

Tuesday, November 28, 2017

Dear Colleagues:

As you may know, an exciting CCBSA milestone is fast approaching. The Clerks' Quiz will celebrate **30 years** in 2019! The Clerks' Quiz provides CCBSA with a high profile at CSAC conferences that is *unmatched* by any other CCBSA Conference event. It has been called the "best thing" at the CSAC conference, drawing participants from a wide range of County disciplines, County staff, corporate vendors and yes – your highly competitive Supervisors!

For over twenty years, I have been actively involved in CCBSA. For over twelve years, I have been actively involved with the Clerks' Quiz. During that time, I have had the great privilege of working alongside and learning from John Taylor – one of the founders of CCBSA and the creator of the Clerks' Quiz. John created the Quiz to provide recognition of the important work of the Clerk of the Board position, and to highlight the critical partnerships Clerks have within their County organizations. It succeeded!

As you know, John passed away last year. My work with John has been among the highlights of my service in CCBSA. Now it's time for the next generation of CCBSA members to continue the rich history of the Clerks' Quiz.

This is to let you know that effective with the conclusion of the CCBSA Annual conference in 2019, I plan to step down as Quiz Mistress. Given this advance notice, it is my expectation that the CCBSA members and its leadership will develop a plan to honor a pledge declared by the CCBSA leadership only a few years ago to "***ensure maintenance of the California Clerks' Quiz in perpetuity.***"

There are many opportunities to secure the sustainability of the Quiz. I leave it to the leadership and members of CCBSA to identify the path forward to ensure the maintenance of the Quiz "*in perpetuity.*" It would be disheartening if CCBSA were to abandon the Quiz after 30 years.

Planning for the 30th anniversary celebration of the Clerks' Quiz and strategizing about ways to *sustain the Quiz* for the years ahead begins with you.

Sincerely,

Diane Patterson
Marin County
CCBSA President 2007 and 2008

Cc: Ms. Barbara Taylor
CCBSA Emeriti
CSAC



RURAL COUNTY REPRESENTATIVES
OF CALIFORNIA

December 12, 2016

Ms. Diane Patterson
Chair of CCBSA Quiz Committee
(Assistant Clerk of the Board, Marin County)
1221 Oak Street, Suite 536
Oakland, CA 94612

RE: "Clerks' Quiz" Prize

Dear Ms. Patterson:

MARIN COUNTY B.O.S.
2016 DEC 23 PM3:26

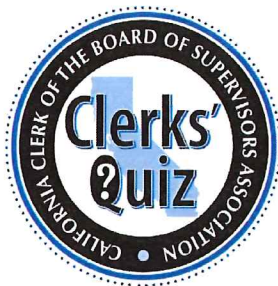
I wanted to take a moment to personally thank you and your colleagues for putting together the "Clerks' Quiz" for this year's CSAC Annual Conference. I very much enjoyed participating in it, and I am honored to hold the Genius 2nd Place Top Score.

The cash prize I received was much appreciated, and I look forward to competing again next year.

Thank you again and have a wonderful holiday season!

Sincerely,

PAUL A. SMITH
Senior Legislative Advocate



2017 Quiz Committee Report

2017 Quiz Committee Members: Diane Patterson (Marin),
Jeanette Neiger (Solano), Chase Graves (San Benito)

2016 Quiz Participation Statistics:

In 2016, the CCBSA Clerks' Quiz was taken 311 times reflecting approximately 15 Quiz' taken/hour. The Quiz was taken by participants representing 43 of the 58 counties. There were 107 unique Quiz takers.

Only 15% of the Quiz takers took the Quiz more than 5 times, indicating that it's not just the highly competitive Quiz takers (Dillon, Chapman, Gioia, Smith, Brown...) that are enjoying the Quiz.

Approximately 7% of the Quiz takers took the Quiz the maximum 10 times. Approximately 10% of the Quiz takers took the Quiz 3 times, 16% of the Quiz takers took the Quiz 2 times.

Since 2004 – more than 350 unique Quiz participants have taken the Quiz which provides positive exposure to, and name recognition for, CCBSA.

Some may view having 107 unique Quiz participants (a number slightly higher from the previous year) a low participation number, perhaps suggesting that the Quiz does not merit CCBSA's continued support. However, based on 1,000 registrants to the CSAC annual conference¹, 107 unique Quiz participants represents **10%** of the CSAC conference attendees. There is no other CCBSA-sponsored event at the annual CSAC conference that attracts and engages at least 10% of the *total CSAC conference population* (reflecting all disciplines).²

Additionally, as noted above, statistics generated from the 2016 Quiz reflect that the Quiz was taken 15 times per hour. Given that the Quiz booth is only open during the hours of CSAC registration³ it can be expected that most of the activity at the Quiz booth would occur in between various conference sessions. Assuming the 5 minute Quiz could be taken at each of the 3 separate Quiz stations 6 times per hour (allowing for time before/after each Quiz) would result in a total of the Quiz being taken 18 times/hour at the Quiz booth. Having the Quiz taken 18 times/hour generally reflects that all 3 Quiz stations are occupied fairly consistently during that hour. So the result in 2016 reflects a high level of activity at the Quiz booth.

¹ The "1,000" CSAC registrants number, is based on a response to the recent CCBSA Executive Committee Survey, which stated "In 2015, CSAC confirmed there were over 1,000 registrants to CSAC, including Clerks."

² The Clerks "Installation of Officers" reception attracts a fair number of County Supervisors. However, up until 2017, this reception included an open bar which may account for the level of participation by some. Therefore, comparing attendance at the CCBSA Installation of Officers event with Quiz participation cannot be fairly done.

³ Quiz Booth is generally open Tuesday 8:30-5:00 p.m., Wednesday 8:30-5:00 p.m. and Thursday 8:30 – 11:30 a.m. – a total of 20 hours.

Quiz History:

Given that there are several new CCBSA members who may not be familiar with the Quiz, members who never met CCBSA founder and Quiz creator John Taylor, and many Clerks who have never taken the Quiz, outlined below is general information about the Quiz.

In **1988**, John Taylor (Retired Clerk of the Board for the City and County of San Francisco) proposed to the CCBSA membership to have a “...quiz about counties” at the CSAC Annual conference. CCBSA members enthusiastically embraced John’s proposal. John created the Quiz as he thought it could raise awareness of the important partnership between Clerks of the Board and their county organizations – and it succeeded! (New CCBSA members are encouraged to ask members of the Clerks Emeriti group who were involved in CCBSA before the Quiz began, to get a better understanding of the perception of “clerks” that was held by many, before the Quiz began.)

The Quiz is a 5 minute, multiple-choice Quiz that includes questions related to County seats, California geography, landmarks, CSAC and more. Each 5-minute Quiz randomly draws questions from a database of over 1300 questions, so each time a participant takes a Quiz it is really a different Quiz experience. Participants can take the Quiz up to ten times. It does not matter how many questions a participant answers, and there are no penalties for answering a question incorrectly, but speed is the most important factor in achieving a high score. Some participants are concerned that they won’t do well and don’t want their results known. Generally, the lower scores aren’t revealed so there should be no hesitation to take the Quiz to see what some have called the “*best thing about the CSAC conference*”!⁴ Participants can win two types of prizes – Instant Gratification Prizes and final cash prizes.⁵ Instant Gratification Prizes are prizes that are awarded immediately after a participant takes the Quiz with a qualifying number of questions answered correctly. There are also 10 cash prizes that are awarded at the end of the Quiz (generally during a CSAC general session – which is another way the Quiz provides CCBSA good exposure at the CSAC Conference).

Beginning around **2001** Nationwide Retirement Solutions annually provided contributions, in varying amounts, to CCBSA to offset the costs of the Quiz prizes.⁶ Nationwide ended their sponsorship in **2012**.⁷

In **2006**, the practice of providing \$10 “Instant Gratification Prizes” began, replacing the previous practice, which commenced in 2002, of awarding atlases, maps and books to the “Instant Gratification” prize winners.

In **2007** the “Quiz Committee” was formed for the purpose of ensuring the sustainability of the Quiz. The Quiz Committee membership initially consisted of John Taylor, Diane Patterson, Darlene Bloom

⁴ Generally, the Quiz “leader boards” will report only the top 8 scores in each challenge category – Rookie League, Major League and Genius. So if a Quiz participant is concerned they won’t score well and wants to make sure their scores in their first attempt at taking the Quiz won’t show, wait until at least 8 people have taken the Quiz at that challenge level – something that is quickly accomplished at the start of the CSAC conference!

⁵ A total of 50 - \$5 Instant Gratification prizes (\$250) may be awarded. (This prize amount reduced from \$10 to \$5 beginning in 2017.) A total of \$960 in final Quiz cash prizes are awarded at the end of the Quiz, generally during a CSAC General Session providing additional exposure for CCBSA.)

⁶ Based on review of available CCBSA records, the following donations were provided by Nationwide: \$500 in 2001, \$1,290 in 2002, (No Quiz presented in 2003), \$1,290 in 2004, \$2,000 in 2005, \$2,000 in 2006, \$2,000 in 2007, \$3,000 in 2008, \$2,000 in 2009, and \$2,000 in 2010.

⁷ The Quiz Committee is not clear on the reason(s) why Nationwide ended their sponsorship.

(Orange) and Sylvia Bermudez (Imperial). The first Quiz Committee meeting was held with CSAC representatives in February 2007.

From 1989-2007, there was only 1 Quiz station for people to take the Quiz. As the Quiz is a 5 minute Quiz, allowing for transitions between participants taking the Quiz, having only 1 Quiz station allowed only between 6-8 Quiz participants to take the Quiz every hour. Given the popularity of the Quiz, there were requests to expand the Quiz booth from 1 Quiz station to multiple stations to allow for greater Quiz participation. To respond to this interest, in **2007** the CSAC Finance Corporation and Nationwide Retirement Solutions partnered with CCBSA to help underwrite the costs of computer programming to expand the Quiz from 1 computer station to the current 3 stations.⁸ (At the 2015 Quiz booth, volunteers reported they received requests from Quiz participants to further expand the number of Quiz stations!)

In **2010**, SouthTech Systems partnered with CCBSA to rewrite the Quiz to a more user-friendly, stable, web-based platform. (Prior to the web-based platform, on an annual basis, members of the Quiz Committee had to go to CSAC offices to update the Quiz database as CSAC provides the hardware at the annual conference for the Quiz booth.) CCBSA and SouthTech memorialized this partnership via a MOU that was executed in April 2011.

In **2014**, the CCBSA Executive Committee adopted a three-year Strategic Plan (2014-2016) identifying the goal of “...*maintenance of the California Clerks’ Quiz in perpetuity.*”

In **2014**, the Clerks’ Quiz celebrated its 25th anniversary! A “Clerks’ Quiz” logo was commissioned with a “look and feel” similar to the CCBSA logo.

In **2016**, SouthTech Systems again partnered with CCBSA to cover \$4,800 to offset Quiz expenses.

In **2017**, planning begins for the 30th anniversary of the Quiz (in 2019) and ensuring the “...*maintenance of the California Clerks’ Quiz in perpetuity*”, declared by the CCBSA leadership only a few years ago.

⁸ \$1,000 provided by each Nationwide and CSAC Finance Corporation. Nationwide’s contributions for the Quiz in 2008, therefore, was a total of \$3,000: \$1,000 to expand the Quiz and \$2,000 for the Quiz prizes.