

# SWIM 2023 Evaluation Survey – February 20, 2024

An online satisfaction evaluation survey of SWIM 2023's 48 participants was conducted from January 29 – February 15, 2024. Twenty five responses were received for a 52% participation rate.

The survey was developed and conducted by participant Mike Plummer of Jacksonville who conducts satisfaction surveys for organizations for PlummerHR.com.

## Key Ratings Results

SWIM 2023 Eval Ratings -- 25 Survey Responses								
1. Ratings of Key Components:	Total	1= Low	2	3	4	5= Outstanding	% 4 or 5	
Tampa Location	24			2 (8%)	5 (21%)	17 (71%)	92%	
Franciscan Center	25				7 (28%)	18 (72%)	100%	
Workshops - Onsite	21				8 (38%)	13 (62%)	100%	
Worksops - Offsite	19			5 (26%)	5 (26%)	9 (48%)	74%	
Evening Activities	24			5 (21%)	4 (17%)	15 (63%)	80%	
Catered Food Service	24	1 (4%)	1 (4%)	7 (29%)	5 (21%)	10 (42%)	63%	
								<b>Average Rating</b>
<b>2. Overall Satisfaction</b>	25			1 (4%)	12 (48%)	12 (48%)	96%	4.5
<b>Likelihood of Attending Next SWIM</b>	24			2 (8%)	4 (17%)	18 (75%)	92%	4.7

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<b>Category</b>	<b>3. What I liked most about SWIM 2023</b>
<b>A= Location</b>	Being in Tampa!
A	Being in Tampa. So easy for transportation.
A	Central location in Tampa is convenient to many destinations.
A	The loving and peaceful Franciscan center and the beautiful grounds. This was a great home to have for a week in Florida.
<b>B= The People</b>	Community and connection with friends old and new in a comfortable setting.
B	Connecting with long-time friends and making new ones.
B	Friends
B	Fun and interesting people.
B	How calm cheery and intelligent all the people involved were.
B	Location, seeing friends, making new friends
B	Met some new people
B	Seeing old friends
B	That there was a SWIM so I could meet folks from all over the country. Nightly music.
B	The conversation with the participants either in worships, group meetings, happy hour or meals.
B	The people
B	The people
B	The people!
B	The people.
<b>C= Workshops</b>	Meeting and connecting with so many old friends Also, I am amazed that To Tell The Truth went over so well!!! You were a big help, Carolyn
C	Nice mix of activities. It's an adult's program in Florida during the cold weather. In some ways, SWIM replaces district activities. In some ways, it's better than the General Assembly. All of these points are important.
C	Seeing everyone again; running the "How to Fly a Drone" workshop. Food was pretty good.
<b>D= Other</b>	Offsite activities were interesting. The music offerings were great.
D	The other participants, workshops and opening/closing circles, concerts and informal music, and the Meditations.
D	The small number of people along with the compact size of the retreat center made it easy to get to know everyone. The lovely location on the river also was great.

<b>Category</b>	<b>4. What changes would have made SWIM 2023 better?</b>
<b>A = Food/beverage</b>	Not having caught COVID and missing the first big chunk. More low-carb or fresh veggie options - roasted potatoes/squash/carrots, baked fish (or fish fried in olive oil), roast beef. Not so much the desserts.
A	The drinks should have more beer and diet coke
A	The food is just ok. I was an omnivore, now I'm a Vegan. I don't think I will enjoy this experience as a Vegan.
<b>B= Timing</b>	Different time of year. Off campus events conflicted with holiday events.
B	FIRST: Move the program to February or March. The Presidents Day weekend may be possible. Don't compete with Christmas and New Years activities. SECOND: Electronic connections to people who can't come to SWIM. Videos are possible.
B	I attended only 1 day which was New Years Eve I enjoyed Jon Hopkin's presentation during the day on New Years Eve.
<b>C= Attendance</b>	Figuring out how to increase attendance. Attract younger folks. Highlight more of the Tampa Bay Area.
C	More participants
C	More people
C	Wouldn't want SWIM to be too much bigger, but a few more people would fill the workshop choices. Also, I know it is a UU gathering, but conversations around the politics/issues of UUA took me out of the retreat mindset.
<b>D= Facilities</b>	Different cities might, maybe be nice.... Or too much trouble!
D	Pricing for the rooms for a couple should be adjusted. It is understandable to charge additional for the food but the room cost shouldn't double because there are two people in it. It makes it much less affordable to consider going with a partner.
D	Showers in rooms need attention, very low flow
D	The upstairs rooms were freezing.
<b>E= Activities</b>	More music and dancing. It would be nice to see serendipity rebooted and have music, dancing, and socializing in the evenings.
E	More outdoor things like stretch, yoga, Art classes
E	That sailing would have happened and we could dock at the Franciscan center. Then we could rent a pontoon boat and cruise up and down the river.
<b>F= Other</b>	I cannot think of anything at this time, but thank you for asking.
F	More help for the board.

<b>Category</b>	<b>5. Three phrases to describe SWIM</b>
<b>A= Relaxing break</b>	Beautiful Florida sunshine
<b>A</b>	Break from harsh realities
<b>A</b>	Florida during the cold weather
<b>A</b>	Have fun in Florida in the winter; music, dancing, cultural and nature focused outings
<b>A</b>	I think Florida as a winter break this time. The Snow Ball Dance will be near then.
<b>A</b>	Lovely and comfortable facility
<b>A</b>	Nice and relaxing
<b>A</b>	Nice place to sit and walk along river
<b>A</b>	Relaxing (4)
<b>A</b>	We seek to be a diverse, winter respite from the cold, confused world here in Tampa Bay.
<b>A</b>	Winter in Florida
<b>B= Fun</b>	Fun (4)
<b>B</b>	Fun and interesting people, workshops and events!
<b>B</b>	fun people
<b>B</b>	Fun time
<b>B</b>	Fun with like-minded people
<b>B</b>	good activities
<b>B</b>	Joyful
<b>C= Friends</b>	Adult program.
<b>C</b>	Come for the warmth and friendships.
<b>C</b>	Come open your minds and hearts with us a while.
<b>C</b>	Community
<b>C</b>	Community founded on love
<b>C</b>	Delightful friends to explore with
<b>C</b>	Develop and strengthen deep community
<b>C</b>	Fellow travelers
<b>C</b>	Friendly gathering with UUs at a comfortable location
<b>C</b>	Friendly people
<b>C</b>	Friendly people: most are old friends
<b>C</b>	Generally happy people
<b>C</b>	Great company
<b>C</b>	Great conversations
<b>C</b>	Helpful for congregation networking in the Southern Region
<b>C</b>	interesting conversations
<b>C</b>	Interesting people
<b>C</b>	Interesting programs and activity
<b>C</b>	Opportunity to widen your circle of Unitarian Universalist friends from around the country.
<b>C</b>	People who want to be friendly
<b>C</b>	People who want to learn
<b>C</b>	Questioning people

Category	5. Three phrases to describe SWIM, cont.
<b>D= Other</b>	Edible food
D	Encouraging
D	Fulfilling
D	Gain wisdom and knowledge
D	Great location
D	Great programming with great people
D	interesting
D	Interesting workshops
D	Low-cost retreat with interesting workshops and outings
D	Non-stop learning,
D	Usually, I emphasize the holiday but not true this coming year
<b>E= UU related</b>	Attend SWIM and broaden your U. U. Experience in an enlightened part of Florida.
E	Deepen your knowledge and understanding of Unitarianism and Universalism.
E	Inherent worth and dignity
E	Low-key spiritual renewal
E	The interdependent web
E	UU Principles at work

<b>Category</b>	<b>6. Workshop &amp; Trip Suggestions</b>
<b>A=Trip/Tours</b>	A beach trip
A	Cracker Country Tour (at Florida Fairgrounds)
A	Free tour of our outstanding local Community Radio station WMNF. I think there may be other free tours, such as local historical sites, local businesses like bakeries, breweries, etc. Visits to Hillsborough River State Park, etc. A visit to Lowery Park and Zoo Tampa.
A	More campfires outside when cold out- but not raining.  A tour of the Historic Tampa Theater. A scavenger hunt around Tampa. Tour of the Cuban Bread factory, if you do a tour of Ybor City again- Reservations for the Columbia Restaurant must be part of the planning, they would not seat us. We ate at an Italian sister restaurant- it was great food! The James Museum was great, a different sailing trip with a different company if wanted, Bike tour of the trail system around the manatee viewing area.
A	TRIPS: Tampa Aquarium. Mirror Lake in Saint Petersburg (Arts and Crafts Museum, UU church, and lunch on Central Avenue.) Community gardens (several possibilities.) WORKSHOPS: Arts and Crafts movement (history and philosophy.) Solar cooking and solar art (cyanotypes) for Sunday. Learn the ukulele with Peter Grace. Latin dancing. Beach party indoors with beach music for congregations (drumming, songs, etc.) How to make Cuban sandwiches and other tropical delights.  Topic: Is the UUA ready for the aging of America? How do congregations, clusters, and national networks adjust to the new reality?
A	Ybor or Tampa city tour when I'm not doing something else
A	Zoo Tampa Midtown Water street dining
<b>B=Workshops</b>	"Life Hacks" sharing our top three ways to save space, time, money, or frustration in a few different categories. "Eat This Not That" a fun interactive comparison of foods guessing which has the most calories, fat, sugar, salt.
B	Cell phone class, Practical help in everyday life, Color therapy, DIY things, Face Painting
B	Tips on aging well
B	To Tell The Truth

## Interest in ideas for future trips and workshops

### 7. Interest in New Offsite trip ideas

	Total	Low	Moderate	High
<b>Tampa Airport Tour</b>	<b>20</b>	8 40%	5 25%	7 30%
<b>Amazon Warehouse Tour</b>	<b>23</b>	7 30%	8 35%	8 35%
<b>Lettuce Park - Hiking/Birding</b>	<b>20</b>	4 20%	6 30%	10 50%
<b>Guided Golf Cart Tour of Tampa/Ybor City</b>	<b>22</b>	5 23%	11 50%	6 27%
<b>Boat Tour</b>	<b>22</b>	3 14%	9 41%	10 45%

### 8. Interest in New Onsite Workshop Ideas

	Total	Low	Moderate	High
<b>Dealing with Death &amp; Dying</b>	<b>20</b>	6 30%	9 45%	5 25%
<b>How to hold deep conversations</b>	<b>23</b>	3 13%	8 35%	12 52%
<b>Workshop based on Love 2.0 Book</b>	<b>18</b>	5 28%	10 55%	3 17%
<b>Knitting workshop</b>	<b>20</b>	15 75%	3 15%	2 10%