

## 2013 Survey of the AAUW Tar Heel (NC) Branch

This survey was sent to branch members via a SurveyMonkey email collector. Of the 105 branch members, 35 responded between March 21 and March 31 and two more responded during an extended period in April.

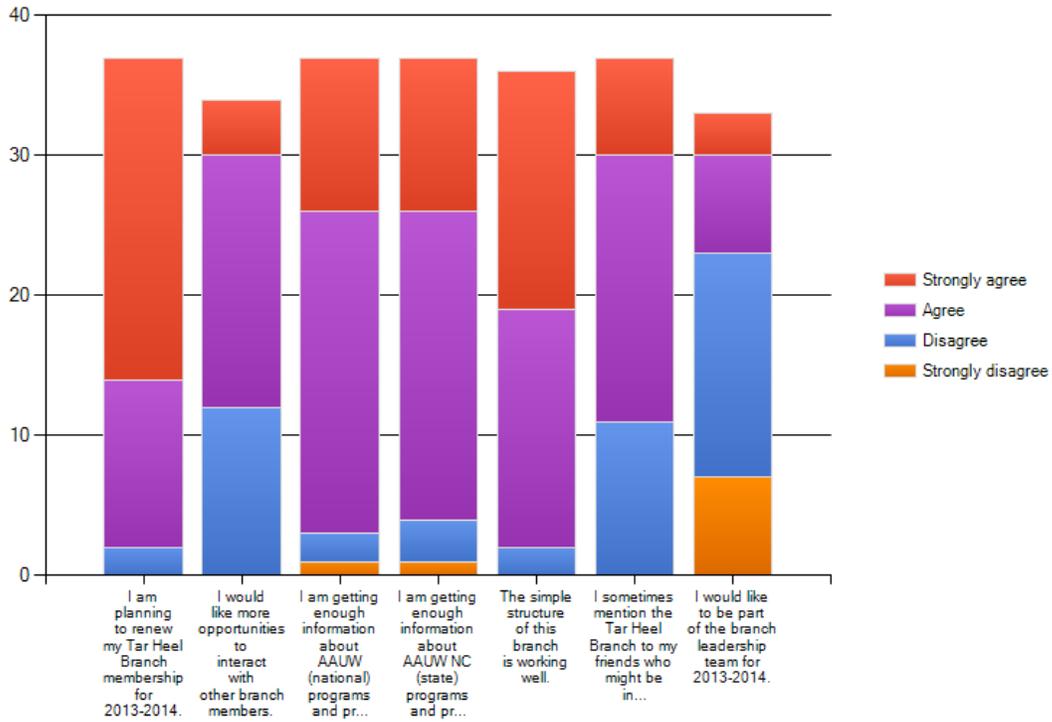
Key findings (and differences from 2010 survey)

1. Q1. The answers paralleled those of 2010, with a somewhat higher fraction saying they strongly agreed with wanting more interaction with other branch member, though about a third disagreed with that.
2. Q1. From this survey we (and other levels of AAUW) seem to be doing better in informing members on national and state issues than we were in 2010. For the state communications, in particular, a much higher fraction says they “strongly agree” that they are getting enough information.
3. Q1. The two statements with the highest level of agreement were “I am planning to renew” and “the simple structure is working”, so we seem to be on the right track there. On the other hand, the highest level of disagreement was with “I’d like to be on next year’s leadership team”.
4. Q2. There appears to be a significant drop in the fraction of members visiting local, state and national websites. A new section of the question confirms that email is still a very important aspect of communications.
5. Q4. This new question shows that the members think the amount of information they are getting is “about right” with only national issues generating a few answers of “too much”.
6. Q5. We asked about the new member guide that’s been posted to our website. We obviously need to do a better job of telling people about it – though we didn’t analyze the answers to see if the members who joined after it was posted had a greater awareness.
7. Q7. There was a slight decrease in members’ interest in all AAUW priorities except for Advocacy. That said, the strongest support is for Advocacy/Public Policy and Legal Advocacy/Fighting sex discrimination on campus and in the workplace, with AAUW’s research a third priority.
8. Q8. All the suggestions for face-to-face events had more than half the respondents saying they would attend. Some suggestions had relatively strong support from members willing to help organize the events.
9. Q9. What’s working? Almost everyone who answered the question, highlighted communication. Note that this isn’t centralized in a “newsletter editor”, but all branch members are allowed to post items of interest to the branch list. Only a few post regularly, but it is a good way for the branches to advertise major events to members across the state. A few respondents mentioned public policy communication, in particular, and gave a nod to the (virtual) networking opportunities.
10. Q10. What should be done differently? The most common answer was “things seem fine”, but several people recommended more face-to-face events (of various types). A couple of people mentioned more recruiting (though that might have been for their local branches) and one comment seemed to say AAUW has a very low visibility with the public and that we could do something there. There was also a comment that member profiles would be useful.

### Question 1: How do the following statements describe your connection to the Tar Heel Branch?

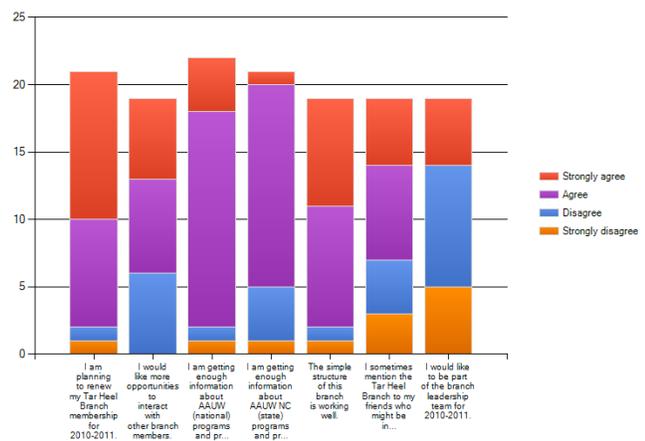
37 responses

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



2010 graph for comparison:

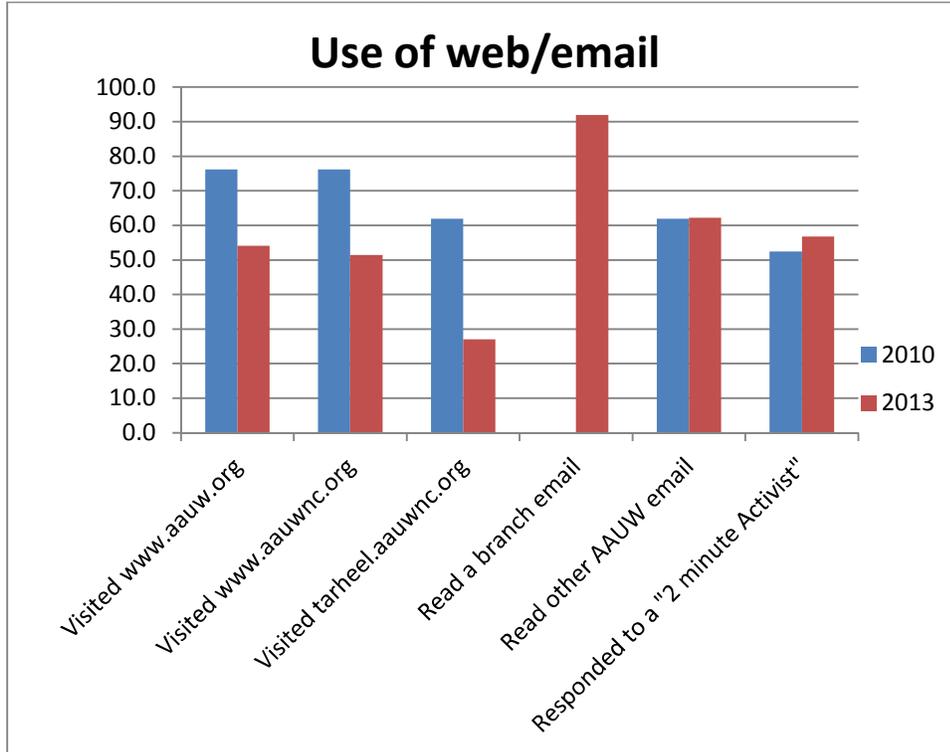
How do the following statements describe your connection to the Tar Heel Branch?



**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.**

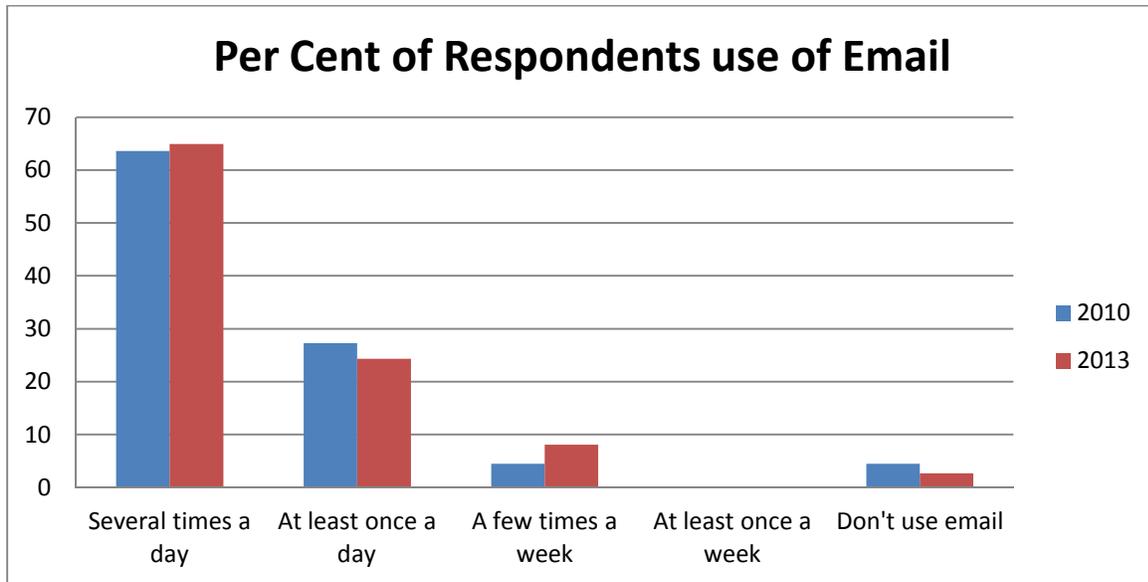
36 responses 2013, 22 responses 2010.

Percentage of respondents marking the different actions in 2010 and 2013.



**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.**

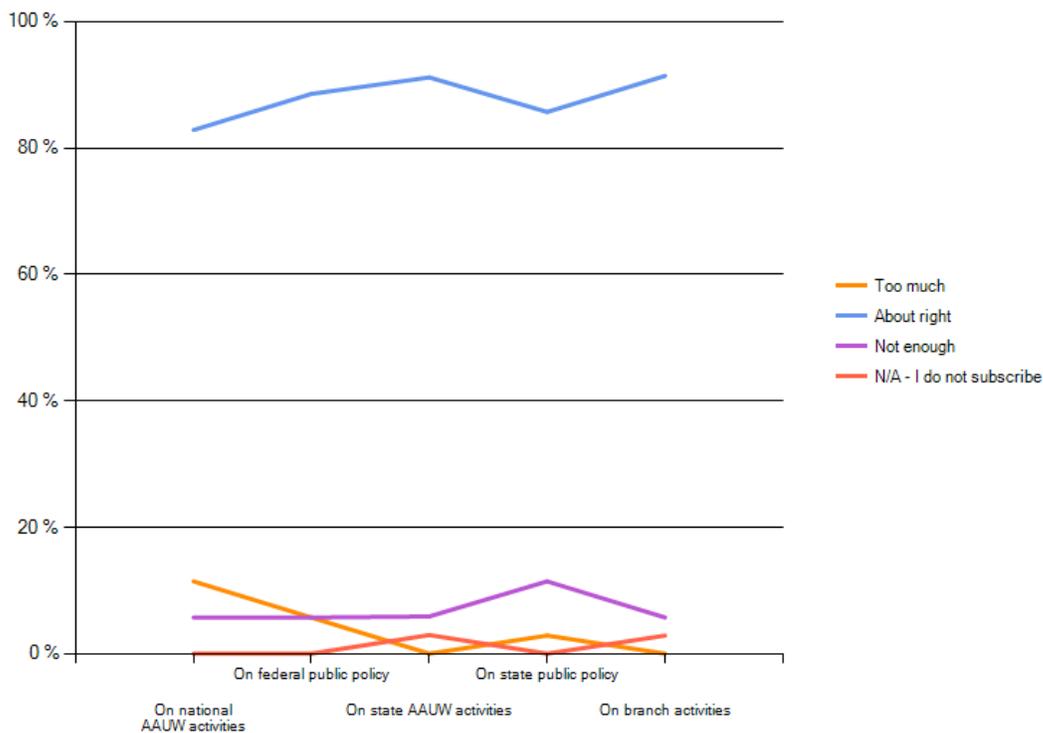
37 responses in 2013, 22 in 2010..



**Question 4. How do you feel about the amount of email you're getting from AAUW?**

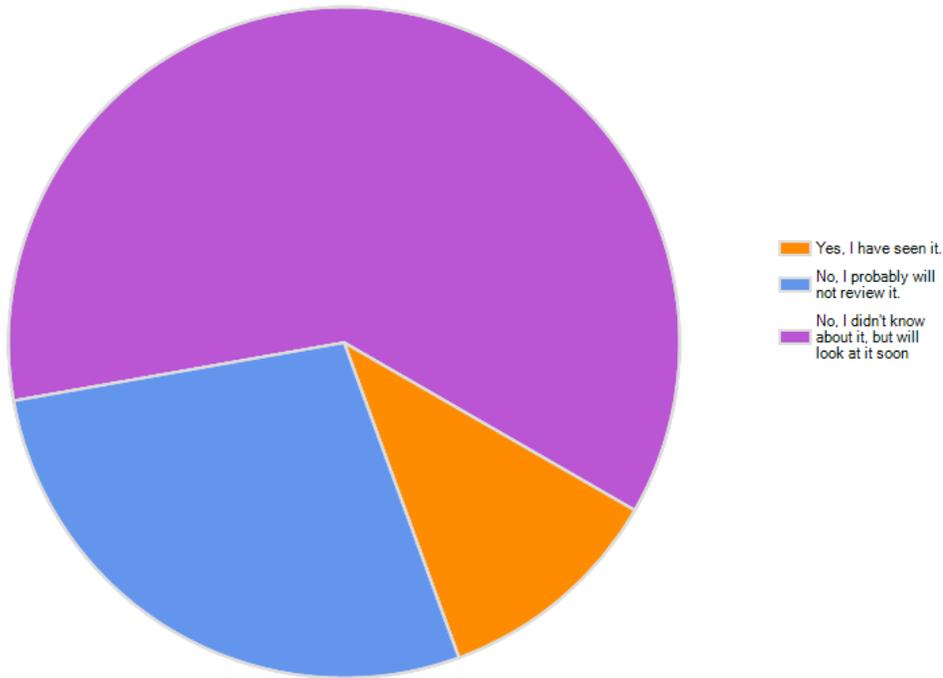
35 responses in 2013 (new question)

**How do you feel about the amount of email you're getting from AAUW?**



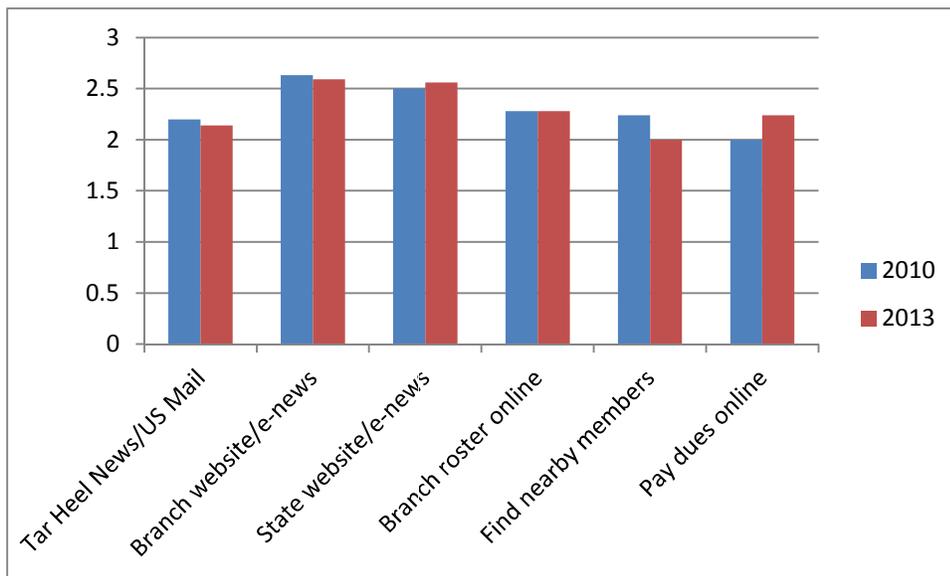
**Q5: Have you reviewed the new member orientation at [tarheel.aauwnc.org](http://tarheel.aauwnc.org) > About > New Member Guide?**

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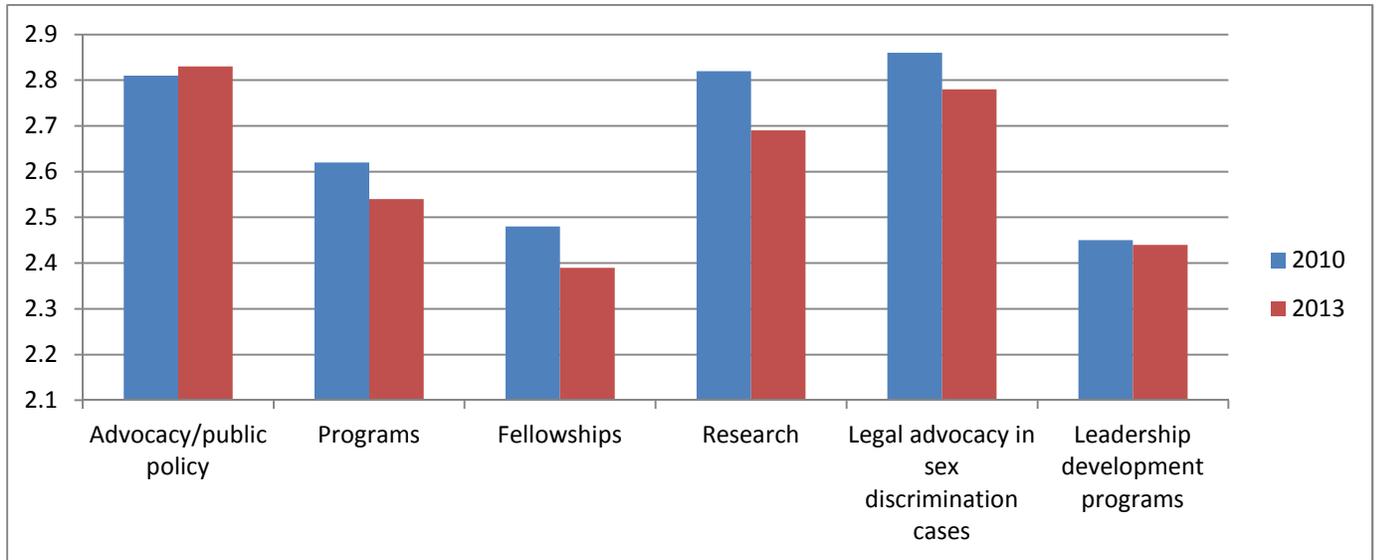
**6. What benefits from AAUW NC and the branch are important to you?**

37 respondents 2013, 21 in 2010. Here are the average scores, max of 3.



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

37 respondents 2013, 22 in 2010. Average scores, max of 3.



**Q8. Is there a program you would be willing to participate in?**

Total responses from 32 who answered any part of the question.

