



2014 Quiz Committee Report

2014 Quiz Committee Members: John Taylor (San Francisco, Retired), Diane Patterson (Marin), Gail Borkowski (Monterey), Gladys Coil (Napa), Lynn Regadanz (Santa Clara), Angela Ford (Tehama), Alicia Jamar (Tuolumne)

Anniversary Year: 2014 marked the 25th anniversary of the Clerks' Quiz. The Committee held several conference calls and had healthy email exchanges to plan for the anniversary celebration, as well as to confirm assignments for making the updates to the 2014 Quiz.

Quiz Logos: In recognition of the anniversary celebration, the Executive Committee approved \$1,900 for expenses related to the celebration of the 25th Anniversary of the Quiz. Of this amount, \$570 was spent on a new Quiz logo (both a 25th anniversary version and a "standard" version; and to design a "digital banner" that is associated with the Quiz program itself. See attached). The Quiz Committee worked with the same graphic artist who designed the CCBSA logo in 2008. The desire of the Quiz Committee was to have a similar "look and feel" of the Quiz logo with the CCBSA logo to continue the CCBSA "brand" and to increase recognition of CCBSA's affiliation with the Quiz.

Quiz Budget: To increase the exposure of the Quiz to CSAC guests, several efforts were undertaken at the 2014 conference to encourage guests not only to take the Quiz, but to promote the Quiz during the conference through several Quiz booth give-away items.

Of the \$1,900 approved for Quiz-related expenses, approx. \$1,600 was spent on several Quiz related anniversary items including the following: **Quiz "buttons"** that were given out to everyone who took the Quiz, which helped CCBSA advertise the Quiz to conference attendees. For winners of Instant Gratification prizes or final cash prizes, a "I won \$\$ at the Clerks' Quiz" **ribbon** was affixed to the button.

2015 **Stick-on-calendars** were awarded to conference attendees who took the Quiz and redeemed a post card that was given to them at the CSAC registration booth. (The postcard redemption was required as there were only a limited number of calendars that were ordered.) The calendars were intended to increase traffic to the Quiz booth during the anniversary year and to increase exposure of CCBSA throughout the year as the calendar incorporates the Quiz logo.

The Quiz logo was also replicated as "**seals**" that were used on the Instant Gratification cash envelopes as well as final cash prize winner envelopes.

Quiz booth banners using the Quiz anniversary logo were prepared to help celebrate the anniversary. (In 2015, “standard” Quiz logo banners will need to be made. Approximate cost would be \$80 for 2 standard logo Quiz banners.)

Finally, commemorative **tote bags**, featuring the Quiz anniversary logo were procured and given to CCBSA members at the conference (as well as provided to John Taylor.)

Communication Strategy: The Quiz Committee worked with CSAC to include promotion of the Quiz and the Quiz anniversary in various CSAC communications. A blurb about the Quiz was posted on the CSAC homepage at the end of October (October 20, 2014) <http://www.counties.org/> as well as part of the CSAC Blog <http://www.counties.org/blog>.

Quiz Video: To help celebrate the Quiz and to instill a presence of Quiz Creator John Taylor at the Quiz anniversary celebration, Quiz Committee member Diane Patterson created a short video to promote the Quiz and to celebrate John and CCBSA on the 25th anniversary of the Quiz.

Quiz Prizes: In recognition of the 25th anniversary of the Quiz, Instant Gratification prize amounts were increased by \$0.25 – resulting in Instant Gratification prizes of \$10.25. The number of Instant Gratification prizes was changed to be 25 at the rookie league and 25 at the Major League.¹

Additionally, \$0.25 was added to each of the final cash prize amounts awarded at the conclusion of the Quiz.

CCBSA reached out to CSAC to try to identify Quiz corporate sponsor(s) to offset the cost to CCBSA for the Instant Gratification Prizes (\$512.50) and the cash prize amounts awarded at the conclusion of the Quiz (\$962.25). However, CCBSA was not successful in these attempts.

SouthTech: During the past year, Quiz Committee members worked with SouthTech to make a couple of changes to the Quiz program, including the ability to generate a print out when a Quiz taker has qualified for an instant gratification prize and to make minor changes to the statistics report page that Quiz Committee members use following a conference.

Additionally, during the year, Quiz Committee members were engaged in discussions with the Executive Committee regarding SouthTech’s request to the CCBSA President to use the Clerks’ Quiz format for City Clerk conferences. The Quiz Committee was last informed by the Executive Committee that SouthTech had not yet responded to a letter sent by the CCBSA President to SouthTech regarding considerations for such use.

¹ Previously, the Instant Gratification Prizes were awarded as follows: At the Rookie League level the FIRST 30 people who scored at least 1000 points or got at least 90% right, and at the Major League level the FIRST 20 people who scored at least 700 points or got at least 75% right were awarded \$10.



Clerks' Quiz

A Quiz about California and its Counties
brought to you by Clerks of the Board

POWERED BY SOUTHTECH SYSTEMS, INC.

