Brief Report

Member Survey and Focus Groups

Reimagining Study Group
2/1/25

Reimagining Study Group

- Ad hoc committee of AAUW Long Beach Branch
- Charged with developing a set of recommendations for a future Branch program.
- Began in October 2024.
- Final report to be issued in March 2025.
- Membership:
  - Denise Montoya, Co-Chair
  - Erin Murphy, Co-Chair
  - Jane Hansen
  - Harriet McDonald
  - Leila Menzies
  - Judith Nast

  - In attendance when available
  - Tobi Balma
  - Amy La

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Survey

- 9 Questions
- Distributed to the Branch members via QR code, URL link and paper copy.
- Focused on members' priorities for future programming
  - Focus Area
  - Population Served
  - Program Structure
  - Program Frequency
  - Skills & Willingness to Help of Branch Membership
- Informed by Long Beach environmental scan and benchmarking of exemplary AAUW programs.

Survey Results: Rank topics from high to low priority

Career Development: learning about careers and supporting professional growth through mentorship or leadership programs.

Education and equity: addressing barriers to education, promoting access.

Topic	% ranking either Very High (1) or High (2) Priority
Career Development	72%
Education & Equity	66%
Financial Literacy	36%
Supporting Healthy Families	24%

Survey Results: Who Should Be Served?

Preference for serving high school girls and college women and also an emphasis on low-income and historically underserved communities.

Group	% ranking either Very High (1) or High (2) Priority
High School	54%
Girls from Title 1 Schools	44%
College Women	37%
Middle School Girls	29%
Early Career Women	27%
Mid-Career Women	5%
Elementary School Girls	5%

Survey Results: Modality for Delivery

Preference for a hybrid program that included face-to-face & online.

Modality	% Ranking Very High (1) Priority
Hybrid	81%
Face to Face	25%
Online	8%
Other	0%

Survey Results: Program Structure & Frequency

Small projects, twice a year

Program Structure	% Ranking Very High (1) Priority
Either one large or several small is fine	56%
Several small projects	34%
One large project	10%
Program Frequency	**% Ranking Very High (1) Priority**
Once a Semester/2 Times Per Year	61%
Annually	18%
Quarterly	15%
Other	6%

Survey Results: Respondents Skills, Knowledge & Willingness to Help

Skills & Knowledge	% of Responses (Raw Number)
Planning & Coordinating	70% (23)
Partner Communications	33% (11)
Financial & Budget	30% (10)
Marketing & Communications	30% (10)
Fundraising & Sponsor Relationships	12% (4)
Willingness to Help	**% of Responses (Raw Number)**
Yes	88%
No	12%

Focus Groups: 3 Sessions, 15 Participants Total

From your perspective, what makes a program/event memorable, meaningful and important?

Finding & Building Social Connections: Sharing experiences & challenges

Opportunities for Learning: Exploration, skill development, new knowledge

Developing a Goal: Achieving something important, impactful

Focus Group Results: What Programs or Areas of Focus Are a Priority?

- Career-Focused Education & Mentorship
  - Mentorship & career counseling
    - Between college & career
    - Between high school & college
    - Mid-career women in underserved communities who juggle careers, families

- Financial Literacy Education
  - Information to plan & achieve financial wellness

- Clearinghouse
  - Connecting people to services, e.g. mentor program to recruit & train non-AAUW people and connect with mentees

Focus Group Results: What Age Group Should Be a Priority?

- Ages 20-30 College to mid-career

- Emerging adulthood

  - Thoughts about AAUW increasing membership recruitment of program participants

- College and up, fewer rules than high school or middle school

- High School

- Middle School: developmentally able to make small decisions about their future, young enough to set on the right path

Focus Group Results: Delivery Modality & Frequency

Face-to-Face, Remote or Hybrid?

Preference for face-to-face meetings, but there was a recognition that an online component would make program participation available to a wider audience.

Annual, Quarterly, Twice a Year, Monthly?

Preference for twice a year/once a semester meetings. And, in the case of a mentor program, individual meetings could occur more frequently but large group events would be scheduled for every few months.

Thanks!

Questions or Comments?