



2018 Quiz Committee Report

2018 Quiz Committee Members: Diane Patterson (Marin),
Leila Loomis (Nevada), Alicia Jamar (Tuolumne)

2017 Quiz Participation Statistics:

In 2017, the CCBSA Clerks' Quiz was taken 286 times reflecting approximately 14 Quiz' taken/hour. The Quiz was taken by participants representing 44 of the 58 counties. There were 111 unique Quiz takers. Of the unique Quiz takers, about 25% were Supervisors, 19% were County Executive officers or other County officials, 14% were CCBSA/Emeriti Members and 41% were various conference attendees including vendors, RCRC, and CSAC.

Only 14% of the Quiz takers took the Quiz more than 5 times, indicating that it's not just the highly competitive Quiz takers that are enjoying the Quiz.

Some may view having 111 unique Quiz participants (a number slightly higher from the previous year) a low participation number. However, based on 1,000 registrants to the CSAC annual conference¹, 111 unique Quiz participants represents **10%** of the *overall* 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).** As noted above, 25% of the Quiz takers are County Supervisors. While some Supervisors are highly competitive (Dillon (Napa), Gioia (Contra Costa) and Hames (Alpine)) overall, 28 different Supervisors took the Quiz in 2017 reflecting wide interest among this group.

As noted above, statistics generated from the 2017 Quiz reflect that the Quiz was taken 14 times per hour. Given that the Quiz booth is only open during the hours of CSAC registration² it can be expected that most of the activity at the Quiz booth would occur in-between various conference sessions. The Quiz participation result in 2017 reflects a high level of activity at the Quiz booth.

During the past year:

- In anticipation of the transitions for the Quiz in 2020³, during the 2017 CCBSA Annual Conference and following, Diane Patterson initiated several conversations with various individuals and groups (including CSAC and Rural County Representatives of California (RCRC) regarding ideas to ensure the sustainability of the Quiz. Diane had a phone conversation with Paul Smith of RCRC following the conference. Mr. Smith is a competitive Quiz player who has shared that the Quiz is "*...one of the highlights of the CSAC Annual Meeting.*" In discussing the future of the Quiz and ensuring its sustainability, Mr. Smith suggested CCBSA consider:

¹ The "1,000" CSAC registrants number is based on CSAC information from the 2015 Annual Conference.

² 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.

³ In 2017, Quiz Committee Chair Diane Patterson advised the CCBSA membership that following the conclusion of the 2019 CCBSA conference, she plans to step down from the Quiz role she has held for more than 10 years.

- Rebranding the Quiz. He shared the view that people may not be clear that the Quiz is not about the duties of Clerks of the Board, and they may not be clear that the Quiz is brought to the conference as a CCBSA event.
- Securing Quiz-specific sponsors and review current Quiz monetary prize amounts. Mr. Smith shared his view that the competitive spirit would continue even if the major prize monetary amounts were lowered and suggested sponsor(s) be identified specifically for the Quiz.
- Diane reached out to Quiz Committee members Lelia and Alicia in advance of the expected discussion of the future of the Quiz scheduled for the Executive Committee meeting of September 20, 2018. However, due to lack of a quorum, no Executive Committee discussion held other than Quiz Committee member Diane Patterson suggesting that the full membership have an in-depth discussion on the future of the Quiz, and to include Emeriti members as part of the discussion.
- Discussion of the future of the Quiz scheduled for Executive Committee meeting of November 15, 2018 with a broader discussion expected for the CCBSA Annual Business Meeting on November 29, 2018.

Future of the Clerks' Quiz:

In 2019, when the Annual Conference will be hosted by the City and County of San Francisco, the Clerks' Quiz will celebrate its 30th anniversary! What a wonderful happenstance - and tribute to Quiz Creator and CCBSA co-founder John Taylor who served as Clerk of the Board for the San Francisco Board of Supervisors for over 16 years! In addition to celebrating the 30th Anniversary of the Quiz in 2019, (the Quiz is nearly as old as CCBSA itself), in 2019 CCBSA should identify a clear plan to carry the Quiz forward for the next 5, 10, 20, 30+ years.

As noted in the 2017 Quiz Committee Report, following the conclusion of the 2019 CCBSA Annual Conference, Diane Patterson will step down from her current Quiz Committee role. Diane's early notification to the CCBSA membership last year was designed to provide the CCBSA leadership and CCBSA members ample time to identify the path forward to ensure the maintenance of the "*...California Clerks' Quiz in perpetuity*" -- a pledge declared by the CCBSA Executive Committee only a few years ago. It is the hope of the Quiz Committee, as well as the many who understand the positive recognition the Quiz provides to CCBSA, that the Quiz continue beyond 2019.

The Quiz Committee has not been requested to prepare anything for the planned discussion during the 2018 Annual Business meeting (Item #9c on the CCBSA Annual Conference Business Meeting Agenda: "Roundtable Discussion/Presentations-The Future of the Clerks' Quiz"), other than serve as "subject matter experts." As part of the planned discussion at the 2018 Annual Business Meeting, however, the Quiz Committee recommends that the Association identify ***specific next steps related to "...ensuring maintenance of the Quiz in perpetuity"*** and identify ways to engage the full membership - current CCBSA membership and Emeriti -- in these important discussions related to the future of the Clerks' Quiz.

Current Quiz Costs to CCBSA

CCBSA budgets \$1,210 annually for the Clerks' Quiz – an event which attracts and engages more conference participants than **any other CCBSA Annual Conference event**. At present, the only direct Quiz costs to CCBSA are cash prizes of \$960 awarded following end of the Quiz (generally awarded by the CCBSA President at a CSAC luncheon – providing CCBSA name recognition at this event attended by hundreds); and *up to* \$250 awarded in total "Instant Gratification" prizes to participants who achieve certain % of questions answered correctly, or certain number of questions answered correctly at "Rookie" or "Major League" competition levels.

Additionally, it should be noted that SouthTech Systems has been a strong supporter not only of CCBSA (Diamond Circle Sponsor in 2018 and *generous* sponsors of various CCBSA conference events for many years prior), but of the Clerks' Quiz, including underwriting the costs in 2011 to rewrite the Quiz to the current web-based platform.

Quiz History:

Given that there are 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, CCBSA, 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 (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

⁴ Generally, the Quiz “leader boards” will report only the top 8 scores in each challenge category – Rookie League, Major League and Genius. 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.

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.

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!

In **2016**, CCBSA leadership encouraged to have a full discussion at the upcoming annual conference (2016), engaging active members and emeriti, to develop a constructive plan of action to ensure that the CCBSA goal of maintaining the Quiz in perpetuity is achieved.

In **2017**, CCBSA membership advised of expected changes on the Quiz Committee in 2019, and is encouraged to develop a path forward over the next two years to ensure the sustainability of the Quiz

In **2018**, SouthTech Systems, a long-time supporter of CCBSA and the Clerks’ Quiz, acquired by Granicus

In **2019**, the Clerks’ Quiz will celebrate its 30th anniversary!

In **2020**, - ?????? -- it’s up to **you**

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.