

Women's Forum of North Carolina Communication Audit

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## Executive Summary

The following is a summary of findings from the communication audit conducted by Kaitlyn Rivera, Monica Mehareb, Lia Esposito, and Landon Mace for the Women's Forum of North Carolina.

### **Background**

Women's Forum of North Carolina is "an invitational, non-partisan organization of diverse women leaders dedicated to work to achieve and maintain equality and social, economic, and political power for all NC women (Women's Forum of North Carolina)" founded in 1976. The Women's Forum of North Carolina is headquartered in Charlotte, North Carolina and drives to push for constructive change through women leaders. The organization does this through avenues such as speaking out and acting on public issues, working on the development of women and potential women leaders, and to drive "enhancement and enrichment of the lives of all NC women.

### **Overall Communication**

The Women's Forum of North Carolina has a strong foundation of current communication to internal and external publics. Using this pre-established communication network, we will work to expand and improve the platforms that are already in progress. We identified the strengths and weaknesses of the organization's communication through the survey results and our analysis to provide recommendations for further action.

When asked about the effectiveness of the Women's Forum of North Carolina, survey results found that communication varied in frequency, although the average answer was once a

month. Of the board members that took the survey, a third of participants expressed that they would like more communication than the current frequency of exchanges.

When asked further questions, the participants expressed that out of all their media platforms, MailChimp was their favorite and most frequent avenue of communication. The survey found room for improvement in areas like their Youtube, LinkedIn, and Facebook and that those platforms needed to update and diversify the content. Twitter was their least used and least preferred platform with almost two-thirds of respondents ranking it last on their list of preferred media platforms.

### **Communication Challenges**

The Women's Forum of North Carolina has room for growth on most social media platforms. With the Women's Forum of North Carolina having a goal of attracting younger members, social media is going to be a large challenge in reaching those individuals. With social media playing such a large role in the communication of the younger demographic's, ensuring that the social media is frequent, relevant, and diverse will be crucial. With improving the social platforms, a goal would be to see an increase in followers and people engaging with their platforms.

The Women's Forum of North Carolina is currently trying to deal with COVID-19 as a challenge in their communication. With all of their events going virtual, it is crucial that the organization finds a way to create and continue a momentum of communication and engagement with its members. COVID-19 also poses a challenge in recruiting members because of mostly financial insecurity that is becoming a growing issue as the pandemic continues.

### **Avenues of Improvement**

The APPLES team will primarily focus on improving social media communication and engagement since it can be used as a catalyst to expand the organization in other ways. There will be a standard procedure for social media content planning and posting that will be created and followed when handling all forms of media. We will also create a guide to diversify the content communicated through the media platforms.

In the audit, our APPLES team will work on finding solutions to the issues stated above, elaborate on other adversities facing the organizations, and make suggestions on how to improve these problems to improve and expand the organization. Our team analyzed all data acquired from the organization members and platforms and made recommendations we felt were fitting to reach the communication goals of the organization.

## Introduction

Women's Forum of North Carolina is "an invitational, non-partisan organization of diverse women leaders dedicated to work to achieve and maintain equality and social, economic, and political power for all NC women" (Women's Forum of North Carolina) founded in 1976. The Women's Forum of North Carolina is headquartered in Charlotte, North Carolina and drives to push for constructive change through women leaders. The organization does this through avenues such as speaking out and acting on public issues, working on the development of women and potential women leaders, and to drive "enhancement and enrichment of the lives of all NC women.

The Women's Forum of North Carolina has two affiliate organizations, NC Women United, a coalition of progressive organizations that push for political, social, and economic equality of all women, and the Equal Right Amendment North Carolina Alliance, a coalition of

organizations that work to ratify the ERA, or the Equal Rights Amendment. Both these organizations work on areas of social and economic politics that the Women's Forum of North Carolina works in. These organizations formed a strategic alliance to use each other's work and resources to work towards a common goal of improving the current standing of women in these fields and industries instead of competing for the same goal.

The organization's most viable competitors consist of other organizations that have a similar audience and member demographic and similar goals to the Women's Forum of North Carolina. Global Grassroots is an organization that works to promote leadership in women and girls so they can impact their communities (Human Rights Careers 2019). The National Organization for Women can be considered a competitor as well; it focuses on activism surrounding women's rights, ending violence against women, and achieving racial justice (Human Rights Careers 2019). The Association for Women's Rights in Development is a membership organization that serves as an advocate for policies that empower and support women's rights. The organization works to give women the tools to empower them and do the political activism necessary to ensure women are continued to be protected and uplifted (Human Rights Careers 2019).

The Women's Forum of North Carolina is led by the executive committee made up of the organization's President Virginia Adamson, Vice President Tamara Brogan, Secretary Denish Barton, and Treasurer Maggie Barlow. Board members are elected to fill a three-year term followed by three classes of staggered participation at the conclusion of their term.

The communication audit is focused on finding ways to improve current communication and effectively target a younger audience to engage them with the organization.

## Methodology

The communication audit for the Women's Forum of North Carolina consisted of an introduction interview, a social media analysis, and a survey. An introductory interview was conducted via Zoom with the APPLES team and Virginia Adamson, President of the Women's Forum of North Carolina. The interview focused on the current communication and functions of the NC Forum as well as discussing wants and needs to include in the public relations plan. The interview was used to assess the current communication techniques compared to the desired communication. The interview also highlighted the desire to increase membership over 100 members by targeting younger women through more social media platforms.

The social media analysis was conducted by the APPLES team to assess the current content and reach of each social media platform used by the Women's Forum of NC. The analysis concluded that the organization's website is organized and updated regularly along. The Facebook page is also updated regularly but the organization could diversify the content shared on this page. While the website and Facebook page are, for the most part, very effective, the organization's Twitter, LinkedIn and YouTube are outdated and could use some updates. The team's analysis showed that if the organization would like to reach more members, it's social media needs to be diversified and updated regularly to keep current and potential members up to date on events and important information.

The survey was sent to the organization's board members, donors, and any other constituents that the organization communicates with. The survey asked questions about the members preferences and opinions on the effectiveness of the Women's Forum of NC's internal and external communication. Questions asked focused on the variety of communication currently used by the organization. Those who participated in the survey were also asked what aspects of

the current communication should be adjusted. This survey also included some demographic questions to get a general idea of the diversity of the organization's members.

The methodology used in this communication audit helped reveal the areas of the Women's Forum of North Carolina's communication techniques that need some adjustments or improvements. The methodology in the media analysis allowed for an external assessment while the interview and survey allowed board members and other constituents to make evaluations and suggestions on the organization's current communication techniques.

## Audit Diary

The introductory interview, via Zoom, was conducted with the President of the Women's Forum of North Carolina, Virginia Adamson and the members of the APPLES team, on Monday, February 8, 2021. Adamson explained the current communication techniques and described what she would like to see improved about the organization's current communication. The team made suggestions during this interview to help guide and construct a public relations plan for the Women's Forum of NC.

The APPLES team released a survey on Friday, February 19, 2021. The survey was created through Qualtrics and a link was distributed to the organization's board members, donors, and any other constituents that the organization communicates with. The survey consisted of 21 questions. These questions were a mixture of short answers, ratings, and multiple-choice questions. The survey was used to analyze the members' evaluation of internal and external communications of the Women's Forum of NC. Answers were evaluated one week after releasing the survey. The results assisted the team in analyzing the current communication techniques of the NC Forum and how the communication can be improved.



The APPLES team met, via Zoom, on Wednesday, February 24, 2020, to discuss the Women's Forum of NC's social media accounts. This meeting analyzed what works well and what needs to be improved. The analysis concluded that the organization does a great job keeping the website updated and organized while the members remain informed through MailChimp. However, the use of other social media platforms could be updated and diversified.

The team used the analysis from the meetings and answers gathered from the survey to create a public relations plan for the Women's Forum of NC and complete the communication audit. The information collected allowed for the team to evaluate the organization's current communication strategies and create a plan for how to improve both internal and external communication.

## Results of the Audit

An interview conducted with President Virginia Adamson gave the group background information about the Women's Forum of NC to better formulate the survey. This meeting is where Ms. Adamson gave us her perspective on the current state of the organization, their communication tendencies, and some of their goals. Ms. Adamson noted low membership as an issue and hopes to recruit a younger demographic. The organization has less than one-hundred members and the majority of women are of advanced age (Q3).

Email is the preferred mode of communication and the virtual platform Zoom is the primary vehicle for meetings during the pandemic. Virtual meeting rooms are also being temporarily used to replace their in-person gatherings such as the Spring and Fall Forums and the monthly Lunch Time Conversations. Zoom has also proven problematic, members complained about the program because of not understanding how it works.

The largest source of auditing data came from a Qualtrics survey that was emailed to members and leaders of the Women's Forum of North Carolina concerning their communication. The survey was broken into two sections, the leaders who are on the board filled out both sections while the others took only the second half. There were fifteen responses, six board members and nine general members or stakeholders.

Board members were asked about communication amongst themselves and 100% of the responses contained email while two also included texting and virtual meetings (Q8). When asked how often they communicated there was a three-way tie with these three answers: a few times a year, monthly, and once every two months (Q10). The board members were also split in how they thought they should be communicating; four people want it to stay the same and two want more communication (Q9). When asked about the board's communication with members all five responses were in favor of increased advertising of events and information through email and social media channels (Q11).

The second half of the survey began by asking questions about the online resources that the organization controlled. Each of the platforms were either ranked low or around five, the website was ranked the most effective at an average of 6.73 and their Twitter was ranked the least at 0.80 (Q12). In a similar question with different metrics their YouTube channel received the most votes for least helpful at conveying information (Q14). Besides increased emails and a newsletter, the members then had no other suggestions as to what other media they should use to aid in their communication presence.

The organizations meetings were audited in the survey as well. The responses were all positive towards their Spring and Fall Forums and their Lunch Time Conversations. When asked how effective they were there were no votes lesser than "Moderately Effective" and over 75% of

responses were “Very Effective” or better (Q22 and Q23). Due to COVID-19, their meetings have shifted to Zoom, a virtual platform, and we wanted feedback on how the platform was working and how it could be used to their advantage. The past Fall Forum on December 5 was the first to take place over Zoom and the survey addressed this experience. The general consensus was that it was done “well” and was “very informative” with some challenges concerning the limited or messy interactions with others and their unfamiliarity with Zoom’s function (Q20). Of the participants, 80% said they would like to see Zoom used more in the future (Q21).

## SWOT Analysis

### **Backgrounder**

The Women's Forum of North Carolina "provides a vehicle through which women are effective agents for constructive change by speaking out and taking action on public issues, through the development of potential women leaders, and as a force for the enhancement and enrichment of the lives of all NC women" (Women’s Forum of North Carolina). The Women's Forum of North Carolina was founded in October of 1976 when a group of 15 women leaders committed to the passage of the Equal Rights Amendment from North Carolina announced plans to organize. For more than 40 years, the organization and its members have been working to "advance and enrich the lives of all women by leveraging the talents and connections of its remarkable members" (Women’s Forum of North Carolina). This organization is an invitational, nonpartisan organization of diverse women in a multitude of fields. Members are working towards achieving and maintaining equality and social, economic, and political power for all North Carolina women. The Women's Forum of North Carolina has two affiliate organizations,

NC Women United, a coalition of progressive organizations that push for political, social, and economic equality of all women, and The Equal Right Amendment North Carolina Alliance, a coalition of organizations that work to ratify the ERA, or the Equal Rights Amendment.

The Women's Forum of North Carolina holds educational luncheons on a monthly and quarterly basis. These are currently virtual because of COVID-19; however, they would hold these luncheons at various locations across the state in the past. Twice a year, the forum members gather for forums and their business meetings. Virginia Adamson, President of the Women's Forum of NC, expressed that after the organization lifted restrictions on membership, it has been having difficulty raising membership to over 100 people. It has been as high as 125 at one point in time. Currently, there are 80 members. Adamson also wanted to engage and involve more young people in the organization.

The Women's Forum of North Carolina has an organization website, MailChimp for e-mailings, Facebook, Twitter, YouTube and LinkedIn. The board also communicates using email, text messaging and virtual or Zoom meetings. The survey results found that the board finds email to be the most effective form of communication. Results varied about how frequent this communication was. The average answer was about once a month. Some respondents did clarify that the board meets more when there is upcoming special programming. Of the board members that took the survey, 33 percent felt like the board should communicate more than it already does. Both internal and external publics felt that the organization's website was the most effective form of current communication. The website is organized and easy to navigate. There is a lot of different information available to explain the organization and programming they are involved in. MailChimp's e-mailings were the second most effective. MailChimp was also where most people go to access communication from the Women's Forum of North Carolina. Twitter

was ranked the least effective of the current communication platforms, followed by YouTube and then LinkedIn. Facebook was ranked third most effective for the current platforms. Current programming, including the semi-annual forums and the lunchtime conversations, seems to be effective for respondents. Some suggestions offered for the forums included: explain how to use the virtual platform so that people feel more comfortable on Zoom and utilize breakout rooms. Respondents were complimentary of the forum, considering the adaptations made for COVID-19. 80 percent of respondents agree to some degree that they want to see more virtual programming even once the COVID-19 pandemic is less of an obstacle. When asked if they had any suggestions for communication forms they would like to see implemented, multiple respondents suggested electronic newsletters.

#### Strengths

- There are already pre-established social media accounts for the organization on Facebook, Twitter, YouTube and LinkedIn
- There is a variety of communication channels used to send messages to publics
- The website is current and has organized information
- The benefits of the member network across the state
- Prominent, passionate member network
- Clear vision and long history associated with the mission
- Can pay dues online

#### Weaknesses

- Few young people involved
- The social media channels currently have few followers and engagement

- The content produced currently is more targeted to members who already understand the organization and its mission
- Unclear from outside communication channels as to how donations will be used
- Budget limitations for advertising or paid tools
- In-person events were limited to the Triangle area pre-COVID
- Infrequent use of communication channels
- Struggling to get membership over 100
- Stopped sending monthly newsletters

#### Opportunities

- The affiliation with NC Women United and Equal Rights Amendment NC
- The current social trend towards equality and justice
- Capitalizing on pop culture trends that align with the platform that raise awareness (i.e. Mrs. America)
- Reaching new demographics through communication channels like social media
- Opportunity with COVID-19 to have members across the state get more involved because of virtual events rather than having to travel

#### Threats

- COVID-19 has changed economic situations for people to be able to contribute or join
- COVID-19 limits the in-person events or gatherings we can do
- Competing interests with other prominent social justice issues in the country right now
- Limitations of virtual platforms
- Members having to adapt to different platforms that they may not have used historically
- Increased competition for members' support and time

## Conclusion

The Women's Forum of North Carolina has a strong foundation of current communication to internal and external publics. Using this pre-established communication network, we can expand on the progress that has already been made. The website is a strong tool to engage with members and those who are curious about the organization. It is effective in accomplishing the goal of both information and promotion. MailChimp will help incorporate the ideas about an electronic newsletter, and it seems like respondents were receptive to email communication. The current social media sites have room for growth since they are not updated regularly, feature content geared more towards current members, and have a small following. Social media sites are the best way to target the new demographic of younger women. It will be helpful to capitalize on the current social trends involving women's activism. One current drawback is that COVID-19 has presented its challenges for nonprofit organizations in terms of programming and donations. The Women's Forum has seized the opportunity to take advantage of virtual events. These events have had positive feedback, and it has presented an opportunity to get more women involved across the state rather than in the specific regions.

## Recommendations

The communications audit revealed a few areas where the Women's Forum of North Carolina could improve. First, we recommend that social media communication takes priority because it can be used as a tool to accomplish some of the other goals of the organization like expanding demographics. To do this, a standard procedure for social media content planning and posting should be created. We recommend also thinking about new ideas for what can be posted

on these sites that will appeal to members and those who are not involved that might want to know more or get involved in the future. It would be helpful to post about what the organization is and where donations will be going as well as the current posts about programming and related news. There does not seem to be a consistent posting schedule for the social media sites, so it will be important to test how often there should be new posts and activity with each account. We also agree with the recommendation of some of the survey respondents to send an electronic monthly newsletter to keep members informed and involved. In the near future, we think it will be helpful to promote the spring forum on all communication channels. This could also be advertised to the media using a press release. Virginia Adamson also offered the suggestion of creating a Prezi presentation and script that explains the forums. This is something that should be done soon so that it can be presented to different groups. We also think it would be helpful to make a promotional video about the organization to post on the website and YouTube. When time allows, the organization may also want to explore the possibility of getting an Instagram account. Instagram consists of the demographic they are looking to reach and there are over one billion people on the platform.

#### To Be Done Immediately

- Create standard procedure for social media content planning and posting
- Diversify social media content to appeal to publics outside of the organization and reach a younger audience
- Create content and a social media calendar for current social media
- Increase posting frequency on social media platforms
- Increase communication frequency for publics (i.e. bring back the monthly newsletters)

#### To Be Done Soon



- Promote the spring forum
- Create a Prezi presentation and script that explains the forum that could be presented
- Create a promotional video to use on website and to post on YouTube to add content variety

When Time Allows

- Create Instagram account

## Citations:

*10 Feminist Organizations Around the World Doing Fantastic Work. Human Rights Careers.* (2019, August 3). <https://www.humanrightscareers.com/magazine/feminist-organizations/>.

*Equal future.* (2019). <http://www.eracoalition.org/>.

Women's Forum of North Carolina, another fabulous website by T. T. (2020, January 20).

*About the Women's Forum.* Womens Forum of North Carolina.

<https://womensforumnc.org/about/>.

## Appendix

Copy of the Women's Forum of North Carolina Survey

Results from Survey

## Internal vs. External

What is your specific role or affiliation to the Women's Forum of NC?

Which group are you apart of within the Women's Forum of NC?

- Internal (Executive Board)
- External (Members, Other Stakeholders)

What platforms do you think work best for internal communication?

How often does the board currently communicate?

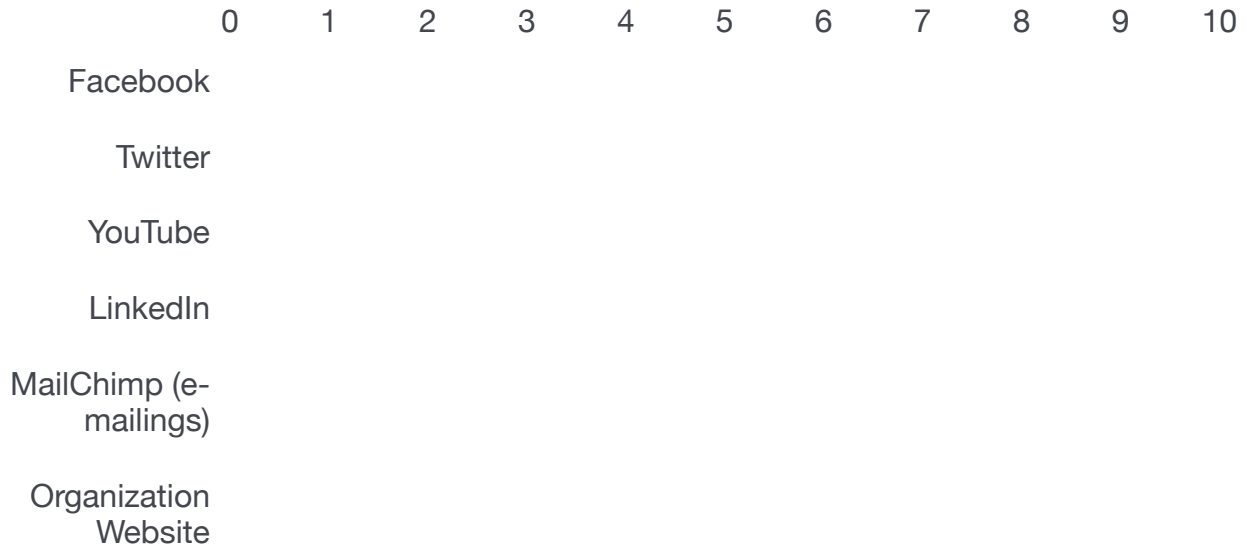
How often do you think the board needs communicate?

- More
- Same
- Less

What are ways you think the board could improve communications with members and external publics?

**External**

On a scale of 1-10, rate how effective the organization's current platforms are to you.



Where do you go to access communication from the Women's Forum of NC the most (please rank 1 being the most and 6 being the least)

- Facebook
- Twitter
- YouTube
- LinkedIn

MailChimp (e-mailings)

Organization Website

Are there any forms of communication previously used or used by another organization that the Women's Forum of NC should utilize?

How effective are the spring and fall forums?

- Extremely effective
- Very effective
- Moderately effective
- Slightly effective
- Not effective at all

How effective is other programming like Lunch Time Conversations?

- Extremely effective
- Very effective
- Moderately effective
- Slightly effective
- Not effective at all

What was your opinion of this past Fall Forum on December 5 over Zoom? What was done well and what could be improved with the virtual experience?

Would you like to see more virtual events after the COVID-19 Pandemic ends?

- Agree
- Agree somewhat
- Neither like nor dislike
- Disagree somewhat
- Disagree

Are there any other suggestions or aspects of the organization that you want to mention?

## Demographics

How old are you? Please enter a numerical value.

With what gender do you most closely identify?

- Male
- Female
- Non-binary
- Other (Please specify)
- Prefer not to answer

What is your highest level of education?

- High school- unfinished
- High school graduate
- GED
- College undergraduate- unfinished
- College undergraduate- current
- Bachelor's degree
- Master's Degree
- Doctorate Degree

What is your race and/or ethnicity? Select all that apply.

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander
- Other
- Prefer not to answer

Are you of Hispanic, Latino, or Spanish origin?

- Yes
- No
- Prefer not to answer

What is your household's total yearly income?

- <\$50,000
- \$50,000-\$75,000

- \$75,000-\$100,000
- \$100,000-\$125,000
- \$125,000-\$150,000
- \$150,000-\$200,000
- >\$200,000
- Prefer not to answer

What is your political leaning?

- Very Liberal
- Somewhat Liberal
- Independent/Neither Liberal nor Conservative
- Somewhat Conservative
- Very Conservative
- Prefer not to answer

Powered by Qualtrics



# Default Report

Women's Forum of NC Communication Audit Survey

March 2, 2021 8:28 AM MST

## Q15 - What is your specific role or affiliation to the Women's Forum of NC?

What is your specific role or affiliation to the Women's Forum of NC?

Member

Member since late 1970s

Historian

Member

member and board member

past president and member

Member, former Board member

Member, former president and board member

Member of the Board of Directos

Member

Member

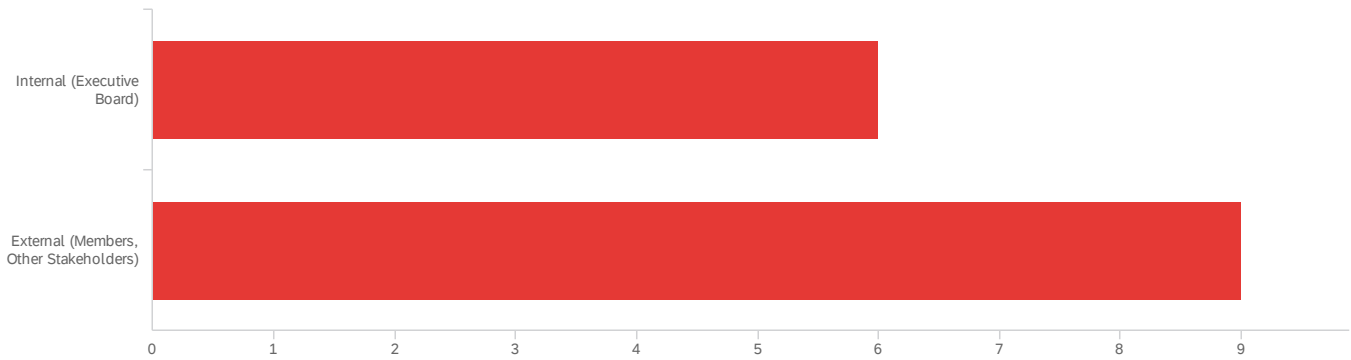
only a member

Board member

Treasurer

President

## Q7 - Which group are you apart of within the Women's Forum of NC?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which group are you apart of within the Women's Forum of NC?	1.00	2.00	1.60	0.49	0.24	15

#	Field	Choice Count
1	Internal (Executive Board)	40.00% 6
2	External (Members, Other Stakeholders)	60.00% 9

15

Showing rows 1 - 3 of 3

## Q8 - What platforms do you think work best for internal communication?

What platforms do you think work best for internal communication?

---

Email, texting, phone, Zoom

emails

Email, virtual meetings

Email

Email

email and texts

## Q10 - How often does the board currently communicate?

How often does the board currently communicate?

---

The whole board a few times a year.

at least monthly

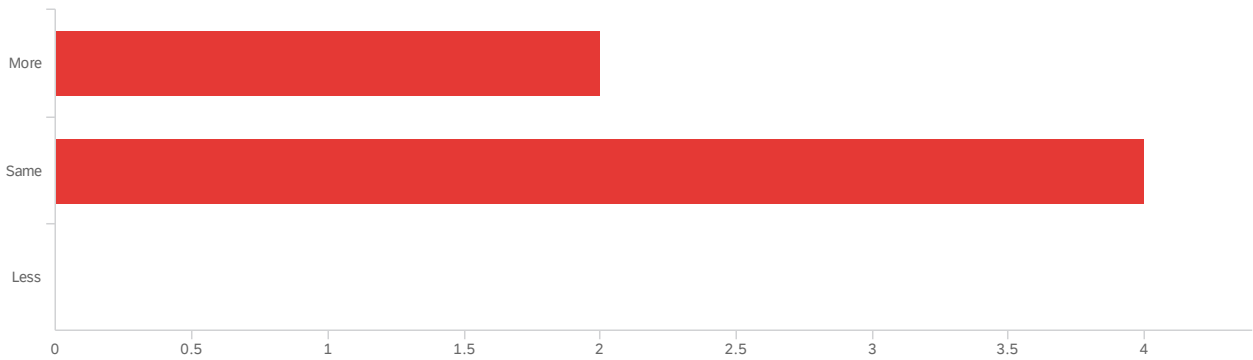
Several times a year, more frequently pre-COVID

Once every 2 months

Monthly

about once a month for meetings; more often for program planning, etc.

## Q9 - How often do you think the board needs communicate?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How often do you think the board needs communicate?	1.00	2.00	1.67	0.47	0.22	6

#	Field	Choice Count
1	More	33.33% 2
2	Same	66.67% 4
3	Less	0.00% 0
		6

Showing rows 1 - 4 of 4

## Q11 - What are ways you think the board could improve communications with members and external publics?

What are ways you think the board could improve communications with members...

---

Advertising our meetings and events to the public

monthly email blasts (or links to our website)with important women-related updates, happenings, specific ways to volunteer/contribute

Increase frequency of communication. Share information of interest from other organizations. Quarterly newsletter.

Not sure

Post about events on social media to build awareness

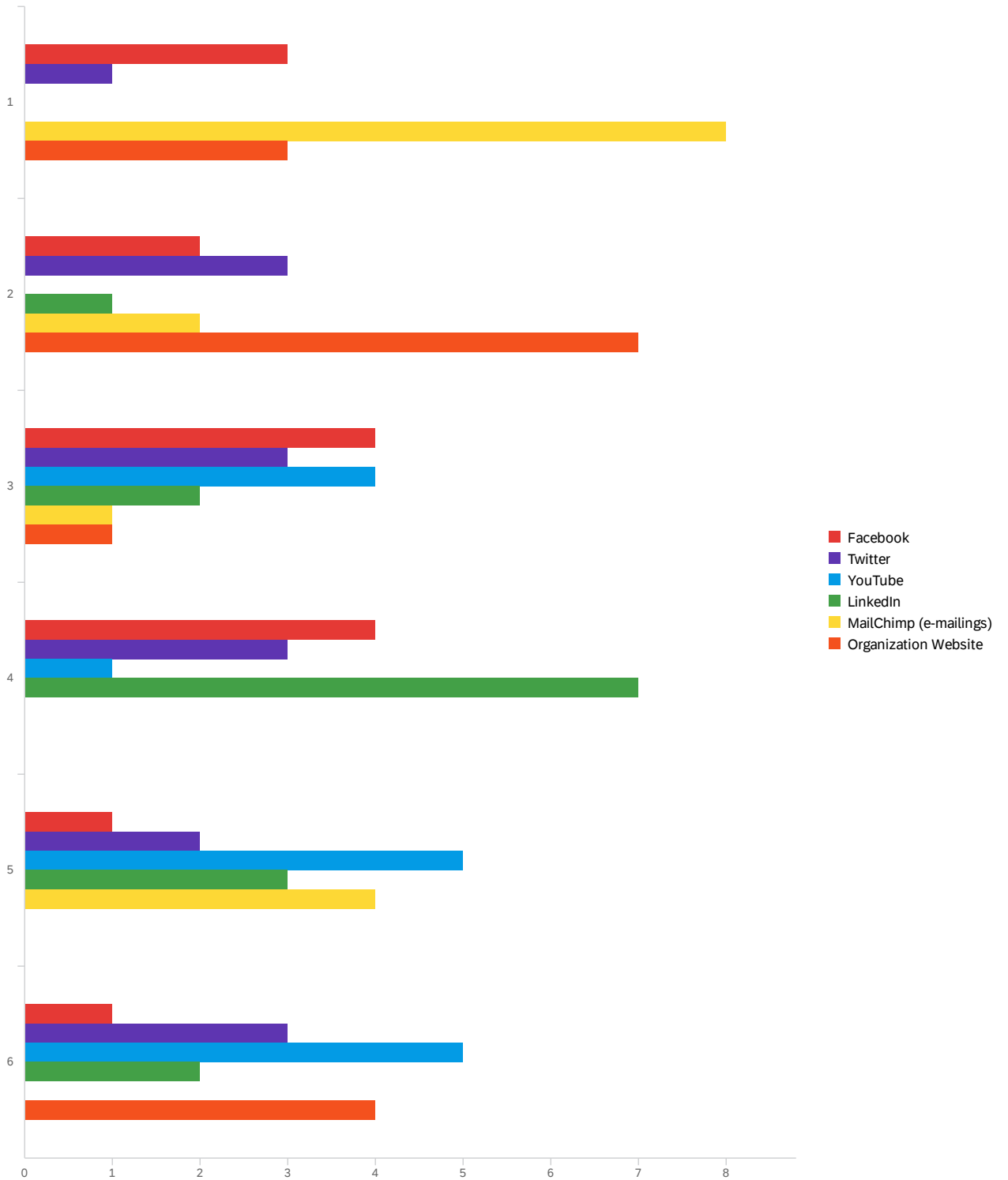
Better use of the tools we have (website, email via our Membership tool and MailChimp) and investigating new options.

Q12 - On a scale of 1-10, rate how effective the organization's current platforms are to you.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Facebook	0.00	6.00	1.60	1.85	3.44	15
2	Twitter	0.00	5.00	0.80	1.22	1.49	15
3	YouTube	0.00	5.00	0.93	1.24	1.53	15
4	LinkedIn	0.00	5.00	1.07	1.44	2.06	15
5	MailChimp (e-mailings)	0.00	10.00	5.73	3.47	12.06	15
6	Organization Website	1.00	10.00	6.73	2.67	7.13	15

Q14 - Where do you go to access communication from the Women's Forum of NC the

most (please rank 1 being the most and 6 being the least)



# Field Minimum Maximum Mean Std Deviation Variance Count



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Facebook	1.00	6.00	3.07	1.44	2.06	15
2	Twitter	1.00	6.00	3.73	1.57	2.46	15
3	YouTube	3.00	6.00	4.73	1.18	1.40	15
4	LinkedIn	2.00	6.00	4.20	1.05	1.09	15
5	MailChimp (e-mailings)	1.00	5.00	2.33	1.70	2.89	15
6	Organization Website	1.00	6.00	2.93	1.91	3.66	15

#	Field	1	2	3	4	5	6	Total
1	Facebook	20.00% 3	13.33% 2	26.67% 4	26.67% 4	6.67% 1	6.67% 1	15
2	Twitter	6.67% 1	20.00% 3	20.00% 3	20.00% 3	13.33% 2	20.00% 3	15
3	YouTube	0.00% 0	0.00% 0	26.67% 4	6.67% 1	33.33% 5	33.33% 5	15
4	LinkedIn	0.00% 0	6.67% 1	13.33% 2	46.67% 7	20.00% 3	13.33% 2	15
5	MailChimp (e-mailings)	53.33% 8	13.33% 2	6.67% 1	0.00% 0	26.67% 4	0.00% 0	15
6	Organization Website	20.00% 3	46.67% 7	6.67% 1	0.00% 0	0.00% 0	26.67% 4	15

Showing rows 1 - 6 of 6

Q13 - Are there any forms of communication previously used or used by another organization that the Women's Forum of NC should utilize?

Are there any forms of communication previously used or used by another org...

None

Emails

None that i know of

Not that I am aware

min-electronic newsletter (bi-weekly or monthly)

no

Don't know of any.

None that I can think of.

No

No

Regular emails

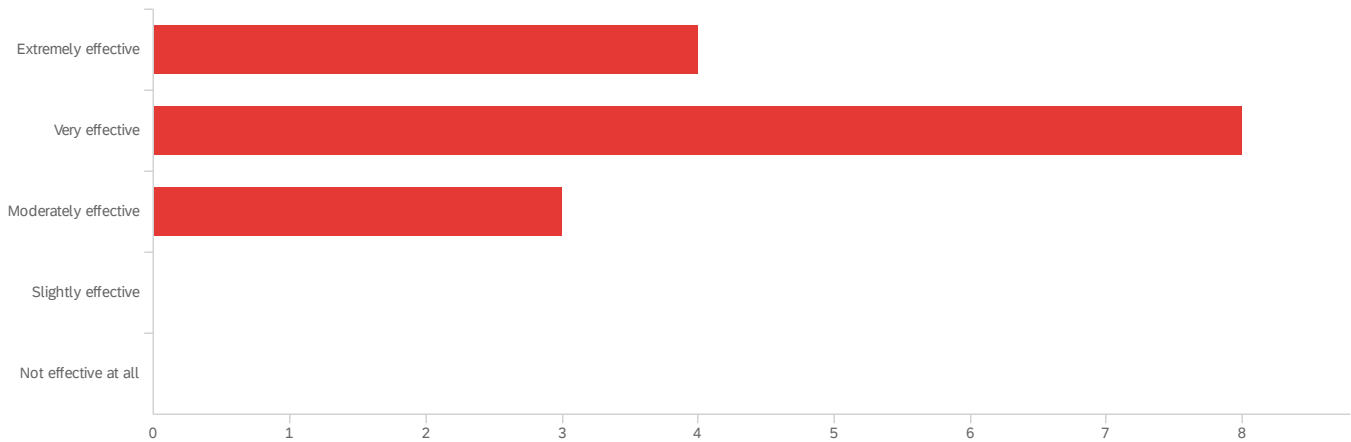
Cannot think of any

MS teams

Not sure

I would be interested in finding multiple ways to reach multiple audiences. Today information comes to people in many different ways.

## Q22 - How effective are the spring and fall forums?

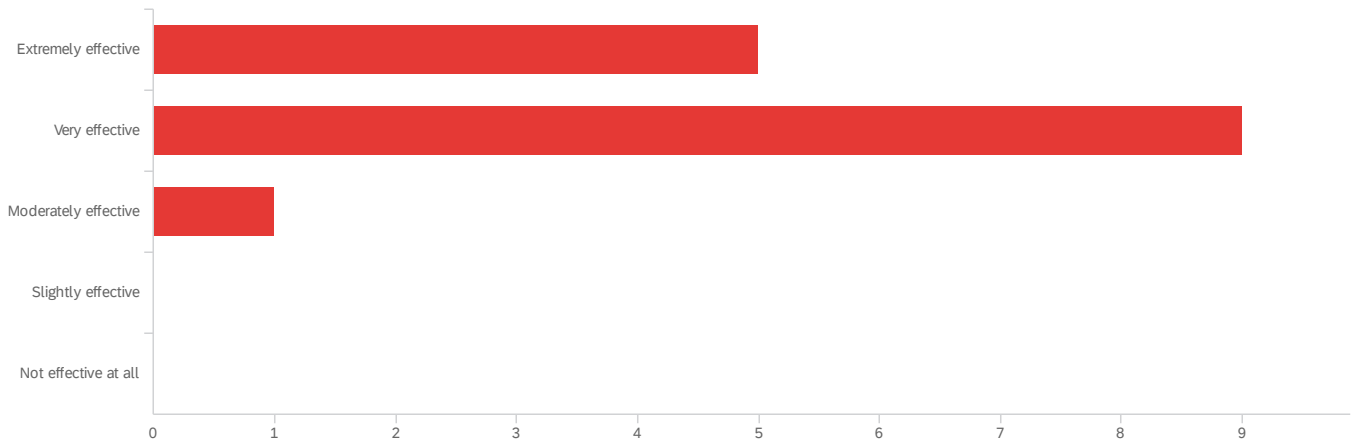


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How effective are the spring and fall forums?	1.00	3.00	1.93	0.68	0.46	15

#	Field	Choice Count
1	Extremely effective	26.67% 4
2	Very effective	53.33% 8
3	Moderately effective	20.00% 3
4	Slightly effective	0.00% 0
5	Not effective at all	0.00% 0
		15

Showing rows 1 - 6 of 6

## Q23 - How effective is other programming like Lunch Time Conversations?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How effective is other programming like Lunch Time Conversations?	1.00	3.00	1.73	0.57	0.33	15

#	Field	Choice Count
1	Extremely effective	33.33% 5
2	Very effective	60.00% 9
3	Moderately effective	6.67% 1
4	Slightly effective	0.00% 0
5	Not effective at all	0.00% 0
		15

Showing rows 1 - 6 of 6

## Q20 - What was your opinion of this past Fall Forum on December 5 over Zoom? What was done well and what could be improved with the virtual experience?

What was your opinion of this past Fall Forum on December 5 over Zoom? What...

Very informative.

Well presented. Recommendations of how Women's Forum can be involved in improving situation.

Thought the program was very interesting. I'm not very techie so this may have been the meeting when I could hear but was not able to see me as being on.

It was a great event and done very well

Considering the obstacles of doing it online I think it went well, was interesting, good pace

relevant topic and strong presenter

The program was excellent, but nothing beats being able to interact in person. I thought the voting was done very well considering the tech challenges.

I don't remember it

I was unable to participate.

Did not participate

Did not attend

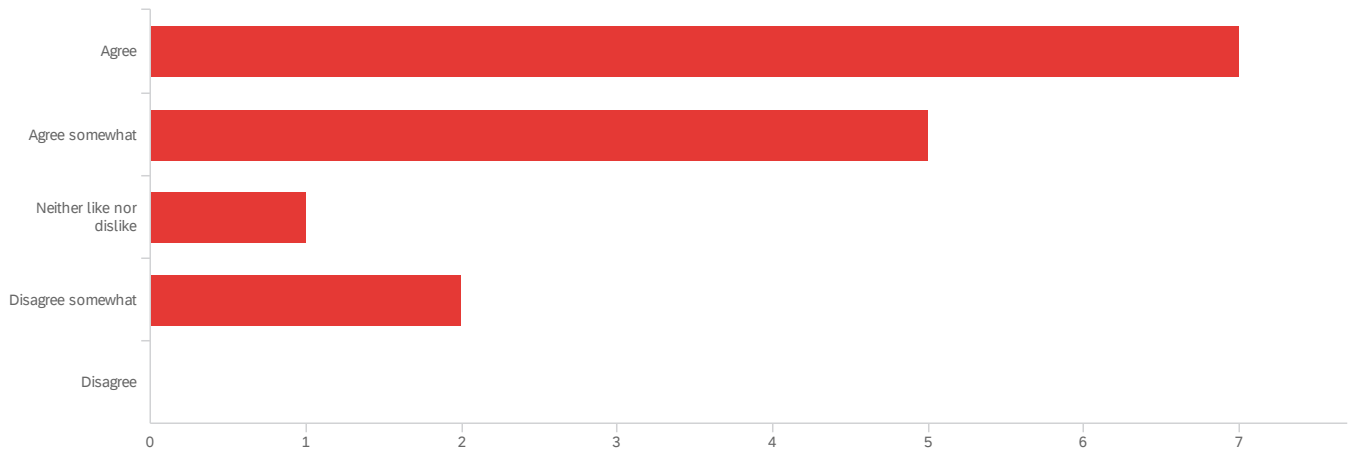
I have a vague recollection of the program.

Bylaw updates and Presentation done well. Not done well was interaction with group.

More interactions - break out groups

I helped plan it so I'm probably not a good judge of how it went. It is hard to have many people interact via Zoom. I'd like to find a better way to include as many voices as possible without having chaos ensue from all microphones open at the same time.

## Q21 - Would you like to see more virtual events after the COVID-19 Pandemic ends?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Would you like to see more virtual events after the COVID-19 Pandemic ends?	1.00	4.00	1.87	1.02	1.05	15

#	Field	Choice Count
1	Agree	46.67% 7
2	Agree somewhat	33.33% 5
3	Neither like nor dislike	6.67% 1
4	Disagree somewhat	13.33% 2
5	Disagree	0.00% 0
		15

Showing rows 1 - 6 of 6

## Q22 - Are there any other suggestions or aspects of the organization that you want to mention?

Are there any other suggestions or aspects of the organization that you wan...

We are great at planning and present excellent programs; still need to act to improve needs we recognize.

No. I just need to figure our how to use the technology which will be availble to us.

Women's Forum is a great organization and I would like to see it grow

no

We should reassess our reason for being and debate what the future could/should be for the WF.

I believe the special projects and reports like the Boards and commissions reports and the Era report are very worthwhile.

Need to find ways for members to feel more connected across the state and ways for members to participate in programs who are unable to do so at lunchtime on Mondays

no

Discussions as related to specific topics.

No

Need to build followers on social media. Very limited reach.

We need an easier way to reach as many members as possible. In addition, we need a way to reach out to a broader community of women.

Q3 - How old are you? Please enter a numerical value.

How old are you? Please enter a numerical value.

---

71

49

59

71

77

65

73

83

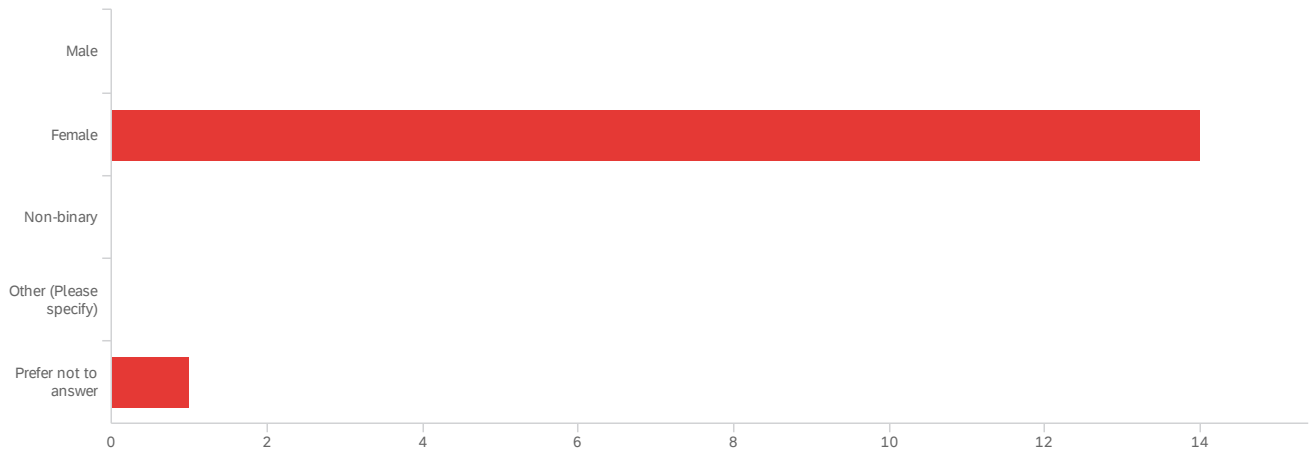
59

44

0



## Q5 - With what gender do you most closely identify?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	With what gender do you most closely identify? - Selected Choice	2.00	7.00	2.33	1.25	1.56	15

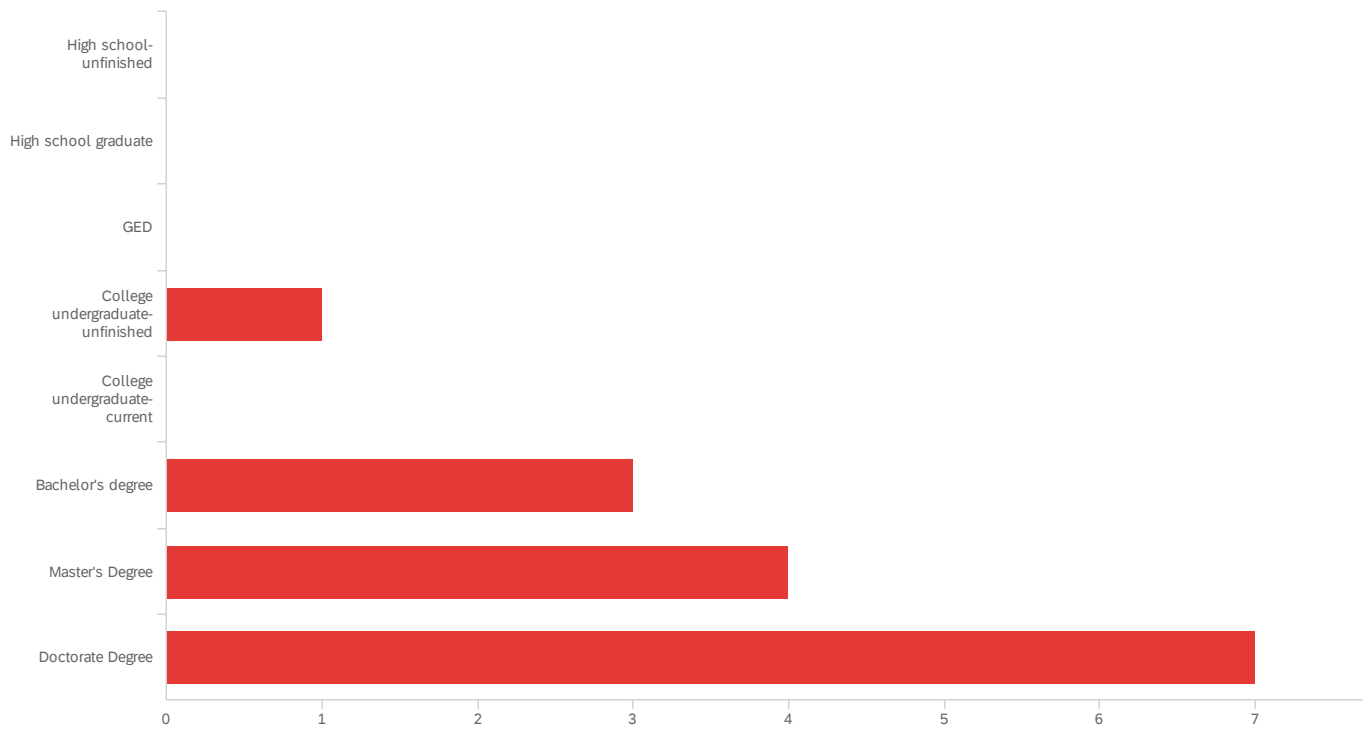
#	Field	Choice Count
1	Male	0.00% 0
2	Female	93.33% 14
4	Non-binary	0.00% 0
6	Other (Please specify)	0.00% 0
7	Prefer not to answer	6.67% 1
		15

Showing rows 1 - 6 of 6

### Q5\_6\_TEXT - Other (Please specify)

Other (Please specify)

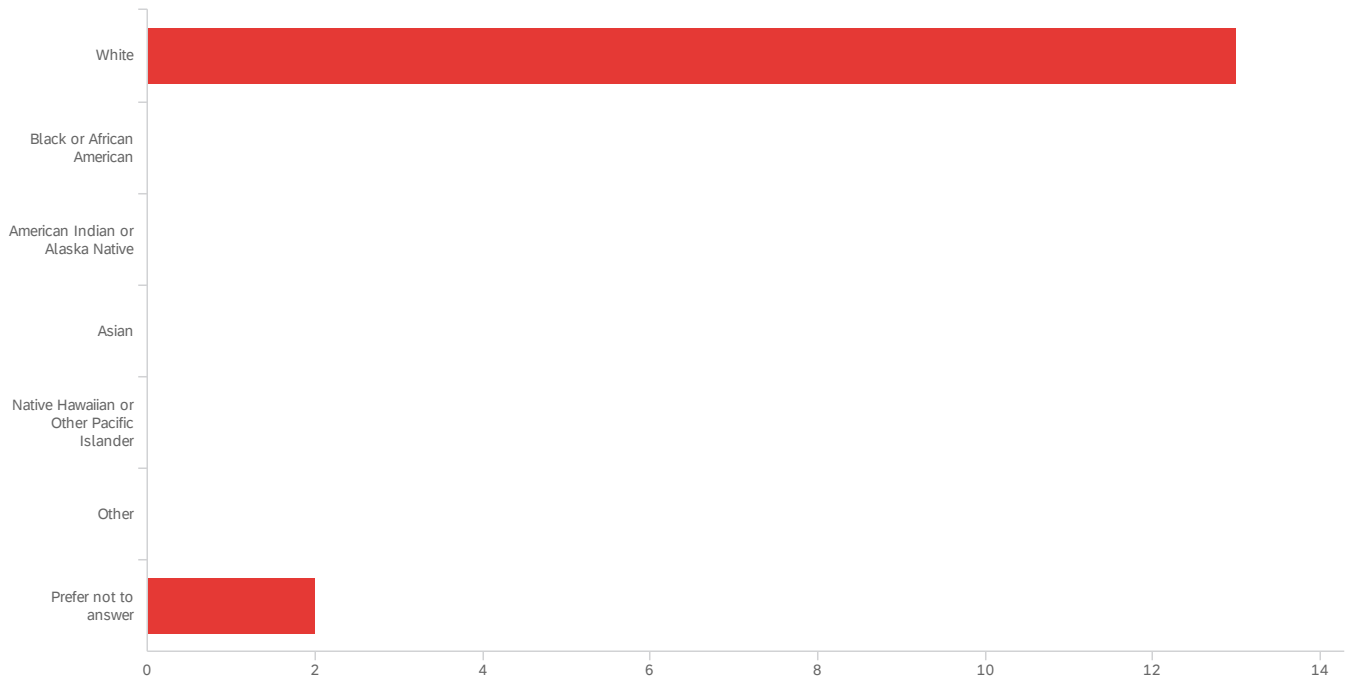
## Q7 - What is your highest level of education?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your highest level of education?	4.00	8.00	7.07	1.12	1.26	15

#	Field	Choice Count
1	High school- unfinished	0.00% 0
2	High school graduate	0.00% 0
3	GED	0.00% 0
4	College undergraduate- unfinished	6.67% 1
5	College undergraduate- current	0.00% 0
6	Bachelor's degree	20.00% 3
7	Master's Degree	26.67% 4
8	Doctorate Degree	46.67% 7

Q9 - What is your race and/or ethnicity? Select all that apply.



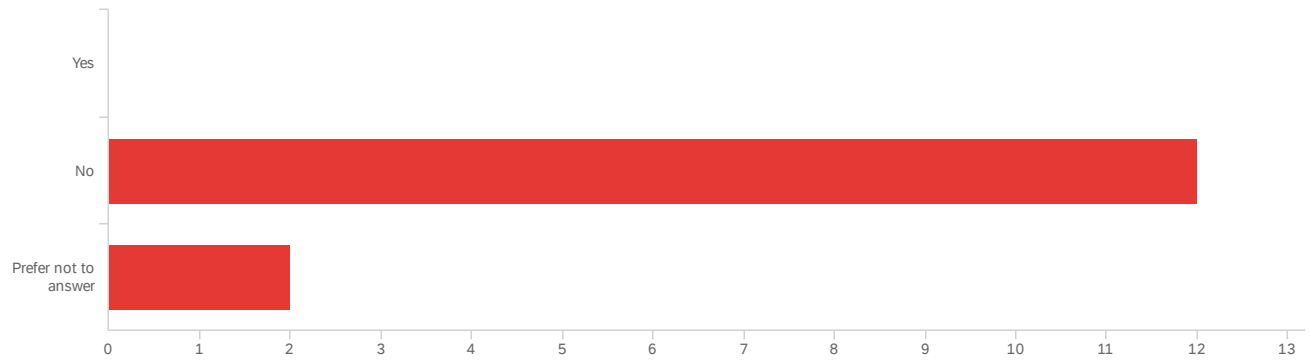
#	Field	Choice Count
1	White	86.67% 13
2	Black or African American	0.00% 0
3	American Indian or Alaska Native	0.00% 0
4	Asian	0.00% 0
5	Native Hawaiian or Other Pacific Islander	0.00% 0
6	Other	0.00% 0
7	Prefer not to answer	13.33% 2
		15

Showing rows 1 - 8 of 8

Q9\_6\_TEXT - Other

Other

## Q11 - Are you of Hispanic, Latino, or Spanish origin?

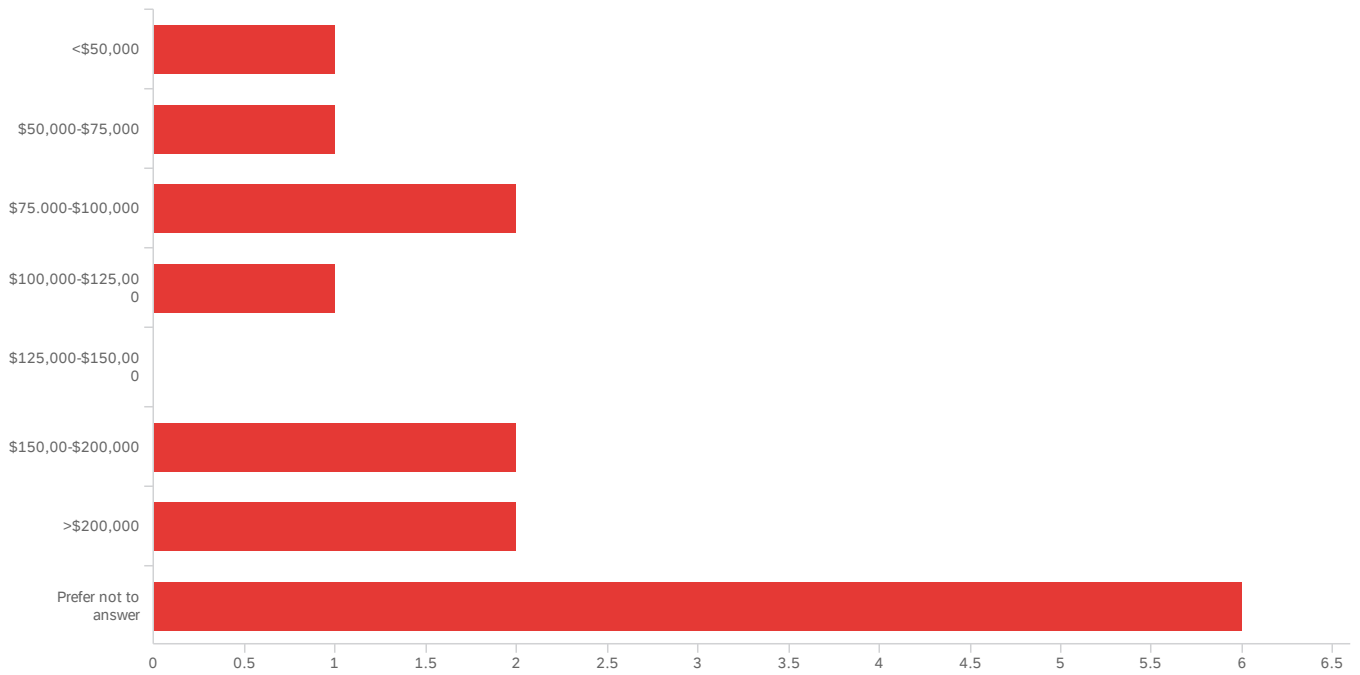


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you of Hispanic, Latino, or Spanish origin?	2.00	4.00	2.29	0.70	0.49	14

#	Field	Choice Count
1	Yes	0.00% 0
2	No	85.71% 12
4	Prefer not to answer	14.29% 2
		14

Showing rows 1 - 4 of 4

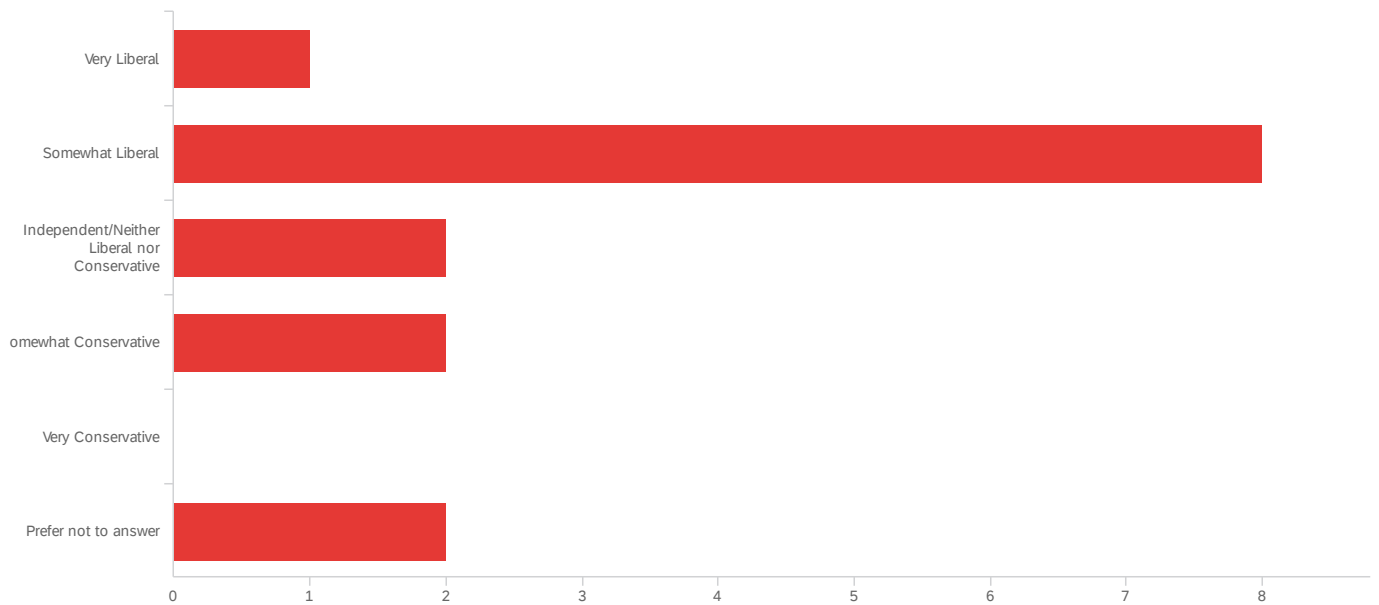
## Q17 - What is your household's total yearly income?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your household's total yearly income?	1.00	8.00	5.80	2.43	5.89	15

#	Field	Choice Count
1	<\$50,000	6.67% 1
2	\$50,000-\$75,000	6.67% 1
3	\$75,000-\$100,000	13.33% 2
4	\$100,000-\$125,000	6.67% 1
5	\$125,000-\$150,000	0.00% 0
6	\$150,00-\$200,000	13.33% 2
7	>\$200,000	13.33% 2
8	Prefer not to answer	40.00% 6

## Q19 - What is your political leaning?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your political leaning?	1.00	6.00	2.87	1.45	2.12	15

#	Field	Choice Count
1	Very Liberal	6.67% 1
2	Somewhat Liberal	53.33% 8
3	Independent/Neither Liberal nor Conservative	13.33% 2
4	Somewhat Conservative	13.33% 2
5	Very Conservative	0.00% 0
6	Prefer not to answer	13.33% 2

15

Showing rows 1 - 7 of 7

**End of Report**