



# 2023

## Survey Results:

### Non-renewing Members



*Linking together for our mission.*  
AAUW California

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## Introduction:

Curiosity. By asking questions and hearing the responses, we can find possible ways to keep our members engaged. AAUW California conducted a survey of non-renewing members to do just that. We found many reasons why members did not renew. That knowledge can guide us toward things our branches can do to create a sense of belonging in a community of like-minded people. We hope that after studying this information, your branch can discuss what things can be realistically addressed and determine strategies for outreach, engagement, and renewal.

## Survey Details

The Membership Survey was distributed to 2,113 people who were members of AAUW California in February 2021 but were not members in February 2022.

- 173 were returned as undeliverable.
- 118 responses were received.
- Respondents were allowed to enter multiple responses on many questions so the number of responses exceeds the number of respondents.
- Entries may contain grammatical errors. They represent the actual input from the members.

## Accompanying Email

Dear {{First Name}},

We see that you did not renew your AAUW membership last year. It is important that you know we care about your time with us and value you as a member. We also know that life events can get in the way.

Please click [HERE](#) to complete a short questionnaire. We'd like to understand your decision so that we can do a better job of staying in touch with our members and become a better organization overall.

Warmly,

Marsha Swails, Director

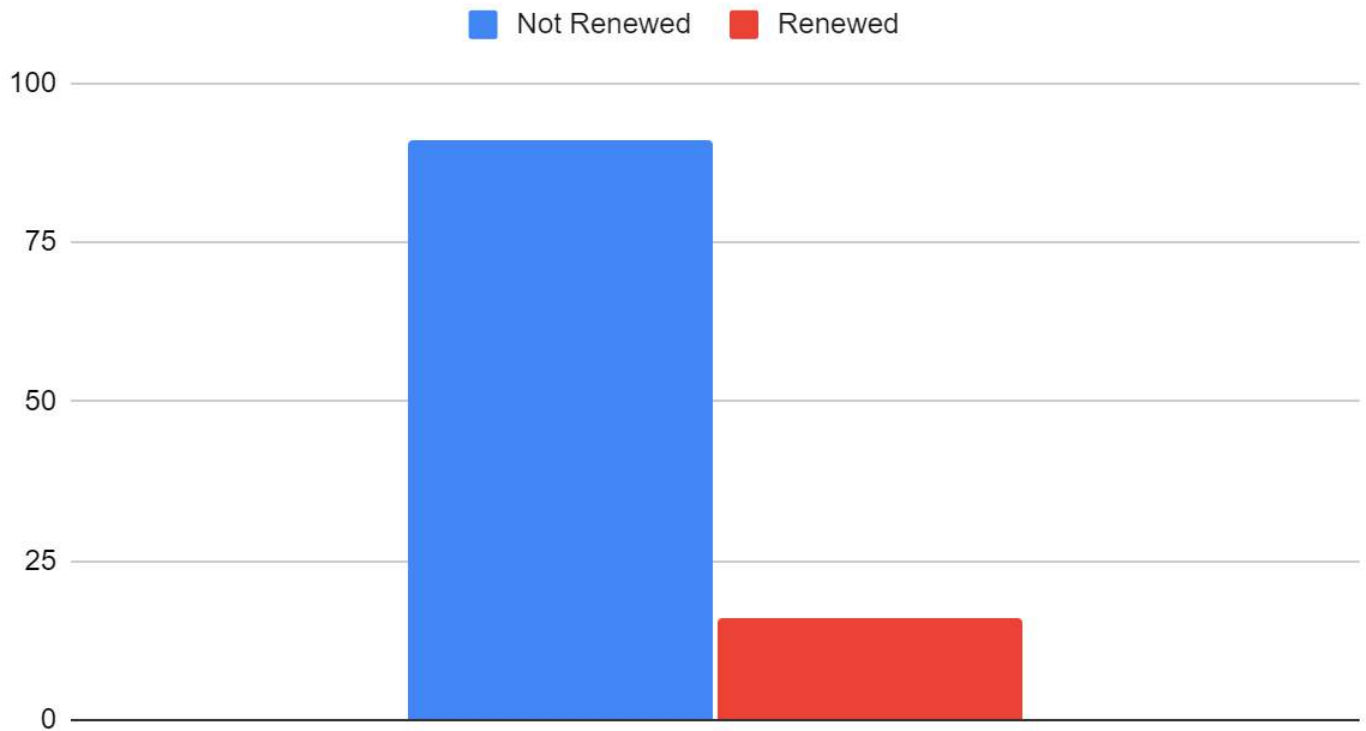
Membership Committee Chair

AAUW California

## Survey Questions and Summary Results

### What is your renewal status?

What is your renewal status?

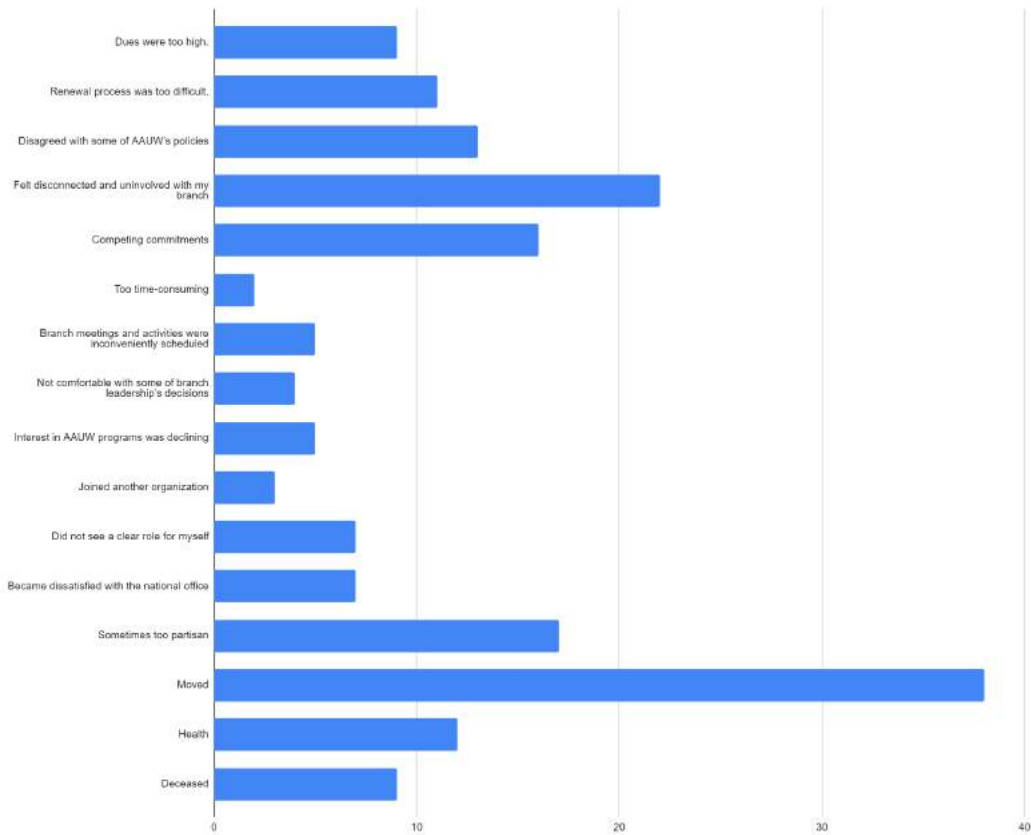


**Why did you decide not to renew your AAUW membership?**

- Dues were too high.
- Renewal process was too difficult.
- Disagreed with some of AAUW’s policies
- Felt disconnected and uninvolved with my branch
- Competing commitments
- Too time-consuming
- Branch meetings and activities were inconveniently scheduled
- Not comfortable with some of branch leadership’s decisions
- Interest in AAUW programs was declining
- Joined another organization
- Did not see a clear role for myself
- Became dissatisfied with the national office
- Sometimes too partisan

**Results**

Why did you decide not to renew your AAUW membership?

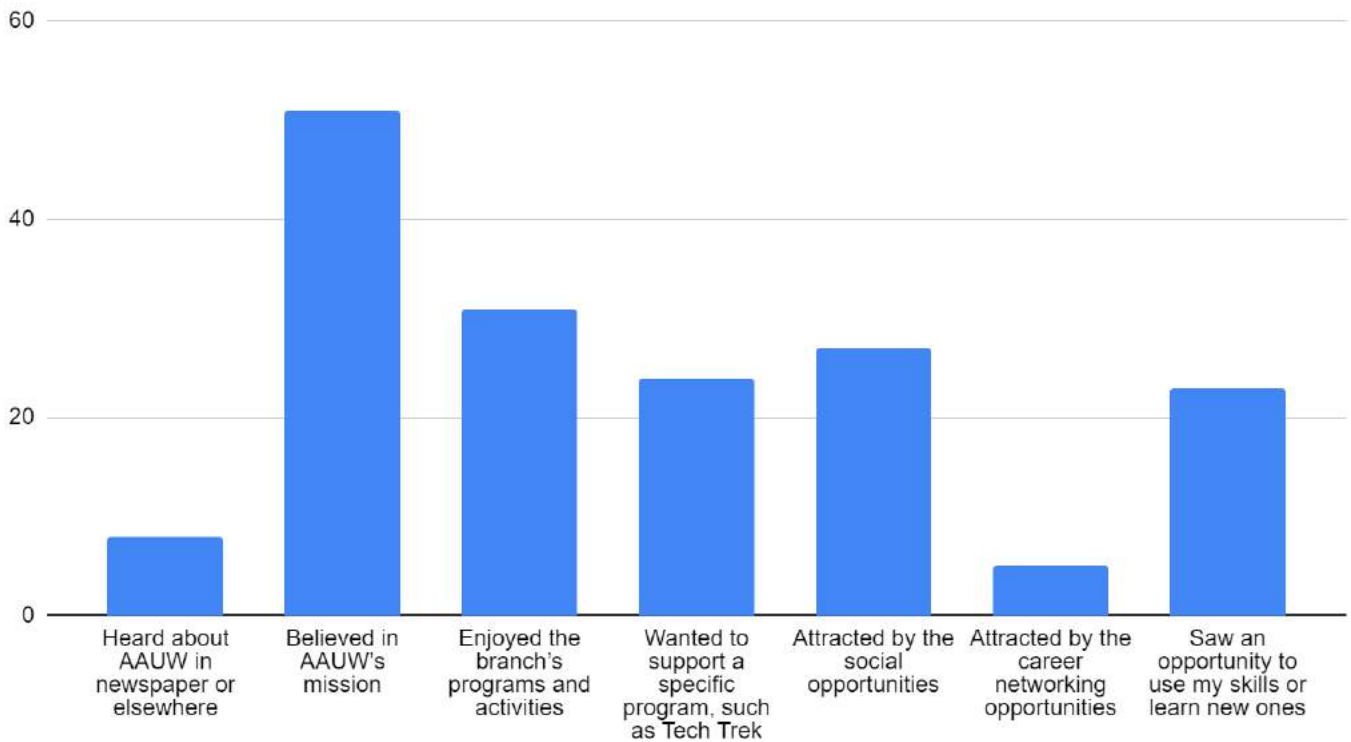


**What initially led you to become a member?**

- Recommended by a friend
- Heard about AAUW in newspaper or elsewhere
- Believed in AAUW’s mission
- Enjoyed the branch’s programs and activities
- Wanted to support a specific program, such as Tech Trek
- Attracted by the social opportunities
- Attracted by the career networking opportunities
- Saw an opportunity to use my skills or learn new ones
- Other:

**Results**

What initially led you to become a member?

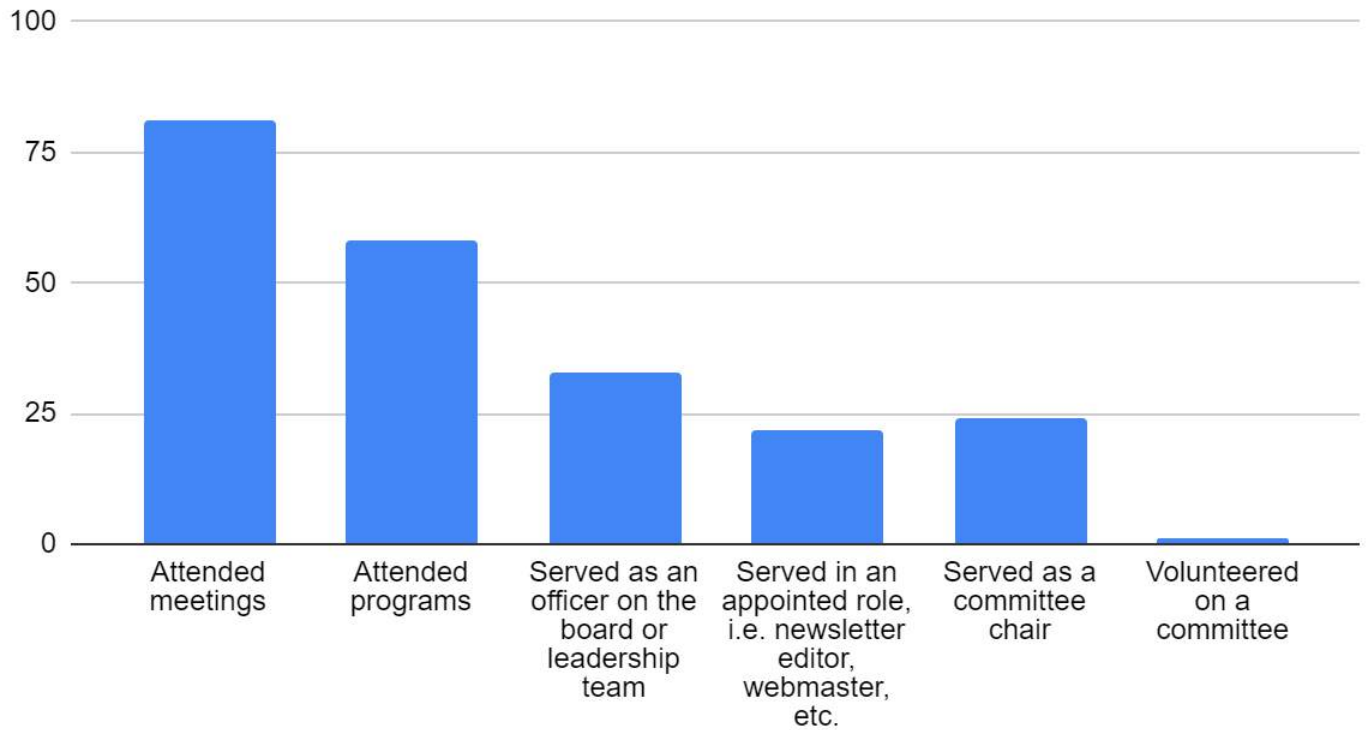


**What activities did you participate in at the branch level?**

- Attended meetings
- Attended programs
- Served as an officer on the board or leadership team
- Served in an appointed role, i.e. newsletter editor, webmaster, etc.
- Served as a committee chair
- Volunteered on a committee
- Other

**Results**

What activities did you participate in at the branch level?

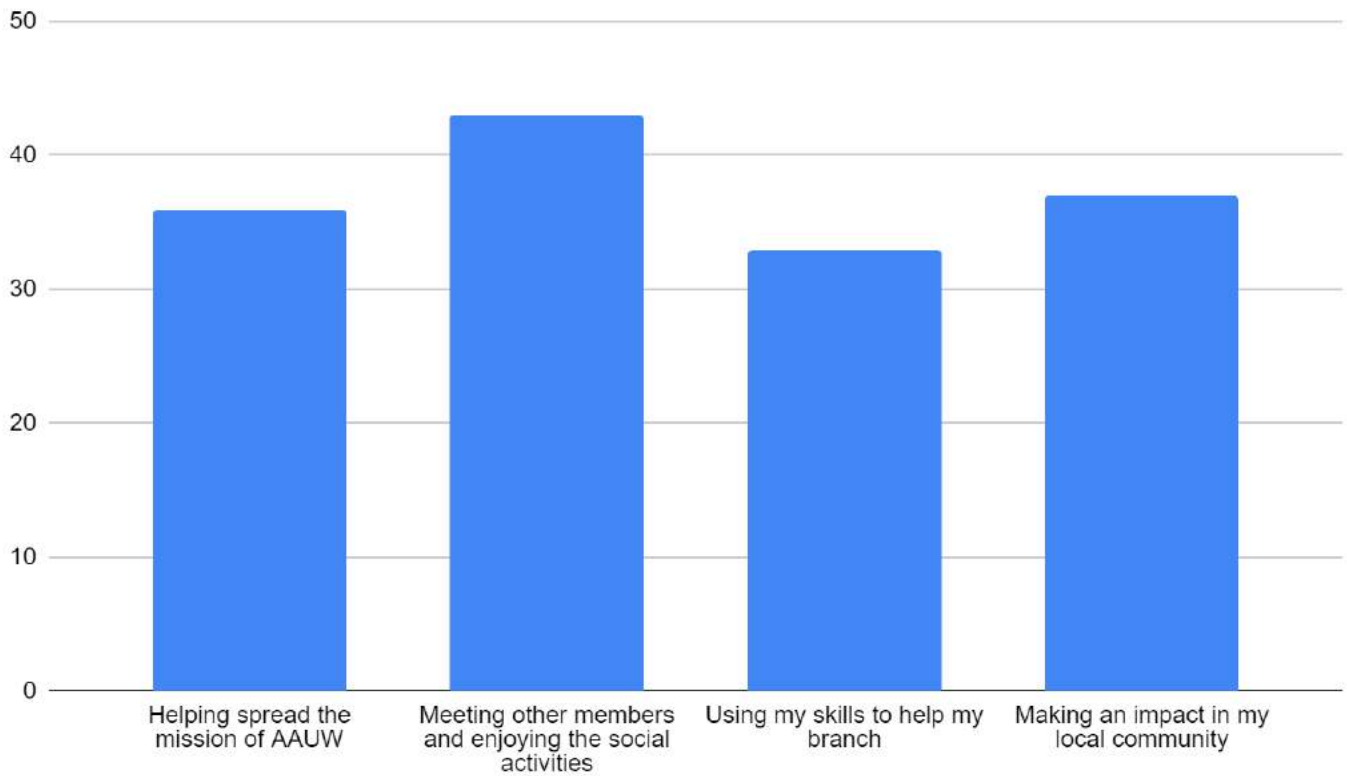


**What things did you enjoy as a member?**

- Helping spread the mission of AAUW
- Meeting other members and enjoying the social activities
- Using my skills to help my branch
- Making an impact in my local community

**Results**

What things did you enjoy as a member?



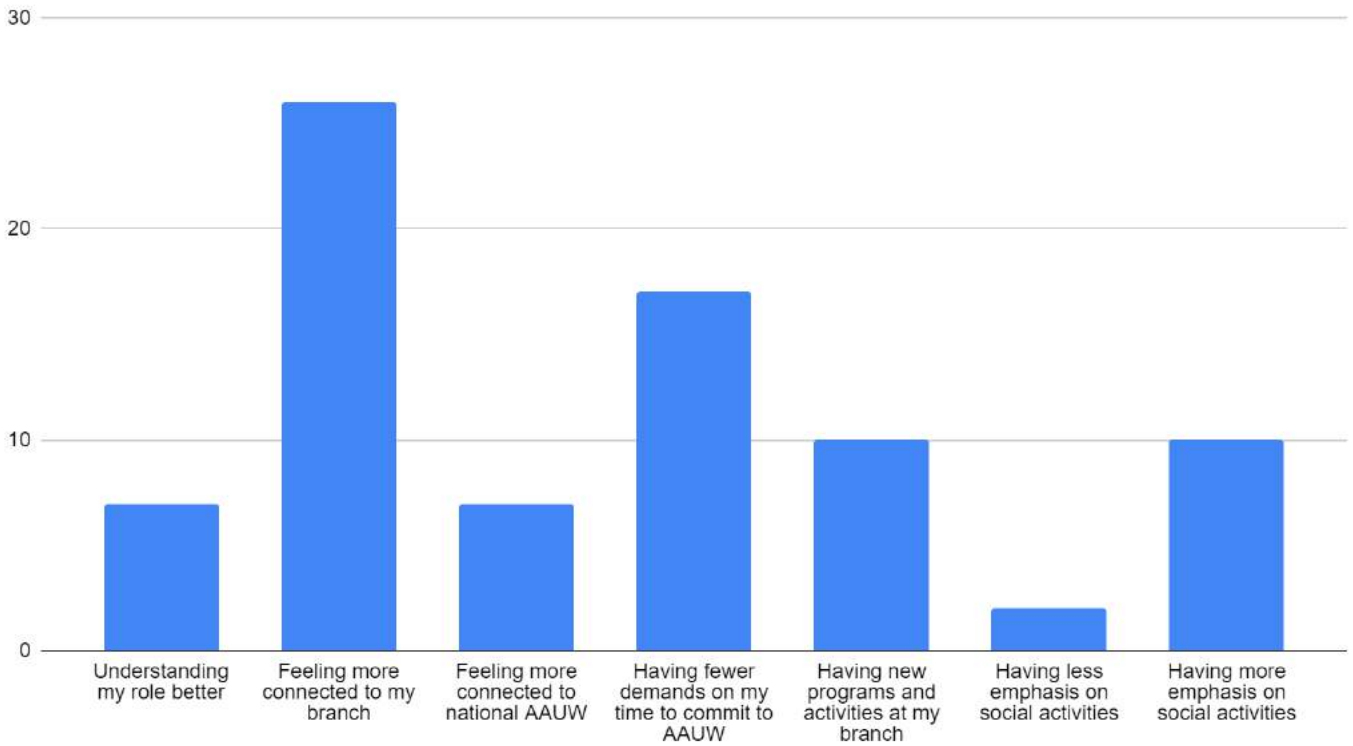


**What would have made your time in AAUW more beneficial?**

- Understanding my role better
- Feeling more connected to my branch
- Feeling more connected to national AAUW
- Having fewer demands on my time to commit to AAUW
- Having new programs and activities at my branch
- Having less emphasis on social activities
- Having more emphasis on social activities

**Results**

What would have made your time in AAUW more beneficial?

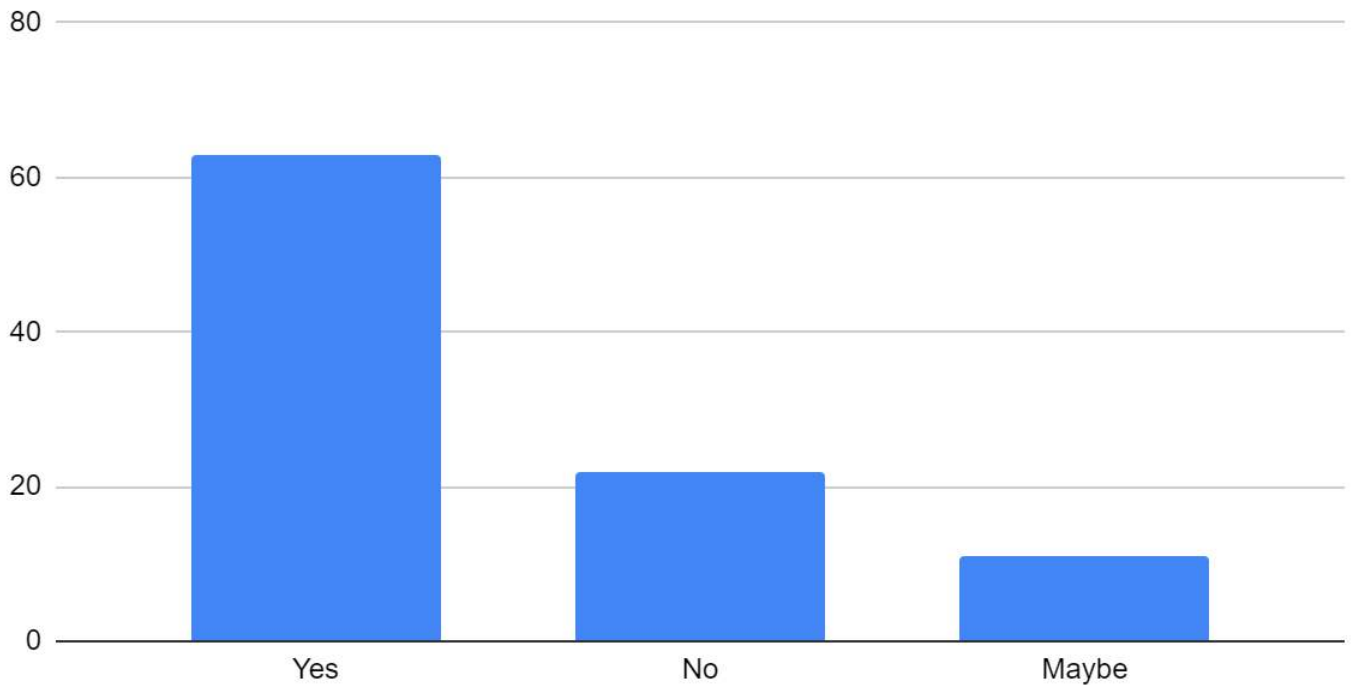


**Would you recommend AAUW in the future to friends and colleagues?**

- Yes
- No
- Other:

**Results**

Would you recommend AAUW in the future to friends and colleagues?

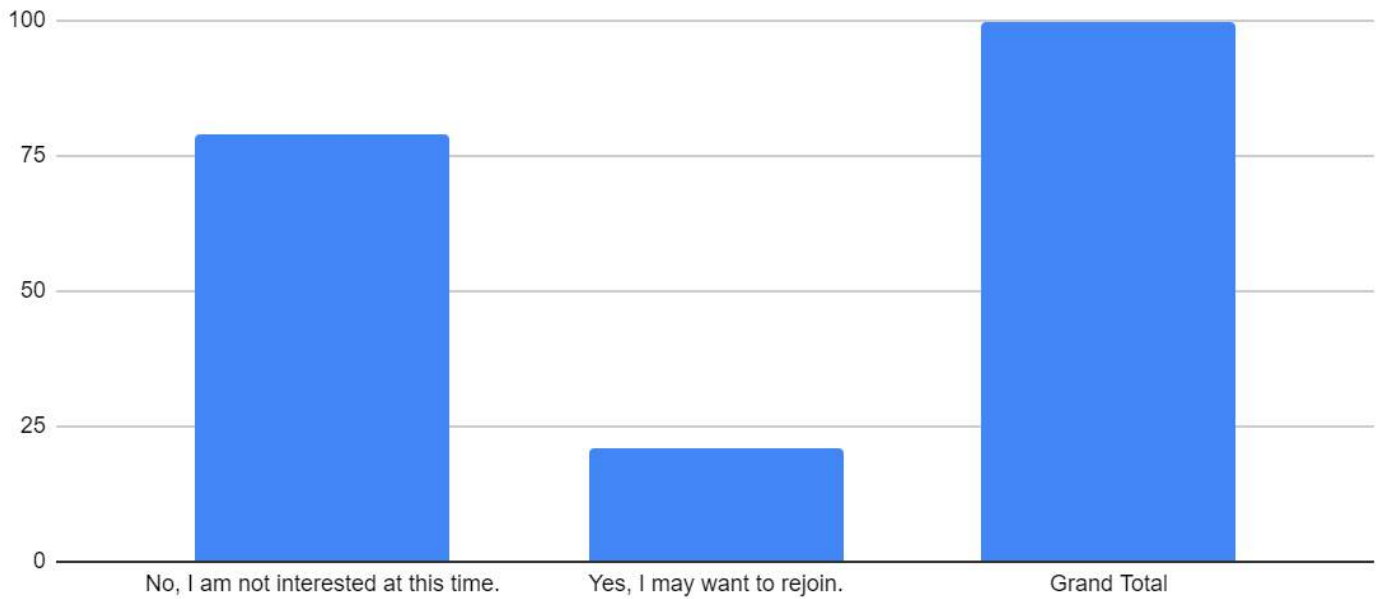


**May we contact you about rejoining AAUW?**

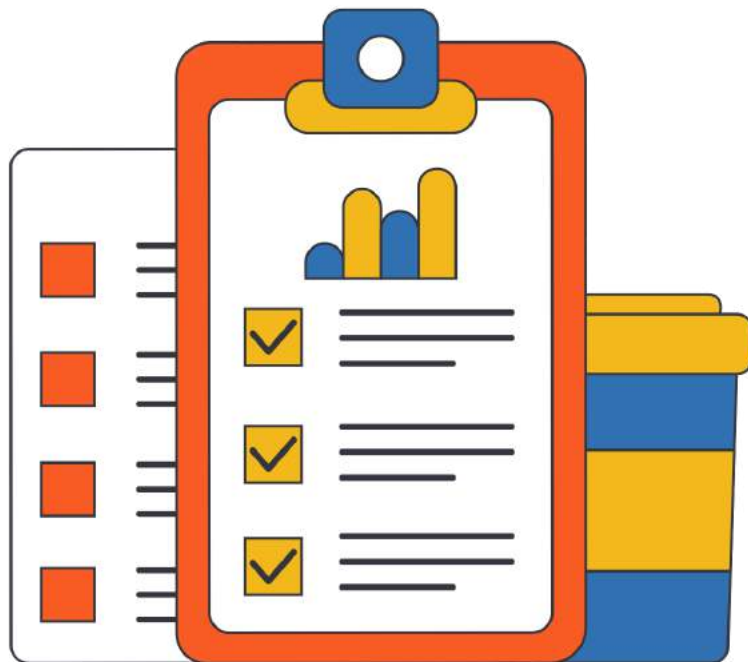
- Yes, I may want to rejoin. (Note that your response will be sent to your branch for follow-up. Renewing now entitles you to a free one-year subscription to Ms. Magazine.)
- No, I am not interested at this time.

**Results**

May we contact you about rejoining AAUW?



# Detailed Survey Responses



## What is your renewal status?

Branch	Not Renewed	Renewed	Branch	Not Renewed	Renewed
Alameda		1	Monterey Peninsula		1
Alhambra-San Gabriel	1		Nevada County	1	1
Amador		1	Oakland-Piedmont	1	
Atascadero	1		Oroville	1	
Bakersfield	1		Other	4	1
Beach Cities	1		Palm Springs	2	
Benicia-Vallejo	1		Porterville	1	
Berkeley		1	Poway-Penasquitos	3	
Big Bear Valley	2	1	Redding	1	
California Online Branch	1		Redlands	2	
Camarillo	1		Riverside - San Geronio	1	
Carlsbad-Oceanside-Vista	2		Roseville-South Placer	2	
Chico	1		Sacramento	2	
Citrus Heights-American River	1		San Clemente-Capistrano Bay	1	1
Danville-Alamo-Walnut Creek	2		San Fernando Valley	1	
Del Mar-Leucadia	1	1	San Jose	2	1
Diamond Bar-Walnut	1		San Luis Obispo	1	
Fallbrook	1		San Mateo	2	
Fremont	2		San Ramon	1	
Glendale	1		Santa Barbara-Goleta Valley	2	
Greater Whittier Area AAUW	4		Santa Maria	1	
Half Moon Bay	1		Santa Rosa	1	
Healdsburg	5	1	Siskiyou County	1	
Hemet-San Jacinto	1		Sonora	1	
Humboldt	3		Sunnyvale-Cupertino	3	
La Mesa-El Cajon	1	1	Tehachapi Mountain	1	
Laguna Beach	1		Thousand Oaks	1	
Lodi	1		Truckee-Donner		1
Lompoc-Vandenberg	1		Ukiah		1
Long Beach	1		Visalia-Sequoia	1	
Marin	2		West Contra Costa		1
Mariposa	3		Westminster-Fountain Valley-Huntington Beach	2	
Merced	2				
Mission Viejo-Saddleback Valley		1	<b>Grand Total</b>	<b>91</b>	<b>16</b>

## Why did you decide not to renew your AAUW membership?

<i>Why did you decide not to renew your AAUW membership?</i>	<i>Count</i>
4 old time members did not appear to like a new person with new ideas	1
AAUW is clearly an extension of the Democratic party and you provided my info to many orgs I greatly disagree with	1
Also sometimes the group is too socialistic	1
Became dissatisfied with the national office	7
Branch meetings and activities were inconveniently scheduled	5
Competing commitments	16
Deceased	9
Devolved severe hearing disability making it impossible to enjoy large group meetings	1
Did not see a clear role for myself	7
Disagreed with some of AAUW's policies	13
Disgust that vote to accept as member anyone with interest in educating women	1
Dues were too high	9
Extreme liberal views only accepted	1
Felt disconnected and uninvolved with my branch	22
Financial	3
Forgot	1
Grandchildren live out of state and I visit them often	1
Health reasons	12
I am a 50 yr Life Member	1
I am a national lifetime member	1
I felt the lack of engagement with the local Latino community and the lack of desire to reach out to potential members and become more inclusive	1
I found many cultural barriers and the inability of the senior members to accept other views	1
I need a break	1
I no longer identified with the branch and did not receive enough support for my ideas from my peers	1
I tried on at least 4 occasions prior to moving to get involved with AAUW	1
I was a board member all of last year and it sucked my energy and any interest I had in continuing	1
Interest in AAUW programs was declining	5
It is silly to call yourselves University women if members are not required to be graduates!	1
Joined another organization	3
Many members don't support the goals of AAUW	1
Moved	38
My life as I knew it was unraveling	1
My primary interest was in the couple's gourmet group	1
Not comfortable with some of branch leadership's decisions	4
not driving	1
Our branch is no longer in existence	1
Policy denying membership to people without college degrees is bad	1
Renewal process was too difficult	11
retired	1
Sometimes too partisan	17
the girl's scholarships tried too hard to find girls at the lady minute	1

there are not any active groups here	1
to much argument and disrespect for each other	1
Too time-consuming	2
was told the branch here ( probably in Kalispell was eith not meeting or sort of disbanned and last message was that MT was a red state and i was coming from a Blue State maybe a dould volunteer at the local library	1
We are aging out! Need paper renewal please	1
We should work with Girl Scouts or something to find interested girls rather than have schools hurriedly pick them	1
You changed the requirement to be a college graduate	1
<b>Grand Total</b>	<b>215</b>

### What initially led you to become a member?

<i>What initially led you to become a member?</i>	Count
Able to find new women friends who used their brains and were support to me while I was home with four young children	1
Am a past prez of Auburn	1
and at 70 years of age finally got my BA	1
Attracted by the career networking opportunities	5
Attracted by the social opportunities	27
Auburn fit my situation then	1
Believed in AAUW's mission	51
Empowering young women through higher education'	1
Enjoyed activities @ other branches so decided to join local branch	1
Enjoyed the branch's programs and activities	31
Heard about AAUW in newspaper or elsewhere	8
I started the Healdsburg Branch!!!!	1
I was 50	1
I was given a membership when I graduated from college in 1985	1
I was President of the Siskiyou Branch but found that many members didn't support the ASUW mission and goals so I checked out the Redding Branch	1
Nancy Hobbs Los Gatos/Saratoga introduced me	1
Recommended by a friend	56
Recommended by family	4
Saw an opportunity to use my skills or learn new ones	23
so it just seemed natural to join when I graduated	1
Started as member of Garden Grove Branch	1
support a group that had supported me years ago	1
Wanted to support a specific program	24
<b>Grand Total</b>	<b>243</b>

## What activities did you participate in at the branch level?

<i>Revised: What activities did you participate in at the branch level?</i>	Count
All the above were at another nearby branch in Palos Verdes. I was joint with Beach Cities and Torrance. Then I became very active in another organization with a direct academic learning mission. It suited my goals better. I had better social opportunities there.	1
Attended programs	56
Attended state conventions	1
Book Group	1
CoFounder of Westminster - Fountain Valley Branch	1
Contribute to scholarships	1
Donated my house for the House Tour	1
etc.	17
Helped coordinate Tech Trek as a teacher	1
I was a member during COVID so it was difficult to attend meetings or programs.	1
i.e. newsletter editor	17
in interbranch Council and on State Board	1
like joining a section is only available in Sept.	1
One of the founders of the F.V. - Westminster branch	1
President for two years when startrd	1
Served as a committee chair	23
Served as an officer on the board or leadership team	29
served as Branch President	1
served as Tech Trek local coordinator	1
Served in an appointed role	17
Tech Trek coordinator	1
Tech Trek interviewer	1
The answers are based on Auburn. I have done nothing with Nevada County due to their scheduling	1
Volunteered at an educational event	1
Volunteered on a committee	33
Was member of the gourmet group as well as other "eat out " groups	1
webmaster	17
worked with the State Board.	1
attended a couple of events (in person breakfast) + tech trek outreach	1
Attended meetings	77
Attended programs	11
Book group	1
None @ this branch. They did did very little and nothing of interest to me.	1
Served as an officer on the board or leadership team	2
Volunteered on a committee	1
was librarian and member of a play reading group	1
<b>Grand Total</b>	<b>324</b>



## What things did you enjoy as a member?

<i>What things did you enjoy as a member?</i>	Count
Communicating with other college level people	1
Everything	1
I have not done anything with Nevada County	1
I really didn't know anything else existed except Great Decisions	1
I was interested in helping when i could ex shoe drive	1
Learning	1
learning to act in plays	1
Making an impact in my local community	37
Meeting other members and enjoying the social activities	26
Now that I am retired I can participate more in my new city	1
Supporting TechTrek various ways and education for women	1
Tech Trek	1
Using my skills to help my branch	33
Book club	1
Book group	1
Helping spread the mission of AAUW	36
I COVID did not allowed this	1
I was working full time + so was not able to participate as much as I would like	1
Making an impact in my local community	6
Meeting other members and enjoying the social activities	43
N/A	1
Nothing	2
Simply supporting the mission	1
Using my skills to help my branch	7
<b>Grand Total</b>	<b>207</b>

## What would have made your time in AAUW more beneficial?

What would have made your time in AAUW more beneficial?	Count
A website that works to renew my membership!	1
AAUW support of abortion. I cannot support this national policy.	1
Activities that did NOT revolve around teas and food. I want to use my brain not my stomach.	1
Allow members who don't have college degrees	1
and did not find a comparable AAUW chapter.	1
Avoiding Deteriorating health	1
Being treated with respect instead of being slandered demeaned and disrespected!	1
Branch activities were centered around Tech Trek and children. Virtually all members had once been mothers and were now grandmothers. I have never had children. I love academics but it was a mismatch to be in an academic group of mothers focused on helping children. I love the goal	1
Can no longer agree with some national policies and changes made with little input seemingly other than to increase organization income	1
daughter doesn't know	1
Disagreed with national level proposals	1
Feeling more connected to my branch	26
Feeling more connected to national AAUW	7
Feeling that my opinion was recognised	1
have the board serve more than one year at a time.	1
Having a voice in national public policies.. AAUW has become too liberal for me.	1
Having an organization that truly represents all university women not just liberal ideas.	1
Having fewer demands on my time to commit to AAUW	17
Having less emphasis on social activities	2
Having more emphasis on social activities	10
Having more ways to assist and support younger women succeed.	1
Having new programs and activities at my branch	10
Having new programs and activities at my branch These answers apply to Nevada County.	1
I am just late will renew now	1
I did not want to be in a partisan org but wanted a local connection with women.	1
I don't know (Husband- Clyde Barton)	1
I don't know (husband's reply)	1
I enjoyed my time at AAUW.	1
I have no answer for this question.	1
I just felt exhausted from work to participate in AAUW all the time	1
I moved and cannot find an active branch in Kalispell	1
I was very excited about meeting women in AAUW here in MT. They were clearly not interested.	1
If I had more time.	1
il am a Life Member.	1
Involvement in healthcare-oriented programs	1
Keep college graduation requirement for membership	1

Less focus on political viewpoints	1
less political on the state and national level	1
Lived closer to center of activities.	1
Loved everything	1
make the online renewal process work	1
More members	1
More visible diversity- racial and LGBTQ+ supportive. My new branch seems open and wants to expand their DEI work. So now I will get more involved.	1
Moved out of state	1
Moved to Scottsdale	1
N/A	7
No dissatisfactions. Very happy with entire program	1
Not appropriate	1
not being an introvert	1
Nothing	1
Nothing I just moved I'm a member in Oregon now	1
Nothing. I loved my branch and my many friends made through the AAUW membership. It was the perfect way for a newcomer to town to meet other women and feel connected to the community. I am only resigning because I have moved to another state	1
Nothing. I moved.	1
Requiring the branch to spend the money they have amassed on assisting the young disadvantaged women in this area to be able to compete in STEM. Very tight with the money as if it was their personal account. Especially the old treasurer who shot my ideas down from the beginning. Overall the financial accounts	1
The Visalia Sequoia branch was amazing. Their book sales to support scholarships is incredible!	1
Tired of wokeness	1
Too disabled	1
Unable to attend events because of poor health	1
Understanding my role better	7
Using computers is a hardship. Please contact by mail if possible.	1
What would have made your time in AAUW more beneficial?	3
<b>Grand Total</b>	<b>141</b>

### Would you recommend AAUW in the future to friends and colleagues?

<i>Would you recommend AAUW in the future to friends and colleagues?</i>	Count
Can't any more.	1
depends	11
Intolerance of variety of thought leaves out so many women	1
No	21
Yes	63
<b>Grand Total</b>	<b>98</b>

**May we contact you about rejoining AAUW?**

<i>May we contact you about rejoining AAUW?</i>	Count
No, I am not interested at this time.	79
Yes, I may want to rejoin.	21
<b>Grand Total</b>	<b>100</b>