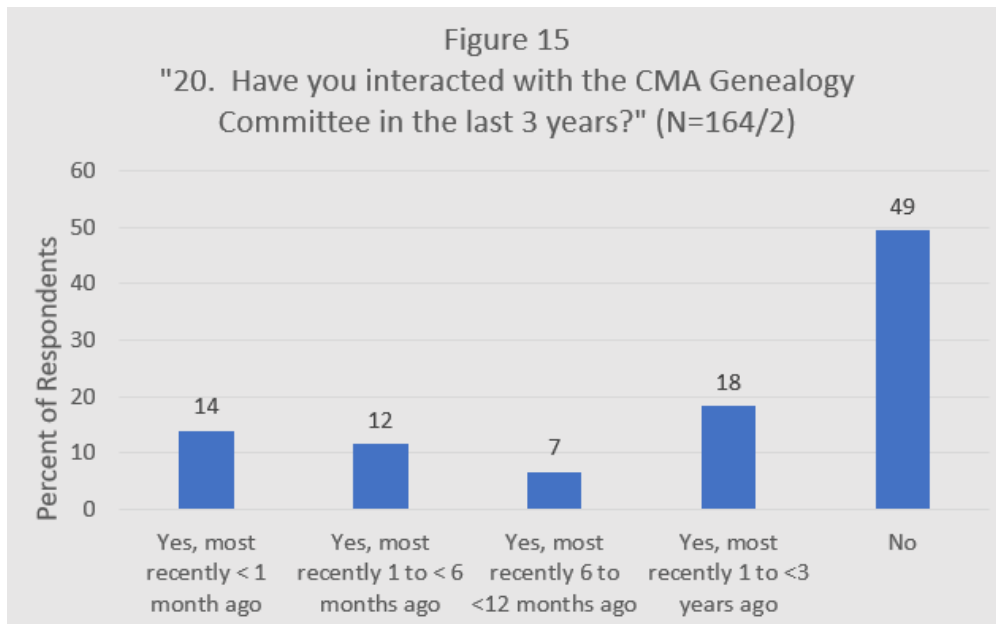
Item 19 of the survey was an open-text (write anything you want to) item requesting suggestions for additions or improvements to the CMA Journal and Messenger newsletter. Below is a summary of those suggestions. (See Appendix B for *verbatim* individual responses.)

- Provide sections to help very new people doing genealogy and DNA.
- Provide information on McAllister migration to County Mayo, Ireland.
- Provide more content articles or genealogy tips.
- Add references to scheduled events such as Scottish Games.
- Provide articles to explain how to obtain data from CMA databases.
- Include a listing of benefits provided by CMA.
- List ways that members can contribute to projects such as DNA, Gatherings, etc.
- Make it easier for elderly to access items online.
- Include European Clan McAlister data.
- Provide instructions on how to access the electronic Journal and the Messenger newsletter.

CMA Genealogy Committee

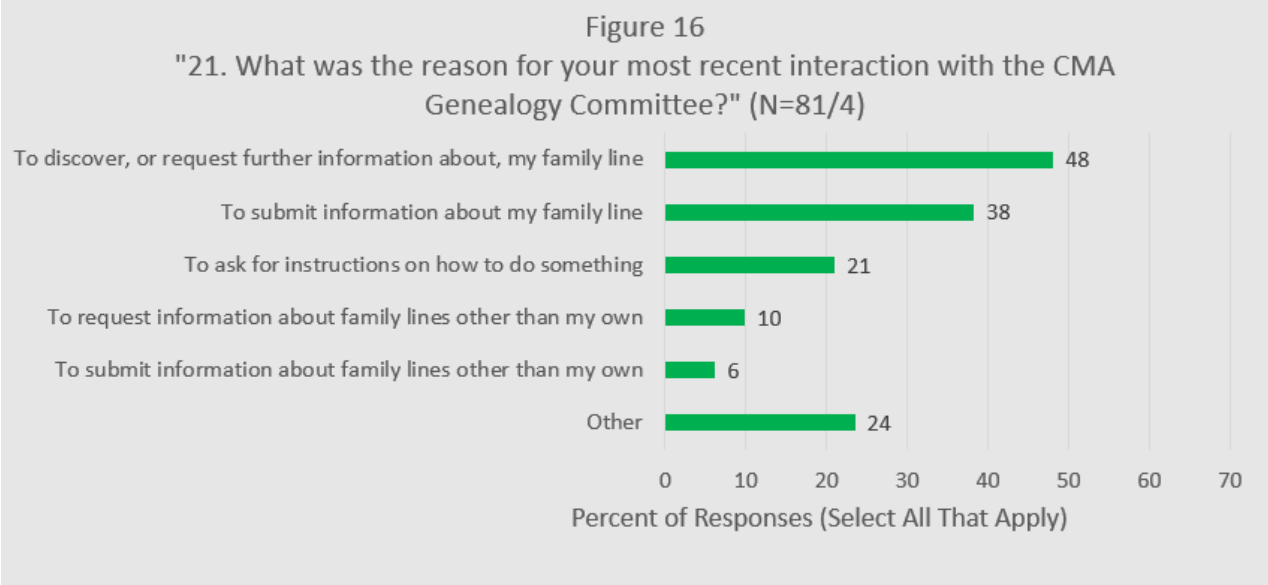
Respondents were asked whether they had interacted with the CMA Genealogy Committee within the last three years and, if so, how recently (see Figure 15). The three-year window was specified so that information would reflect relatively current experiences, procedures, and personnel. Fifty-one percent of survey respondents indicated that they had interacted with the committee within the last three years (33% within the last 12 months).

⁹ Chi-square_{df=5} = 17.28, p=.0040.



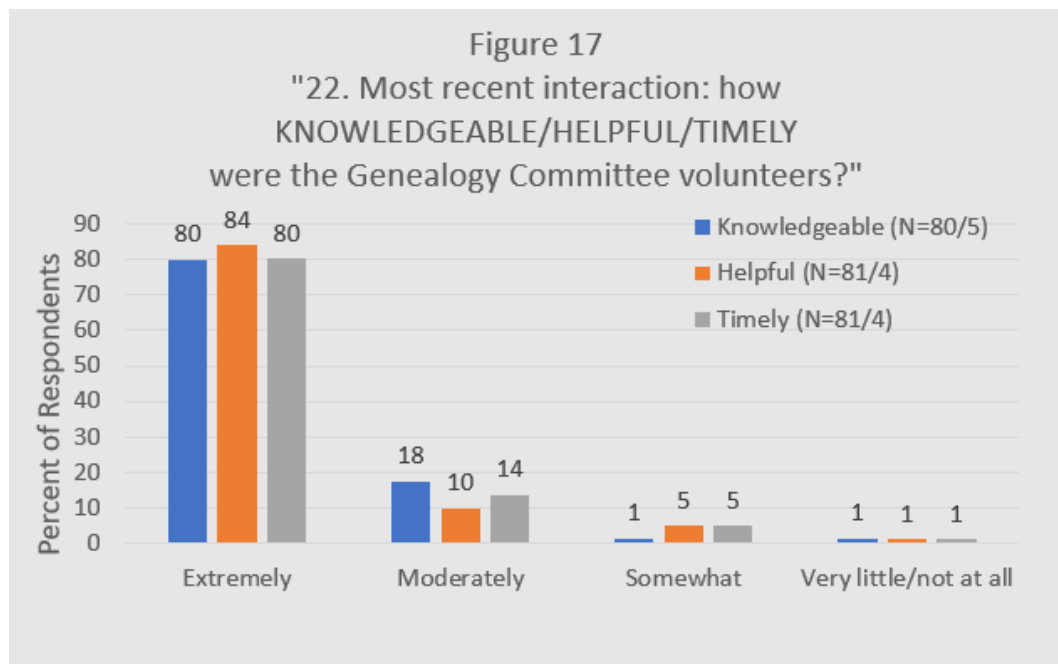
When those within the 3-year window were asked the reason for their most recent interaction (see Figure 16), nearly half (48%) indicated that it was to discover, or request information about, their family line. Just over one-third (38%) indicated that it was to submit information about their family line, while nearly one-quarter (21%) were asking for instructions on how to do something, and 10% or fewer were requesting or submitting information about family lines other than their own.

Other reasons for interacting with the CMA Genealogy Committee (“Other—please specify”) were added by 24% of these respondents and included: interacting with the committee about projects, coordinating publications, working with Queries, updating email addresses, reporting on relevant trips, subscription and membership issues, working with the DNA project, getting to know information and sources, submitting material, “the story of Charles McAlister & Eleanor Ewen,” “interested in how they (the Committee) work”, and “to complain about missing issues” (see Appendix A for *verbatim* individual responses).



The CMA Genealogy Committee is staffed by volunteers. Volunteers often are diverse in their skills and knowledge. Respondents who had interacted with the committee members within the last three years were asked how knowledgeable, helpful, and timely they had found the responses of the committee volunteers (see Figure 17). The results were overwhelmingly positive, with 80% or more indicating that the volunteers had been “extremely” knowledgeable, helpful, and timely in their responses.

That said, there were a very few respondents who selected “somewhat” and “very little/not at all” for all three attributes. Individuals seeking help vary in the kinds of assistance that are useful or advantageous to them, and providing a mechanism for those clients to give feedback to the service providers might lead to further improvements in satisfaction and further strengthen even highly-performing teams.



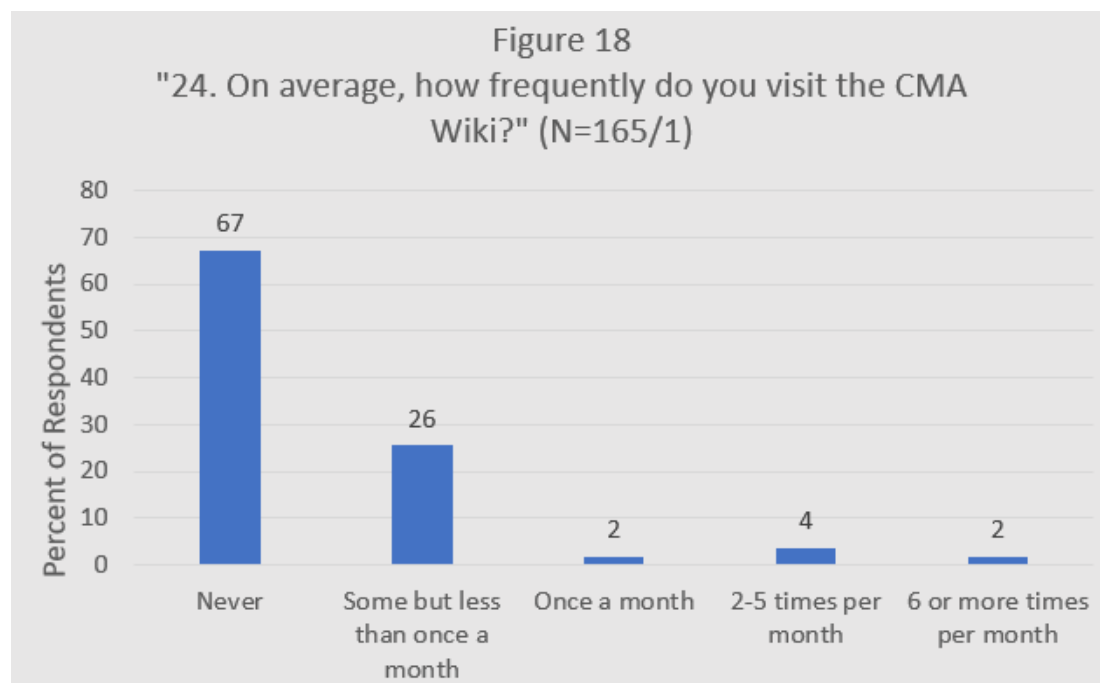
Item 23 of the survey was an open-text (write anything you want to) item soliciting recommendations for the CMA Genealogy Committee. Below is a summary of those suggestions. (See Appendix B for *verbatim* individual responses.)

- Provide a profile in the Journal describing what/how the Genealogy Committee works & its skill sets.
- Provide better links to immediate DNA connections that might be able to help.
- Provide sessions at one of the Clan McAllister events geared to genealogy exclusively.
- Provide more online flexibility/accessibility to archival material.
- Explain the benefits/dispel the false rumors of DNA testing.
- Provide searchable databases.
- Provide a beginners' guide to how to get started/meanings of terminology.
- On FTDNA website, find a way to exclude paternal ancestors who have a maternal McAllister link.
- When we submit materials, notify us quickly that they were received.

CMA Wiki

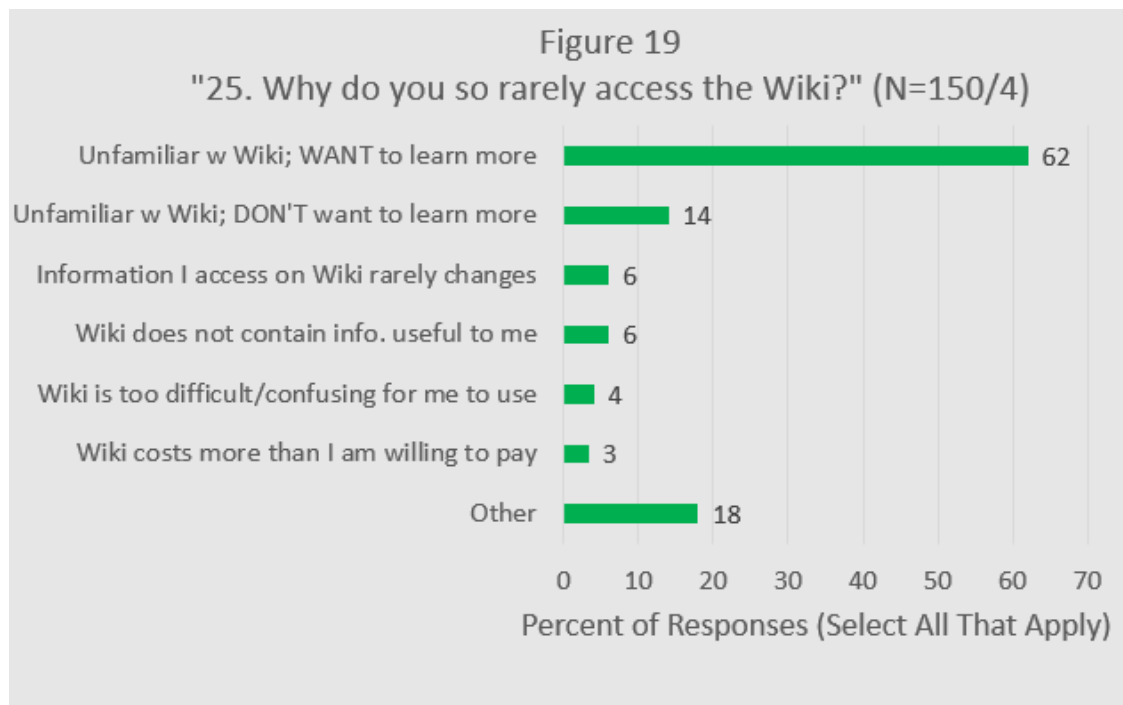
A Wiki can be a powerful tool for CMA members to do genealogy research. However, when asked about usage, two-thirds of survey respondents (67%) had never used the Wiki,

while one-quarter (26%) typically use it less than once a month (see Figure 18). Only 8% of the survey participants typically use it once a month or more.



When those who reported that they used the Wiki “never” or “less than once a month” were asked why they so rarely access the Wiki, the most frequent reason given was that they were unfamiliar with it (see Figure 19). While 14% were unfamiliar with it and did not want to learn more about it, nearly two-thirds (62%) were unfamiliar but did want to learn more about it. Few respondents subscribed to any of the remaining reasons provided for limited access: information I access on the Wiki rarely changes (6%); the Wiki does not contain information useful to me (6%); the Wiki is too difficult/confusing for me to use (4%); the Wiki costs more than I am willing to pay (3%).

However, other reasons for not accessing the Wiki (“Other—please specify”) were added by 18% of respondents and included: don’t know the web site very well/didn’t know there was a Wiki; find the Wiki frustrating/difficult; forgot the Wiki exists; Wiki information not relevant to me; internet slow/frustrating; information rarely if ever changes; don’t go to web site very often; not interested in genealogy per se, just family stories; and do not have a computer/not great on computer (see Appendix A for *verbatim* individual responses).



Item 26 of the survey was an open-text (write anything you want to) item requesting suggestions for additions or improvements to the CMA Wiki. Below is a summary of those suggestions. (See Appendix B for *verbatim* individual responses.)

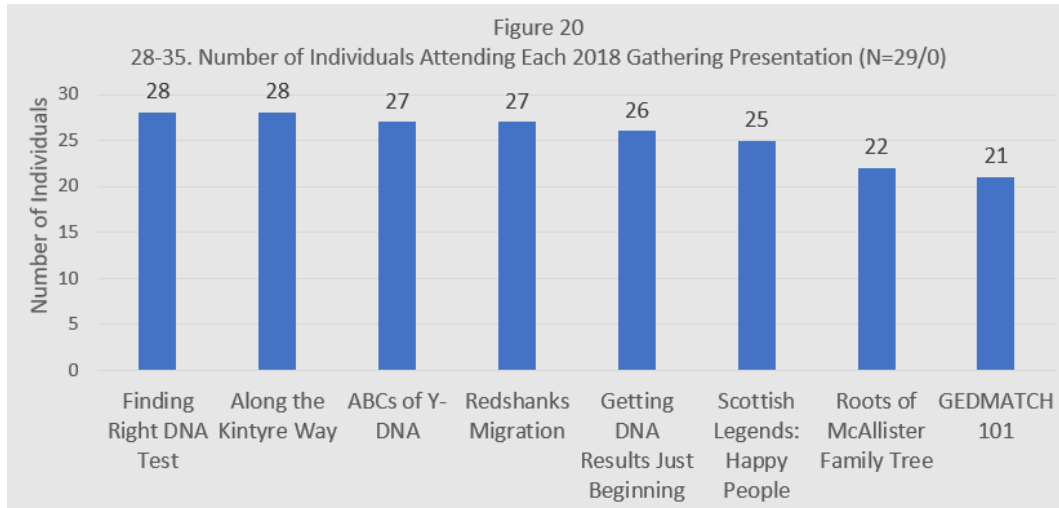
- Provide more instructions on what the Wiki does and how to use it.
- Provide better search functions and multi-term search tools.
- Make it more user-friendly, less cluttered, improve the interface.
- Put simple, step-by-step instructions for using the Wiki in the Journal/Newsletter.

CMA Gatherings

2018 CMA Gathering: Of the 166 survey respondents, 18% (29 individuals) indicated that they attended the 2018 CMA Gathering in Memphis, Tennessee, where eight subject-matter experts presented on topics in genetic genealogy and Scottish/Irish history and culture.

To help evaluate the success of the 2018 Gathering, the CMA Board of Directors asked that the survey measure how interesting attendees found each of those presentations. Survey items captured two measures of interest: attendance at the event and post-presentation ratings of “interest level.” [Note that the focus was on interest in the presented material; these items were not intended as, nor were they directly, an evaluation of the presenters’ styles or abilities.]

Attendance at the presentations ranged from 21 (72%) to 28 (97%) of the 29 Gathering attendees who responded to the survey (see Figure 20). This suggests that there was substantial curiosity about the topics themselves. However, to confirm that the interest was in the material presented and not simple curiosity, each attendee was asked in the survey to rate “how interesting” they found the presentation.



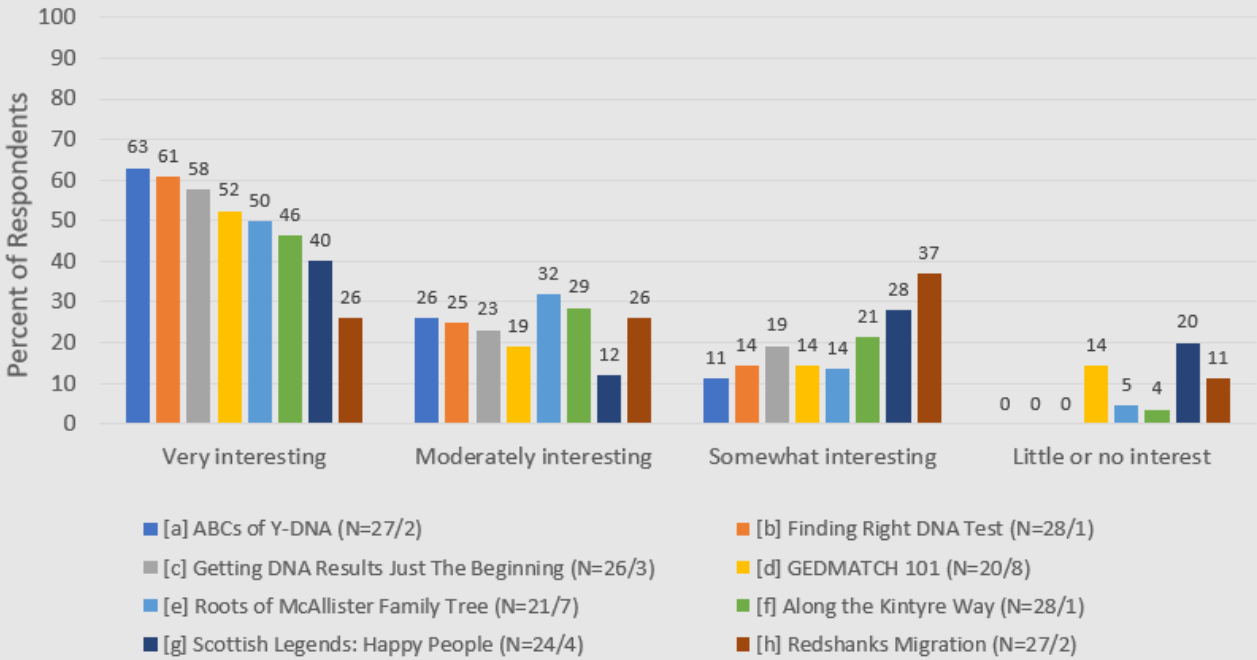
The results overall are positive for interest level (see Figure 21). Five of the eight presentations were rated as “very interesting” by 50% or more of their attendees, while those same five plus a sixth presentation were rated as at least “moderately interesting” by 70% or more of their attendees. Even the two presentations with lowest ratings (“Scottish Legends & Folklore: Happy People” and “Ulster Heritage DNA Project: Redshanks Migration”) were at least moderately interesting to half of those who attended (52% and 52%, respectively).

Beyond the fact that a substantial number of attendees found each presentation interesting, caution should be exercised in drawing additional conclusions about the ranking. According to statistical testing, the differences between average ratings for most of the presentations were not large enough to be considered reliable (outside the margin of error). Stated another way, if the survey were repeated with similar attendees, the ordering of the presentations in Figure 21 could well be different. The notable exception is the “Redshanks Migration” presentation, where ratings of interest were statistically reliably somewhat lower than for the majority of the other presentations.¹⁰

¹⁰ Referring to the legend of Figure 21, exploratory pair-wise comparisons using paired-t-tests found that the average rating for presentation [h] (“Redshanks Migration”) was statistically reliably lower (less interesting) than the average ratings for presentations [a], [b], [c], [e], & [f]; the average rating for presentation [g] was statistically reliably lower than that for [a] and [b]; and the average rating for [d] was statistically reliably lower than for [a] ($p < .05$). Due to the nature of paired-t-tests, for each pairing of presentations, only individuals who attended both presentations were included in the statistical test; therefore, these parametric tests provide supplemental rather than definitive information.

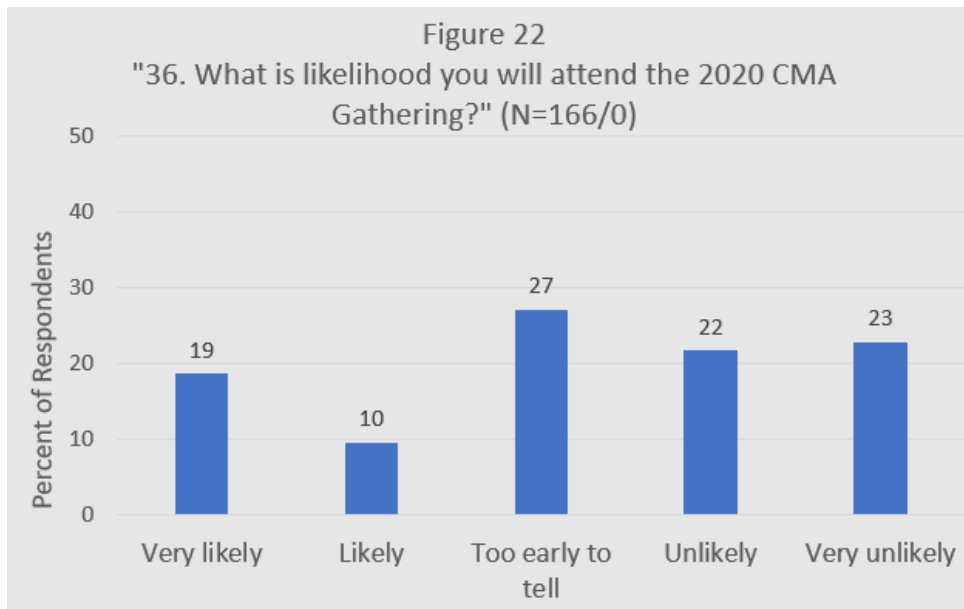
Figure 21

"28-35. How interesting to you were each of the Gathering presentations?"



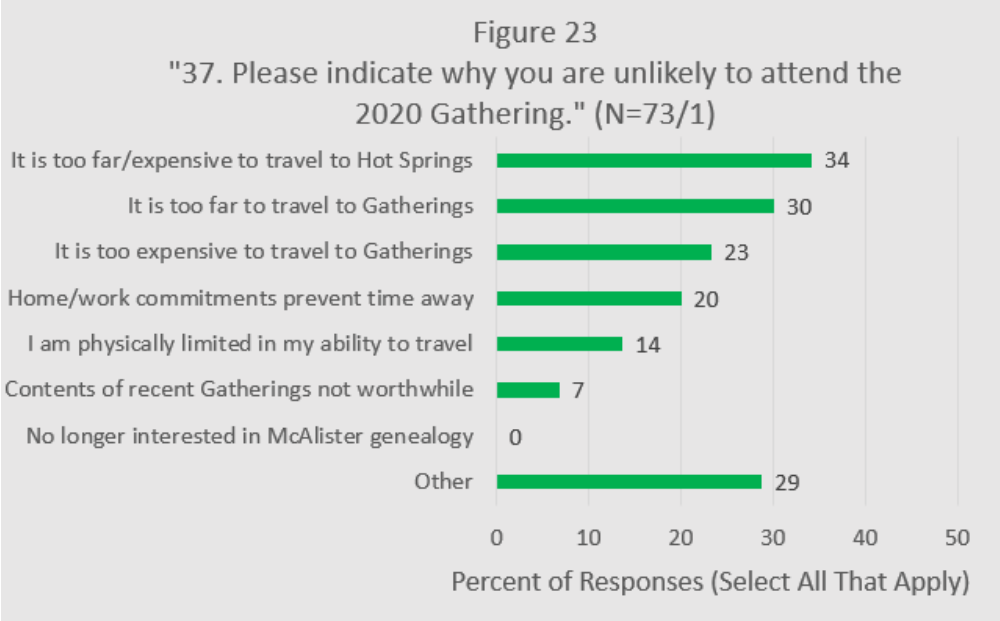
Future CMA Gatherings

All survey participants were asked the likelihood that they would attend the 2020 CMA Gathering which would probably be held in Hot Springs, Arkansas. Twenty-nine percent indicated that it was “very likely” or “likely” that they would attend. In contrast, 27% indicated that it was “too early to tell,” while 45% indicated that it was “unlikely” or “very unlikely” they would attend.



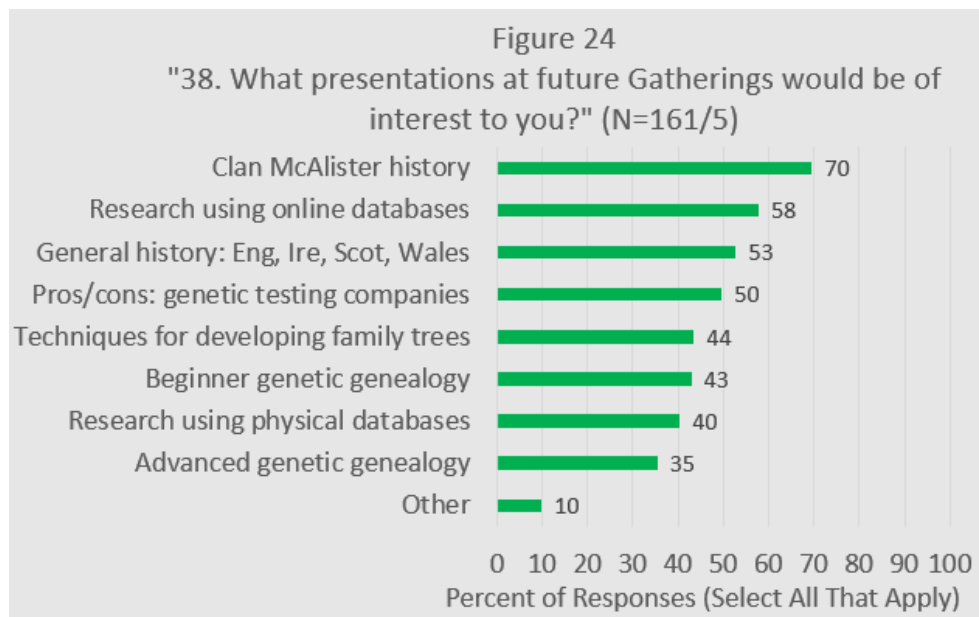
Participants who indicated that it was “unlikely” or “very unlikely” they would attend the 2020 Gathering were asked why. Fully one-third (34%) indicated that it was too far/too expensive for them to travel to Hot Springs. Thirty percent indicated that, in general, CMA Gatherings were too far away, while 23% indicated that, in general, it was too expensive. Aside from the cost/distance issues, nearly one-quarter (20%) indicated that they have home/work commitments that prevent them from taking the time away and 14% indicated that they were physically limited (some severely) in their ability to travel. Only 7% dismissed Gatherings as “not worthwhile.”

Other reasons for not attending the Gatherings (“Other—please specify”) were added by nearly one-third of respondents (29%) and included: not interested in social gatherings/shy, children in school, too old/tired, not convinced attending would help research, “we go north in summer rather than south”, don’t do much traveling, never been to a gathering, and live overseas (see Appendix A for *verbatim* individual responses).



All survey participants, whether planning to attend the next Gathering or not, were asked what topics would be of interest to them at future Gatherings. Nearly three-quarters of respondents (70%) selected “Clan McAlister history.” The topic of second-greatest interest (58%) was “Research using online databases,” followed by “General history of England, Ireland, Scotland, and Wales” (53%), and “Pros and cons of using various genetic testing companies” (50%). However, it is worth noting that over one-third of attendees indicated interest in each of the four remaining topics: “Techniques for developing family trees” (44%), “Beginner genetic genealogy” (43%), “Research using physical databases” (40%), and “Advanced genetic genealogy” (35%).

Other topics for future Gatherings (“Other—please specify”) were added by 10% of the respondents and included: railroad history; research resources in Ireland/Scotland; how to research the journey of McAlister ancestors to County Mayo, Ireland; how to convince a family member to take part in the DNA testing; famous and infamous McAllisters in history; developing tools for more online/physical research; Scottish DNA databases; and history of how/when McAllisters arrived in Ireland.



Item 39 of the survey was an open-text (write anything you want to) item requesting suggestions for improving the CMA Gatherings or the CMA organization in general. Below is a summary of those suggestions. (See Appendix B for *verbatim* individual responses.)

- Add online or telephone webinar/conferencing to Gatherings or videotape sessions so people who cannot attend can be involved.
- Provide more advertising before Gatherings.
- Provide perhaps one evening event.
- Provide a list of suggested activities/tours/etc. in Gathering cities.
- Work more closely with the Clan McAlister Society to share research at events like the Scottish Games.
- Provide more accessible material online.
- Provide more information on how to coordinate with family organizations outside of CMA.
- Provide small-group get-togethers for those from the same ancestral lines.
- Add technical break-out sessions on such things as Wiki usage, record-keeping, submitting articles for publication to the Journal/Newsletter, etc.
- Tell people at the preceding Gathering the city and dates of the following Gathering.
- Hold a general membership drive promoting Clan McAlisdair.
- Establish regional leaders to serve as focuses for local groups, especially in Western states where Gatherings are not held.
- Facilitators/leadership need to more actively embrace women and newer members.
- The Sunday morning Kirking should be led by a member who is an ordained minister to give the experience a more worshipful/liturgical form.

- Mix up table seatings so that old members are forced to mingle/get to know new members and families.
- Hold a gathering in WV/KY where the McCallisters are very plentiful.
- Consider Pigeon Forge, TN for a future gathering.
- Hold gatherings in the West.
- Be less cliquish at events.
- Book Gatherings in hotels that are not so dirty/unresponsive to guests.

Appendix A

Complete Verbatim List of “Other--Please Specify” Responses to Survey Items¹¹

02. “What were your primary reasons for joining CMA?”

- a. I'm a member of The Church of Jesus Christ of Latter Day Saints and it is a commandment that we know our fore fathers and what they did for our future.
- b. Hoping to find living relatives.
- c. With the aid of other McAllisters, find my elusive 2x gr grandfather.
- d. General interest in Scots history and migration.
- e. To find other McAllisters on my line J80, I haven't been too lucky as yet, only finding what I have added, and what my father in law had already given to me, but I am still hopeful that now with DNA added to the stew something might turn up.
- f. I was a member a long time ago and wanted to reconnect.
- g. Had just received my master's in Scottish history and felt I could make use of it here while we learned about my husband's ancestors.
- h. Hoping to connect with other family from my line.
- i. To learn how gen research is done.
- j. MOM was friends with Bill Vincent.

05. “For what purposes do you visit the CMA website?”

- a. I watch for new members that might be sharing family information that might connect to my family line. I am line coordinator for J-31.
- b. Reminders and review of background, practices, breadth of information, and approaches.
- c. If all McAllisters are from the same area.
- d. I've researched the source code so I can get with I-Bob on posting grave site pics.
- e. general information.
- f. Staying up-to-date on Clan activities. General information.
- g. To see if something new has developed, or to find out if anyone has added or made enquiries about the J80 line
- h. Finding contact information to give to people who email me with queries.
- i. To look at events and new updates.
- j. I am the line coordinator.
- k. Upcoming events.
- l. Updates.

¹¹ Minor spelling and grammatical corrections have been made to improve readability without affecting meaning. Note that letters adjacent to individual comments are added for readability and do not identify specific respondents or any connection between comments across items.

- m. Trying to write a history of my family line that came to Colorado in the 1800's.
- n. Locating information for folks who test with the DNA project.
- o. As webmaster, I visit frequently to perform maintenance and add new items.
- p. Help with Queries.

09. "Why was the information you received (from your most recent Query) less than helpful?"

- a. I think the responses are almost always pushing that person sending the query to research on their own.

12. "For what purposes do you look at the CMA Journal?"

- a. I have been a member less than a year and I have not had a lot of time to go back through what you have. But in general, all of the above could catch my attention if that is what I was looking for at the time.
- b. I carefully read the Queries to see if they include any names of the seven children of Joseph McAlister and his wife Margaret Stirling who were married in Knox, Tennessee in 1801. We do know that Margaret was born in 1769 in Virginia. We have no source that tells when Joseph was born or where. I do see this information that was entered that only speculates.
- c. Learning how others have researched, how they problem solved, while collecting information for an ancestral line.
- d. Can't find any info on family.
- e. I find the DNA articles very interesting and helpful.
- f. As the editor, I read it all!
- g. answers to Queries.
- h. Information and news about 'new' family line information and merged lines.
- i. Ancestral lines & DNA connection progress, great work is being accomplished.
- j. Info on the DNA project.
- k. Please include articles about the families (prior to 1800) who lived and worked on Clan McAlister land in Argyll County, Scotland - including but not limited to copies of rent lists, past due rent lists of Knapdale area records of the land owners and church records - Catholic church records? Prior to 1792? - Please translate from Latin to English.

15. "For what purposes do you look at the CMA Messenger newsletter"?

- a. Family research.
- b. More or less all of the above. Different things may catch my attention at different times.
- c. I watch for new McAlister family connections!

- d. Not sure if I am receiving the newsletter in the mail.
- e. DNA information.
- f. I like reading the whole thing. Not one favorite over the other. Each issue is what I look forward to.
- g. I can't distinguish between the journal and the newsletter. I read what pops into my inbox.
- h. Ditto my last comment!
- i. As CMA board member I work to stay current on as many points as possible.

21. "What was the reason for your most recent interaction with the CMA Genealogy Committee"?

- a. Went to Highland Games.
- b. I have an early CMA membership number because the original leader called me at my home in Citrus Heights, California. He had read of my research on Family Search and hoped I would share my McAlister line information. I said in my mind the McAlister's no matter how they spelled their name are related and by gathering this information we can share information. I had Bible records that showed my family line went back to Charles McAlister who married Eleanor Ewen. Charles was my dead-end for years. My dad helped me hire a professional genealogist in Indiana that thought Charles' father was Issac Newton McAlister. It was later found that Issac was a brother of Charles. Gwendolyn Ballah-Frees came into my life and resented a Bible record of John Wallace McAllister which showed my Charles as a son of Joseph and Margaret McAlister. This took me one generation further back with a good source. It also showed that Isaac Newton McAlister was born 1807 one year later than Charles as his brother.
- c. To update Email address.
- d. To combine the DNA project with the line J80, my ex-husband Patrick MacAllister kindly allowed me to use his Y-DNA for the purpose.
- e. They will sometimes refer queries to me because of my knowledge of clan history and its context.
- f. Subscription and membership issues.
- g. I believe they do a great job, especially since all their time is donated and in addition to many others things they enjoy doing or they must do things. Thank you for everything.
- h. Jeannie getting to know her information and sources.
- i. Was just interested in how they worked. General stuff.
- j. To complain about missing issues.
- k. Inquire about DNA project.
- l. DNA study.
- m. I submitted a poem.
- n. To give permission to access my DNA test results.
- o. Someone had sent in a query in regards to the line I am currently in charge of.

- p. To coordinate journal reports.
- q. As Query Co-editor, I share my query responses with all members of the CMA Genealogy Committee.
- r. Interactive information w/comm. about a working project.
- s. I am on this committee.

25. "Why do you so rarely access the (CMA) Wiki"?

- a. I've been told I am too worry in my search. I always think a few more clues will keep those flags that say 'No such information' when I feel there should be information there. I don't feel I'm stubborn. I try to keep up with all the new research tools. Just can't seem to search as easy as other researchers do. I have learned to use my I-6 and I can even text. That's incredible compared to my Veteran friends that carry flip phones (Ha!).
- b. I have not educated myself at all about your website or programs because my husband has been very sick. He is better so I hope to be able to explore more. I don't remember seeing or receiving any publications.
- c. Didn't know there was such.
- d. I'll have to check it out and see how I can put it to use and help.
- e. I am busy with other things.
- f. I mean to but somehow, I never seem to get around to it.
- g. Didn't know about it.
- h. My rural internet is terrible. Hope to change soon.
- i. I feel like I have the information that is presented there. I like knowing I can refer others to wiki, but my impression is that the information does not often change.
- j. We need articles to explain how to obtain data from your database. My supposition is there are a large share of the members who are senior citizens.
- k. Forgot it exists.
- l. I don't go to the web site very often.
- m. I forget that it's there!
- n. It does not deal with issues relating to my Family!
- o. If many are like me and checked the second block maybe a short presentation should be made at the Gathering.
- p. Is there a fee?
- q. Never heard of it first of all. Second is this a site where it is secure? In the past I have always been told not to trust Wiki because anyone can change the information.
- r. I have lost my fervency to research; life is simply too busy and I don't have the time I used to.
- s. Not aware of it; little or no time for more time on McA activities
- t. Didn't know CMA was on Wiki.
- u. New member and haven't explored all the sites yet.
- v. I'm not really interested in genealogy per se, just in the family stories.

- w. Right now, I don't have as much time to devote to my research, but hope to in the future.
- x. NOT user friendly in my opinion.
- y. I do not have a computer.
- z. I am not great on the computer.
- aa. Do not know anything about it.
- bb. No computer, no email account.

37. "Please indicate the reason(s) that you are unlikely to attend the Gathering in 2020."

- a. I still have children in high school. I'd like to attend one day when I am retired or an empty nester.
- b. Not interested at this point.
- c. Disinterest, and why are these things always in the south with its horrible reputation for cruelty, racism, poverty.
- d. I joined at a time when it seemed possible that an ancestor that emigrated to USA but subsequent research has found this not to be the case.
- e. I go north to Vermont during the summer to escape the heat. I don't plan to go back to the south during the summer.
- f. I live in Ireland.
- g. We have limited time and money, and we have to prioritize trips to Scotland itself among other things.
- h. Not interested.
- i. Never been to a gathering.
- j. too old, too tired.
- k. My wife is not interested in genealogy.
- l. Anything east of the Mississippi is expensive and requires us to take time off work. Could you create an online webinar?
- m. Insufficient interest.
- n. I live in Europe and the cost exceeds my budget.
- o. Just not interested in the program despite my interest in the family genealogy.
- p. I am interested in genealogy but not interested in social gatherings where I don't know anyone (outside my comfort zone).
- q. I am a shy person and so it would be overwhelming for me. I am sure you have lots of fun though.
- r. Just don't do much traveling.
- s. I am not convinced that attending would help me with my genealogical research - cost vs return.
- t. Due to the loss of my daughter and wife. My daughter attended them in the past, but I lost her in 2015 and lost my wife in 2017, so at present I am sort of lost.
- u. We enjoyed earlier gatherings but age has caught up with us.
- v. I can drive up to one hour.

38. "Whether or not you are currently planning to attend the next CMA Gathering in 2020, what future presentations would be of interest to you?"

- a. Would like to learn about railroad history - some of my family worked for railroad companies and one was killed by one. Would be an interesting topic.
- b. I have to be honest; I enjoy the information all the speakers had to offer, but the speed and delivery of them were all slow and institutionalized. Need to add 'life', 'excitement' to the delivery. I saw too many people falling asleep or leaving the room.
- c. Research resources in Ireland/Scotland.
- d. How to figure out how my McAlister ancestors ended up in County Mayo, Ireland.
- e. How do you convince a family member to take part in the DNA process - especially since I have agreed to pay for it?
- f. We need articles to explain how to obtain data from your database. My supposition is there are a large share of the members who are senior citizens.
- g. Famous and the infamous McAllisters in history.
- h. I would be interested in developing tools for more research both online and physical. I would be interested in meeting other line coordinators.
- i. I could teach any of these, actually.
- j. Would you please send me info on the 2020 CMA Gathering?
robertemcalister@verizon.net
- k. Scottish History and connections to Scottish DNA databases to see if there any genetic relatives in Scotland.
- l. Record talks and presentations, make them available for download / YouTube.
- m. When a list of attendees is finalized someone should determine the first-time attendees and specifically assign a longtime member to shepherd these people during the Gathering. If they aren't singled out and helped with whatever reason they came to the Gathering they will not be back.
- n. There are relatively very few McAllisters that migrated to Northern Ireland (Derry and Donegal). It would be nice to get historical context on how and when they arrived in Ireland.
- o. I have never found useful information about my family on your site.
- p. Perhaps CMA could partner with genealogical websites such as Ancestry, American Ancestors, Genealogy Bank, or Family Search?
- q. Please include articles about the families (prior to 1800) who lived and worked on Clan McAlister land in Argyll County, Scotland - including but not limited to copies of rent lists, past due rent lists of Knapdale area records of the land owners and church records - Catholic church records? Prior to 1792? - Please translate from Latin to English.

Appendix B

Complete Verbatim Comments from Survey Free-Text Suggestion Boxes¹²

10. "Do you have any suggestions for additions or improvements to the CMA web site?"
- a. It could be updated to be more current in terms of look and organization. However, it is well kept for what it does and I understand that this is a volunteer organization so I don't judge it very harshly.
 - b. Make a place for newbies to gather information. We're not as good at it!
 - c. I sometimes wish we could increase the dues to help finance a professional genealogist that could help connect the many McAlister lines.
 - d. Front page needs to be updated, beginning to look a little dated and cluttered. Also, wiki has a ton of info, but difficult to use.
 - e. Since each ancestral line has an 'oldest ancestor' at its root, a query across those oldest ancestors might prove useful in comparing a research set to the lines. Not sure how it might need to function, but something like 'all Charles born between 1800-1850, U.S.', etc.; or something similar.
 - f. If I could get access to someone to answer specific questions it might help. I'm such a beginner...
 - g. More information from the name (McAlister). Have a gathering close to South Carolina. I do check information on Facebook.
 - h. I just joined - So I am learning what you have to offer.
 - i. I do not have a member number. I used to have one. I recently rejoined. I cannot log in.
 - j. More content articles or genealogy tips in between newsletters...maybe a monthly tip or something.
 - k. Modernize the site.
 - l. Sorry, I'm in the middle of packing to move so no ideas at the moment.
 - m. Web wise, it's a pretty dated interface and somewhat data centric.
 - n. I really liked the article on the origin of 'Scots-Irish.' Have mentioned it to several people including a local librarian and will bring it to my local genealogy group.
 - o. How about a link to events such as Scottish Games, especially those that might have a McAlister Tent?
 - p. I enjoy reading the answers to queries, if those could be placed online since I don't believe they're in the newsletters anymore.
 - q. Explanation of how to navigate site and find info. There should be a page every newsletter of direction on how to use.

¹² Minor spelling and grammatical corrections have been made to improve readability without affecting meaning. Note that letters adjacent to individual comments are added for readability and do not identify specific respondents or any connection between comments across items.

- r. It would be useful if we could access the material on file in the archives in CMA, to compare notes, also it would be helpful to be able to contact other members easily.
- s. A searchable database would be nice. I just used the 3-page genealogy that the president sent out to link back to Somerled. That was supremely helpful in combination with other resources but it wasn't on the website, which it should be.
- t. No
- u. No comments, but I will plan to use the query page in the future.
- v. None at the moment.
- w. The DNA info is cumbersome and I do not know how/where to begin. Not sure who I am linked to and who I am not. The map of where the family has settled in US is really cool - is it possible to link the family lines to see how different lines migrated, beginning in the homeland? I do not feel like I have tapped all the resources.
- x. None.
- y. Maybe a tutorial to walk thru researching.
- z. Please forgive me, but I have been idle in my research for quite some time; when I visited your site, I found it useful but a bit overwhelming, not due any lack on your part; I am simply not as fervent as I once was
- aa. Members only area on web site with access to the genealogy data base information.
- bb. My sister is on board of directors and I am her sounding board.
- cc. No.
- dd. Make it more user friendly and interactive.
- ee. Home page should be simpler to navigate.
- ff. The home page has far too much material on it. Overall, the website is likely to be challenging to navigate for most members.
- gg. The index on the left could be reformulated and made clear as to what the links are.
- hh. Possibly add a link to the Facebook page. Although it's not a primary source of information, it is an interactive source, and should be treated that way.
- ii. Supposed to be easily searchable. NOT!
- jj. Graphically it is archaic - everything from typography to any and all graphics are 1980s vintage. It could be much more useful if it were easier to navigate - there is nothing to make you want to use the site.

19. "Do you have any suggestions for additions or improvements to the CMA Journal and/or Messenger newsletter?"

- a. Stuff to help very new people doing genealogy and DNA stuff.
- b. I have worked with my Family History since it was included in a before High School Seminary program 1959-1963. My parents were not LDS but very supportive of helping me trace our family roots.

- c. Both very nicely done. Hal does a great job!
- d. No.
- e. My McAllister ancestors emigrated from County Mayo, Ireland. I would like to know if they got to Mayo via Scotland or Northern Ireland. Haven't found any connections yet.
- f. See previous suggestion...maybe try dribbling out some of the content month to month to keep folks engaged and that way it would likely get folks to read more of the content and reduce the amount of work on the journal/newsletter.
- g. I don't mind to pay extra for the paper newsletter. I really enjoy it. With my terrible internet...I have not got on the site yet. I have been a member over a year. I appreciate your passion and work. I hope I can find where my William Henry McAllister fits in. Many thanks! Pam Shipman Ward, Dexter MO
- h. Reference to scheduled events such as Scottish Games.
- i. These publications are of high quality and the work involved is much appreciated by this member!
- j. We need articles to explain how to obtain data from your database. My supposition is there are a large share of the members who are senior citizens.
- k. The reason I get the printed Journal is for my 93-year-old father to enjoy. He does not like computers. For me, the digital is fine.
- l. Include a listing of benefits provided by CMA. List ways that members can contribute to projects, such as DNA, Gathering, etc.
- m. I enjoy the paper copies and pass them to my children. However, will consider online versions if need be.
- n. Keep up the great work.
- o. Make it easier for elderly to access it on line.
- p. I like the e-version and I like the format.
- q. A print version of the journal is convenient for making notes, highlighting and tabbing for future reference.
- r. Online form to submit changes to genealogy line.
- s. Why do you not include European Clan McAlister Data as this may lead to more connections of Families!
- t. I could be convinced to go electronically if I am the only one getting a paper copy!!! Both are excellent and Hal's contribution to this publication is exemplary.
- u. Regional leaders would be great contacts especially in the Western states where you don't hold gatherings.
- v. I am new and have not gotten a Journal or newsletter yet. Not sure how to access.
- w. I'd hoped for the get-togethers more westerly than OK or IN - say CO or Utah - but I'm too old now to go even if in my state.
- x. No great job by Hal.
- y. No.
- z. Keep up the good work!!
- aa. CHEER the many volunteers that make this wonderful org.
- bb. I do not have a computer.

- cc. It is interesting to read of other interests of current members.
- dd. I wish there would be something about my family line. It has been over 10 years since it was mentioned. (I prefer paper, but would switch to electronic if absolutely necessary.)
- ee. (See 12 J) 1. Articles & lists of families forced off their plots of land prior to 1850 & prior to 1800. 2. Articles & lists of families who left Scotland on ships to America, Canada, Australia, New Zealand, etc. 3. Locate & publish all church records for Argyll County - region of Knapdale (probably Catholic Church records in Latin). 4. Lists of obituaries & names on headstones in all cemeteries in Knapdale Region of Argyll County, Scotland. Please translate from Latin & Gaelic to English.

23. "Do you have any recommendations for the CMA Genealogy Committee?"

- a. Nope.
- b. Our CMA leaders are wonderful and they give me suggestions at times. I'm 74 years old and I like walking around with my Mc Journal in my hands. I truly enjoy the feeling of the paper Journal even if I need to pay more. The first journal of this year I only received on line. I'm not compulsive but I have every precious copy since I joined the Clan. I miss so many CMA leaders that helped me try to connect my Joseph. Several are now on the other side. I believe this work is going on also in the Spirit World.
- c. Maybe think about a profile in journal, describing what Gen Comm does, how they do it, & skill sets of committee.
- d. Better connections to immediate DNA connections that might be able to help
- e. I am waiting to hear back as I just joined.
- f. Keep up the great work! Thank you!
- g. Maybe have sessions at one of the Clan McAllister events geared toward genealogy exclusively.
- h. No.
- i. More online flexibility and accessibility to the archival material.
- j. Do more to explain the benefits and rebuke the false rumors of DNA testing.
- k. Benjamin McAllister, born 1803/4 and Benjamin McAllister, b. 1776 were both born in New Hampshire, not Vermont.
- l. Searchable database.
- m. The Memphis meeting was in the filthiest hotel ever!! I am a frequent and found it disgusting. the filth in my toilet had never been cleaned and under the bed had dust at least two inches thick, couldn't believe it.
- n. No.
- o. A beginner guide how to get started and meanings of terminology.
- p. Keep up the good work. On the FTDNA website find a way to exclude paternal ancestors who have a maternal McAllister link.
- q. Not now.

- r. In regard to my poem submission, I would have liked to have been notified right away that it was received. I still have not heard.
- s. Keep the printed journal as it was from the beginning and quit telling how poor everyone is cause it cost most of a thousand dollars to attend the meeting and most of the people that started this org. were business people with all the resources they needed even though they cried poor mouth.
- t. I do so much appreciate all the time and effort you all give to this project, and you do it so well.
- u. No- great job is Jeanne.
- v. All Volunteer folks doing great work.

26. "Do you have any suggestions for additions or improvements to the CMA Wiki?"

- a. More instructions on using it!
- b. I'm waiting for the day you can enter on Wiki: Indiana death records/Margaret Stirling-McAlister 1855. And Pow!!! Several sources pop up.
- c. Needs more user-friendly entry page & less clutter.
- d. Improve the interface.
- e. I think it is an excellent reference point. Keep up the good work.
- f. We need articles to explain how to obtain data from your database. My supposition is there are a large share of the members who are senior citizens.
- g. No.
- h. Not at the moment, I need to know more about it first.
- i. Please make it more user friendly. Sometimes it is hard to find what I am looking for!
- j. better information about what it is and what it can do for me.
- k. No.
- l. I didn't know about it or the benefits.
- m. I have submitted my Family data about 1998 to CMA and nothing was done with it! Why Not?
- n. No.
- o. I don't know what this is...
- p. No.
- q. No.
- r. I would like a multi-term search tool.
- s. An explanation of what it contains and does not contain. Better searching tools.
- t. VERY IMPORTANT AND LARGE AMOUNT of HISTORIAL information hats off to I Bob. Needs current update for regular computer people.
- u. Could you put instructions for accessing and using these things in the Journal or Newsletter? Simple step-by-step instructions?

39. "Please enter below any additional comments or suggestions for improving the CMA Gatherings or the organization in general."

- a. Yes. Two things: 1) I would like to see the upfront facilitators/leadership embrace:
A) more women B) some of the newer members 2) I would like for the Sunday morning 'Kirking' to be led by one of the members who is actually an ordained minister who could give the experience a worshipful and liturgical form. This would more closely resemble what a traditional 'Kirking' is like. The second item is very important to me. I met two retired Episcopal priests at the Memphis meeting who are members, a man and a woman. The woman and I had a discussion after the Kirking, and we both missed having an experience that was both liturgical and worshipful (we also missed singing). She and her husband would be good resources for helping with designing/leading the Kirking. While I am the McAllister descendant, my husband, Duncan Montgomery Gray, III, is a resource as well; he is the (retired) ninth Episcopal Bishop of the Diocese of Mississippi. Duncan attended the conference with me in Memphis, although he wasn't able to stay for the Sunday morning program.
- b. Have "old timers" mingle with new people - no cliques allowed. Mix up all of the table settings so that we are forced to get to know new McAllisters and their families!!!
- c. I love all of the CMA volunteers that give of their time and knowledge. I appreciate them so much! Frank McAlister and Jeanne Bowan have been so patient with me and so helpful when I contact them. I don't travel much anymore but I try to stay active in our community, I also help younger people start their family research. It's so funny you introduce the youth to family history and the electronics take over! They are so fast at retrieving data sources for their trees.
- d. I would like for a gathering to be in WV/KY area where the MCCALLISTERS are very plentiful. I was the only one at Memphis. Since then my mother's nephew has joined us and is very excited about the upcoming 2020. He lives in Michigan but his father's relatives are in WV.
- e. More advertising before Gatherings. Maybe one evening event.
- f. No reply to my query. [CONTEXT: Respondent submitted query 1 to <3 years ago and has never received a reply.]
- g. I really enjoyed the time in Savannah Georgia when there was a list of things to do in the city and the groups were out and about having fun and enjoying each other's company. It's very hard to move from table to table just to say hello to people you haven't seen for 2 years. LET'S HAVE FUN.
- h. Add to Gatherings an open online seminar of questions and answers so that people like myself who live in other countries or states that are far away could communicate and participate online at the Gatherings.
- i. Your survey has encouraged me to start looking at the website and reading the newsletters!
- j. Work more closely with Clan McAlister Society to share your research at events such as Scottish games.

- k. No.
- l. We need articles to explain how to obtain data from your database. My supposition is there are a large share of the members who are senior citizens.
- m. Nope. Fun event.
- n. More accessible material online.
- o. When I have tried to interact with other members or during games at the clan tents, no one is engaging or interested in interacting with anyone outside of 3-4 at the tents.
- p. No.
- q. How to coordinate with family organizations outside of CMA in order to better define our family tree (i.e. our maternal side).
- r. I have wanted to attend but haven't been able to coordinate.
- s. Again, the hotel was not to be endured. They were asked to clean the toilet and did not do it after sending a supervisor to inspect.....intolerable.
- t. If possible, small group get-togethers for those from the same ancestral lines.
- u. Online or telephone webinar conferencing might help those in the West gain something from the event and encourage others to participate.
- v. None.
- w. I would attend if you had some gatherings in the West.
- x. I care for a handicapped husband and cannot attend out of town meetings. I would LOVE to attend all of them, but cannot. Some videos or real-time access to some of the events at meeting would be wonderful!
- y. No.
- z. No.
- aa. Technical break-out sessions on, e.g., wiki usage, record keeping, submitting articles for publication in CMA Journal, etc.
- bb. At 2020 tell people possible next state to hold gathering. Full city and dates should be available one year out People plan ahead with time shares.
- cc. How about a general membership drive promoting Clan McAlisdair? It seems as though a whole lot more could be done with more members/participation.
- dd. As my daughter said, it was fine. But good luck in the future.
- ee. Even though we have not been able to prove my husband's Smiley line back to Scotland, he enjoys reading the history articles and often saves them! On my maternal grandmother's line, I am 100% Scottish! My lines have been proven by my mother and grandmother. Because of our age, eyesight, and computer skills, we prefer paper mailings.
- ff. Consider Pigeon Forge TN for a future Gathering.
- gg. Keep up the good work - proud to be a member of CMA!
- hh. Did not realize there is a website! Will visit!
- ii. I would like to know more about how to use the CMA web site. What is a GEDCOM?
- jj. How about meeting in Placer County, California?

Appendix C

Paper-&-Pencil Version of the Clan McAlister of America 2019 Member Survey

Clan McAlister of America 2019 Member Survey

The Officers & Board of Clan McAlister of America (CMA) want to ensure that you find your membership to be a valuable and fulfilling experience. This survey is your opportunity to tell us where your current interests lie, what has worked well for you in the past, and what kinds of changes you would like to see. **This is one way for you to have a direct impact on the future of CMA!**

Please take a few minutes to complete this survey, now if possible. We designed the survey to be brief, and it should take only 5-10 minutes to complete. However, you may take longer if you would like to provide additional written feedback within the survey.

We will share the aggregate results of the entire survey with you and the other members of CMA, and your opinions and preferences will guide us as we plan for future years.

Your individual responses, however, will be anonymous. No personally identifying information will be collected, so please be candid in your responses. If you don't tell us, we won't know!

Sincerely,
The Officers & Board of Clan McAlister of America

Directions:

1. For most items, select the single most appropriate response by circling the corresponding letter.
2. If an item states “(Select all that apply),” you may select multiple alternatives by circling more than one letter for that item.
3. If you select an alternative that contains a skip instruction (e.g., “(Skip to item 5)”), ignore all the intervening items and go directly to the indicated item number. Based on your answer, the skipped items will be non-applicable.
4. For items with an "Other (please specify)" alternative, you may add an additional reason by circling the letter beside “Other (please specify)” and writing any text you prefer into the provided box.
5. Comment boxes are provided throughout the survey inviting additional thoughts or suggestions on a topic. You can write in the box anything further you would like to mention to the Board, or leave it blank.
6. When finished with the survey, please return it in the enclosed stamped and pre-addressed envelope.

CMA Membership

1. How long have you been a member of Clan McAlister of America (CMA)?
 - A. Less than 12 months
 - B. At least 1 year but less than 2 years
 - C. At least 2 years but less than 5 years
 - D. At least 5 years but less than 10 years
 - E. At least 10 years but less than 20 years
 - F. 20 or more years
 - G. I am not currently a member of CMA. **(Skip to item 4)**

2. What were your primary reasons for joining CMA? **(Select all that apply)**
 - A. Curiosity about my family history
 - B. To interact with other genealogy-minded people
 - C. To gain access to CMA-specific data and research
 - D. Others in my family were already members
 - E. To attend Gatherings and socialize with members
 - F. Other (please specify in box below)

3. Considering everything, how important to you (i.e., worth your time and money) and useful to you (i.e., advancing your genealogy goals) do you currently find your membership in CMA?

	A. Very	B. Moderately	C. Somewhat	D. Very Little or Not at All
a) Important	A	B	C	D
b) Useful	A	B	C	D

CMA Web Site

4. On average, how frequently do you visit the CMA website?

- A. Never (**Skip to item 11**)
- B. Some but less than once a month
- C. Once a month
- D. 2 or more times per month

5. For what purposes do you visit the CMA web site? (**Select all that apply.**)

- A. Research resources
- B. Articles
- C. Information about ancestral lines
- D. Submitting Queries using the Query Page (“Submit Your Query” link)
- E. History of Clan McAlister
- F. McAlister Surname DNA Project
- G. Other (please specify in box below)

6. For you, how interesting, useful, and easy to find are items on the CMA web site?

	A. Extremely	B. Moderately	C. Somewhat	D. Very Little or Not at All
a) Interesting	A	B	C	D
b) Useful	A	B	C	D
c) Easy to find	A	B	C	D

7. Have you submitted a Query within the last 3 years using the Query Page (“Submit Your Query” link) on the CMA website?
- A. No **(Skip to item 10)**
 - B. Yes, most recently less than 1 month ago
 - C. Yes, most recently at least 1 month but less than 6 months ago
 - D. Yes, most recently at least 6 months but less than 1 year ago
 - E. Yes, most recently at least 1 year but less than 3 years ago
8. What was the result of your most recent Query?
- A. I am still waiting for a response to my most recent Query. **(Skip to item 10)**
 - B. I received a response to my most recent Query, and the information was helpful. **(Skip to item 10)**
 - C. I received a response to my most recent Query, but the information was less than helpful.
9. Why was the information you received less than helpful? **(Select all that apply)**
- A. The response to my Query was that there was no information available.
 - B. The information in the response was not relevant to my Query.
 - C. The information in the response was incomplete.
 - D. The information in the response was wrong.
 - E. The format of the information in the response was confusing.
 - F. Other (please specify in box below)

10. Do you have any suggestions for additions or improvements to the CMA web site? (Specify in box below.)

CMA Journal and Newsletter

The 52-page CMA Journal and the 8-page CMA Newsletter are now each published two times a year. The Newsletter was initiated since we do not receive enough material from members to produce more than two Journals a year. The Newsletter allows us to communicate with members about current news and upcoming events of interest.

11. Typically, how much of each 52-page CMA Journal do you read?
- A. I typically read very little, if any, of the Journal, although I have access to it. **(Skip to item 14)**
 - B. I mostly just skim through the Journal.
 - C. I read some parts of the Journal.
 - D. I read most or all of the Journal.
 - E. Not applicable, I don't have access to the Journal. **(Skip to item 20)**

12. For what purposes do you look at the CMA Journal? (Select all that apply.)

- A. Articles on McAlister history in general
- B. Articles on current CMA activities
- C. Historical pieces
- D. Individual profile pieces
- E. Obtaining information about my family line
- F. Information to help in writing my family history/story
- G. Current news
- H. Upcoming events
- I. Obituaries
- J. Other (please specify in box below)

13. How interesting and useful to you personally is material in the CMA Journal?

	A. Extremely	B. Moderately	C. Somewhat	D. Very Little or Not at All
a) Interesting	A	B	C	D
b) Useful	A	B	C	D

14. Typically, how much of each 8-page CMA Newsletter do you read?

- A. I typically read very little, if any, of the Newsletter, although I have access to it. (Skip to item 17)
- B. I mostly just skim through the Newsletter.
- C. I read some parts of the Newsletter.
- D. I read most or all of the Newsletter.
- E. Not applicable, I don't have access to the Newsletter. (Skip to item 20)

15. For what purposes do you look at the CMA Newsletter? (Select all that apply)
- A. Articles on current CMA activities
 - B. Historical pieces
 - C. Current news
 - D. Upcoming events
 - E. Other (please specify in box below)

16. How interesting and useful to you personally is material in the CMA Newsletter?

	A. Extremely	B. Moderately	C. Somewhat	D. Very Little or Not at All
a) Interesting	A	B	C	D
b) Useful	A	B	C	D

17. How do you currently receive your copies of the CMA Journal and Newsletter?

- A. I receive an electronic version by email directly from CMA. (Skip to **item 19**)
- B. I receive a paper copy through the Post Office mailed directly from CMA.
- C. I receive neither an electronic nor a paper copy from CMA. (Skip to **item 20**)

18. Would you be willing to change to the electronic version of the CMA Journal and Newsletter instead of the printed versions to save money in CMA's budget, thus reducing possible future increases in membership fees due to rising costs? (The electronic versions are significantly less expensive to produce because they do not include the costs of printing and postage.)
- A. I don't have an email account -- I can't receive electronic versions.
 - B. No, I want a paper copy.
 - C. Yes, I would be willing to switch to the electronic version.
19. Do you have any suggestions for additions or improvements to the CMA Journal and/or Newsletter? (Specify in box below.)

CMA Genealogy Committee

20. Have you interacted with the CMA Genealogy Committee (thru the CMA web page, in person, or otherwise) in the last 3 years?

- A. No **(Skip to item 24)**
- B. Yes, most recently less than 1 month ago
- C. Yes, most recently at least 1 month but less than 6 months ago
- D. Yes, most recently at least 6 months but less than 1 year ago
- E. Yes, most recently at least 1 year but less than 3 years ago

21. What was the reason(s) for your most recent interaction with the CMA Genealogy Committee? **(Select all that apply.)**

- A. To ask for instructions on how to do something (e.g., how to submit or request information).
- B. To discover, or request further information about, my family line.
- C. To submit information about my family line.
- D. To request information about family lines other than my own.
- E. To submit information about family lines other than my own.
- F. Other (please specify in box below)

22. With regard to your most recent interaction, please rate the responsiveness of the volunteers on the CMA Genealogy Committee on each of the following attributes.

	A. Extremely	B. Moderately	C. Somewhat	D. Very Little or Not at All
a) Knowledgeable	A	B	C	D
b) Helpful	A	B	C	D
c) Timely	A	B	C	D

23. Do you have any recommendations for the CMA Genealogy Committee?
(Specify in box below.)

CMA Wiki

24. On average, how frequently do you visit the CMA Wiki?
- A. Never
 - B. Some but less than once a month
 - C. Once a month **(Skip to item 26)**
 - D. 2-5 times per month **(Skip to item 26)**
 - E. 6 or more times per month **(Skip to item 26)**

25. Why do you so rarely access the Wiki? (Select all that apply)

- A. I'm unfamiliar with the Wiki and its contents, and not interested in learning more about it.
- B. I'm unfamiliar with the Wiki and its contents, but would like to learn more about it.
- C. The Wiki is too difficult/confusing for me to use.
- D. The Wiki doesn't contain information that is useful to me.
- E. It costs more than I'm willing to pay for me to get access to the Wiki.
- F. The information I access in the Wiki rarely or never changes.
- G. Other (please specify in the box below)

26. Do you have any suggestions for additions or improvements to the CMA Wiki? (Specify in box below.)

The 2018 CMA Gathering

27. Did you attend the 2018 CMA Gathering in Memphis, Tennessee?

- A. Yes
- B. No **(Skip to item 36)**

This section addresses the eight presentations at the 2018 CMA Gathering. You will see a short summary reminder of each presentation and a rating scale on which you can indicate how interesting you found that presentation by circling the corresponding letter.

28. "The ABCs of Y-DNA" by Jim Brewster—A presentation on Y-DNA, paternal (versus maternal) inheritance, the various Y-DNA tests available (e.g., Y-DNA-111) and their various applications, haplogroups, and the underlying test metrics (e.g., centiMorgans, SNPs, and STRs).

A. Very Interesting	B. Moderately Interesting	C. Somewhat Interesting	D. Little or No Interest	E. Did Not Attend
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29. "Ulster Heritage DNA Project: Redshanks Migration" by Barry McCain—A presentation on the Scottish mercenaries called Redshanks, their origins, garb, weapons, and migration patterns (especially to and from Ireland).

A. Very Interesting	B. Moderately Interesting	C. Somewhat Interesting	D. Little or No Interest	E. Did Not Attend
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30. "Along the Kintyre Way" by Sandy MacAllister—A tour with photos of the coast and coastal villages of the Kintyre peninsula of western Scotland (including how it once temporarily became an "island").

A. Very Interesting	B. Moderately Interesting	C. Somewhat Interesting	D. Little or No Interest	E. Did Not Attend
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31. "Finding the Right DNA Test" by Jim Brewster—A presentation exploring the differences between Y-DNA (paternal), mitochondrial DNA (maternal), and autosomal DNA (equal paternal and maternal contributions), as well as their uses in genetic genealogy.

A. Very Interesting	B. Moderately Interesting	C. Somewhat Interesting	D. Little or No Interest	E. Did Not Attend
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32. "Getting Your DNA Results is Just the Beginning" by Jim Brewster—A presentation of the tools offered by FamilyTree DNA and how to apply them (e.g., chromosome browser, haplogroups, migration maps, genetic matches, and recent and deep ancestry).

A. Very Interesting	B. Moderately Interesting	C. Somewhat Interesting	D. Little or No Interest	E. Did Not Attend
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33. "GEDMATCH 101" by Jean Stewart—Introduction to GEDMATCH, a free software application (not a testing company) that accepts raw data files from many testing companies (e.g., Ancestry, FamilyTree, 23&Me) and allows the user to compare his/her results to results uploaded by others from across many testing companies.

A. Very Interesting	B. Moderately Interesting	C. Somewhat Interesting	D. Little or No Interest	E. Did Not Attend
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34. "DNA Connections & Digging for the Root of our McAllister Family Tree" by Bryant McAllister—A presentation of personal experiences using DNA to expand the M19 McAllister family tree, including its application in classroom teaching.

A. Very Interesting	B. Moderately Interesting	C. Somewhat Interesting	D. Little or No Interest	E. Did Not Attend
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35. "Scottish Legends & Folklore: The Happy People" by Barry McCain—A presentation on the Fairies (or Fey or Seelie) of Scotland, their physical representations, their powers, and their various roles (e.g., Beira, the Queen of Winter).

A. Very Interesting	B. Moderately Interesting	C. Somewhat Interesting	D. Little or No Interest	E. Did Not Attend
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Future Attendance at CMA Gatherings

36. What is the likelihood that you will attend the next CMA Gathering in 2020, which is likely to be in Hot Springs, Arkansas?

- A. Very likely **(Skip to item 38)**
- B. Likely **(Skip to item 38)**
- C. Too early to tell **(Skip to item 38)**
- D. Unlikely
- E. Very unlikely

37. Please indicate the reason(s) that you are unlikely to attend the Gathering in 2020. **(Select all that apply)**

- A. The contents of recent Gatherings have not been worthwhile for me to attend.
- B. It is too far for me to travel to CMA Gatherings.
- C. It is too expensive for me to travel to CMA Gatherings.
- D. It is too far/expensive for me to travel to this specific Gathering in Hot Springs, Arkansas.
- E. I have commitments that do not allow me to take that time away from work/home.
- F. I am physically limited in my ability to travel.
- G. I am no longer interested in McAlister genealogy.
- H. Other (please specify in the box below)

38. Whether or not you are currently planning to attend the next CMA Gathering in 2020, what future presentations would be of interest to you? (Select all that apply)

- A. Clan McAlister history
- B. General history: England, Ireland, Scotland, Wales
- C. Techniques for developing family trees
- D. Pros and cons using various genetic testing companies (Family Tree, Ancestry, 23&Me, etc.)
- E. Beginner's genetic genealogy
- F. Advanced genetic genealogy
- G. Research using online databases (newspapers, military records, court records, etc.)
- H. Research using physical records (newspapers, military records, court records, etc.)
- I. Other (please specify in the box below)

39. Please enter below any additional comments or suggestions for improving the CMA Gatherings or the organization in general.

Thank you for participating in the Clan McAlister of America 2019 Member Survey.

Your candid responses will be extremely helpful to the Officers and Board as we plan for the future of Clan McAlister of America. You will have an impact on that future!

Once tabulated, the aggregate results of this survey will be made available to all CMA members. Your individual responses, however, are anonymous.

Please enclose the completed survey in the stamped, pre-addressed envelope you received with this survey and mail it back to CMA.