



Sample Branch Survey

Hi!

Thanks for helping us take the pulse of the membership.

How long have you been a member?

- less than 3 yrs
- 3-10 yrs
- more than 10 yrs

For all the following questions, check as many answers as apply.

MEETINGS

Most AAUW branches hold monthly meetings so members can stay connected. The meetings include normal branch business plus a program or social activity such as a speaker or “cocktails & convos” social hour.

1. How likely would you be to attend a monthly meeting?

- Very likely
- Maybe
- Unlikely

Comments: _____

2. If you wanted to attend monthly meetings....

What day(s) would you prefer?

- Weekday
- Sat
- Sun
- Any day

What time(s) would you prefer?

- Morning
- Afternoon
- Evening
- Any time

What location(s) would you prefer?

- Community meeting room (i.e. Miners' Inn)
- Member's home
- Local restaurants (i.e. lunch/dinner/wine bar meetings @ member's expense)
- Any place

PROGRAMS

In the past, we have offered 4-6 educational programs (speakers, films, etc.) on varying topics to our members and the public. This past year, we offered half of the programs in the evening and also added a "Cap and Town" series featuring local UCM professors speaking about their research.

1. Which of these were you able to attend last year?

- Fire and Ice (*Cap and Town* series)
- Panama Canal
- Engineers without Borders: Clean Water in Peru
- Cooking and Air Quality (*Cap and Town* series)

2. What were the reason(s) you might have missed a program?

- Didn't know about it
- Not interested in topic
- Had other plans
- Day or time were inconvenient
- Weather or lack of a ride kept me away

Comments: _____

3. Should we change the structure of the programs?

- Increase the frequency
- Decrease the frequency
- Continue to offer some in the afternoon and some in the evening
- Offer them all in the afternoon
- Offer them all in the evening
- Open all to the public
- Offer them only at member meetings
- Offer some at monthly member meetings and some to the public

Comments: _____

4. What do you think of the program topics over the past couple of years?

- Generally pleased with most of the topics
- Many topics just didn't fire my rocket

Comments/Suggestions for topics: _____



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MEMBER EVENTS

1. Which of these member events were you able to attend (or participate in) last year?

- "Find it in '14" Scavenger Hunt (Sept)
- "Midway Madness" Member Mixer & Orientation (Sept)
- Holiday Party (Dec)
- New Member Coffee (Jan – Pony Expresso)
- Scavenger Hunt Winners' Party (Jan)
- Leadership Training Day (Apr – Hayward)
- "Hall of Fame" Brunch & Annual Meeting (June - Lushmeadows)

2. What were the reason(s) you might have missed a member event?

- Didn't know about it
- Had other plans
- Weather or lack of a ride kept me away
- Didn't find it particularly beneficial to attend / Not interested in these types of social events

Comments: _____

SERVICE PROJECTS

1. Which of our community service projects do you feel most strongly about? PICK YOUR TOP THREE ONLY.

- Backpack Project
- Dinner with a Scientist
- Speech Trek
- Tech Trek
- Helping other community organizations (holiday bell ringing for Salvation Army, cupcakes for CASA, bike-a-thon for Habitat for Humanity, etc.)
- Voter Education: birthday card project
- Voter Education: candidate forums
- Voter Education: registration drives

Comments: _____



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INVOLVEMENT AND VOLUNTEERING

1. Which of our service projects and fundraisers were you able to help with last year?

- Backpack Project
- Dinner with a Scientist
- Speech Trek
- Tech Trek
- Holiday bell ringing
- Baking cupcakes
- Bike-a-thon
- Voter Education: birthday card project
- Voter Education: registration drives
- Social events (member mixer, brunch, etc.)
- Yard Sale
- "Boots and Bling" Runway Fashion Show
- "Fork in the Road" Home Tour

2. Do any of our service projects tap YOUR passions?

- Yes, especially this one: _____
 - None of the projects excite me enough to get super involved
- Comments / suggestions for other service projects: _____

3. How well do we communicate our volunteer needs?

- Very well
 - It's not always clear to me how to get involved
- Comments/Suggestions: _____

4. In general, how would you describe your level of involvement?

- Very engaged
 - Slightly engaged
 - Not as engaged as I would like to be
 - Happy to stay on the fringes
- Comments/Suggestions: _____

5. If you feel you are not very engaged, what might be the reason?

- I don't see a way that I can plug in
 - I don't have the time right now
 - I'm just not that fired up about any of the activities
 - I can only participate here and there
 - I don't feel like I know what's going on enough to volunteer
- Comments/Suggestions: _____



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COMMUNICATIONS

1. Overall, how well do you feel you're kept in the loop?

- Very well
- Not as much as I'd like
- More than I'd like

2. When you want to see what's going on, where you are most likely to look FIRST (check one only):

- Newsletter
- Website
- Facebook
- Ask someone else

3. How regularly do you read the newsletter?

- Always
- Most of the time
- Rarely
- Just never get around to it

4. If you don't read it regularly, why not?

- Too long
- Content isn't useful to me
- I get the info elsewhere
- I don't use the computer very much

5. How frequently should we publish a newsletter?

- Monthly is fine
- Every other month
- Quarterly, but with regular "coming events" bulletins emailed to members

6. How would you like to receive the newsletter?

- An email with the newsletter attached (current method)
- An email that has the entire newsletter in the body
- An email with just the headlines and links that I can click if I want to read more
- By mail

7. What parts of the newsletter do you generally read?

- All of it
- President's message
- Info on Membership



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- Info on Programs
- Coming event
- Reports on past events
- Updates on projects (i.e. Tech Trek, Backpack)
- Interest Groups' activities (i.e. wine groups, book club)
- Board business/minutes
- Financial report
- Birthdays

8. Do we send email communications...

- Too often
- Too seldom
- Just right to keep me informed

9. How about those robocalls?

- Continue to send robocalls to remind me of upcoming events
- Remove me from the call list

INTEREST GROUPS

1. What interest group(s) are you in?

- Wine Tasting
- Book Club
- International Group
- Gardening Group
- Hiking Group
- Card Making Group
- Art Appreciation Group
- Craft Group
- I'm not sure how to join an Interest Group

Comments/Suggestions for new groups: _____

2. How often are you able to attend the group's meetings?

- Pretty regularly
- Occasionally
- Not at all

3. If you cannot attend regularly, what might be the reason(s)?

- I don't know when/where the meetings are
- Group doesn't seem to have any meetings



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- Day/time/location are inconvenient
- Other plans
- Group's activities don't interest me that much

Comments/Suggestions: _____

THE END!

1. Overall, How satisfied are you with your AAUW membership?
 - Very satisfied
 - Somewhat satisfied
 - Somewhat disappointed
 - Disappointed

2. How can we improve your experience and sense of belonging?

3. When you tell people you're a member of AAUW, what is the first thing you tell them about it?

