

BULLETIN

BULLETIN

BULLETIN

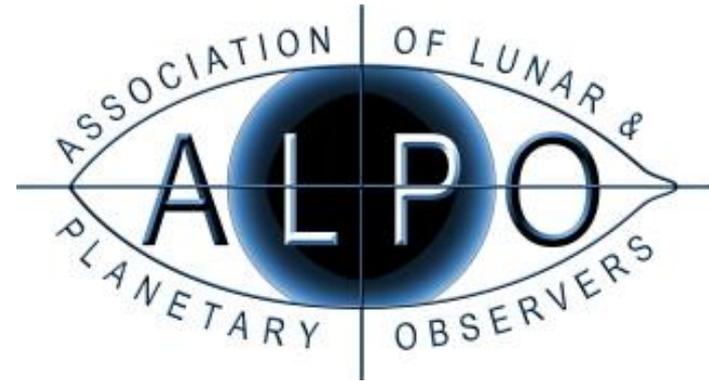
BULLETIN

BULLETIN

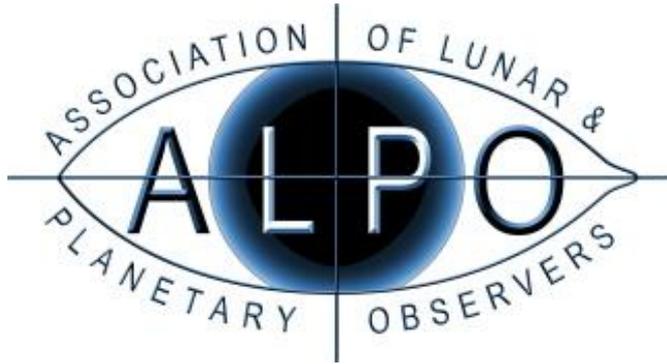
BULLETIN

BULLETIN

BULLETIN



The following ALPO presentation “All About the ALPO” will not be seen today but instead we will be showing the following special report.



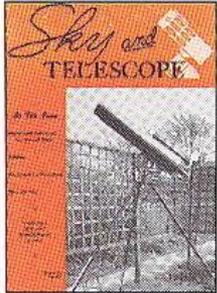
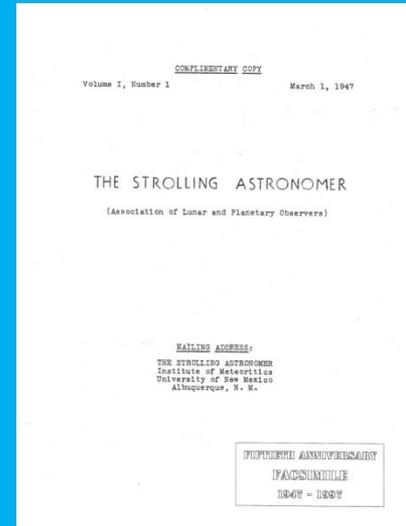
Launching the ALPO Membership Workgroup

The Big Trust Forward



Last Year's Presentation– Is the ALPO Still Relevant?

- At ALCON 2013, I gave a presentation asking the question concerning the ALPO's relevance in the digital age.
- Reviewed briefly, the history of the ALPO, how it got started, how the Journal was formed, and the governing operational model for the organization.



May 1947

Walter H. Haas is editing a new mimeographed monthly publication, *The Strolling Astronomer*, representing the Association of Lunar and Planetary Observers. The first issue is dated March 1, 1947. . . .

The image shows the cover of 'Sky and Telescope' magazine. The cover features a photograph of a telescope on a tripod. The title 'Sky and Telescope' is written in a stylized font at the top. The date 'May 1947' is prominently displayed in a large, bold font. Below the photograph, there is a short paragraph of text.

The ALPO

Our goals are:

Stimulate, coordinate, and generally promote the study of these bodies;

Using **methods** and **instruments** that are available within the communities of both amateur and professional astronomers.

See our commercial at the end of this presentation.

Dan Llewellyn – Jupiter, Christopher Go – Mars, Paul Abel - Saturn, Aron Kiss – Venus, Frank Melillo



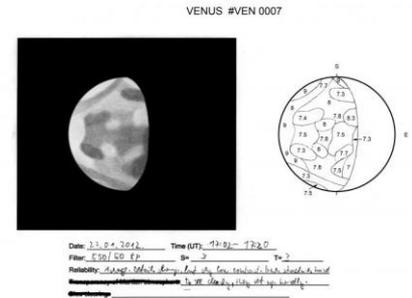
Saturn Observation



Disk Drawing: 00:40UT, x167, IL Only. Seeing: All-IV, Transparency: Excellent
CM1: 199 CM2: 343.3 CM3: 159.5

2013 May 06th, Start: 00:25UT Finish: 01:07UT, Seeing: All-IV, Transp: Excellent
203mm Newtonian Reflector, x167 Integrated Light only.
B= 17.9, Ds= 18.4, Disk Diameter= 18.8°, Ls= 45

Paul G. Abel, Leicester UK.



Is the ALPO Relevant?

Challenges...

- Traditional model of membership and public support are being challenged.
- This is due in part to changes in the way we communicate and receive information as well as present day lifestyles.
- Assess the present day status of ALPO;
- Highlight issues and problems of the culture cyberspace;
- And offer a path forward in meeting those challenges.



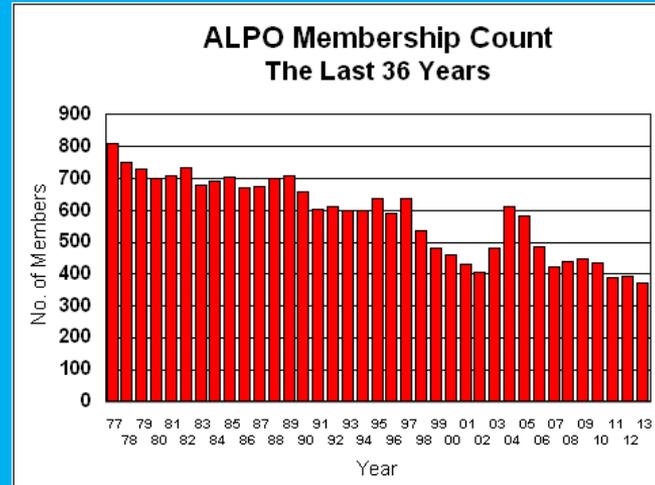
Is the ALPO Still Relevant? – Trends and the Future

Popular interest in ALPO programs.

The ALPO is adapting to cyberspace.

Paid membership isn't what it used to be.

If the ALPO 's mission is still relevant, can we find ways to still marshal public support?



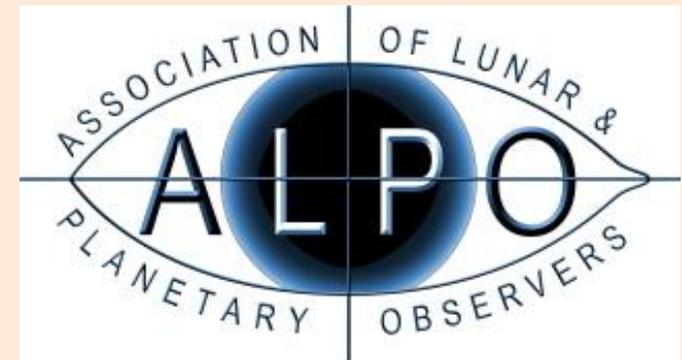
Dropping Membership

It's just not us! And it's just not astronomy organizations either.



Causes

- Money
- Time
- Interest



Repercussions

- Less HR
- Higher cost/member
- Less commitment, stakeholders

Dropping Membership

- The question... *Are membership societies still sustainable?*
- Past organizations.... SPA, AAAA ...R.I.P.
- The answer has to be yes, regardless of the times and media, if we want to work together and insure the concepts of preservation, quality, and responsibility.
- If our great astronomical organizations devolve into “free internet societies” where is the commitment and motivation for;
 - preservation of observations
 - peer review of amateur research
 - pride in ownership - membership that feels it has “skin in the game”

Solutions

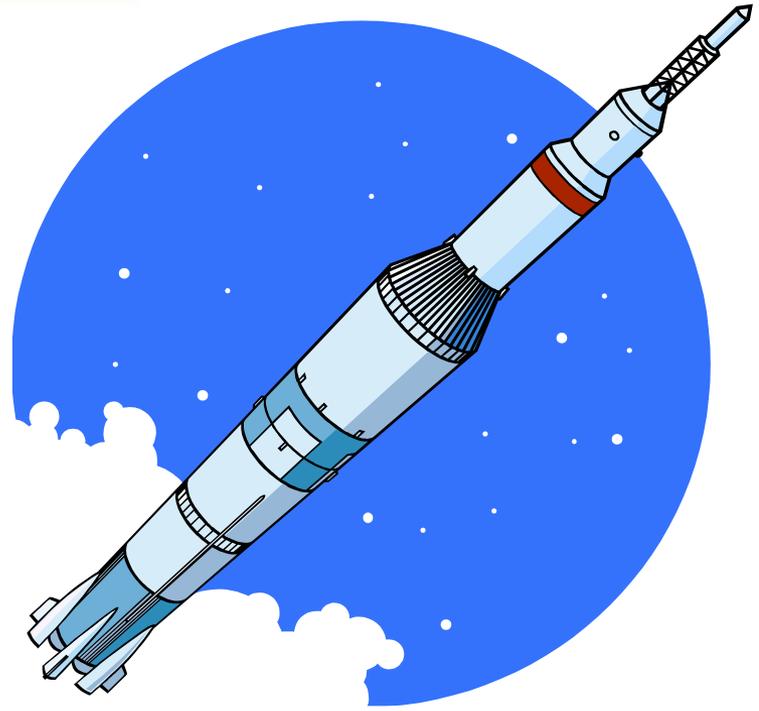
Thinking outside the box?



Greater participation in organizational issues.

The ALPO Membership Workgroup...

The big trust forward



The ALPO Membership Workgroup

Purpose: *To explore and find new and dynamic ways for promoting and stabilizing ALPO membership.*

Goal: To strengthen and expand ALPO membership.

Objectives: Increasing value and interest in a paid ALPO membership, and finding ways of implementing them.

The ALPO Membership Workgroup Members

- Workgroup Chair,
Matthew L. Will, ALPO Secretary/Treasurer
- Workgroup Members,
Julius L. Benton, Jr., ALPO Board, Venus and Saturn Coordinator
Jim Goodridge, Vice President, Saskatoon Centre, Royal Canadian Astronomical Society
Doug Liberati, Board Member, Sangamon Astronomical Society
Steve Layman, President, Charlottesville, Virginia Astronomical Society
CLUSTER (Chandra: Loaning UvaS Telescopes to EducatoRs) and Open Doors
Astronomy Class
Tom Lynch, Astronomical League Treasurer,
Jim Melka, ALPO Assistant Mars Coordinator
Theo Ramakers, NASA Ambassador, Board Member of the Atlanta Astronomy Club
Tim Robertson, ALPO Training and Youth Program Coordinator
Mike Reynolds, ALPO Board, Eclipse Coordinator, Dean of Science, Florida State College Univ.
Steve Siedentop, Assistant ALPO Webmaster
James Tomney, Web Developer
Roger Venable, ALPO Mars Coordinator

Thank You!

The ALPO Membership Workgroup

- Workgroup communications are current through emails and teleconferencing.
- Hoping to utilize web resources.

The ALPO Membership Workgroup

- There were no shortage of suggestions and comments from the group and others.
- Projects – About 14 different proposals
- Compilation -- credit, objectives, rationale, resources, perspective, and timelines
- Coalesce around 4 different areas of endeavor.

The ALPO Membership Workgroup

Communications & Outreach

- Mass Mailings
- Survey
- Face Lift of Literature Outreach
- ALPO Info Distribution

Web Tools Development

- Web Based Platforms
- New Web Forums
- Social Media Expansion
- Instructional Pod Casts
- Monitored YouTube Page
- Educator's webpage

Observing & Project Involvement

- Observing Campaigns
- Analysis of Space Probe Data
- Organizational Cooperation

Other Independent Activities

- Merchandising

The ALPO Membership Workgroup

- Direction of the Workgroup -- we seem to be gravitating towards projects like...
 - Communications and Outreach
 - Web Tools Development

The ALPO Membership Workgroup

- One possible avenue would be to have an ALPO membership survey, the first since 1998.
- Approaching membership issues demands a certain amount of fact finding and truth seeking.
- No one wants to waste their time on projects that might not appeal to members.

The ALPO Membership Workgroup

- So why not ask members who they are and what they want!
- It would provide an updated view of our membership and would be an interesting counterpoint to the ALPO survey of 1998.

The ALPO Survey of 1998

- Conducted by postal mail
- Took nine months to complete, 3 months to gather responses and 6 months to perform an analysis. 3 out of 8 members responded.
- Most of the survey's 32 questions were short answer, taking more time to analyze.

ALPO Survey of 1998

- Membership Profile
 - Average age 50, spread 30 to 81, majority 40-60.
 - Males outnumber females 17:1
 - Most in occupational professions. 1 out 10 derived a living from astronomy
 - AASVO, League, and local clubs
 - Birding, photography, and geology
 - 10% of the membership had attended 3 or more annual meetings in the past.

ALPO Survey of 1998 - Findings

- Most ALPO members joined the ALPO in their 40's, and not necessarily life-long members.
- Most members didn't observe but like to read our Journal.
- Reason for not participating more tended to be personal.
- Journal and website issues were also covered.

The ALPO Today

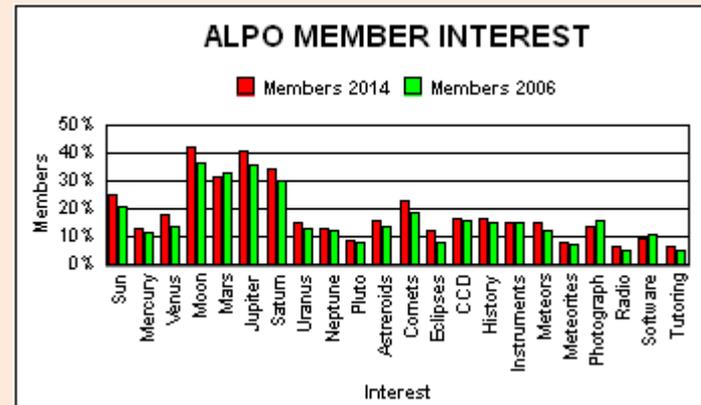
- We really need to know our membership better. Maybe it's time for a new survey!
- What can we infer from the present day ALPO membership database?

The ALPO Today

Paid membership is down but interest levels are up.

Are we attracting more a interest amateur or more advanced observers?

A new survey might answer that!



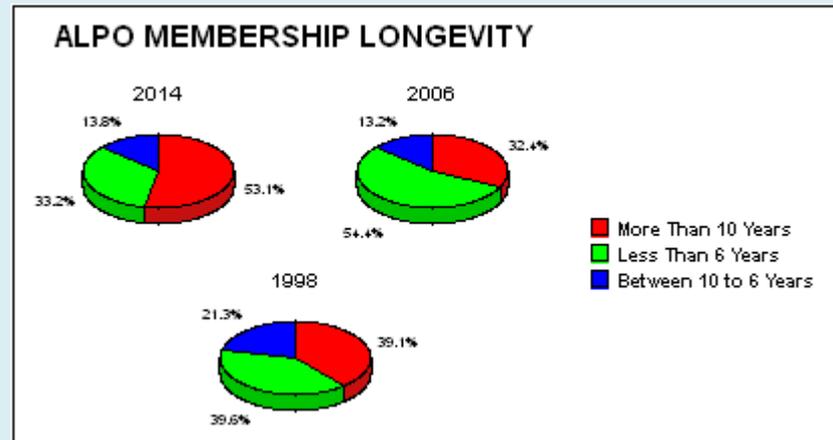
The ALPO Today

More longtime
members over time.

Losing more members
than gaining.

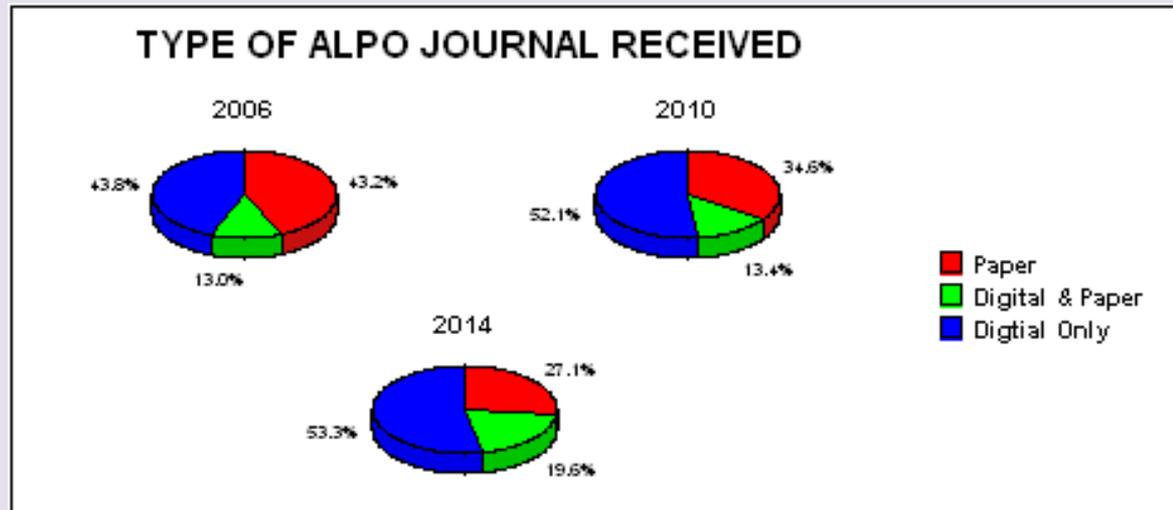
More than half our
membership joined
after 2000.

Are our demographics
really getting younger
or older?



The ALPO Today

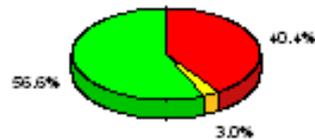
Has the digital version of the Journal plateaued or is there something more to entice members to receive it?



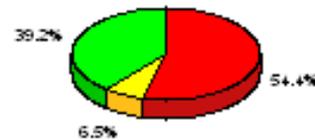
The ALPO Today

EXPIRED MEMBERS - Type of Journal

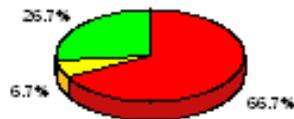
Joined Before 2007



Joined 2007 to 2010



Joined 2011 or Later



■ Digital Journal
 ■ Both
 ■ Paper Journal

CURRENT MEMBERS - Type of Journal

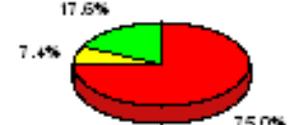
Joined Before 2003



Joined 2003 to 2010



Joined 2010 or Later



■ Digital Journal
 ■ Both
 ■ Paper Journal

A New Survey?

- Could be interactive, online.
- Would be an interesting counterpoint to the 1998 survey.
- Answer some questions that can't be probed through membership records.
- Would give us an indication of current demographics, likes and dislikes within the membership.
- Could challenge some perceptions or assumptions that might be wrong.

The ALPO Membership Workgroup - Future

- Identify areas and projects to work on.
- Could work as a group and individuals to set goals to complete work products and tools.
- Members have already made some commitments to working on these projects in which the Secretary is most grateful.

The ALPO Membership Workgroup - Future

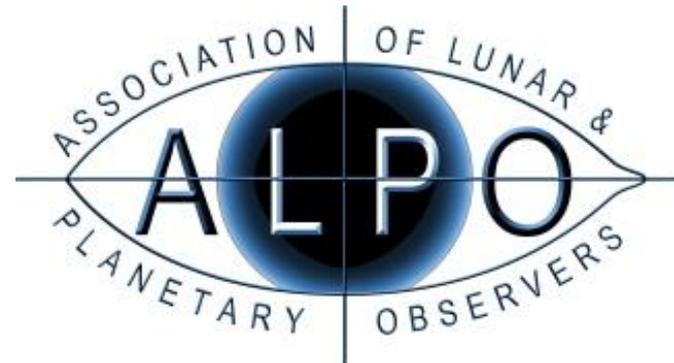
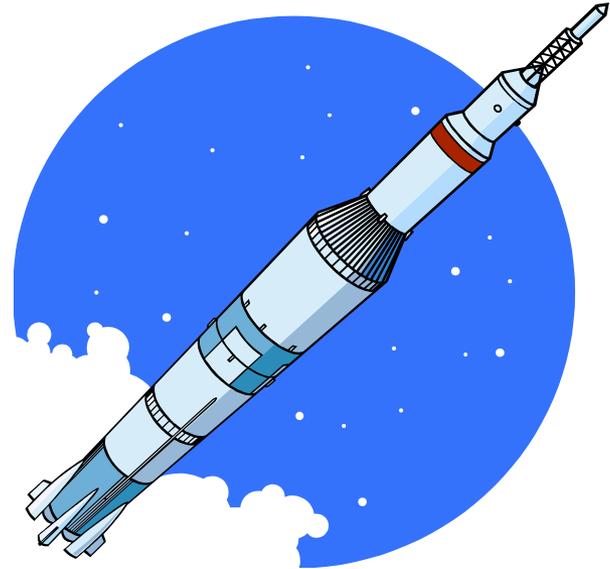
- No current timelines have been set but the enthusiasm of the group has been positive.
- Others are welcome to join the group, if anyone else wishes to participate.
- See Matt Will after the presentation.

Hey, we're just beginning to take off!

So, hopefully the ALPO Membership Workgroup will find new ways to attract and keep interested ALPO members...

Instill stewardship and pride in the ALPO...

Champion the ALPO's mission and invigorate others to participate and support the ALPO!



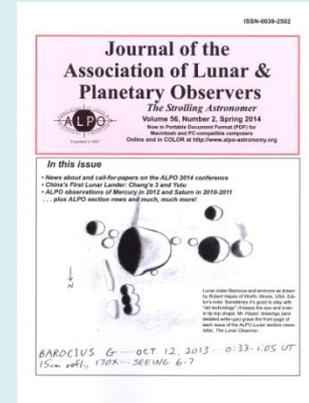
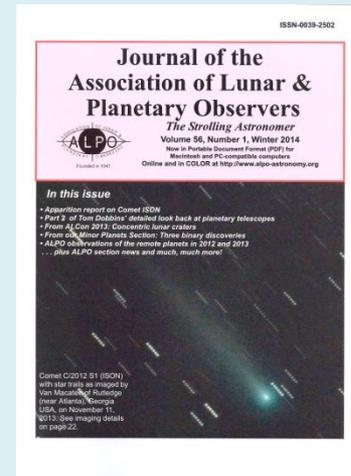
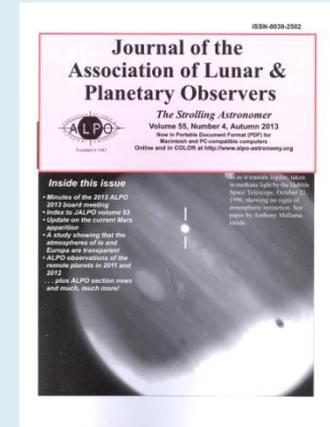
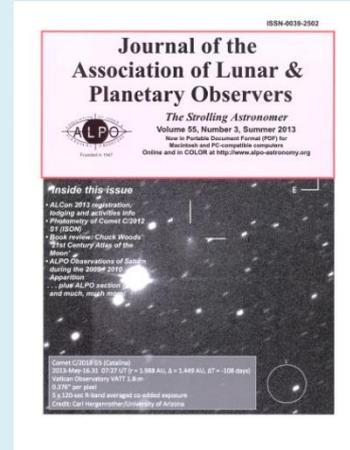
And now a word from our sponsor, ALPO

- Is observing or imaging of the “white fuzzies” (deep sky objects) getting you down?
- Do you suffer fatigue from having to drive hundreds of miles to the nearest dark site to find your favorite nebula or galaxy?
- Would you instead, at least like to read something concerning your own neighborhood... like the Solar System?
- Then... RELIEF IS IN SIGHT!



ALPO Membership

- Take four *Journal of the ALPOs* annually...
- Participate in ALPO observing programs regularly...
- You will be so engrossed with the Solar System that you will forget about that nonsense about plenty of rest and sleep.
- Memberships start as little as \$12 per year.
- See Matt Will after the talk or at the banquet.



ALPO Membership

And remember five
out of six doctors (if
you count Ph D's)
recommend lunar
and planetary
observing!

Join the ALPO! You
will be glad that you
did!



Don Parker, Julius Benton,, Mike Reynolds,
Richard Schmude, John Westfall, and ...who
knows?