OCEAN PARK ASSOCIATION

2026 Program Evaluation | Findings & Recommendations

Analysis of 44 individual SurveyMonkey responses; prepared October 2026.

Executive Summary

Respondents rated program experiences very highly (4.77/5), instructors (4.80/5), and likelihood of recommending (4.80/5). The survey suggests strong loyalty: 35 of 42 respondents (83.3%) had attended an Ocean Park activity before. These are encouraging baseline signals, not representative estimates of all program attendees.

Key caution: Program names are entered as free text, with many responses appearing to concern the resin-jewelry workshop and several other repeat-reviewed activities. The 44 submissions are not 44 distinct programs; the survey cannot establish an organization-wide average without knowing the number of participants and responses for each offering.

Quality and Experience

Experience: **4.77/5** (44 ratings); instructor: **4.80/5** (44); recommendation likelihood: **4.80/5** (44). Recommendation is measured on a five-point scale.

Open-ended Feedback

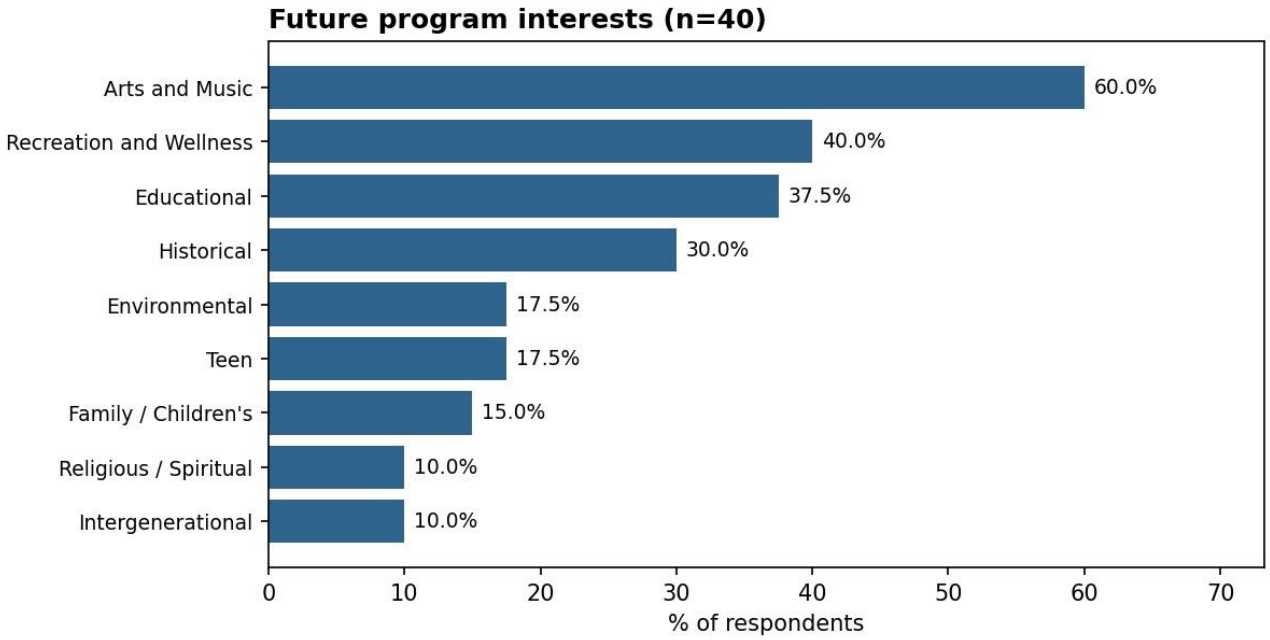
27 respondents supplied an improvement comment. Many reported that no change was needed or praised instructors. Actionable suggestions included:

- stronger Wi-Fi/video playback (two responses),
- consistent microphone use and repeating audience questions (multiple responses),
- a visual demonstration,
- more photographs,
- preserve Temple history and traditions (one worship response),
- shorter pacing for one walking-tour session, and
- extending yoga into late summer.
- Writers-conference comments requested stronger OPA promotion and welcome/support.

Recommended immediate Actions

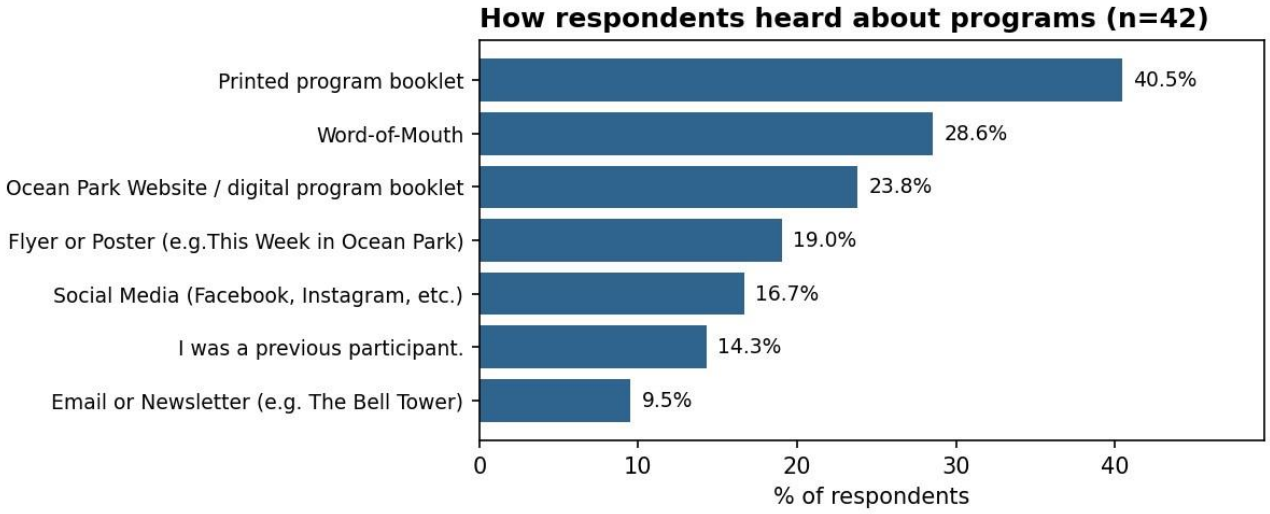
- Establish a standard audiovisual checklist for each venue: microphone, question audibility, Wi-Fi and video tests.
- Give hosts a short introduction and closing script, including reminders to repeat questions.
- Review program duration and seasonal extensions where feasible.
- Ensure consistent OPA welcome and promotional support for partner-led events.

Future Program Demand



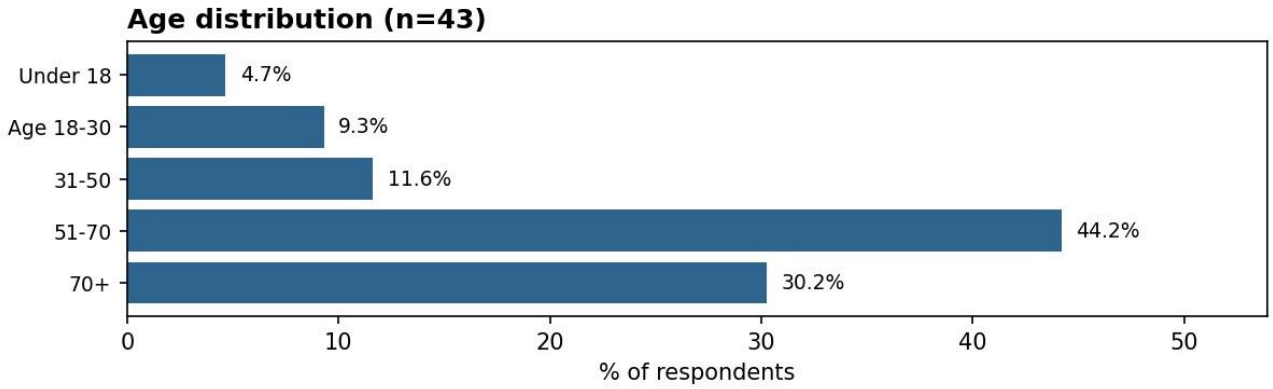
Respondents could select up to three categories. Arts/music (24 of 40, 60%) leads, followed by recreation/wellness (16, 40%), education (15, 37.5%), and history (12, 30%). These reflect this sample, not a mandate to shift resources away from other OPA pillars.

Communications and Discovery



The printed booklet (17 of 42, 40.5%) and word of mouth (12, 28.6%) are important discovery paths. The website/digital booklet (10, 23.8%) and posters (8, 19.0%) also matter. Respondents could select multiple channels, so percentages do not total 100%.

Audience Profile and Growth



32 of 43 respondents (74.4%) were 51 or older. The age profile may reflect which activities generated responses and who completed the survey, not the ages of all attendees. The sample also includes seasonal visitors (14 of 43), year-round residents (12), vacationers (6), neighboring-town respondents (5), and six other descriptions.

Strategic Plan implications

Program excellence: Track average rating and percentage of four- or five-star evaluations by program and pillar. Pair satisfaction with response counts and attendance to avoid over-weighting a popular single event.

Audience development: Track first-time participation (currently 7 of 42, 16.7% among survey respondents), age groups and residency categories; examine differences by program once sample sizes grow.

Communications: Retain print and word-of-mouth while testing digital promotion. Use consistent channel categories and monitor the share of new attendees reached through each.

Programming: Pilot offerings in arts, wellness, education and history, while continuing to evaluate spiritual, cultural, youth and intergenerational offerings against OPA's four pillars and mission.

Data Collection improvements for 2027

Use a standardized program identifier, date and pillar; retain a common core survey across programs. Capture program attendance and response count to calculate response rates. Collect free-text improvement comments and future ideas separately. Add an optional "What time of day works best?" question if scheduling is a Program Council priority. Avoid requiring demographic answers.

Limitations: This analysis is based on the supplied raw export of 44 responses. It does not establish attendance totals, unique participants across programs, survey response rates, or statistically representative community preferences. Similar program titles have not been automatically merged for program-level comparisons. No names, IP addresses, or respondent IDs are reproduced.