

An Examination of the Importance Assigned by Members to the Mission and Activities of the NWV Branch of AAUW Arizona.

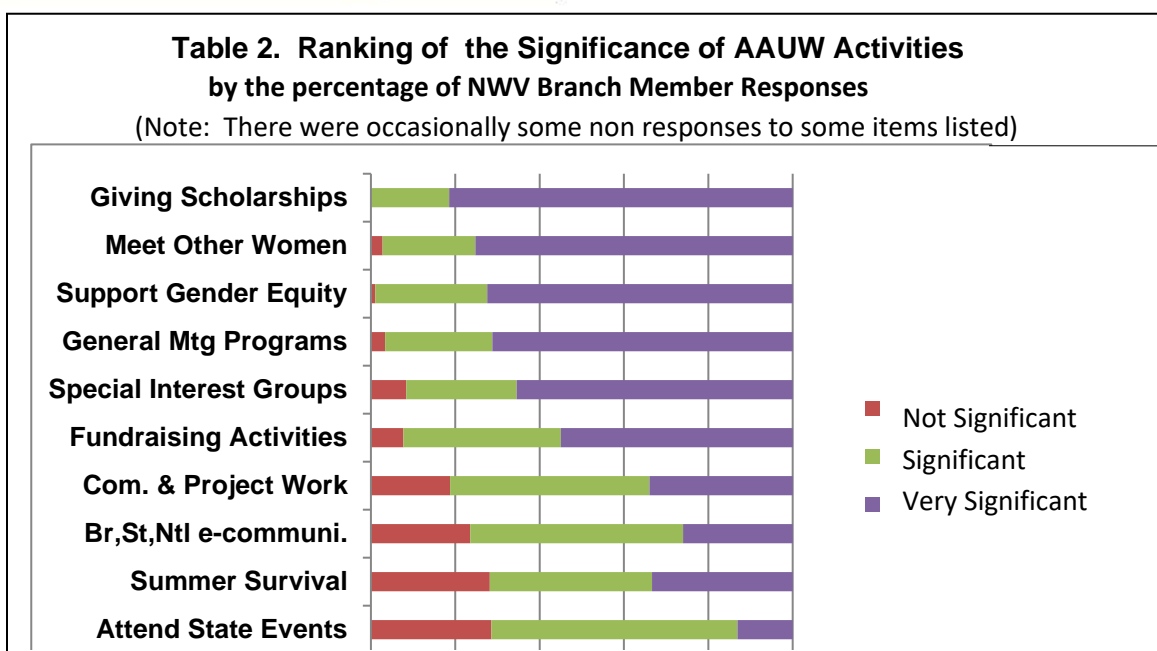
This report is based on a survey conducted during May and June 2020 as requested by the incoming Branch President. The report is presented in two parts. Part I explores the value assigned to ten items representing mission and activities of the branch. The three options provided were Very Significant, Significant, and Not Significant. A numerical value was assigned to each option in order to analyze the weight of responses and create a collective ranking of importance. Table I shows that ranking and the composite value of responses by members. A score of “3” would have been the highest value possible.

Table 1. Rank Order of Importance Assigned for the Following Branch Programs:

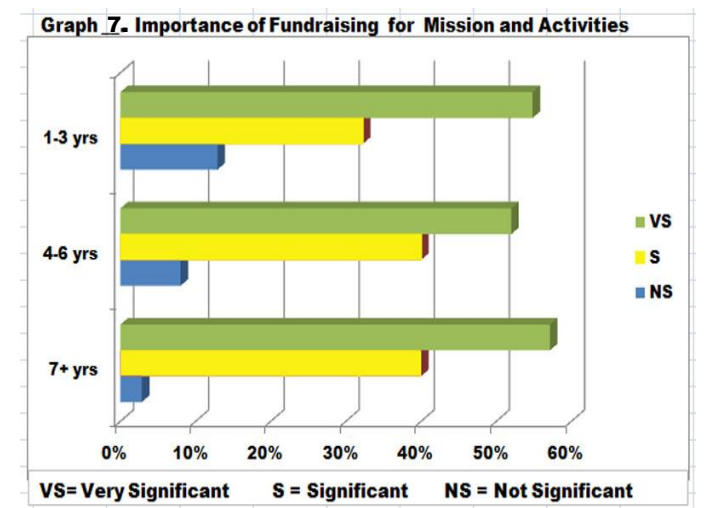
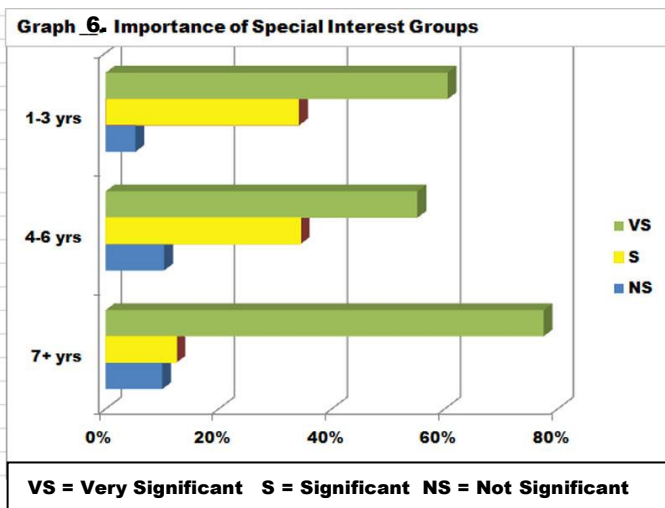
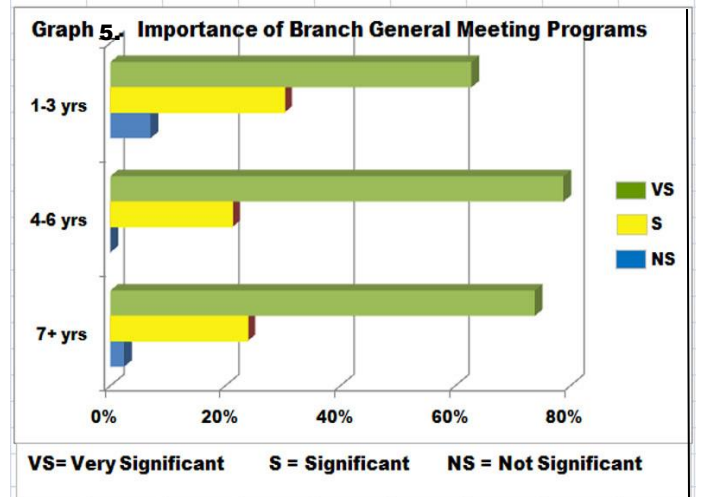
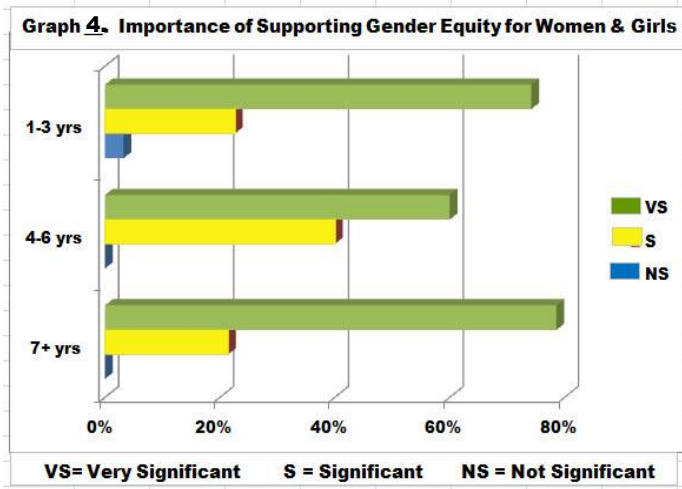
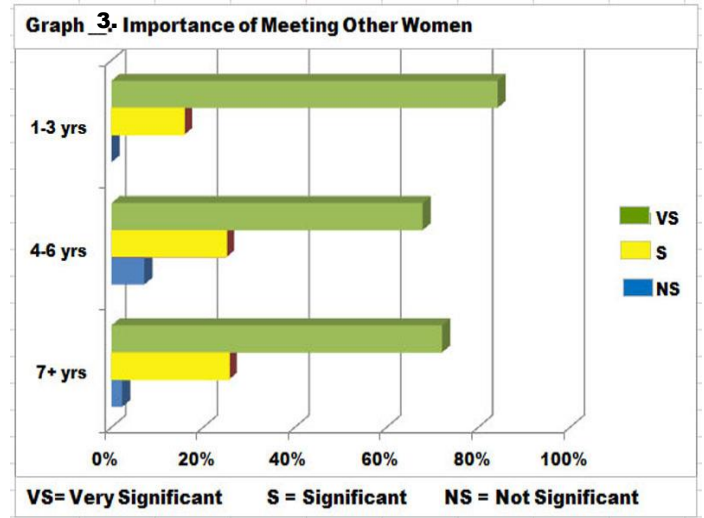
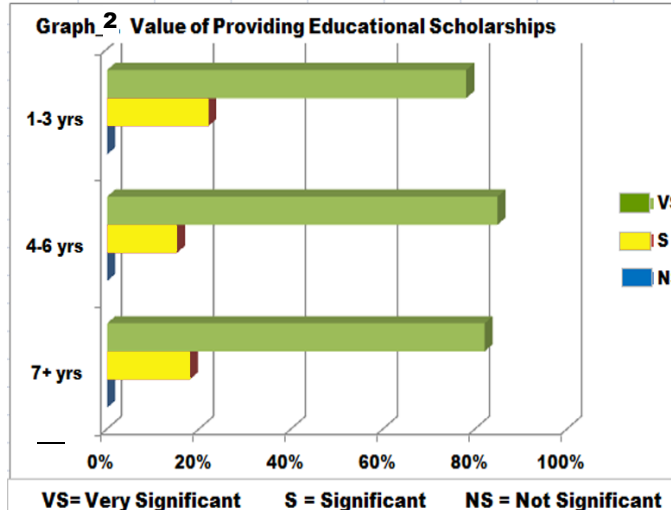
1	Providing Educational Scholarships	2.81
2	Meet Other Women	2.72
3	Support Gender Equity for Women and Girls	2.71
4	Programs at General Meetings	2.68
5	Special Interest Groups	2.57
6	Fundraising for Mission and Projects	2.47
7	Committee & Project Work	2.15
8	Summer Survival Activities	2.05
9	Branch, State and Natl. E- Communications	1.92
10	Attending State Events	1.85

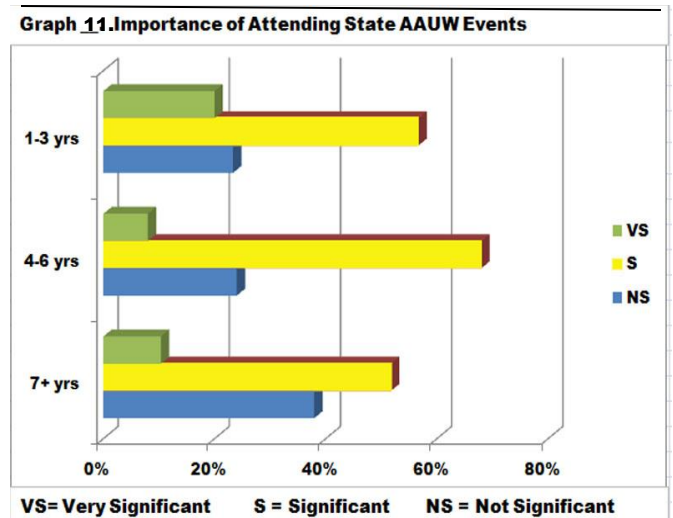
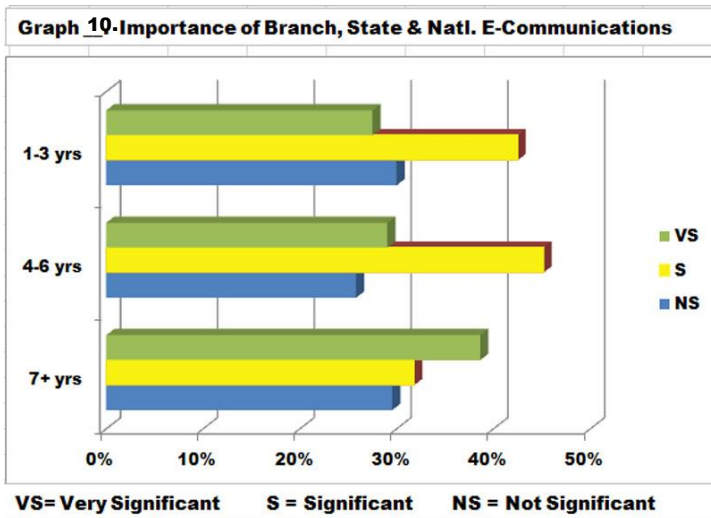
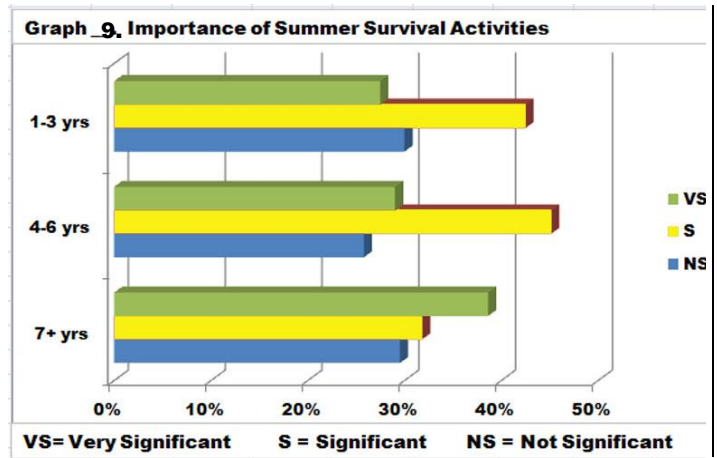
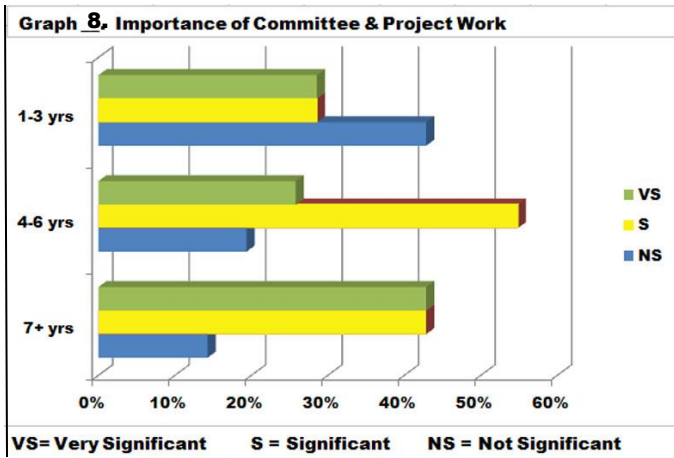
As can be noted from Table 1, the five most valued aspects of the branch were very close and all received an assigned composite value above 2.5. It might be noted that the summer survival activities was rated much lower but a number of respondents noted that they were gone during the summer so the summer activities were not applicable. There were some items for which the respondents did not provide an answer. Although not reported as highly valued, it should be noted that communications is an essential function of any organization.

On the next page, an analysis of the value assigned by members will be examined by years of membership.



Analysis of the importance of AAUW-NWV Branch Functions by years of branch membership - shown as a percentage of responses during May & June 2020.





The value assigned to each of the AAUW-NWV functions and activities is based on the responses of 119 members. Members were initially sent a digital copy of a survey in early May along with a message from the President. Members were asked to complete and return the survey. Follow-up telephone calls were made by a cadre of 15 members to try to elicit additional responses. When the member was not reached by phone, a message was left and a request for a return call or completion of the survey was made. Most of the calls were made in late May or in June when a number of “snow bird” members had departed the area which undoubtedly impacted the response rate. In addition, there were members who responded that they had or were making moves away from the immediate area or had decided not to rejoin due to concerns about the pandemic. Additionally, we had a number of members who passed away during the year. The responses due to change in membership have not been factored into the final report stats. If factored in, the effective response rate is estimated to be somewhat above 60 percent of the 2019-20 membership.