

Northwest Florida Military Officers Association



2018 Membership Survey



Survey Methodology

Data Collection

- Announced at meetings
- Notice and link to survey emailed to members
- Link and announcement in the *Defender*
- Collected on electronic form (Google)
- Open from November 1 through December 15, 2018

Data Analysis (3 types based on question type)

- Multiple choice, single response: summary data
- Multiple choice grid (rate several options): weighted by response then summarized
- Open ended: all responses listed
- There were 44 total member responses

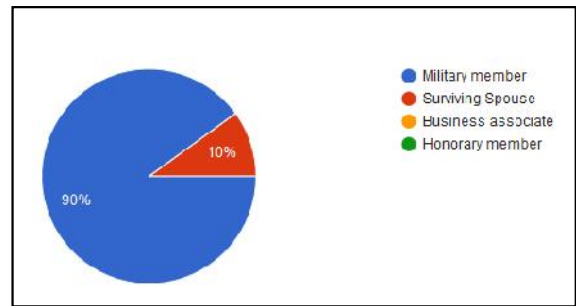
Distribution of Survey Results to Members

- Board discussed results at January 6th board meeting
- Presented at lunch meeting on February 7th
- Emailed members link to report on February 8th
- Linked on NWFMOA website on February 8th

SURVEY RESPONSE QUESTIONS

1 What is your membership category? (40 responses)

) Military member	36
) Surviving Spouse	4
) Business associate	0
) Honorary member	0

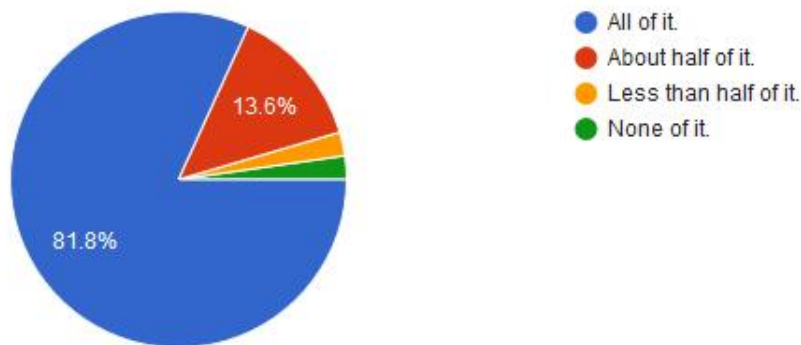


2. If you could change one thing about our chapter, what would it be? (28 responses)

-) More support for those affected by the Widow's tax!
-) Invite guest (member) articles in newsletter.
-) Can't say yet. New member.
-) nothing
-) Keep Scott as president
-) Make people WANT TO JOIN
-) Make cash flow positive
-) Location of meetings
-) More young but retired members.
-) Nothing
-) Open the food line at 11:30 like Rotary & Kiwanis
-) I travel out of town every week. Might be nice to have a weekend meeting every once in a while so some of us with time or travel constraints could attend.
-) Meeting dates and time.
-) Get involved more in the communities
-) Seek out and recruit more active duty officers as members. MOAA was once called The Retired Officers Association (TROA), then changed its name to reflect the intention of including more active duty officers, but in this chapter, this has not happened. Our chapter looks like the day room of a nursing home. If nothing changes, we will die out and the chapter will be gone.
-) none
-) Nothing.
-) Nothing. I am very happy with the local and national MOA.
-) BRING IN MEMBERS OF ALL 5 BRANCHES TO GIVE US A "STATE OF THE MILITARY" OVERVIEW. WHAT IS UP TO DATE AND WHAT NEEDS TO BE UPDATED.
-) Nothing, great local organization & good food!
-) Increase financial position of the organization.
-) I like it the way it is.
-) Don't rush to changes - already top notch
-) More membership participation in Chapter affairs
-) the meeting day
-) Start food at 11:30; Ceremony at noon; followed by speaker
-) Nothing
-) Get more active duty members

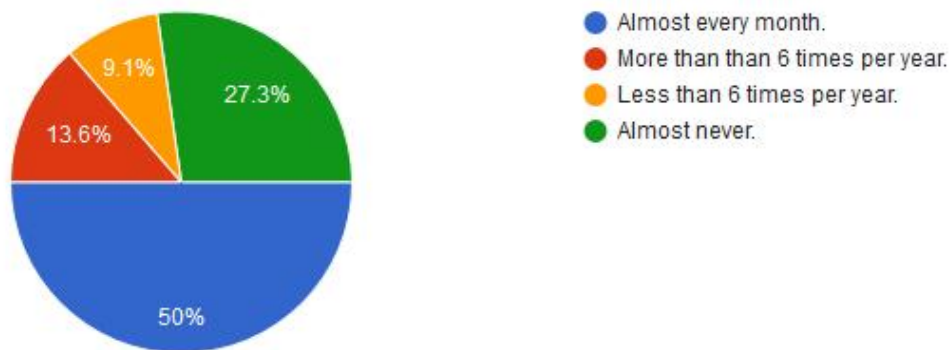
3. How much of the monthly newsletter, The Defender, do you read?

44 responses



4. How often do you attend monthly meetings?

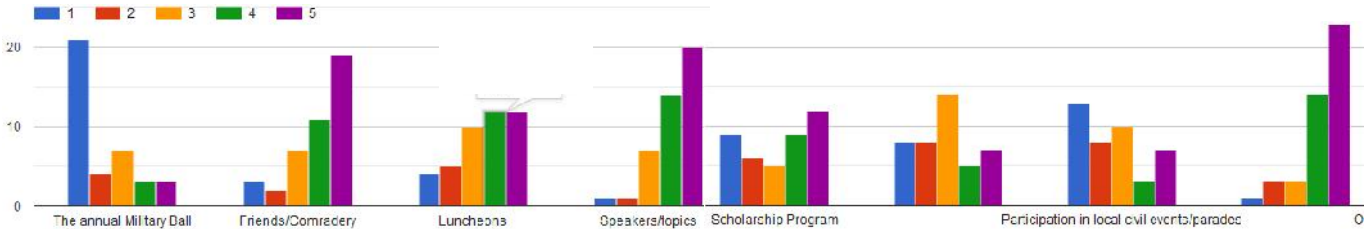
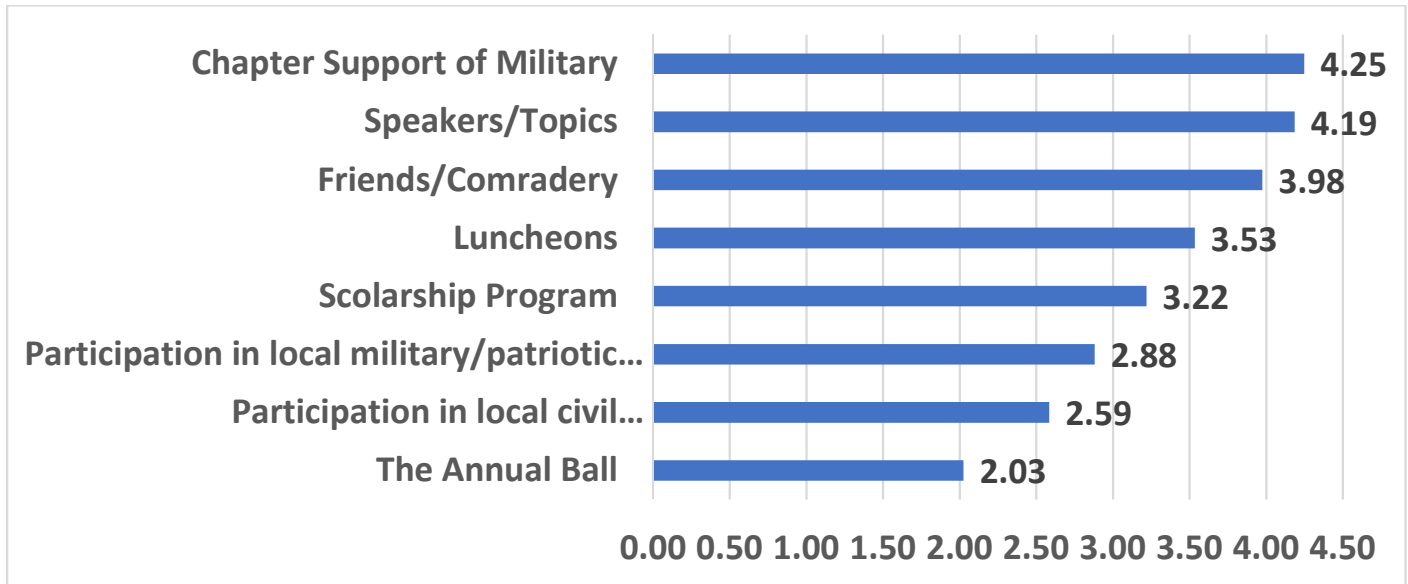
44 responses



5. What talents do you have that could improve our chapter? (18 responses)

-) ??
-) I know about community service and helping kids.
-) none
-) I LIKE THE ORGANIZATION BOTH LOCAL AND NATIONAL
-) none
-) Computer skills, motivation.
-) Have more activities
-) I have talents, such as writing, speaking, and organizing, but lack time, as I am already busy with work, and with volunteering with other organizations.
-) None
-) Positive attitude
-) IF YOU HAVE ANY NEED FOR MORSE CODE, I'M YOUR GUY !!
-) Not attending a meeting
-) None to speak of!
-) Many, what do you need?
-) none
-) n/a
-) None to offer at this time. Someday I will want to return to a leadership position.
-) Know a lot of people--potential speakers

6. What is the primary reason you're a member of the NWFMOA? (44 responses)



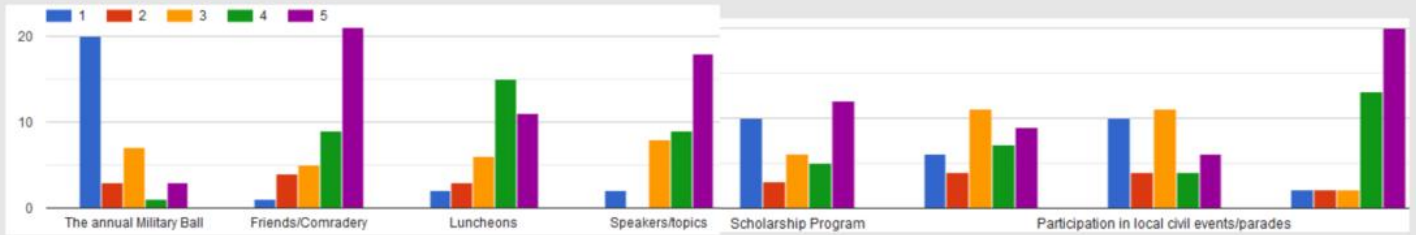
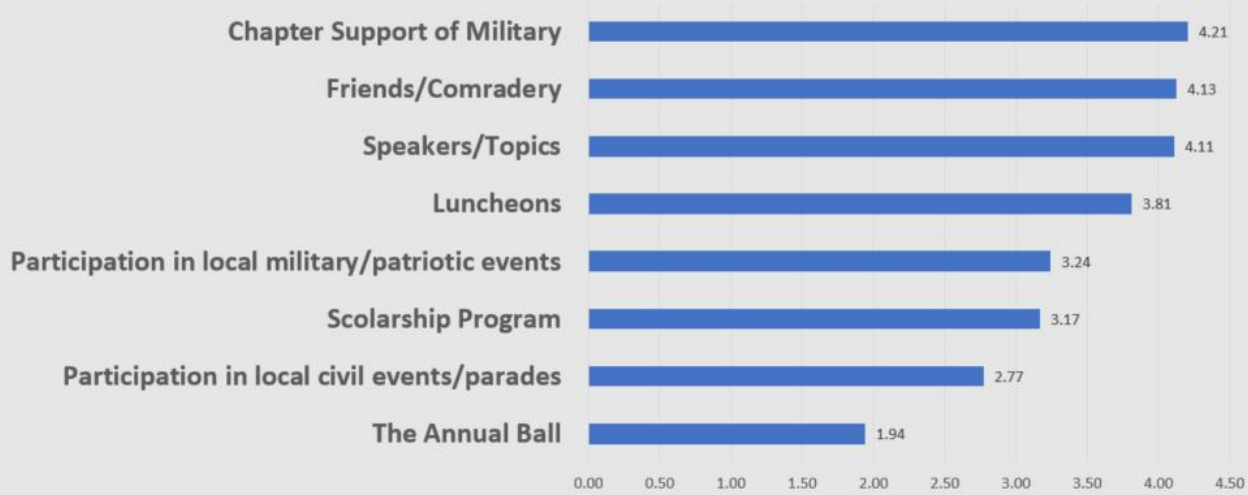
7. Please provide one sentence to the board about anything pertaining to the chapter.

(20 Responses)

-) What do you do at board meetings?
-) I haven't been to enough meetings/events to judge the effectiveness of organizations.
-) Keep up the good work.
-) Keep great speakers coming
-) Better programs
-) Operate within budget.
-) Overall a good group. Need new blood.
-) Can't meet chapter meeting times and dates. Have other commitments.
-) See above
-) I am completely satisfied
-) Our local chapter has a great president, large number of members, and wonderful comradery.
-) Find more Coast Guard People!
-) Great organization for 'brotherhood'!
-) Doing a great job.
-) Doing a fine job
-) Find the speakers to be informative and most of the time on relevant topics."
-) Your efforts are greatly appreciated -- dedicated troops
-) Start the food line at 11:30
-) Great job earning 5-star awards!
-) Need to actively adopt a purpose for chapter being here beyond monthly gatherings.

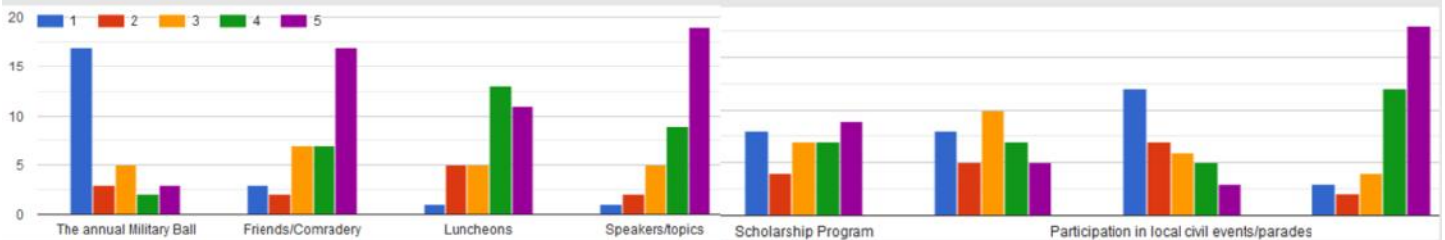
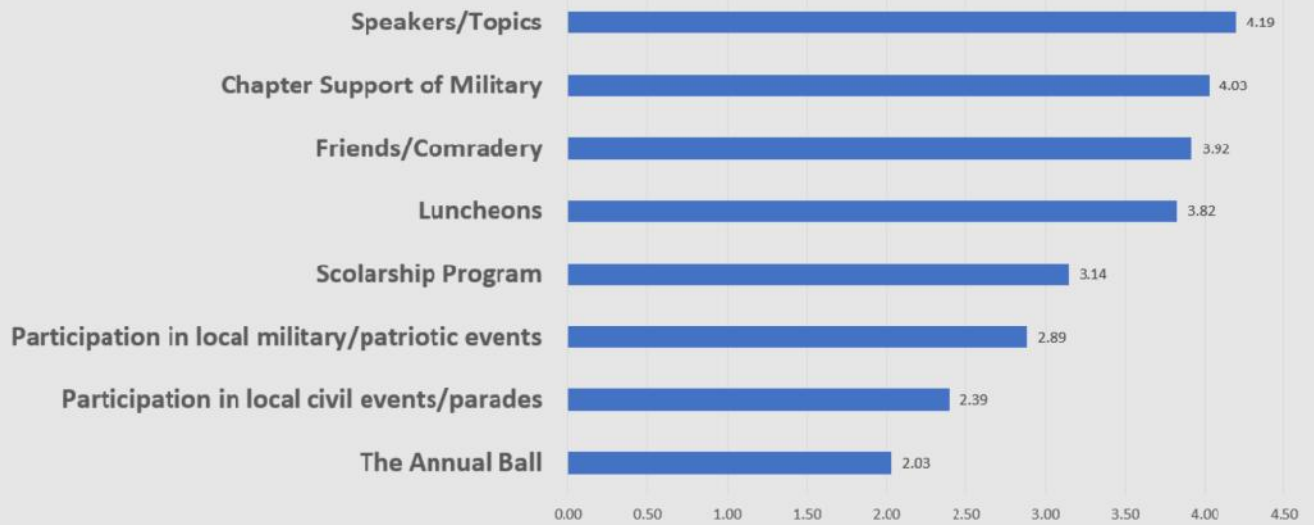
8. Why did you join the NWFMOA? (Rate each with 5 being the most important)

(40 Responses)

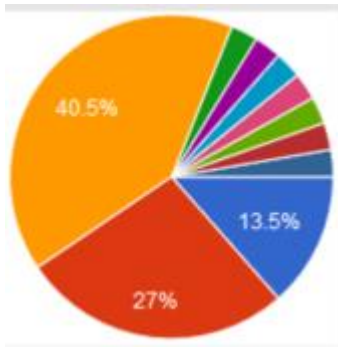


9. What encourages your ongoing participation? (Rate each with 5 being the most important)

(39 Responses)



10. How would you increase membership?



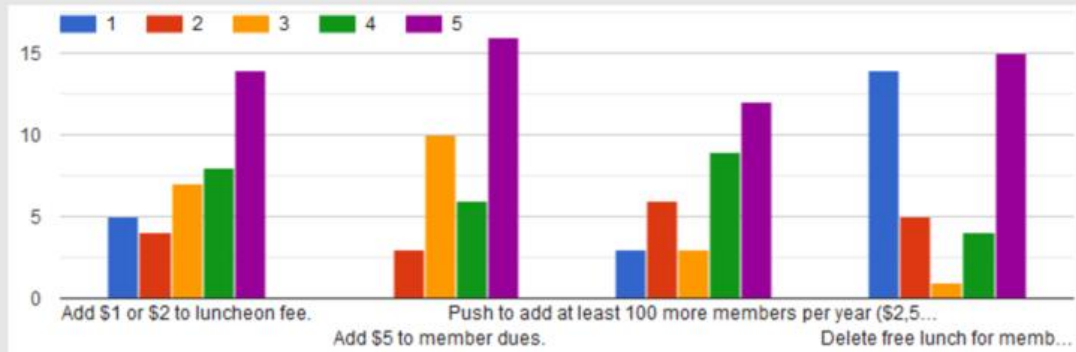
(37 Responses)

- Make it a top chapter priority in luncheons/newsletter/website...
- Make it a priority for each member t...
- Advertise in the Eglin/Hurlburt/7th...

- | | |
|---|-----------|
|) Advertise in the Eglin/Hurlburt/7th SFG newspapers. | 16 |
|) Make it a priority for each member to actively recruit a friend/acquaintance each year. | 10 |
|) Make it a top chapter priority in luncheons/newsletter/and website. | 5 |
|) Partner with other like organizations to recruit and make a bigger impact | 1 |
|) Push the idea that MOAA is an influential lobby that protects attempts by politicians to erode our earned benefits. | 1 |
|) Sell the product to the small military retired officer groups in the area. | 1 |
|) Advertise in outlets seen by active duty officers, including social media...and invite active duty officers to attend meetings. | 1 |
|) Send the Newsletter to ALL military establishments in the area. Eglin, Hurlburt, Camp Rudder, etc. | 1 |
|) In the past the chapter had special events in the evening, dinner, dancing, music. Do that again. | 1 |

11. Currently we have about a 1% negative cash flow. Income depends on member dues. We break even on luncheons. How would you improve finances?

(39 Responses)

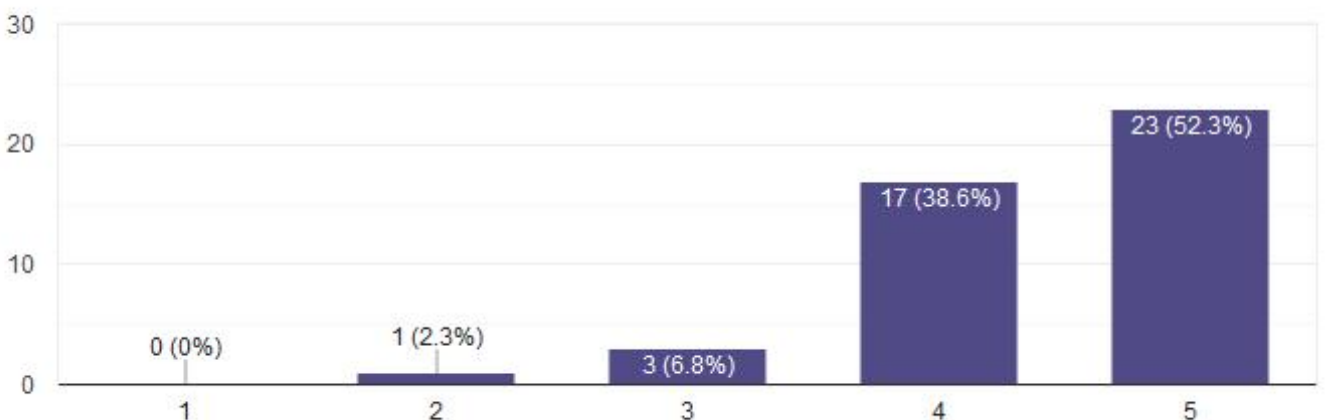


12. What do you think would be a better way to improve our finances other than those listed above? (15 Responses)

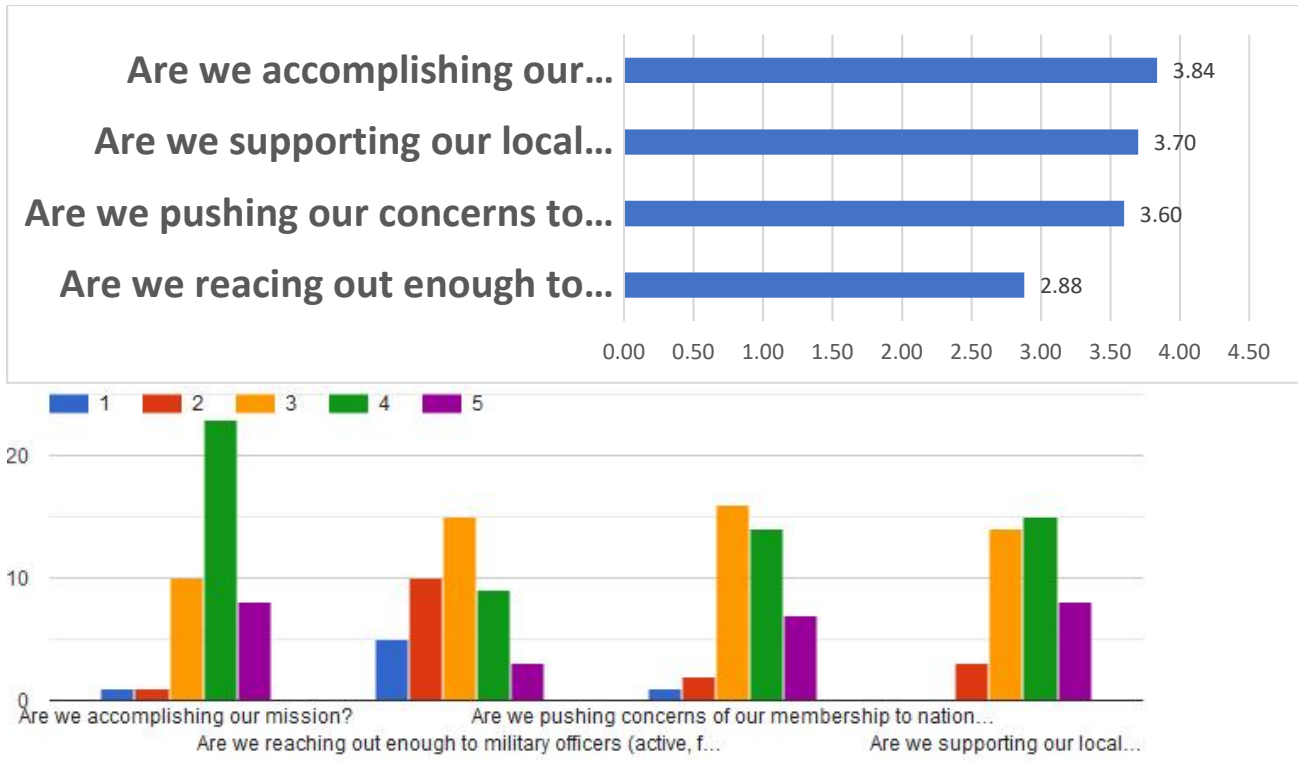
-) Have a large raffle once a year and have members sell the tix. Tix no more than \$1. Have 2-3 very large and valuable prizes like a \$Gift cards or loaded gift baskets...all donated so there is no overhead only for printing...maybe a cruise would be donated?
-) Have a fundraiser.
-) make sure we get the word out that we are negative cash flow and will not last
-) Eliminate activities which are not part of the chapter mission like civic parades
-) Don't know.
-) Have some Money taking.
-) See previous comments
-) More advertising
-) Not sure.
-) Take 10% of the raffle
-) Request plain donations at the luncheons
-) Not sure
-) Share half the 50/50 scholarship proceeds with general club coffers
-) We are a non-profit so we should not lose or profit in our budget. A huge expense is the mailing and production of the newsletter. If we want to continue with this quality newsletter then we might make it cheaper or just go electronic for those who do not want to pay extra for the newsletter.
-) Hard to say, don't know what we spend money on.

13. How important is MOAA support of military in your support of NWFMOA? (Rate with 5 being the most important)

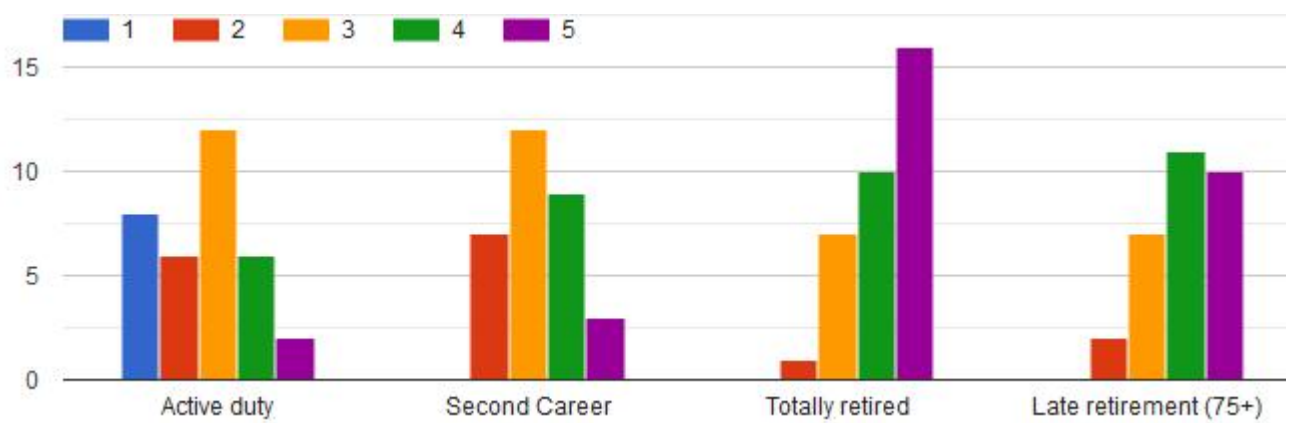
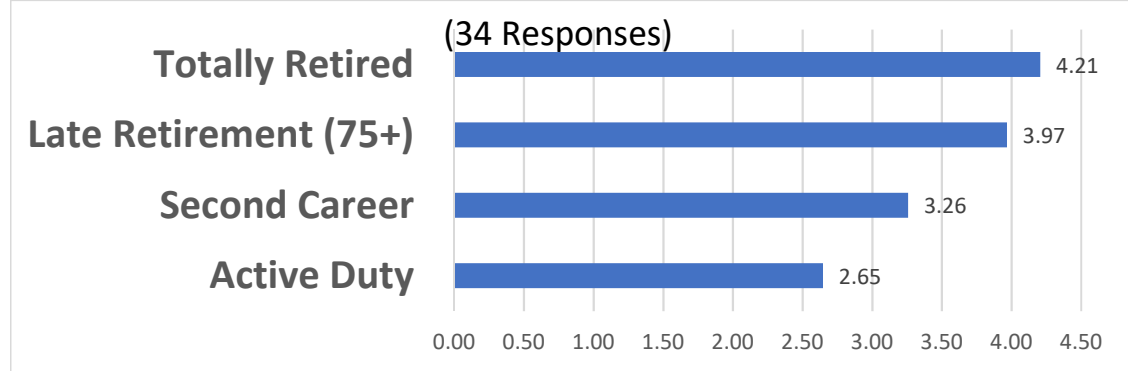
44 responses



14. How is NWFMOA doing? (1 to 5 with 1 – inadequately, 2 – marginally, 3 – okay, 4 – very well, 5 far better than I expected). (44 Responses)

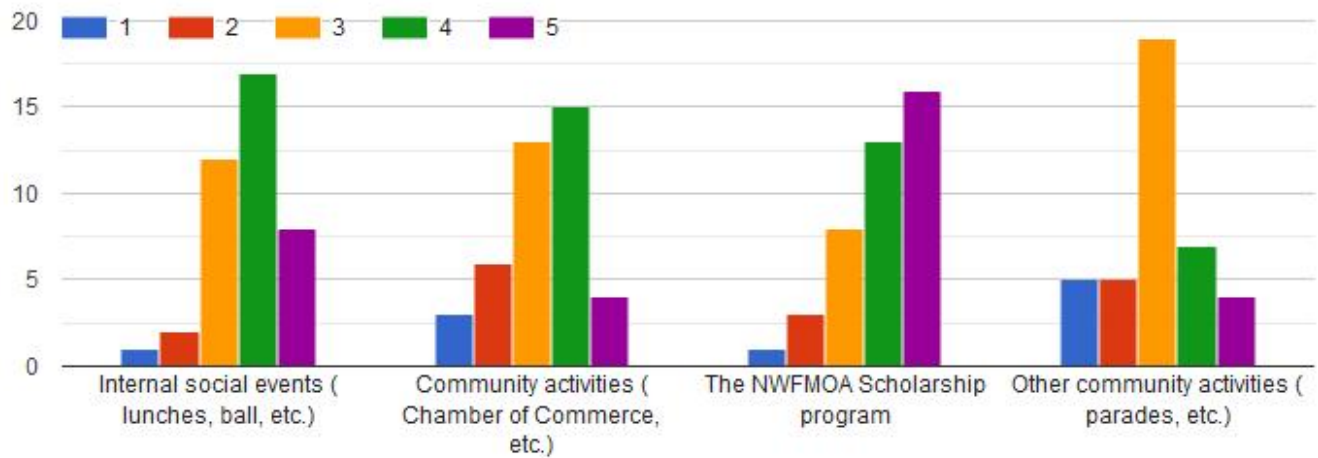
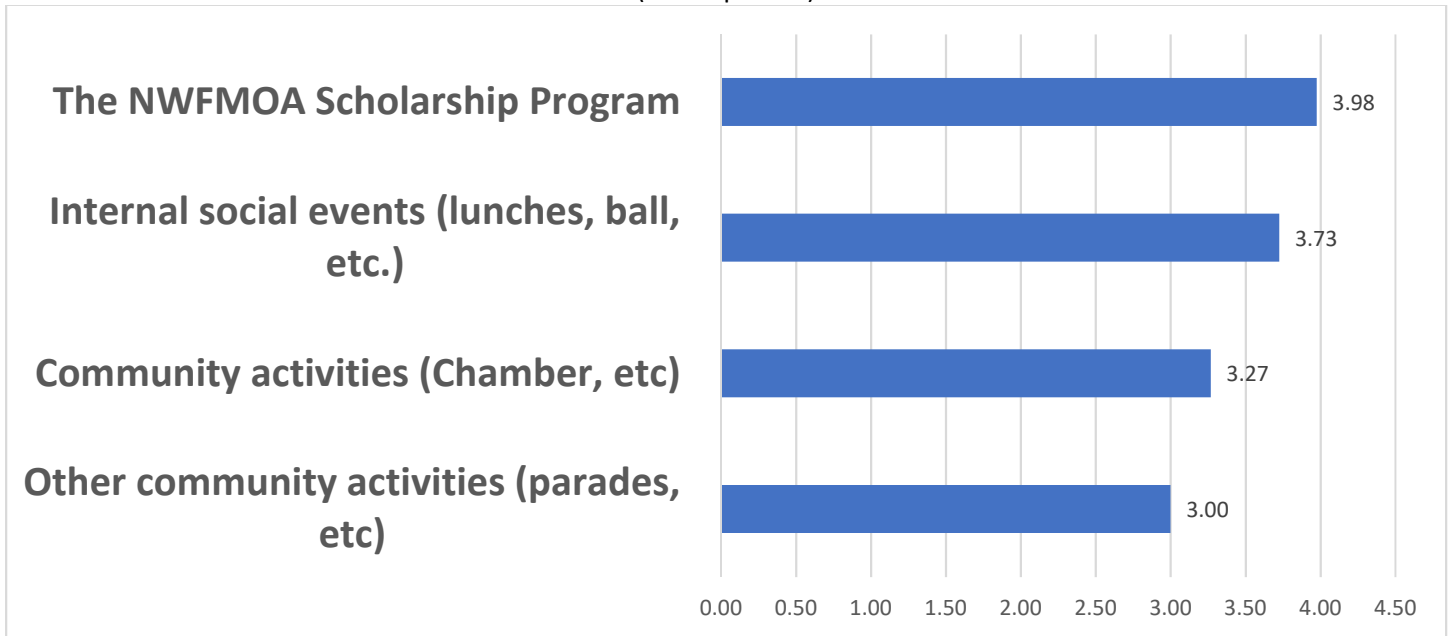


15. How are we doing in meeting our chapter segments? (34 Responses)



16. What should be our level of activity in the following?

(41 Responses)



17. What are we missing? Please add any comment that you believe would make the NWFMOA a better organization. (16 Responses)

-) Need to perhaps get newspaper coverage...like when we have a "known" or popular speaker.
 -) Don't know.
 -) Seeing military demonstrations make the active duty units know that we support them by our interest in their missions. Get involved and sponsor recognition of troops. Get educated on the missions of the local area units, etc.
 -) I still work part time and can't always get away for lunches. I had to attend many mess dress functions. I never liked them and have no interest in attending xmas ball or CC call. Sorry but I don't have any ideas for improvement. I think chapter will continue to struggle as the old guard dies off and not enough younger members to join.
 -) Perhaps inviting active duty members to be speakers concerning their job or mission activities.
 -) Periodically have breakfast/luncheon meetings at military organizations in our area.
 -) Get more involved
 -) See previous comments
 -) Increase membership
 -) Doing well.
 -) If a speaker has more to say and can stay allow the meeting to continue with those members that want to stay remain.
 -) Encourage more mingling at luncheons. More Q & A for speakers.
 -) No comment
 -) Get more younger retirees and/or active duty members
 -) Doing very well!
 -) We should print the mission statement on the front of the newsletter as a reminder to all why we are an organization
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What's Next?

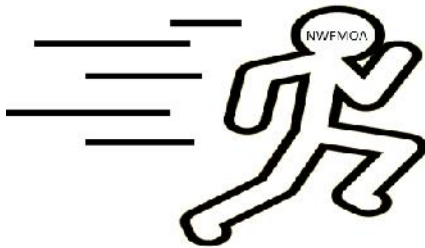
What do we do with this knowledge?

-) Thanks to all who participated in the membership survey.
-) Many responses were as expected, many new.
-) Some responses gave clear direction for needed change.
-) Your NWFMOA Board will discuss results and make recommendations and/or changes in 2019.

Northwest Florida Military Officers Association



QUESTIONS?



We've been running hard and now we

HAVE YOUR DIRECTION.

Thanks for participating in the survey.

