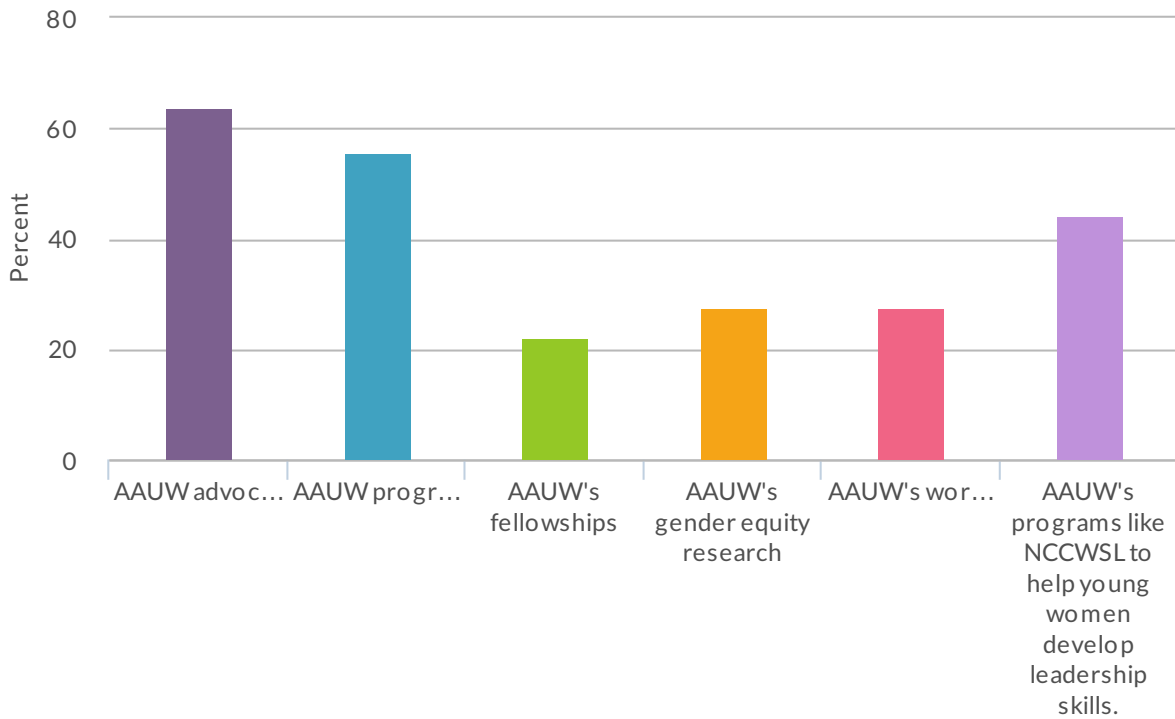


Report for 2016 Tar Heel Branch Member Survey

1. AAUW is a broad organization and there are many different reasons members join. Is there a program you would be willing to participate in? Check all that apply.



Value	Percent	Count
AAUW advocacy including action alerts and position papers on topics such as pay equity.	63.9%	23
AAUW programs such as the WAGE project workshops for college women, programs to encourage girls/women in STEM fields, and more.	55.6%	20
AAUW's fellowships	22.2%	8
AAUW's gender equity research	27.8%	10
AAUW's work combatting sex discrimination on campus and in the workplace	27.8%	10
AAUW's programs like NCCWSL to help young women develop leadership skills.	44.4%	16

2. Are you affiliated with other groups/organizations that share AAUW's mission? If so, please list them and specify if they are local, state or national affiliations.



Count	Response
1	AAUW-Chapel Hill Vice President AAUW-NC State Branch Advocate
1	BPW/NC
1	BPW/NC BPW/Raleigh BPW/Henderson NC Women United
1	BPW/NC - statewide; BPW of the Triad - local; Women's Forum of NC - statewide; ERA-NC - statewide; NC Women United - statewide
1	BpwnNC, NOW, FEW, LWV
1	Forsyth County Democratic Party NC Women United
1	Greensboro Branch, League of Women Voters
1	I am not particularly active, but I do maintain memberships in the League of Women Voters, NOW, and Business and Professional Women at the local level. I'm a donor to the Wellesley Centers for Women (who did the original AAUW research).
1	I belong to everything: BPW-NC, LWV (all levels), NOW (all levels), Women's Forum of NC, and more.
1	I'm currently member of the League of Women Voters/Charlotte-Mecklenburg. They share several programs /projects are similar to AAUW's mission.
1	LWV
1	LWV PEO

Count	Response
1	LWW national Ms Foundation
1	League of Women Voters
1	League of Women Voters Local On question #1, I'm not sure what it means to "participate in". All of them are of interest to me, and I feel we need to raise awareness of our interest and concern in these areas.
1	League of Women Voters of the Piedmont Triad
1	MassNOW Coalition for Pay Equity MA Commission on the Status of Women MA
1	NC Girls STEM Collaborative, NC Center for Afterschool Programs, NC Grassroots Science Museum Collaborative, SciGirls (national), National Girls Collaborative
1	National Association of Educators (NEA), NCAE, Retired Teachers
1	None

3. What benefits from AAUW NC and the Tar Heel branch are important to you?



Count	Response
1	1) Helping women and girls. 2) Meeting interesting women from across the state.
1	AAUW Updates and Information
1	Ability to join the AAUW mission when branch is inactive
1	Access to information and expertise beyond what is available in my local area.
1	Alerts on key legislative issues related to women.
1	Contacts with like-minded women across the state Information related to issues and events
1	Email
1	Equity for all women
1	Exchange of information, getting to know strong women, working for equality
1	Getting up to date information on women's issues Potential network(s) for action-oriented activities or information dissemination THBranch has younger, more diverse members and greater potential for impact across the state on women's issues
1	Having known contacts across the state who share issues and experiences.
1	I am proud of the advocacy activism of the THB and AAUW NC -- the information and calls to action, ability to work with other collaborative organizations
1	Information and networking
1	Keeping connected to AAUW in North Carolina and nationally.

Count Response

1 Keeping informed on a regular basis of all issues that fall under AAUW NC's missions. Meeting and networking with other like-minded women in our state. Reaching out to women in other online branches nationwide to share best projects and practices.

1 Keeping me up to date on what is happening in the Raleigh legislature

1 Legislative updates, knowing what other branches are doing, being with like-minded women

1 Link and participation to local universities. That is an absolute MUST for the future of any branch or the state level.

1 Networking

1 Networking and communications - love the website, Facebook, etc

4. What can you offer the Tar Heel branch to assist in meeting AAUW's mission?



Count	Response
1	Advocacy from my personal computer
1	An engaged member and service as a board member.
1	Assistance with short term specific tasks.
1	At the moment, and for the next two years, I will be involved with AAUW through the state board and as president of the the Hendersonville branch. I am unable to take on additional tasks at this time.
1	Attendance and representation at meetings in the Triad area - also attendance at legislative actions days in Raleigh. Meeting with congressional delegation that is home based in the Traid.
1	Communication about AAUW...hopefully will do better!
1	ERA work. (I'm focusing on this issue only.)
1	Earmark some of my donation to the Educational Foundation to be credited to thb
1	Facilitator for programs
1	Help get computer messages to members
1	I can assist with setting up Start Smart / Work Smart workshops for their local branches.
1	I continue to be a member of THB and to support its role as a non-community based online branch which has found an admirable niche in public policy advocacy. I refer to the THB when I mention my other branch memberships.
1	I don't know. I'm president of my branch and putting in a lot of time.

Count Response

1 I have not attended a meeting in over a year

1 I have some governance type of experience from other organizations.

1 I try to attend meeting and participate

1 Ideas from our Salisbury Branch

1 Informal representation of TH Branch mission and contacts in western NC

1 More connection

1 My expertise and interest in STEM.

5. What do you think this branch is doing well?



Count	Response
1	Communication of legislative issues
1	Communication to spotlight important issues from National and State. To spotlight members who are movers and shakers across the state.
1	Communications and advocacy
1	Connecting new people to the national AAUW resources (though it'd be great if more members saw that as an opportunity)
1	Connecting people who might not ever meet.
1	Everything
1	Giving working members a way to connect without a local branch or a physical meeting to attend which works great for some members.
1	Good contacts.
1	Hard to tell since my involvement is very peripheral.
1	Hooray for your active public policy work!
1	I have not attended a meeting in over a year
1	I just joined, so I don't really know.
1	Information distribution
1	Keeping members aware of current issues

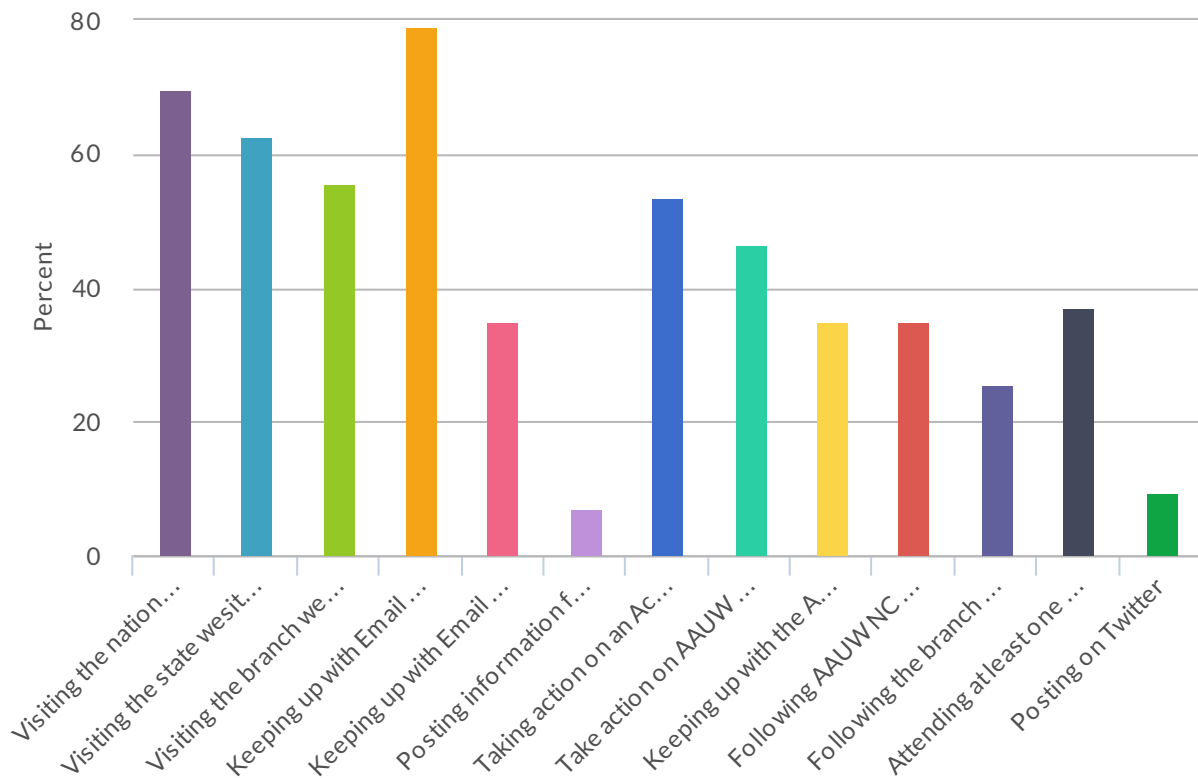
Count Response

1	Keeping members informed, bringing in other organizations to partner with
1	Keeping the TH Branch branch "alive" and functional through social media Having well placed leaders, eespecially leaders from the eastern part of NC where there is generally more "action" Having well placed branch leaders who are "on top" of what's going on with women's issues
1	Keeping the branch informed
1	Keeping up to date on what's most important -mission wise-in NC, as well as nationally. Opening up communication between all members for a variety of issues/"hot topics" right as they develop.
1	Keeping us informed
1	Keeping us informed.

6. As a virtual branch, e-mail is currently our basic tool to communicate with each other. Please rank the following communication tools you prefer to use. 1=Least preferred 6=Most preferred.

	Least preferred = 1	2	3	4	5	Most preferred = 6
Email	0 0.0%	0 0.0%	2 4.8%	0 0.0%	3 7.1%	37 88.1%
Facebook	5 12.8%	3 7.7%	8 20.5%	6 15.4%	13 33.3%	4 10.3%
Instagram	29 76.3%	2 5.3%	2 5.3%	2 5.3%	1 2.6%	2 5.3%
LinkedIn	16 41.0%	7 17.9%	5 12.8%	4 10.3%	5 12.8%	2 5.1%
Textmessaging	12 29.3%	2 4.9%	10 24.4%	7 17.1%	6 14.6%	4 9.8%
Twitter	22 56.4%	6 15.4%	1 2.6%	5 12.8%	3 7.7%	2 5.1%
Video conference/Teleconference/Webinar	6 14.6%	3 7.3%	9 22.0%	4 9.8%	13 31.7%	6 14.6%
Phone	0 0.0%	0 0.0%	0 0.0%	1 100.0%	0 0.0%	0 0.0%

7. I currently participate in AAUW/THB or AAUW/NC programming by:

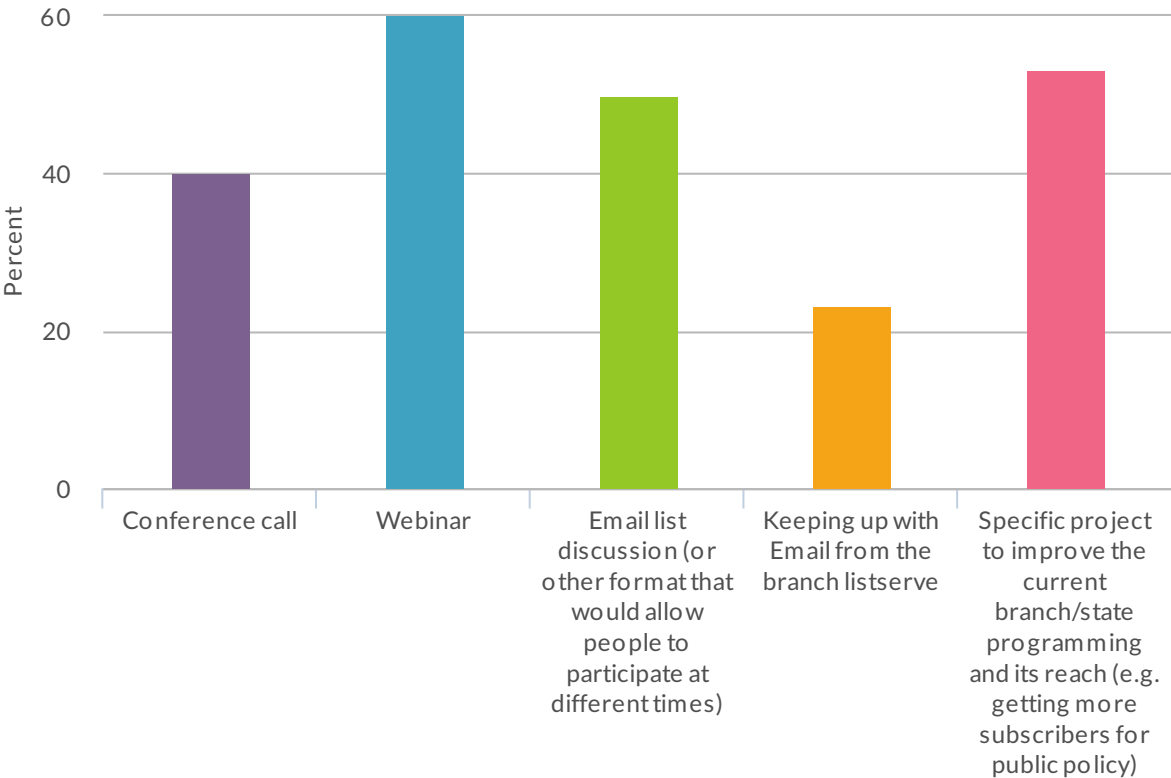


Value	Percent	Count
Visiting the national website - www.aauw.org	69.8%	30
Visiting the state website - www.aauwnc.org	62.8%	27
Visiting the branch website - tarheel.aauwnc.org	55.8%	24
Keeping up with Email from the branch email list	79.1%	34
Keeping up with Email from an AAUW-related listserve (other than the branch's)	34.9%	15
Posting information from one of my other organizations to the branch listserve	7.0%	3
Taking action on an Action alert from AAUW (for example: "2 Minute Activist")	53.5%	23
Take action on AAUW NC public policy alerts	46.5%	20
Keeping up with the AAUW NC public policy email discussion list (public policy information)	34.9%	15
Following AAUW NC on Facebook (or subscribe to AAUW NC Facebook email list)	34.9%	15
Following the branch Facebook group	25.6%	11

Value	Percent	Count
Attending at least one event a year that is advertised on these channels	37.2%	16
Posting on Twitter	9.3%	4

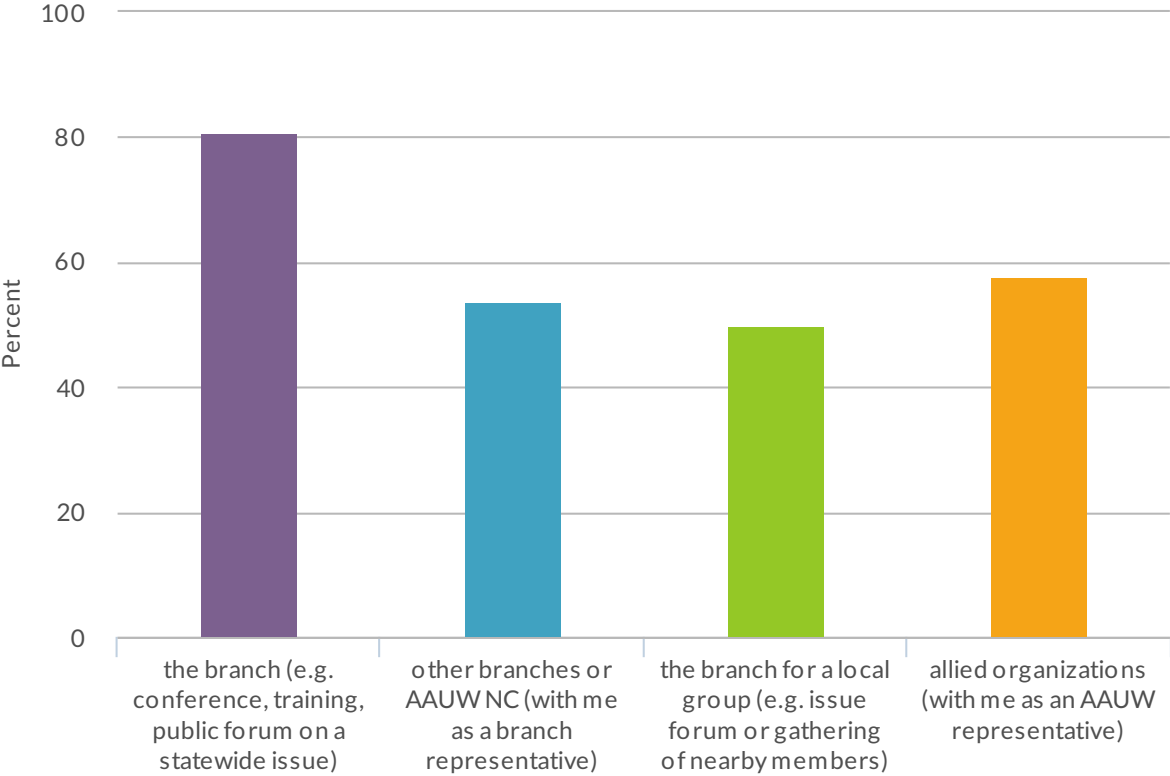
Other - Write In	Count
Total	0

8. I'd be interested in additional virtual branch programming if it were:



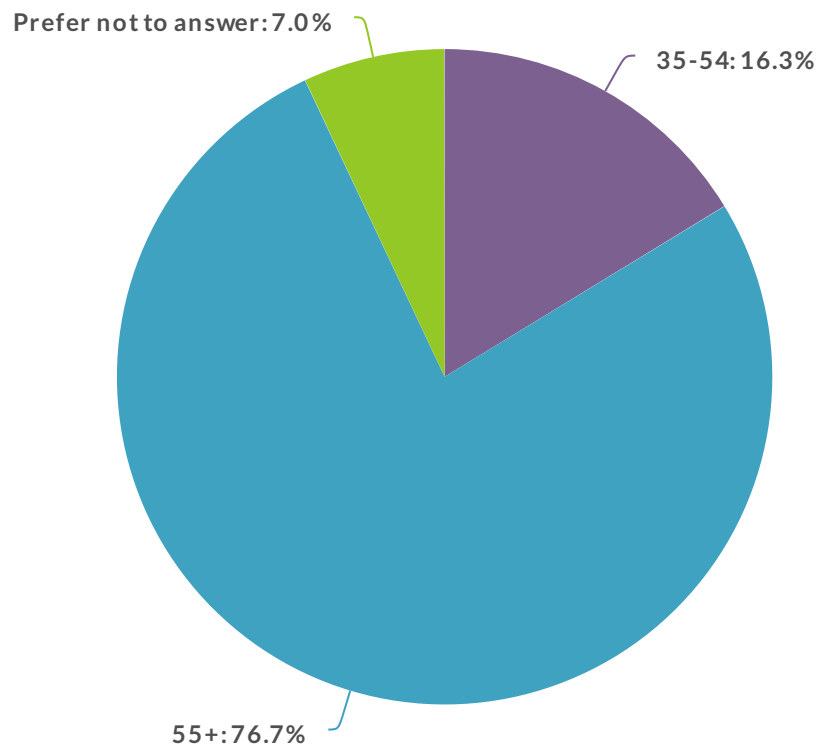
Value	Percent	Count
Conference call	40.0%	12
Webinar	60.0%	18
Email list discussion (or other format that would allow people to participate at different times)	50.0%	15
Keeping up with Email from the branch listserve	23.3%	7
Specific project to improve the current branch/state programming and its reach (e.g. getting more subscribers for public policy)	53.3%	16

9. I'd be interested in participating in face-to-face programming sponsored by:



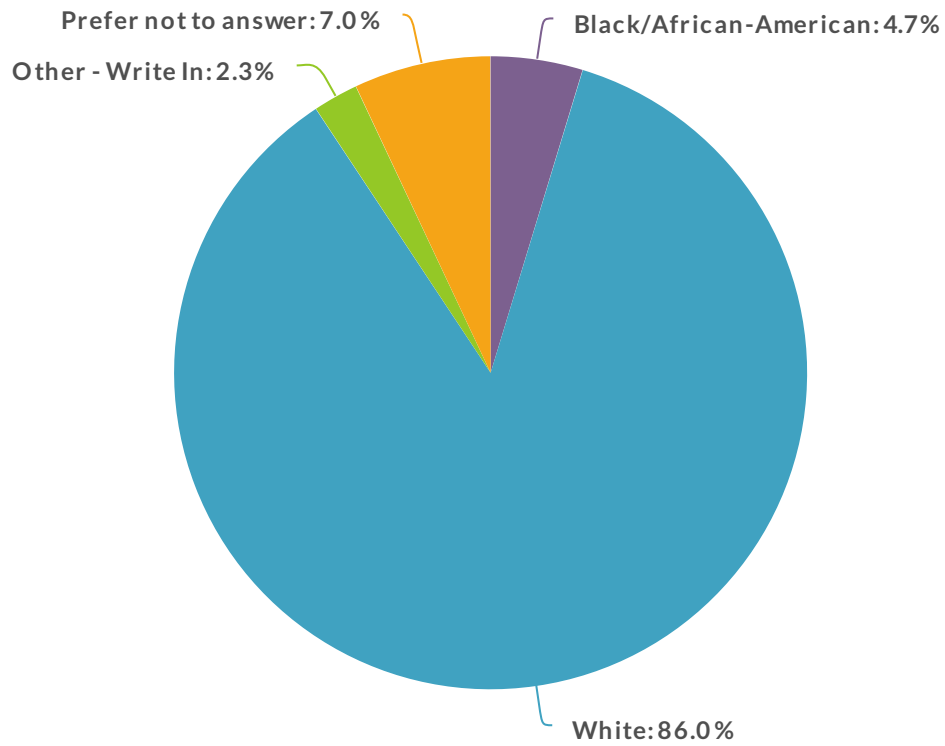
Value	Percent	Count
the branch (e.g. conference, training, public forum on a statewide issue)	80.8%	21
other branches or AAUW NC (with me as a branch representative)	53.8%	14
the branch for a local group (e.g. issue forum or gathering of nearby members)	50.0%	13
allied organizations (with me as an AAUW representative)	57.7%	15

10. Please choose an age range.



Value	Percent	Count
35-54	16.3%	7
55+	76.7%	33
Prefer not to answer	7.0%	3
Total		43

11. Please select your ethnicity.



Value	Percent	Count
Black/African-American	4.7%	2
White	86.0%	37
Other - Write In	2.3%	1
Prefer not to answer	7.0%	3
Total		43

Other - Write In	Count
Caucasian	1
Total	1