




















Results Summary

2. Tell us about your branch

1. Branch

	Response Percent	Response Total
Asheville 	4.8%	1
Brevard 	4.8%	1
Bryson City	0%	0
Chapel Hill 	4.8%	1
Charlotte 	9.5%	2
Cherokee County	0%	0
Durham (forming)	0%	0
Eden 	4.8%	1
Franklin County 	4.8%	1
Gaston Regional 	4.8%	1
Greensboro 	4.8%	1
Hendersonville 	4.8%	1
High Country (forming) 	4.8%	1
High Point 	4.8%	1
Jacksonville Regional 	4.8%	1
Kinston	0%	0
Raleigh/Wake County 	4.8%	1
Salisbury	0%	0
Sandhills/Southern Pines 	4.8%	1
Statesville 	4.8%	1
Tryon 	4.8%	1
Twin Rivers/New Bern 	9.5%	2
Wilmington 	4.8%	1
Winston-Salem 	4.8%	1
	Total Respondents	21
	(skipped this question)	0

2. How many members are in your branch?

View	Total Respondents	21
	(skipped this question)	0

3. Over the last 3-5 years, has your branch

		Response Percent	Response Total
Lost a significant number of members		19%	4
Lost a few members		33.3%	7
Stayed about the same size		23.8%	5
Grown a little bit		9.5%	2
Grown by a significant number		4.8%	1
View Other (please specify)		9.5%	2
Total Respondents			21
(skipped this question)			0

4. What kinds of areas does your branch serve (check all that apply):

		Response Percent	Response Total
Urban		57.1%	12
Suburban		66.7%	14
Rural		33.3%	7
Total Respondents			21
(skipped this question)			0

5. How far does the average member travel to attend your meetings/events?

		Response Percent	Response Total
2 miles or less		0%	0
2-5 miles		15%	3
5-10 miles		60%	12
10-20 miles		20%	4
More than 20 miles		5%	1
Total Respondents			20
(skipped this question)			1

6. How many of your members are in these age groups? [You don't need to know exact ages to answer this question. Your impressions will be fine.]

	None	1-25%	26-50%	51-75%	More than 75%	Can't say	Response Average
Greatest (mid 70's and older)	10% (2)	48% (10)	29% (6)	14% (3)	0% (0)	0% (0)	2.48
Pioneers (early 60's to mid 70's)	0% (0)	19% (4)	62% (13)	14% (3)	5% (1)	0% (0)	3.05
Boomers (early 40's to late 50's/early 60's)	0% (0)	70% (14)	20% (4)	5% (1)	0% (0)	5% (1)	2.32
Gen X (mid 20's to early 40's)	27% (4)	60% (9)	7% (1)	0% (0)	0% (0)	7% (1)	1.79
Gen Y (early/mid 20's and younger)	81% (13)	19% (3)	0% (0)	0% (0)	0% (0)	0% (0)	1.19

Total Respondents **21**
 (skipped this question) **0**

7. How diverse is your branch with respect to the following characteristics?

	No diversity			Match our community	Can't say	Response Average
Gender	90% (19)	5% (1)	5% (1)	0% (0)	0% (0)	1.14
Race	38% (8)	43% (9)	5% (1)	10% (2)	5% (1)	1.85
Creed	14% (3)	14% (3)	10% (2)	43% (9)	19% (4)	3.00
Sexual Orientation	40% (8)	5% (1)	0% (0)	5% (1)	50% (10)	1.40
National Origin	33% (7)	24% (5)	5% (1)	10% (2)	29% (6)	1.87
Disability	24% (5)	24% (5)	14% (3)	14% (3)	24% (5)	2.25
Class	21% (4)	11% (2)	11% (2)	32% (6)	26% (5)	2.71
Total Respondents						21
(skipped this question)						0

8. How would you rate your branch's efforts in these areas that are suggested as tactics for healthy branches?

	Poor			Excellent	Can't say	Response Average
Membership recruitment	20% (4)	35% (7)	30% (6)	15% (3)	0% (0)	2.40
Visibility	20% (4)	25% (5)	25% (5)	30% (6)	0% (0)	2.65
Leadership development	15% (3)	30% (6)	40% (8)	5% (1)	10% (2)	2.39
Technology use	5% (1)	25% (5)	35% (7)	35% (7)	0% (0)	3.00
Strategic planning	11% (2)	47% (9)	21% (4)	16% (3)	5% (1)	2.44
Total Respondents						20
(skipped this question)						1







9. What kinds of projects get financial contributions from your branch, either directly from the branch funds or by the branch's encouraging donations from individual members?

	Response Percent	Response Total
Local Scholarships	75%	15
Other branch projects	55%	11
Other community priorities	40%	8
Educational Foundation	90%	18
Legal Advocacy Fund	70%	14
Association and its Leadership Training Institute	5%	1
View Other (please specify)	10%	2
Total Respondents		20
(skipped this question)		1

10. Tell us about your branch's fundraising philosophy and strategies.

	Strongly Disagree			Strongly Agree	Can't say	Response Average
We do little to encourage donations and depend on individuals to support the causes they feel are most worthy.	53% (10)	32% (6)	11% (2)	5% (1)	0% (0)	1.68
We hold one or more programs during the year to highlight donation opportunities and encourage donations.	10% (2)	10% (2)	20% (4)	55% (11)	5% (1)	3.26
We have at least one major project each year that involves many in the branch and raises significant funds from nonmembers.	20% (4)	10% (2)	15% (3)	55% (11)	0% (0)	3.05
We've been successful getting businesses and other community organizations to donate to the branch and its projects.	45% (9)	15% (3)	20% (4)	15% (3)	5% (1)	2.05
	Total Respondents					20
	(skipped this question)					1

11. Aside from what individuals contribute on their own, about how much money does your branch raise through fundraising projects:

	Response Percent	Response Total
None 	5%	1
Less than \$500 	15%	3
\$500 - \$1000 	30%	6
\$1000 - \$2000 	20%	4
\$2000 - \$5000 	25%	5
\$5000 - \$10,000	0%	0
More than \$10,000 	5%	1
	Total Respondents	
	20	
	(skipped this question)	
	1	

12. If your branch does raise money to supplement the dues, please tell us where that money goes

	None	1-25%	26-50%	51-75%	76-100%	Can't say	Response Average
Branch operations	50% (9)	33% (6)	6% (1)	0% (0)	0% (0)	11% (2)	1.50
Local scholarships	19% (3)	12% (2)	38% (6)	6% (1)	25% (4)	0% (0)	3.06
Local projects	12% (2)	31% (5)	31% (5)	0% (0)	12% (2)	12% (2)	2.64
Other local needs	36% (5)	43% (6)	0% (0)	0% (0)	0% (0)	21% (3)	1.55
AAUW NC 100 club or other state projects	38% (5)	31% (4)	0% (0)	0% (0)	0% (0)	31% (4)	1.44
Educational Foundation Fellowships and Grants	15% (3)	30% (6)	15% (3)	10% (2)	25% (5)	5% (1)	3.00
Legal Advocacy Fund	18% (3)	41% (7)	12% (2)	0% (0)	18% (3)	12% (2)	2.53

Other AAUW efforts at the national level **73% (8)** 0% (0) 0% (0) 0% (0) 9% (1) 18% (2) **1.44**

Total Respondents 20
(skipped this question) 1

13. What other kinds of events/projects are important to your branch? (Check all that apply)

	Response Percent	Response Total
Regular meetings with a speaker and networking.	95.2%	20
Book groups	71.4%	15
Study groups	33.3%	7
Other events for professional/personal networking.	33.3%	7
Community action projects	38.1%	8
Voter education projects	47.6%	10
Projects that involve K-12 education	47.6%	10
Projects that involve higher education	38.1%	8
Projects with an international focus	23.8%	5
Advocacy supporting the AAUW public policy program	38.1%	8
View Other (please specify)	4.8%	1
Total Respondents	21	21
(skipped this question)		0

14. When do you hold your branch meetings? Check all that apply.

	Response Percent	Response Total
Weekday morning	4.8%	1
Weekday lunch	9.5%	2
Weekday evening	57.1%	12
Saturday morning	33.3%	7
It varies over the year	4.8%	1
View Other (please specify)	28.6%	6
Total Respondents	21	21
(skipped this question)		0

3. Membership retention

15. Even if your branch is growing, there may be reasons people have dropped out over the last few years. Thinking of those who have not renewed their membership, which of these reasons do you know (or suspect) have affected your branch?

Not an issue Minor issue Moderate issue Major issue Can't say Response Average

Poor health	0% (0)	40% (8)	20% (4)	40% (8)	0% (0)	3.00
Inconvenient meeting times	22% (4)	50% (9)	6% (1)	6% (1)	17% (3)	1.93
Other commitments and time demands	10% (2)	10% (2)	25% (5)	55% (11)	0% (0)	3.25
Economic factors and expense of membership	15% (3)	45% (9)	15% (3)	20% (4)	5% (1)	2.42
Disagreement with AAUW public policy positions	37% (7)	37% (7)	11% (2)	5% (1)	11% (2)	1.82
Disappointment/lack of confidence in branch leadership	32% (6)	21% (4)	0% (0)	0% (0)	47% (9)	1.40
Disappointment/lack of confidence in state leadership	37% (7)	16% (3)	0% (0)	5% (1)	42% (8)	1.55
Disappointment/lack of confidence in national staff and leaders	26% (5)	21% (4)	0% (0)	11% (2)	42% (8)	1.91
Didn't have much in common with the current branch members	16% (3)	32% (6)	11% (2)	16% (3)	26% (5)	2.36
Poor organization/program planning at the local level	50% (9)	22% (4)	0% (0)	0% (0)	28% (5)	1.31
Personality clashes within the branch	59% (10)	12% (2)	6% (1)	0% (0)	24% (4)	1.31
				Total Respondents		20
				(skipped this question)		1

16. What other reasons have members given when leaving the branch?

[View](#) **Total Respondents** **14**
(skipped this question) **7**

4. Strategies affecting retention

17. Please mark your agreement with each of the following statements on a scale of 1-4 where 1 is "Strongly Disagree" and 4 is "Strongly Agree". Use "N/A" if the statement does not apply to your branch.

	Strongly Disagree			Strongly Agree	N/A	Response Average
Our branch is welcoming to those who increase our diversity.	0% (0)	0% (0)	14% (3)	81% (17)	5% (1)	3.85
Our strongest recruiting success comes from current members convincing their friends to join.	0% (0)	10% (2)	10% (2)	81% (17)	0% (0)	3.71
We are well known in our community.	19% (4)	24% (5)	38% (8)	19% (4)	0% (0)	2.57
We encourage new members to take leadership roles.	0% (0)	10% (2)	19% (4)	71% (15)	0% (0)	3.62
We dump leadership jobs on new members as soon as possible.	62% (13)	19% (4)	14% (3)	0% (0)	5% (1)	1.50
We involve new members with specific projects, but allow them to assume leadership at their own pace.	0% (0)	10% (2)	38% (8)	48% (10)	5% (1)	3.40
New members rarely volunteer for any of the branch jobs.	24% (5)	19% (4)	29% (6)	29% (6)	0% (0)	2.62
Our branch supports new projects with money and volunteers.	5% (1)	10% (2)	25% (5)	35% (7)	25% (5)	3.20
Our branch has several projects we've been doing for years which limits our capacity to take on new initiatives.	19% (4)	14% (3)	19% (4)	24% (5)	24% (5)	2.63
Our number of new and recurring						

projects matches the energy of the members who wish to participate.	5% (1)	14% (3)	10% (2)	48% (10)	24% (5)	3.31
We have few projects where we can "plug in" new membes.	33% (7)	10% (2)	19% (4)	19% (4)	19% (4)	2.29
We have difficulty finding people to take elected and appointed offices.	14% (3)	10% (2)	24% (5)	52% (11)	0% (0)	3.14
We're fairly successful finding volunteers for short-term projects.	10% (2)	14% (3)	38% (8)	38% (8)	0% (0)	3.05
We have at least one event each year that attracts the public and results in new members.	10% (2)	19% (4)	29% (6)	33% (7)	10% (2)	2.95
Total Respondents						21
(skipped this question)						0

18. What else can you tell us about your membership retention?

View Total Respondents	13
(skipped this question)	8

5. A bit about you

19. Your name

View Total Respondents	20
(skipped this question)	1

20. Your e-mail address

View Total Respondents	19
(skipped this question)	2

21. Your phone number (e.g. 999-111-2222)

View Total Respondents	20
(skipped this question)	1

22. Your branch position

		Response Percent	Response Total
President		73.7%	14
Membership VP		0%	0
Past president		15.8%	3
President-elect		0%	0
View Other (please specify)		10.5%	2
Total Respondents			19
(skipped this question)			2

23. Other comments.

View	Total Respondents	10
	(skipped this question)	11

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What other reasons have members given when leaving the branch?

- 1.** Most of our members are older and on fixed income. In addition most are in poor health. There are a few of us (maybe 5) who have to do everything. Membership recruitment has been very marginal. Most of the younger women in the community have other obligations. College students are turned off when they see all the senior citizens.
- 2.** Those who are not choosing to join say: that they are too involved with other activities, cannot travel far (some of our prospects live fifty miles or more from Boone), not interested in being active.
- 3.** Branch isn't doing things that they want to do.
- 4.** People move - economic disruptions
- 5.** Not enough time to attend meetings.
- 6.** The younger generation works long hours. In the past, night meetings were a welcome break to get out of the house and let husband look after the kids. Today's woman works up to 80 hours a week, has wall to wall meetings and responsibility to go with the income and is so happy to relax at home in her spare time, going to yet another meeting is not an option. She wants to do things, preferably with her husband and even kids, but sitting on her duff in yet another meeting after a hard day of work is not on her priority list. She does not want to be told what to think. Preferably, she prefers to hear the pros and cons of an issue and make up her own mind. She likes to do volunteer work but has little time to be the organizer or facilitator, merely a participant. Also, she finds a four year degree somewhat lacking and strives to move on with additional education. (The fact that AAUW has lowered its standards by allowing two year associate degrees--when hundreds of thousands of women annually graduate with four year degrees--is beyond contempt, a crass attempt to raise membership. In fact, Masters and Doctorates earned by today's graduates are the only thing that compares to those special women, who, decades ago, earned four year degrees and started AAUW in order to fight for equality.)
- 7.** Cost and the general membership is aging. Younger people are not very interested in any club memberships. Internet has taken the place of networking.
- 8.** The largest one is other committments and time demands. As for not joining the branch, many have said that they used to be a member, but now want to be free to travel. Many retirees seem to want only to do things with their spouses.
- 9.** people moving and being transferred to another location and being busy with othe things
- 10.** Although this is not stated, we have failed to integrate some new members. They have not renewed their membership.

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What else can you tell us about your membership retention?

1. We have lost several elderly members due to death and there has been few if any replacements. High Point seems to be a closed community where those who have been involved with organizations never seem to want to branch out to new organizations.
2. We are not concerned with retention, but are recruiting.
3. Branch is on an upswing, so we haven't had trouble finding officers this year. Some of the old members are getting revitalized, too.
4. Take turns, share, get along fine. Don't work as hard as some other groups.
5. They are dying off quickly, we just lost three members in the past month.
6. Our branch is aging out--five long time members have died in the past year--and many more have moved to retirement homes. It is increasing difficult for them to come to meetings. Our newly formed Charlotte AAUW@night has some bright new and/or younger members but getting them together for a meeting is like herding cats. We have had one successful outing, the recent tour of the Dead Sea Scrolls which included regular members, husbands, neighbors and a grandchild. One younger/newer member has suggested a good fundraiser for our fellowship so let's home it works. Finally, today's working women not only have long hours but they travel a great deal.
7. Membership remains static, but it is an aging membership.
8. We have been a branch since 1997 with mostly retired members(community population is heavy with retirees). Some move on to other things, but we still have at least half of our charter members (at least two have died).
9. First about membership events: Focusing on our fall membership tea and our winter luncheon as "public" events we have sent personal invitations to people who have been suggested by our members. In addition we mailed invitations to all MALs within our zip code regions. We are successful with attracting those recommended by our members, but have had no success with the MAL list although we used the same mailing information for both groups. Second on retention: We are inviting all new members to an orientation meeting prior to regular meetings. This is meeting with moderate success. We are attempting to bring new members "into the fold" by including them on committees. This is meeting with moderate success.
10. We use email to remind all members about upcoming meetings and events. The few without email are called at least one week prior to the meeting/event to remind them. Several have expressed appreciation for the reminders, and I feel that this "personal touch" helps members feel more a part of things--which in turn encourages them to continue their own membership and bring friends (and potential members) to meetings and events.

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Other comments.

1. I have been a member since 1998 and have enjoyed the networking and socialization that my AAUW Branch has provided, however, I become more discouraged each year because there seems to be no way to recruit members. I was Program VP for two terms and am now serving my second term for President. After I step down I know it will be very difficult to replace me if we do not get new members.
2. Recruitment: We have been fortunate in acquiring lists of prospects: AAUW MAL in northwestern NC, Faculty assigned to Women's Program at ASU, women we know in the area. We have sent two personal letters to each prospect inviting them to a meeting; the second included a membership form. Our newspapers are all weekly, but we have had notices in each paper in the area counties for two weeks announcing each meeting.
3. Taken by phone by Nancy. We send 7 8th grade girls to a summer science/math program at Clemson. Cost is about \$500/girl. This is supported some by significant individual donations, but it is a good project to plug in new members.
4. The group may not be too diverse, but the members enjoy each other, do good work to support the library, come together for special projects like the state board meeting and are well known in the community. [Responses over the phone by Nancy.]
5. Charlotte is in danger of going under. Though we are surrounded by universities (UNC Charlotte, Queens, JC Smith, Davidson, Johnson&Wales) we have no contact or interaction with them. Prospective younger members look at our Saturday morning crowd and never come back--who wants to give up Saturday mornings to join up with a bunch of elderly ladies (over 60 to late 80s)? This is the elephant in the room and AAUW--national and state-- needs to address these problems before there is no more membership base to address.
6. I feel that this survey should be designated to be completed by a member who has a longer history in office than I. I do not have the corporate memory and have stated observances and opinions.
7. Our branch enjoys cluster meetings. While we have had few members attend state meetings, they are working very hard for a successful state convention.
8. Our branch became aware of the need to supplement classroom supplies for beginning teachers in our county. These teachers are least likely to have the funds to purchase extra supplies for students who may not have everything they need. Thus, our "school supplies project" was born. Our members were asked to purchase lined paper, pencils, crayons, pencil packs, spiral notebooks, folders, etc. Our project chair, Judy Martin, found seven large plastic storage bins with attached interlocking lids to hold the supplies. The bins were labeled: Donated by the American Association of University Women/Jacksonville Regional Branch/Call 577-1890. When supplies run low, the school is encouraged to call for refills or to express a particular need. Judy Martin called area schools and asked permission to deliver the supplies. Three of our members then distributed the bins to seven area elementary schools. Pictures were taken at one of the deliveries and will be published in our on-line newsletter. The immediate response from the schools has been positive. We plan to continue to refill the bins at least thru this school year and into next. This is a particularly good way to get our organization name out to a large number of university graduates while filling a need in the education system.
9. We are having a great year. Having our Healthy Lifestyles grant project funded by the national AAUW has been a shared success for all of us. Our yard sale for the Forsyth Tech Scholarships brought in adequate funds to cover this expense. We were able to give a named gift remembering Mary Karen Vaughn with over \$2000 toward EF. Our giving to LAF is a record high, thanks to the continual reminders from Julia Archer, our chair. Another new direction has been to have a very active membership committee. An administrative change is the introduction of our membership notebook, which the members seem to really like. The downside of the notebook has been the copying cost.
10. Thanks for doing this, Nancy!