



2019 Quiz Committee Report

2019 Quiz Committee Members: Chair, Diane Patterson (Marin),
Diane Severud (Calaveras), Rhonda Cargill (Madera), Leila Loomis (Nevada),
Andrew Potter (San Diego), Rachel Ferris (Yuba)

2019 – 30th Anniversary of the Quiz!

2019 marked the 30th anniversary of the Clerks' Quiz! The Committee held regular conference calls to plan for the anniversary celebration and to plan for upcoming Quiz support transitions in 2020¹.

Quiz Committee Activities During the Past Year: Quiz Support

The Quiz Committee got off to an early start, meeting in February 2019 to plan Committee tasks for the year ahead. Given several of the Committee members were relatively new to the Clerks' Quiz, Diane P. provided background on former CCBSA President/Clerk of the Board John Taylor's (San Francisco) creation of the Quiz as a means to highlight the important role/responsibilities Clerks of the Board held/performed in their County organization, and the important partnership between CCBSA with CSAC. Diane P. noted that at the time the Clerks' Quiz was formed, the Clerk of the Board was seen as a "clerical" position and was not respected for the high skill levels required to perform the various duties. The purpose of the Quiz was to elevate the role of the Clerks within County organizations and CSAC.

During the year, the Quiz Committee also generally discussed feedback received at the 2018 Annual Conference relative to Quiz marketing and possible future rebranding of the Quiz, location of the Quiz booth at the annual conference, and possible development of a mobile application.

In the spring, Diane P. developed Quiz training materials to guide CCBSA and the Quiz Committee with Quiz responsibilities before, during and after annual CSAC/CCBSA conference. (A copy of the training materials was also posted to the Quiz Committee site on the new CCBSA website.) A Skype call was held with the Quiz Committee to guide members through the functions of the Quiz interface, and the process for updating questions. Members were assigned responsibility for updating Quiz questions at the various Quiz challenge levels.

¹ 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, a role she has held for 14 years.

During the year, Diane P. shared with the Committee the general process for reviewing/updating Quiz questions each year in advance of the presentation of the Quiz at the annual CCBSA/CSAC conference. Diane P. noted that while all Quiz questions don't need to be updated, all questions should be reviewed.

Quiz Committee Activities During the Past Year: CCBSA Website Content

With the launch of CCBSA's new website, during the year the Quiz Committee generally discussed ideas for adding content related to the Quiz on the website. Ideas included adding Quiz-related photos, having a short fact sheet of how the Quiz promotes the Association, and possibly a link to Quiz video training content (that would supplement the printed Quiz training documents.) Quiz Committee members were encouraged to identify ways to increase Quiz-related content on the CCBSA website – that would include content that would be fun, engage members and share with the CCBSA membership the value and rich history of the Clerks' Quiz.

Quiz Committee Activities During the Past Year: Anniversary Planning

During the year, Quiz Committee members discussed and implemented ideas to commemorate the 30th anniversary of the Quiz at the Annual Conference, scheduled for San Francisco, the County where Quiz Creator John Taylor served as Clerk of the Board for 16 years. 30th Anniversary elements included for the 2019 conference included:

- Increasing the cash prize amounts (both Instant Gratification prizes and the final day cash prizes) by \$0.30
- Having stickers with several slogans, to generate interest/conversations/participation in the Quiz among conference attendees. The sticker slogans were:
 - "I Survived the Quiz"
 - "Ask me about the Quiz"
 - "I took the Quiz – What's your superpower"
 - "Look for me on the Quiz Leader Board"
 - "I'm a Quizard" – How about you?"
- Having a large map of CA with push pins added each time a person takes the Quiz, reflecting the home County of the Quiz participant, to visibly demonstrate Quiz participation statistics, and to generate competition among counties
- Providing swag² to those Quiz participants who took the Quiz at least 3 times
- Increasing signage at Quiz booth and registration booth

The Quiz Committee also planned anniversary elements to recognize Quiz creator John Taylor who served as San Francisco Clerk of the Board for 16 years.

During the year, Quiz Committee members were encouraged to think about possible other partnerships, in addition to CSAC, that CCBSA might engage to help promote/celebrate the Quiz, this year and going forward.

² See further information under Quiz Budget

Quiz Source Code

In early 2019, Southtech provided to the Quiz Committee a copy of the Clerks' Quiz source code.³ Diane P. has provided a copy to the Quiz Committee.

Quiz Budget

In 2018, the CCBSA membership approved supplementing the Quiz budget for 2019 with an additional \$1,000, to assist the Quiz Committee in planning elements to celebrate the 30th anniversary of the Quiz. 2019 Expenditures for the Quiz are as follows:

Annual Expenses:

- \$963 for final Cash prizes award to the top 10 Quiz performers⁴
- \$159 for 30 Instant Gratification Prizes at the Rookie Level in the amount of \$5.30 each⁵

Anniversary-Related Expenses:

- \$242 for Quiz Anniversary Stickers
- \$534 for Quiz/CCBSA Flashlights

Quiz Committee member Rhonda Cargill was successful in securing Quiz sponsorship from her county's local Ricoh representative-demonstrating that sometimes you just have to ask for sponsorship! Ricoh agreed to provide an in-kind sponsorship which allowed the Quiz Committee to cobrand the "tech cases" with the Quiz logo and Ricoh's logo. (The tech cases were awarded during the Conference to Quiz participants who took the Quiz at least 3 times.)

2018 Quiz Participation Statistics:

In 2018, the CCBSA Clerks' Quiz was taken 225 times, a 24% drop from the 286 times the Quiz was taken in 2017. This drop in Quiz participation was likely due to the isolated location of the Quiz booth for the first two days of the Quiz competition.⁶ There was also a 24% reduction in the number of unique Quiz participants, 87 in 2018 compared with 111 in 2017 when the Quiz booth was located near the CSAC registration booth. A similar drop in participation by Counties was also observed in 2018 with the Quiz being taken by 33 of the 58 counties v. 44 of the 58 counties in 2018. The take-away message from the 2018 Quiz experience illustrates the importance of locating the Quiz booth near the CSAC registration booth.

³ The 2011 agreement between CCBSA and SouthTech. (Section 5) reads: "It is mutually understood and agreed by and between the parties that: CCBSA will have ownership of the final product and it cannot be sold or duplicated by CCBSA or STS without the expressed written permission of both parties. CCBSA shall have in its possession the latest source code."

⁴ This reflects an additional \$3.00 in 2019 from the usual \$960 in final cash prize amounts, reflecting the increased prize amount of \$0.30 in recognition of the 30th anniversary of the Quiz.

⁵ In 2019, the Quiz Committee increased each Instant Gratification prize amounts by \$0.30, for a total amount of \$5.30 for each of the 30 Instant Gratification prizes awarded at the Rookie Level (\$159 total cost.)

Additionally, in 2019, the Quiz Committee eliminated the 20 \$5.00 Instant Gratification prizes traditionally awarded at the Major League Level for a \$100 savings to CCBSA. The Major League Instant gratification prizes were eliminated this year in recognition that there will be other "swag" prizes awarded to Quiz participants in this 30th Anniversary year.

⁶ For the first two days of the 2018 CSAC conference, (Tuesday and Wednesday) the Quiz booth was located in a different wing of the conference center from the CSAC Registration desk. On Thursday, when the Quiz is open from 8:30-11:30, the CSAC Registration booth was relocated near the Quiz booth. While the Quiz program does not provide detail regarding the date/time of Quiz participant activity; it could be assumed the isolated Quiz booth location negatively impacted the number of 2018 Quiz participants.

An interesting statistic from the 2018 Quiz is that it saw an 18% **increase** in participation from elected County Supervisors despite the lower participation rates overall for reasons as described above. Of the unique Quiz takers in 2018, about 30% were Supervisors.

In 2018, 14% of the Quiz takers took the Quiz more than 5 times, remaining consistent with the prior year, indicating that it's not just the highly competitive Quiz takers who are enjoying the Quiz.

While 87 unique Quiz participants is a drop from the previous year, based on 1,000 registrants to the CSAC annual conference⁷, 87 unique Quiz participants represents nearly 9% of the *overall* CSAC conference attendees. **There is no other CCBSA-sponsored event at the annual CSAC conference that attracts and engages at least 9% of the total CSAC conference population (reflecting all disciplines)**. As noted above, nearly 30% of the Quiz takers are County Supervisors. While some Supervisors are highly competitive (Dillon (Napa), Gioia (Contra Costa) and Hames (Alpine)) overall, 25 different Supervisors took the Quiz in 2018 reflecting wide interest among this group, despite the lower participation rates overall in 2018.⁸

As noted above, statistics generated from the 2018 Quiz reflect that the Quiz was taken approximately 11 times per hour, which reflects a drop from the 14 times per hour the Quiz was taken in 2017. Again, this 24% drop in participation rates can likely be attributed to the Quiz location in 2017.

⁷ The "1,000" CSAC registrants' number is based on CSAC information from the 2015 Annual Conference.

⁸ In 2018, 28 different Supervisors took the Quiz.

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*”!⁹ Participants can win two types of prizes – Instant Gratification Prizes and final cash prizes.¹⁰ 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.¹¹ Nationwide ended their sponsorship in **2012**.¹²

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 to help

⁹ 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!

¹⁰ 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.)

¹¹ 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.

¹² The Quiz Committee is not clear on the reason(s) why Nationwide ended their sponsorship.

underwrite the costs of computer programming to expand the Quiz from 1 computer station to the current 3 stations.¹³ (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 celebrated its 30th anniversary! Due to the initiative and efforts of Quiz Committee member Rhonda Cargill, Ricoh provided Quiz sponsorship.

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

¹³ \$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.