

February 2010 Survey of the AAUW Tar Heel (NC) Branch

This survey was announced on the branch e-mail list on February 2. Of the 47 members, 22 responded by February 18.

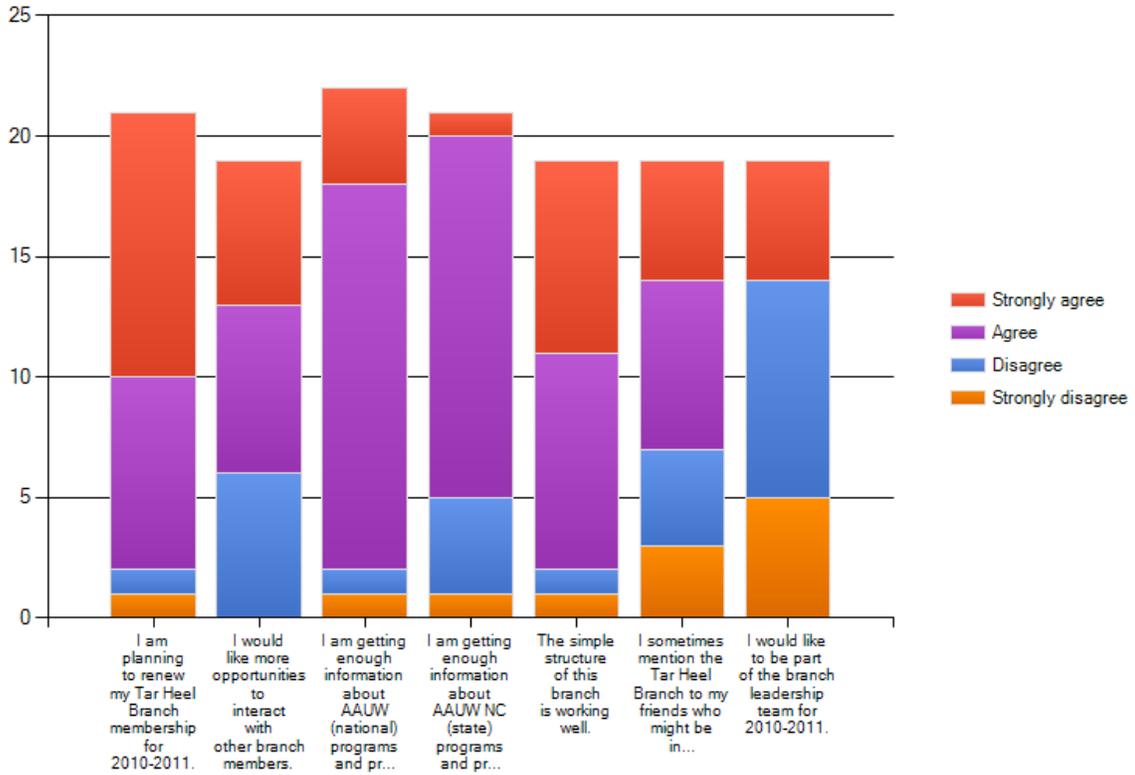
Key findings

1. Q1. The survey answers predict good retention of the members who responded.
2. Q1. A significant majority of those responding to the survey wanted more opportunities to interact with other branch members, and that was the one question about connection to the branch/AAUW where no one (who responded to the survey) said they “strongly disagreed.”
3. Q1. On the other hand, the most negative reactions were reported for the comment “I would like to be part of the branch leadership.” Creativity in resolving this with the need for interaction (which generally needs to be organized by someone) is a challenge faced by many groups.
4. Q2. Facebook was, by far, the most popular of the social network, but just over half of those responding said they’d used Facebook recently. However, it may still be worth looking at using Facebook to help branch members make stronger connections with each other.
5. Q5. Those who responded to the survey rated the branch and state web sites and e-mail lists as among the most important benefits of branch membership. However, we’ll have to work harder to find out what those who didn’t respond (and so may not be reading the e-mail) actually see as benefits. All other benefits averaged at least “somewhat important.”
6. Q5. Even for the presumably tech-savvy group that responded to the survey, 10 of the 22 said paying dues online was “not important.”
7. Q6. This is a very small sample, but it is still notable that the strongest support was for public policy advocacy and LAF with relatively weak support for fellowships and leadership initiatives.
8. Q7. Those who responded had a favorable impression of the communications the branch provided. Again there’s a question about the half of the branch that didn’t respond.
9. Q7. One person said she much preferred a community-based branch. That is, we think, to be expected – we don’t intend to “compete” with “land branches” for the many who prefer that connection.
10. Q8. There were few comments on what where we could improve, but providing better “member orientation” may be a goal. One comment suggested a branch project (which would provide more member interaction, responding to a Q1 result – see #2 above).

Question 1

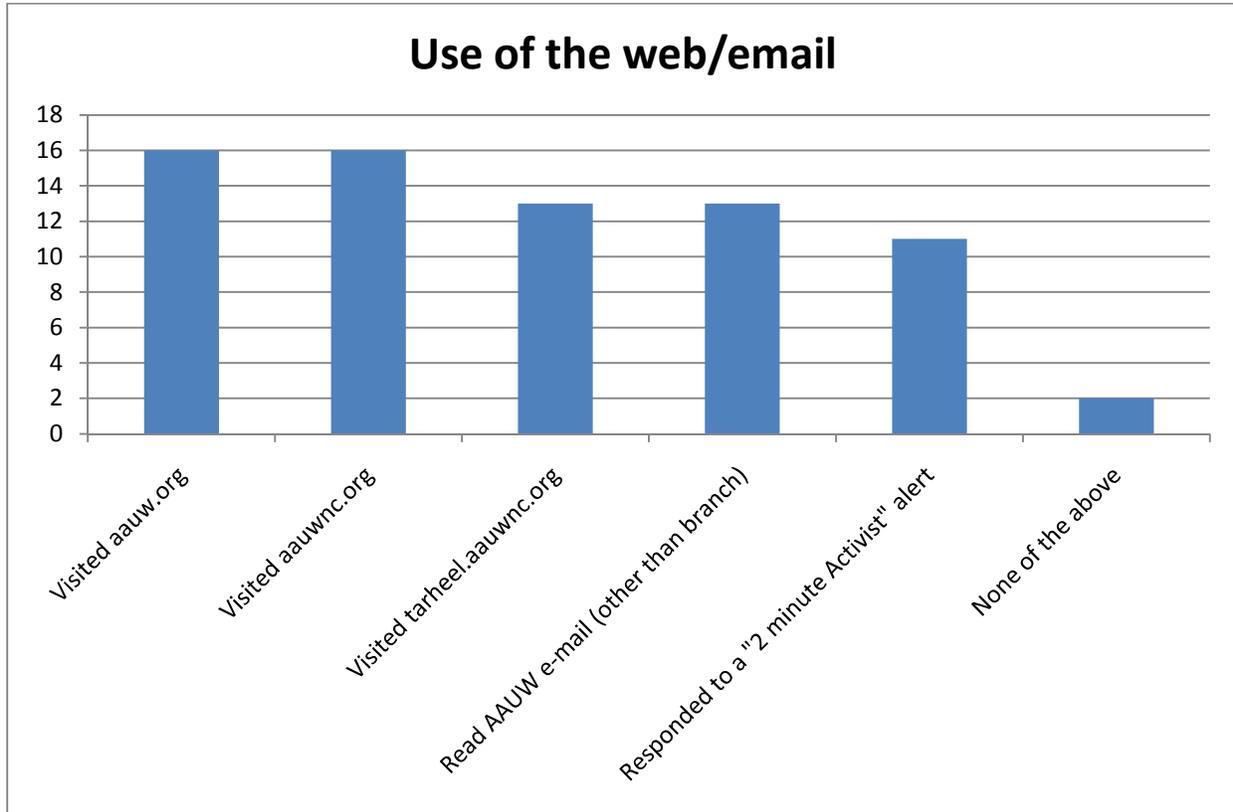
22 responses

How do the following statements describe your connection to the Tar Heel Branch?



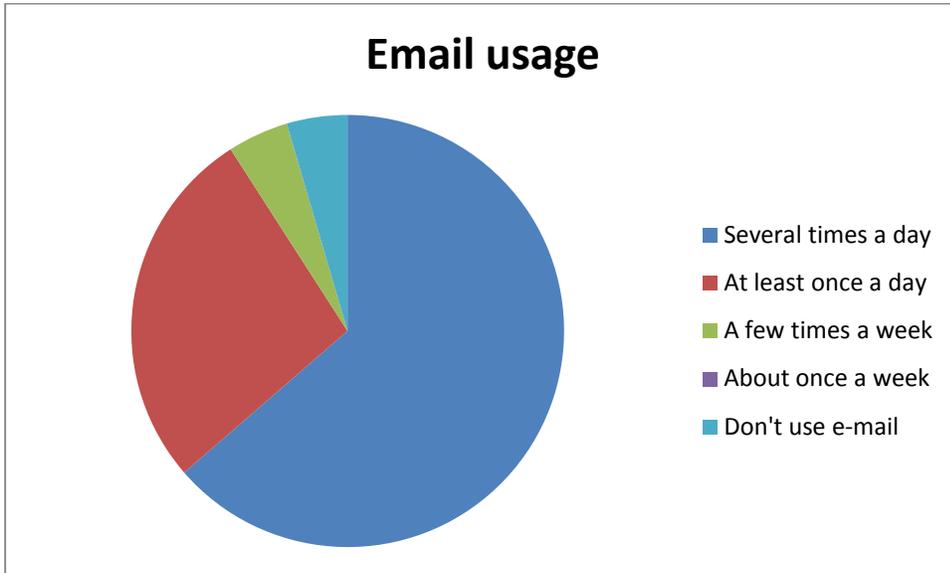
Question 2: One basic function of the Tar Heel Branch is to help you get information on AAUW programs and priorities. Please check which of these communication paths you've used in the last month.

21 of 22 responses. One survey was returned by a member who is not online.



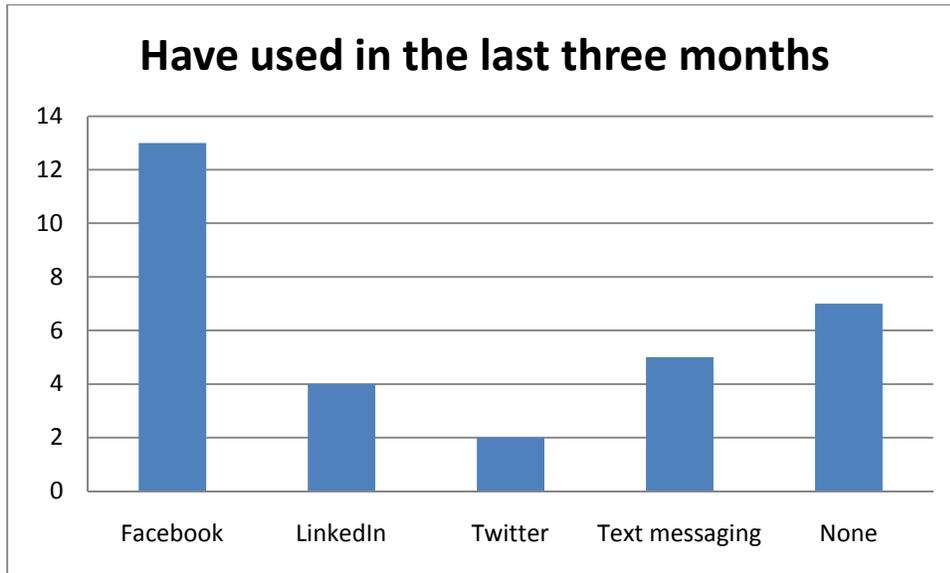
Question 3: As a virtual branch, e-mail is our basic tool to communicate with each other. Please choose the sentence that best describes your use of e-mail.

22 reponses, only one response per person. Note that one survey was returned by a member who does not use e-mail.



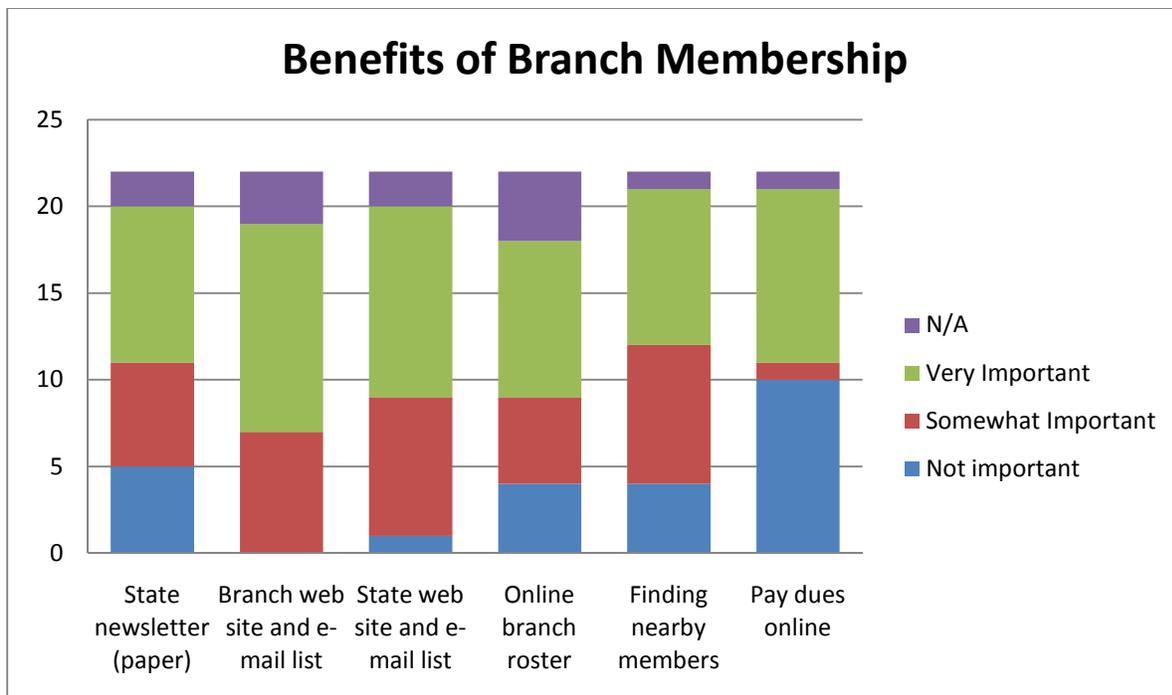
Question 4

Fifteen members responded. We are assuming that the seven who skipped this question meant “none of the above”.



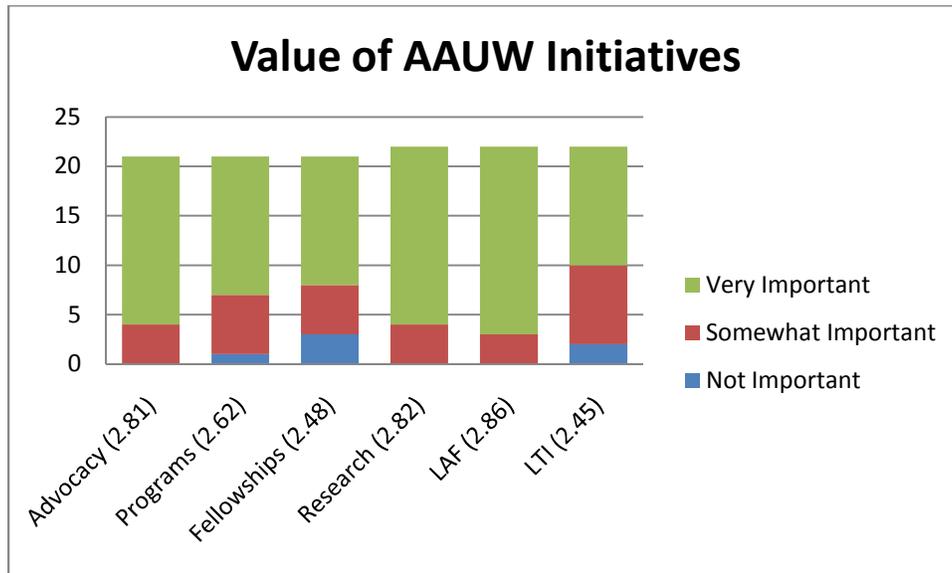
Q5. What benefits from AAUW NC and the branch are important to you?

21 responses. As a virtual branch, this question centered on e-membership activities.



Q6. AAUW is a broad organization and there are many different reasons members join. What's important to you?

22 responses



Q7. What do you think this branch is doing well? how does it benefit you?

19 responses

- (12 comments) "Communications" was the most popular answer, e.g. "I think that in a virtual branch, email communication is very important (with no face to face contact). You've done a good job with such communications! If I lived closer to the eastern part of the state, I would take advantage of some of the programs that the THB has been invited to and attend those gatherings." [11 others mentioned communications, with specific references to national information, action alerts, and the web site.]
- (2 comments) Two more members mentioned communications, but also referenced member-to-member contacts. "This branch keeps you informed, easy to reach members for comment, different views from members who are not connected with your local branch (out of state members)." One other person mentioned linking members to the state infrastructure and to each other.
- (2 comments) It is a realistic way to associate with the women and agenda of AAUW. A second person mentioned "keeping it simple matters".
- It has not been any benefit to me whatsoever - I am a people person and will continue membership in the <community-based> branch which has so much to offer.
- Hi, I am a brand new member and look forward to finding many benefits.
- Good leadership

Q8. What should the branch do differently, if anything? what else would be a benefit to you?

13 responses

Thirteen people recorded 14 different comments. Half of those were some variation of “it’s working okay for me.” Other comments:

- For those wanting an email branch or being a member at large this probably works. It just does not work for me.
- A project
- I like the way it is working. However, we should remain flexible and adjust to changing situations one step at a time.
- After a year, the branch is becoming a model
- Keep the members informed about who the members are. You may have sent out a membership roster but I never got it. I prefer a bit more personal contact- have you considered a meeting at the Summer or Fall meeting?
- It's not doing such a good job of explaining AAUW and the benefits of membership to those who aren't yet connected to the organization.
- While the structure is simple, it makes the leadership somewhat invisible to the rest of the branch and there are few ways for members to contribute their efforts to help the branch reach sustainability.