

The WinSFA Retooling Committee's Interim Report

To the Keycon Membership,

In July 2021, we shared a survey with you and the wider community. An amazing number of you responded. Thank you. Your responses will allow us to grow the community and help the convention serve its community better.

We have completed our initial data collection phase, and the preliminary analysis of the survey results. There were a wide variety of responses to the survey. While we can't address them all, there were several themes that stood out of the survey. These represented around one quarter of all of the topics, but constituted around three quarters of the repeated responses. We've used them to start a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and set priorities.

We've identified the following themes:

Strengths

Sense of Community
Hospitality Suites

Opportunities

Marketing
Panel Topics
Guests

Weaknesses

Cliques & Gatekeeping
Professionalism
Visibility into Convention Operations
Visibility into the WinSFA Senate

Threats

Safety
Perceptions

To provide some explanation of each category:

- **Strengths** are items that we need to protect and enhance.
- **Weaknesses** are items that put us at a competitive disadvantage (e.g., to other conventions and fandom communities).
- **Opportunities** are things we can exploit that we may not be doing, or doing with enough intensity.
- **Threats** are things that may impact the growth and existence of the convention.

Strengths are an easy category to discuss, and we would expect most members to understand. Clearly many find a sense of community in the convention, and the hospitality suites (a.k.a. The 15th Floor) are a favorite of the community.

Opportunities are likewise a very accessible category for the membership. Several respondents asked for improvements to Keycon's Marketing and provided ideas for improving it. Along the same lines, there were several that asked for improvements in Panel Topics and to focus more on particular categories of Guests. And we recognise that these things impact each other greatly.

Weaknesses require more explanation.

- *Cliques & Gatekeeping:* This relates to behavior by members that discourages participation in all or part of convention activities and programming, or the business and execution of running the convention. This was the number one theme that was identified from the survey, and as such will be a high priority item for the Retooling Committee.
- *Professionalism:* This relates to how the convention presents itself in formal and informal contexts to the membership, other members of the community, and the public in general. You can (and should) have fun and still be professional, while running a convention like Keycon.
- *Visibility into Convention Operations:* This relates to some of the feedback we received. The feedback demonstrates fundamental misunderstandings of how the business and execution of running the convention works, and why.
Keycon's ConComs and WinSFA have not consistently communicated this information well enough to the membership.
- *Visibility into the WinSFA Senate:* This again relates to some of the feedback we received. The feedback demonstrates fundamental misunderstandings of the business and role of WinSFA.
WinSFA has not consistently communicated this information well enough to the Keycon membership.

Lastly were the threats. These hinder the ability for the convention to maintain a reasonable growth rate and in some ways present an existential threat to the future of Keycon.

- *Safety:* These concerns were raised often enough to warrant inclusion. WinSFA, Retooling Committee and Keycon's ConComs need to continue to evaluate safety procedures at and around the convention, enhance as practicable, and better communicate how these function.
- *Perceptions:* These were a few troubling historical stories and anecdotes raised in the responses. These are events that Keycon's organizers have both learned and grown from, but also events that Keycon's ConComs and WinSFA could better communicate how the convention has grown from living through them.
Keycon's ConComs and WinSFA have not communicated this information well enough to the Keycon membership.

If you have concerns or feel we have missed a major priority for the Retooling Committee to consider, you may contact us in confidence through the WinSFA President (president@winsfa.org).

The Retooling Committee will be working with the rest of WinSFA and the forthcoming Keycon ConComs to:

- 1) Ensure that the event remains safe
- 2) Protect and enhance our strengths.
- 3) Build plans to address the identified weaknesses and threats
- 4) Build plans to help the convention take advantage of the opportunities it has identified.

We hope that by acting on the lessons from this survey, we can help Keycon continue to grow and improve.

In your service,

The WinSFA Senate - Retooling Committee