



# 2024 Membership Survey Results



# Survey Methodology

## Data Collection

- Announced at multiple meetings
- Notice and link to survey emailed to members
- Link and announcement in *Defender* (March and April)
- Collected on electronic form (Google)
- Open from April 8 to April 30, 2024

## 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 62 total responses in 2024 [27.4%] (44 responses in 2018 [7.2%])

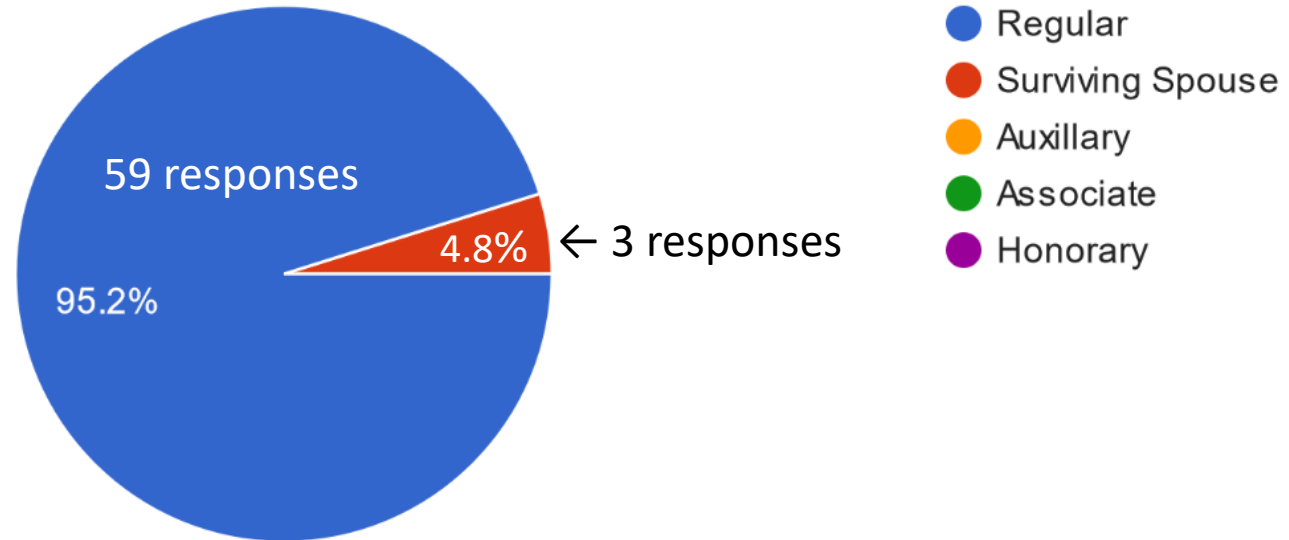
## Distribution of Survey Results to Members

- Board discussed results at June 5<sup>th</sup> board meeting
- Presented at lunch meeting on June 6<sup>th</sup>
- Emailed members link to report June 7<sup>th</sup>
- Linked on NWFMOA website on June 7<sup>th</sup>

# Who participated in the membership survey?

1. What is your membership category?

62 responses



## 2. If you could change one thing about our chapter, what would it be? 37 responses

- Get a new Secretary 👍
- More social events
- Do not change a thing.
- Move the meetings back on Eglin
- The Monthly Meeting Programs should be Military Commanders. The Xmas Carolers; installation of MOA officers; HS scholarship awards; & Okaloosa school programs should be separate programs.
- Change monthly meeting locations - having every meeting in Ft Walton limits attendance - should meet in Ft Walton Niceville Destin Crestview
- Nothing, everything works
- More members
- Nothing
- more social functions
- None
- Possibly a wider variety of food @ the meetings
- More members seeking opportunities to volunteer and lead.
- Let good speakers talk longer. Twenty minutes is not long enough for some speakers
- Spend less & advocate more.
- Nothing, not been able to participate yet as not fully retired and time constraints
- Move our monthly meeting to another venue!!
- can't think of a thing

## 2. If you could change one thing about our chapter, what would it be? 37 responses (CONTINUED)

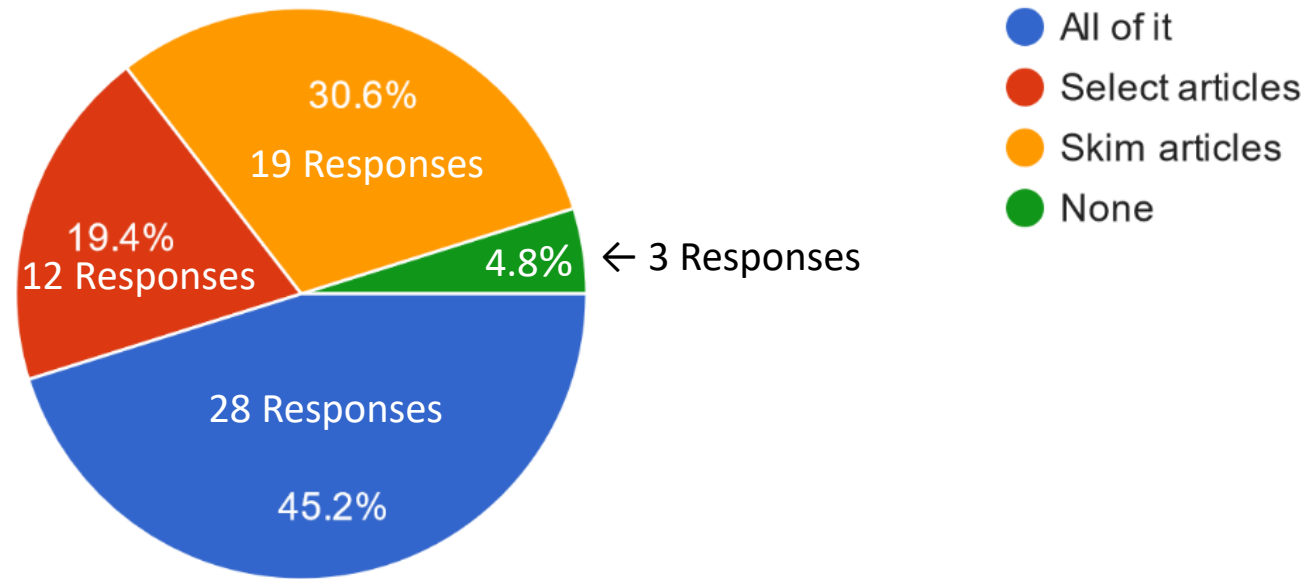
- The Chapter does a great job and I especially like the speakers.
- Offer the option to purchase a drink set-up vs a full meal during meetings.
- All is good
- less crowded venue.
- Create more enthusiasm.
- Keep speakers to 30 minutes
- Modernize payment methods that you accept. Nobody under 50 carries cash
- More active and younger members.
- No Change required
- Our Chapter, and Fran, are doing a great job.
- Shorter meetings
- Upgrade the food for lunch even if it cost more
- Maybe two or three times a year have breakout work/discussion groups to help provide direction/improvement for the chapter.
- I joined MOAA because it advocates for the military and retirees, solely.
- Better interaction with new members
- Look at more ways to include those not retired. For instance, the lunch is great but often conflicts with those who have to work during the week. Officer's calls are good, but maybe have some more in the FWB area as well. We need to aggressively recruit younger members or we simply will not survive long term as an organization.
- My attendance in last 2 years has been too inconsistent to have an opinion on one thing to change.
- Better Food
- Credit card payment

← Fixed, you now may pay dues or donate using a credit card.

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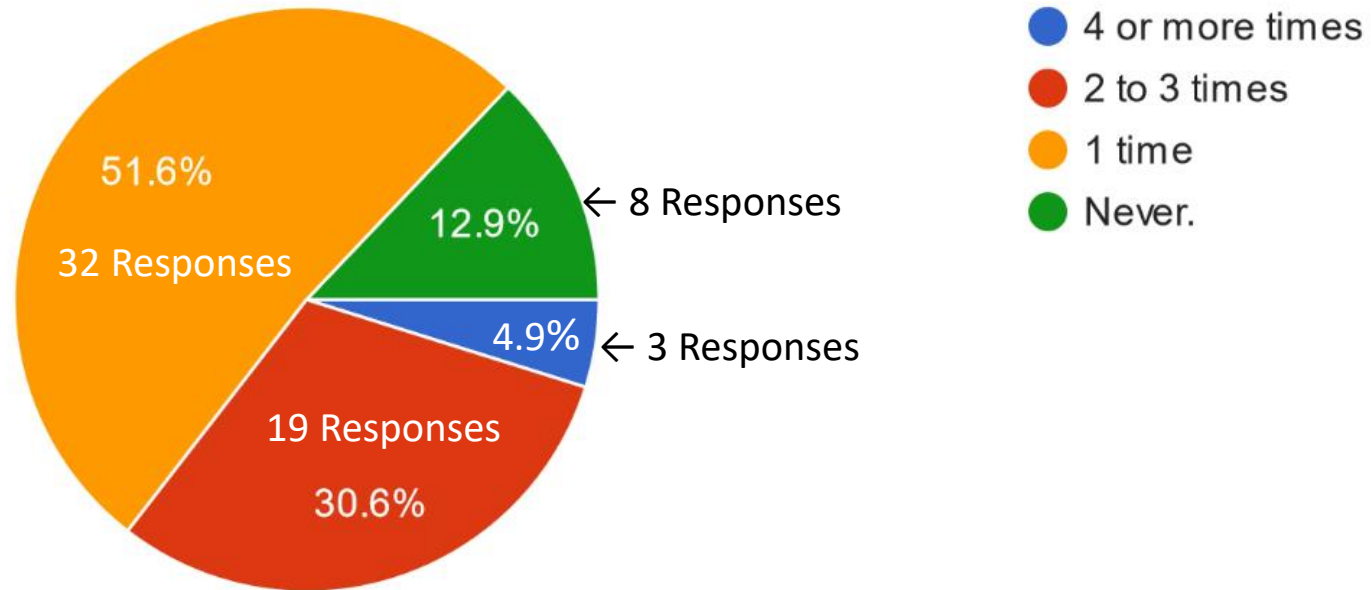
### 3. How much of the digital monthly newsletter, The Defender, do you read?

62 responses



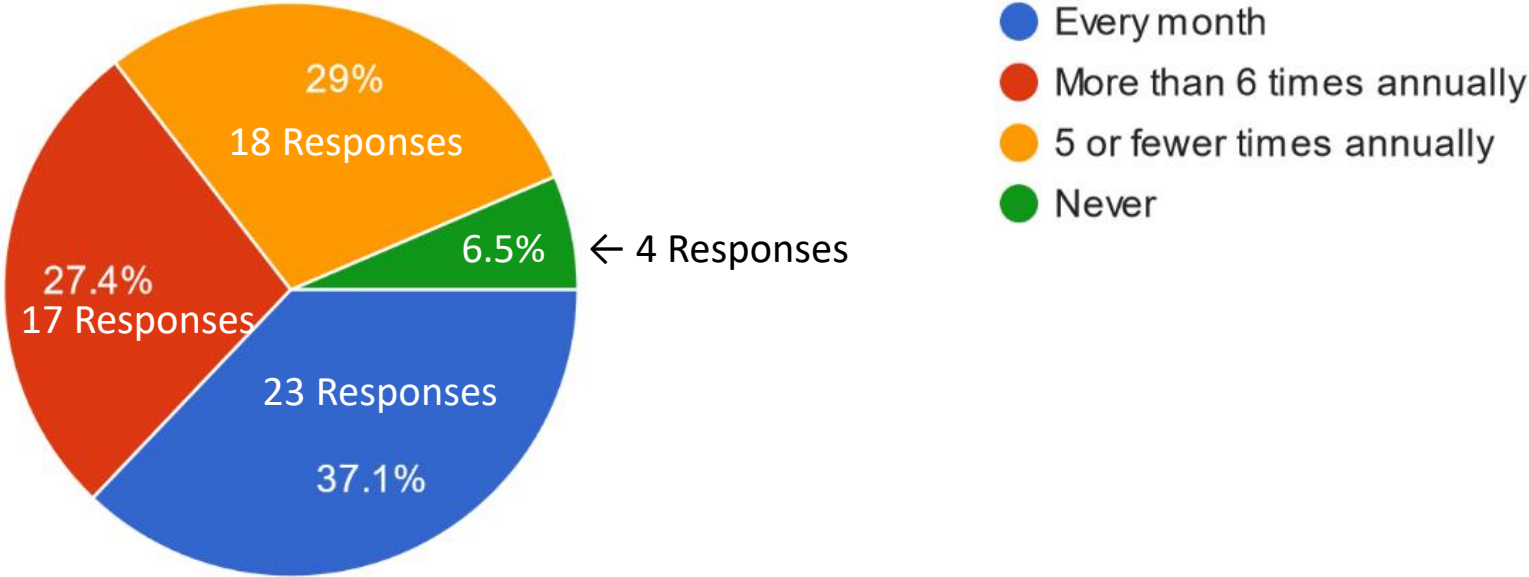
#### 4. How often do you visit the NWFMOA website per month?

62 responses



### 5. How often do you attend monthly meetings?

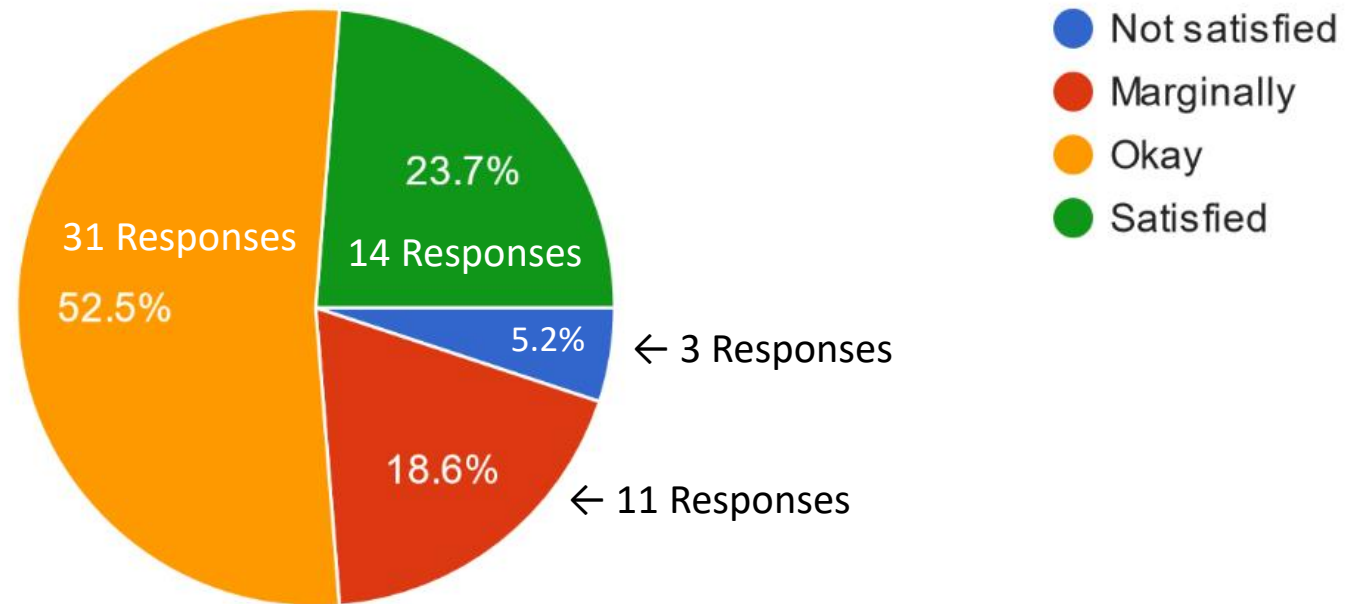
62 responses





## 6. How satisfied are you with the meals served at the luncheons?

59 responses



## 7. What talents do you have that could improve our chapter? (33 Responses)

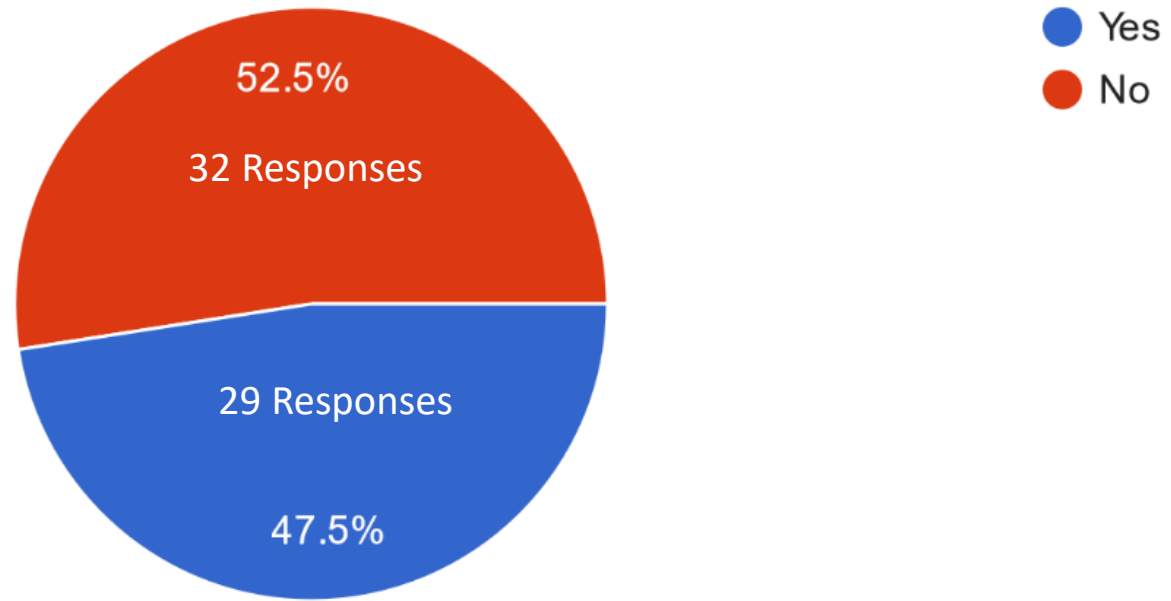
- Many
- Editing
- Was past Vice President for 3 years and President for 2 years.
- CPA; CFE; DR of accounting
- Health information
- I am low profile and older 😊
- Already given.
- Navy representation
- Board member. Do what I can
- None right now due to work and work travel
- um, um, um
- Unsure
- Praying deeper
- Invocations, singing the patriotic music
- Too old, too exhausted, too busy at home.
- None I'm aware of
- Already providing my talents as an Officer

## 7. What talents do you have that could improve our chapter? (CONTINUED)

- Planning, organizing, leading
- Still searching for a 32-hour day to fully participate in my many organizations.
- I have given a presentation of my life in Viet Nam war and high lights in the FBI
- Extensive background in teaching public speaking and was college debate/speech coach for 15 years. Meditation leader/teacher for past 7 years (4 years at NWFSC and 5 years at Niceville Senior Center). Was the Lindberg Army Aviation Association of America Chapter (St Louis area) Newsletter Editor for 2002-2004. Recreational Hovercraft enthusiast, including President of Hoverclub of America for nine years.
- Recruitment
- Writing & photography
- Not sure it applies, but I have 12 grandchildren from only two sons.
- Available Unusual Air Force career 30 years
- None (**repeated in 10 entries**)

## 7a. Are you willing to volunteer to help?

61 responses



## 8. Please provide one sentence to the Board about anything pertaining to the chapter, i.e., type speakers for the luncheons, social functions, Military Ball, etc.

### 40 responses

- Like the diversity of speakers.
- I would like to see speakers with and without a military or community connection, more social functions, more silent auction prizes for the Military Ball (not just golf).
- Great Military Ball in Christmas, consider a 2nd ball in the spring.
- Need more local business/government speakers
- ? #2 of this survey was cut off
- Almost too active.
- Keep up the great work Fran, et all!
- The guest speakers are generally very interesting.
- Reach out and promote actives to the greater FWB communities like Niceville, Crestview, Destin, etc.
- Speakers are key to attendance!
- You have had very interesting speakers, well worth listening too
- You have good support for surviving spouses!
- Looks like fun
- selection of speakers is good
- The food served at the Yacht Club is insulting and embarrassing (I even got food poisoning symptoms from one meal); more than one officer no longer comes to monthly meetings because of the unacceptable meals that are served. We deserve better.

**8. Please provide one sentence to the Board about anything pertaining to the chapter, i.e., type speakers for the luncheons, social functions, Military Ball, etc.**

**40 responses (CONTINUED)**

- Just wish we didn't have so many medical issues preventing our participation
- I like the speakers
- Like to hear from those who can keep use as current as possible. Middle East/Ukraine Updates-
- Offer the option to purchase a drink set-up vs a full meal during meetings.
- Keep variety flowing and offer more to local veterans
- none
- I'm concerned that we're aging out although some of the new members are reversing that.
- I would enjoy presentations dealing with military history
- Speakers addressing their combat, test, operational knowledge hold my attention the most.
- Thank You
- Very good speakers elected for the Luncheons
- I appreciate all the various programs and initiatives our chapter is involved with.
- Speakers from County, school district, vote process, etc
- Enjoy the luncheons and the opportunity to get together with our group.
- Usually good speakers
- I enjoy the speakers.
- Open to a variety of speakers and events.

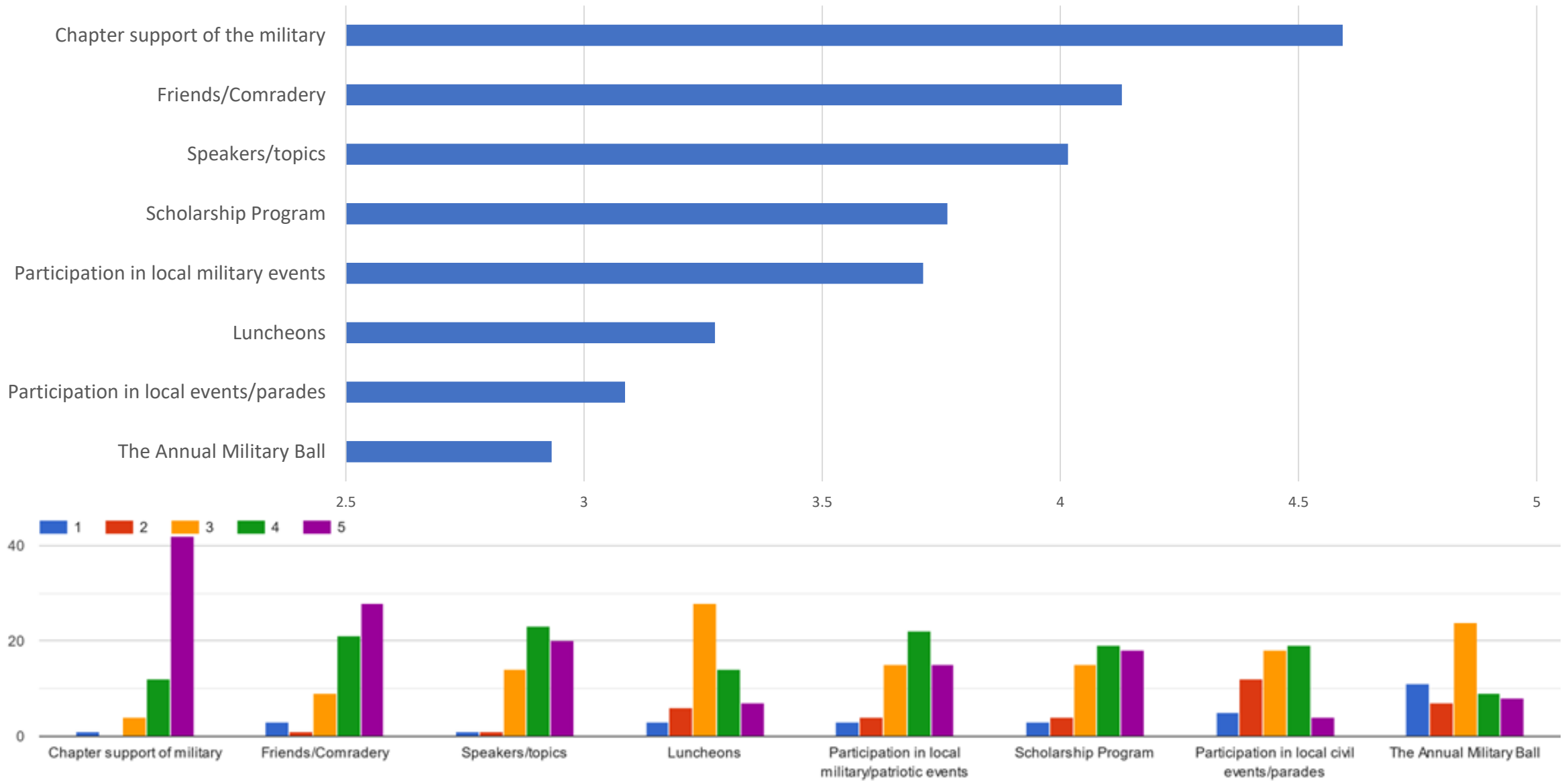
## 8. Please provide one sentence to the Board about anything pertaining to the chapter, i.e., type speakers for the luncheons, social functions, Military Ball, etc.

### 40 responses (CONTINUED)

- Speakers generally very good. Perhaps a few more younger peeps in the mix on current things going on relevant to us... maybe some more Jr. grade officer speakers on occasion. I know everyone wants to hear war stories as I do as well, but I've seen only a few touching on Afghanistan and/or Iraq which would be more relevant for a younger member.
- Great support to students
- I favor speakers who are warriors either in uniform or in our community.
- I would like speakers to inform us about interesting topics that affect veterans and active duty personnel and their families.
- I think that this last year all activities have been excellent
- Incorporate an annual family picnic on yacht club grounds?
- Good speakers of interest are key. Most members had interesting careers and would be good speakers.
- Please accept credit cards; you are self limiting income generation.

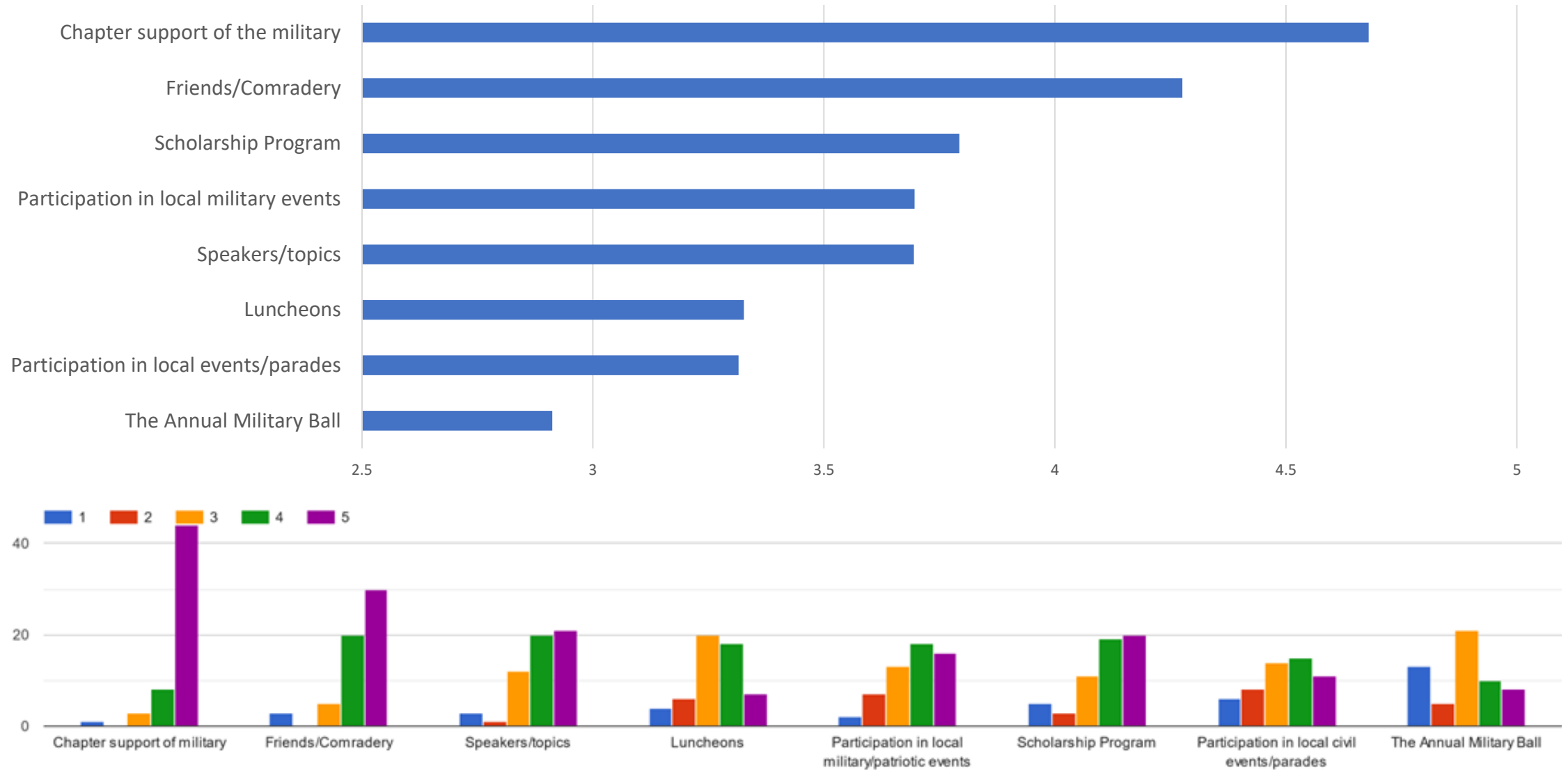
← Fixed, you now may pay dues or donate using a credit card.

### 9. What is the primary reason that you joined the NWFMOA?





## 10. What encourages your ongoing participation?



## 11. How would you increase membership? (43 Responses)

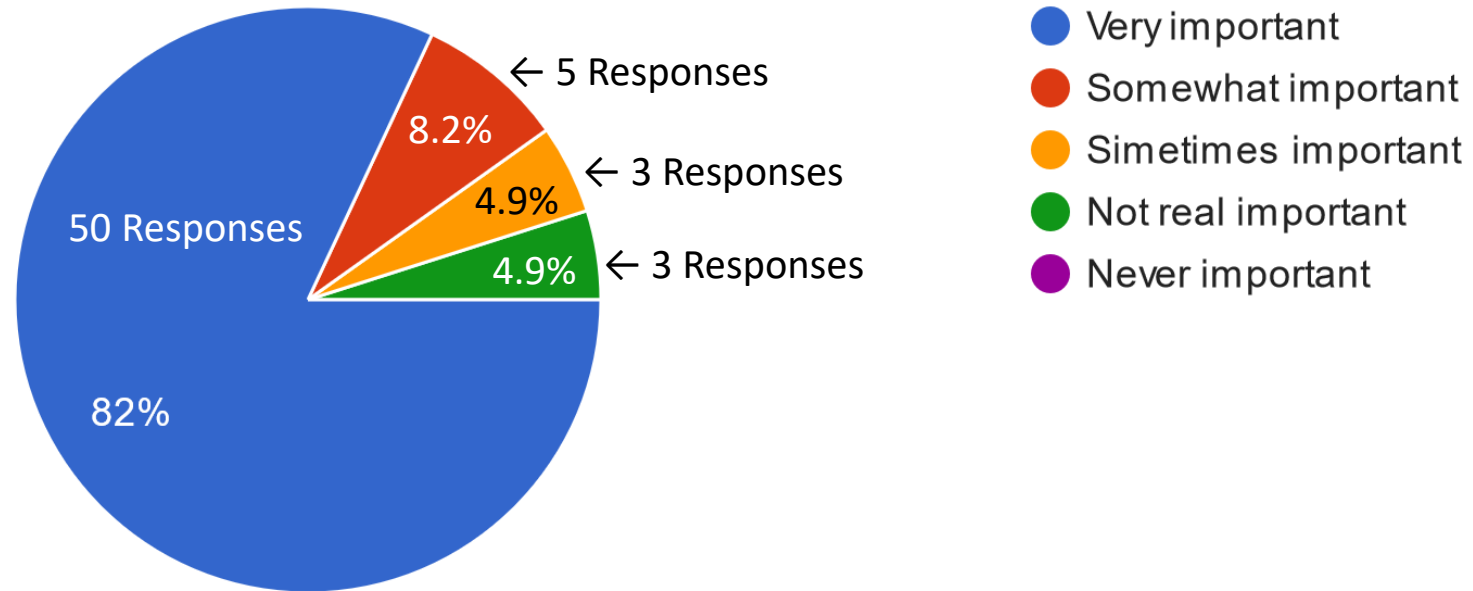
- Appeal to younger members.
- Use a sponsorship table at local events to advertise us
- Approach and invite more Active-Duty participation.
- Encourage active-duty participants with local military commands.
- Work with Eglin & Hurlburt commanders to recruit
- Open to active-duty military members
- Encouraging younger active-duty members to participate
- go after active duty
- End meetings on time.
- Be able to attend/speak at TAPS classes for officers at our local bases.
- Not sure as I believe the younger members of the military today are not oriented to join. Unfortunately
- Every Member invite a prospective new member to a lunch.
- Invite military neighbors
- Direct connection with MOAA members in the greater area.
- Presidents contact with every retired officer in the area.
- Ensure you catch people at transition and retirement ceremonies as well as training courses for young officers / NCOs
- allow first year dues to be five dollars    advertise in some papers invite news to meetings
- Change monthly meeting venue to improve meal quality. Several options are available (I have done some research).
- word of mouth, each member invite someone eligible each month

## 11. How would you increase membership? (43 Responses) (CONTINUED)

- I do not have an answer
- Through current members, increased community awareness and publicity
- Offer a TBD number of paid, 1-yr memberships for promising active-duty candidates.
- Mail out physical letters
- Canvas local upcoming retiring officers. Flyers in Personnel office.
- Follow the well published suggestions from the Council.
- Presentation at officer's calls, if they still have them
- Modernize the website, saturate market with QR coded flyers, social media social media social media
- Personal contact in neighborhood, social/church events, Defender recognition for successful recruiters.
- Advertise
- Invite as many non-members as possible to our events
- Mail invitations to retired officers to join or attend a meeting. Maybe have a special invite to an orientation meeting or luncheon.
- Keep doing what you're doing!
- Difficult to answer as all organizations are experiencing a decrease in membership.
- Allow membership of all ranks if war vets
- Encourage subgroup types of participation and discussions.
- Give everyone a "number" target to bring as guests. Everyone is in sales, sales is recruitment. For instance, every member should have a goal to have at least one guest a year minimum that is qualified to join our org.
- Meet active-duty folks face to face. Seek veterans who don't know about us.
- Advance publicity for interesting speakers and events, vi press releases, announcements to other local organizations, advertising, and personal contacts.
- No comment
- Members invite non-members, as Larry Bush invited me.
- Invite friends and neighbors

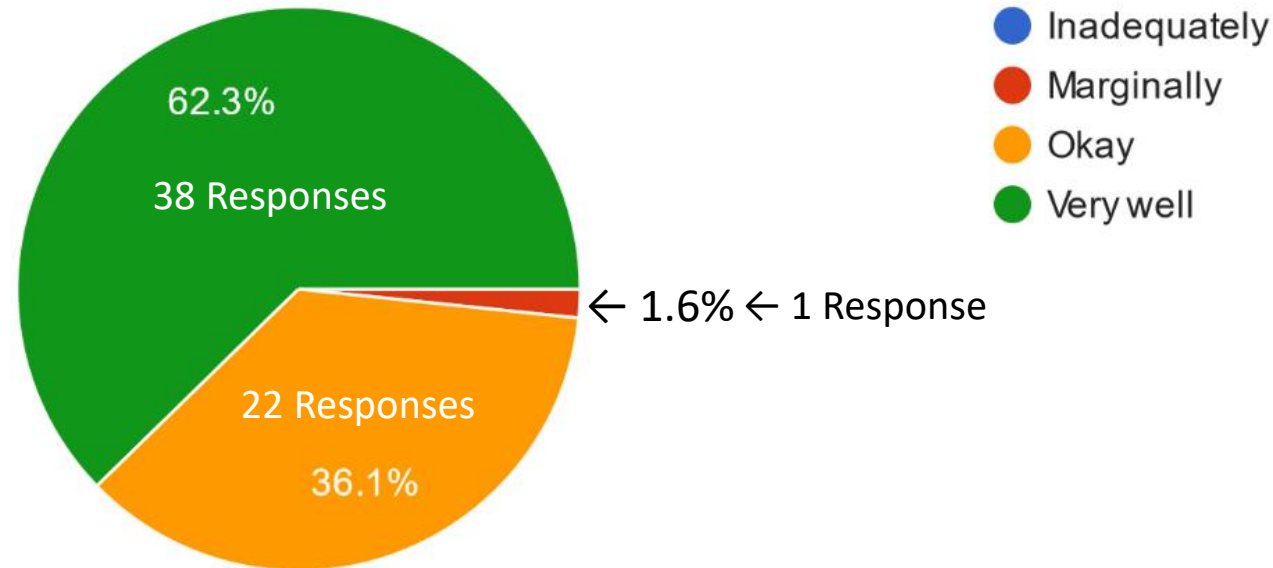
## 12. How important is MOAA support of military in your support of NWFMOA?

61 responses



### 13. How is NWFMOA doing as a chapter for its members?

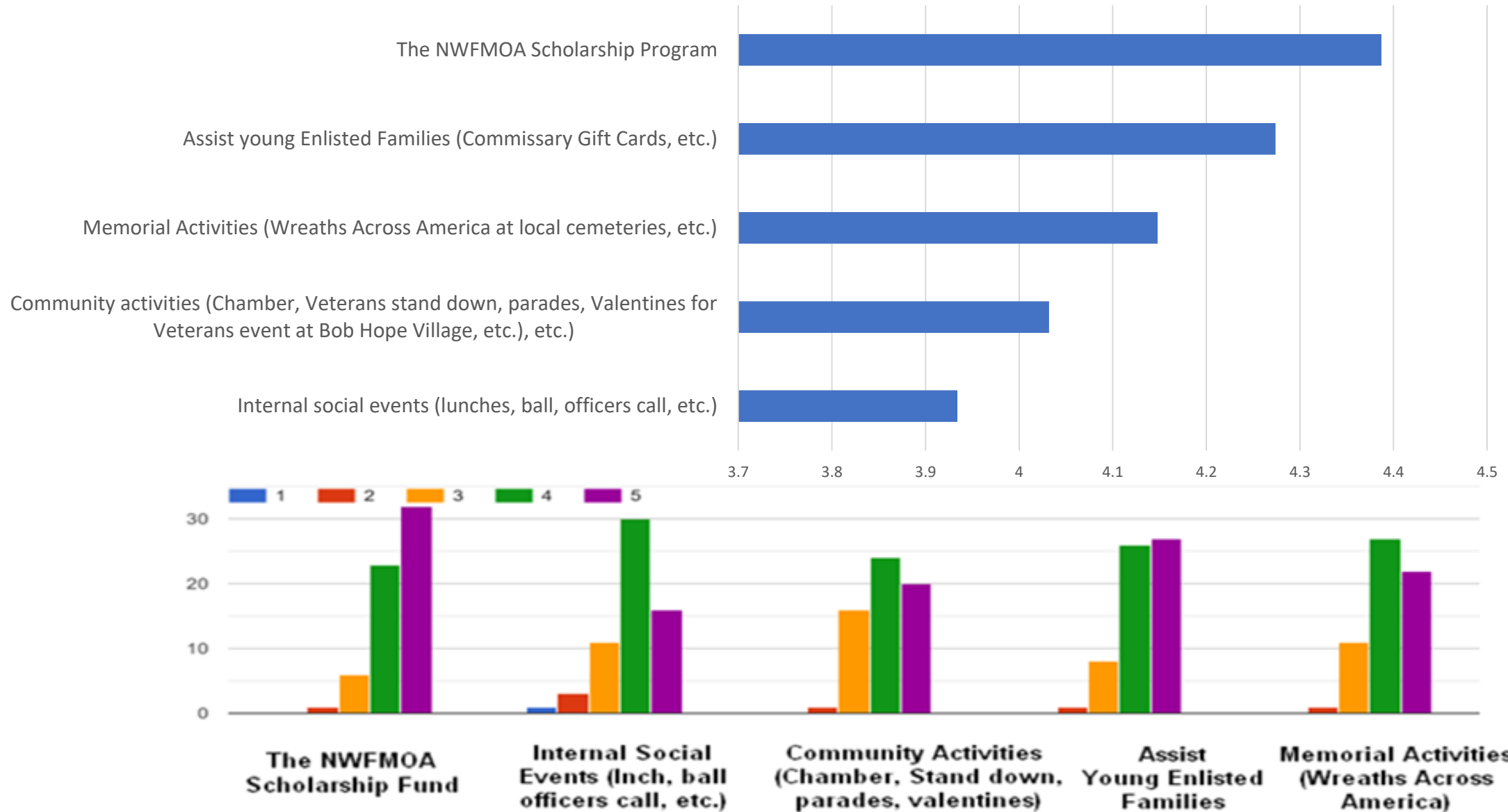
61 responses



**13a. If your answer is "Inadequately" or "Marginally" to the above question, then please comment below as to how we can improve. 4 responses**

- N/A
- Water seeks its own level. Those who like the programs attend; those who don't - don't.
- Implement a system of follow-up for those sick or have died. Same for those dropping off of the rolls.
- N/A - Our chapter is doing very well.

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



# 15. How often do you participate in MOAA's "Advocacy in Action" program by sending letters/messages to Congress via the MOAA website?

60 responses



## 16. What are we missing? Please add any comment that you believe would make the NWFMOA a better organization. (26 Responses)

- Nothing
- Recruiting active duty to attend and or participate.
- More active-duty participation.
- I joined as a life member to hear about current military activity. Navarre Chamber of Commerce Mil Affairs Committee has more military commander presentations than MOA
- N/A
- End meetings on time.
- Possibly getting recently retired military officers into our organization
- More publicity & emphasis on Officers Call.
- Stay proactive!
- publish stories in newspapers
- Find a better venue to have our monthly meetings. It appears that the Yacht club does not respect or appreciate our business based on the quality of service they provide.
- can't think of a thing
- Continue the membership "Spotlight". There is a lot of history and experience here. It would be great to match up a ROTC student with a member for a lunch or meeting to share their story.

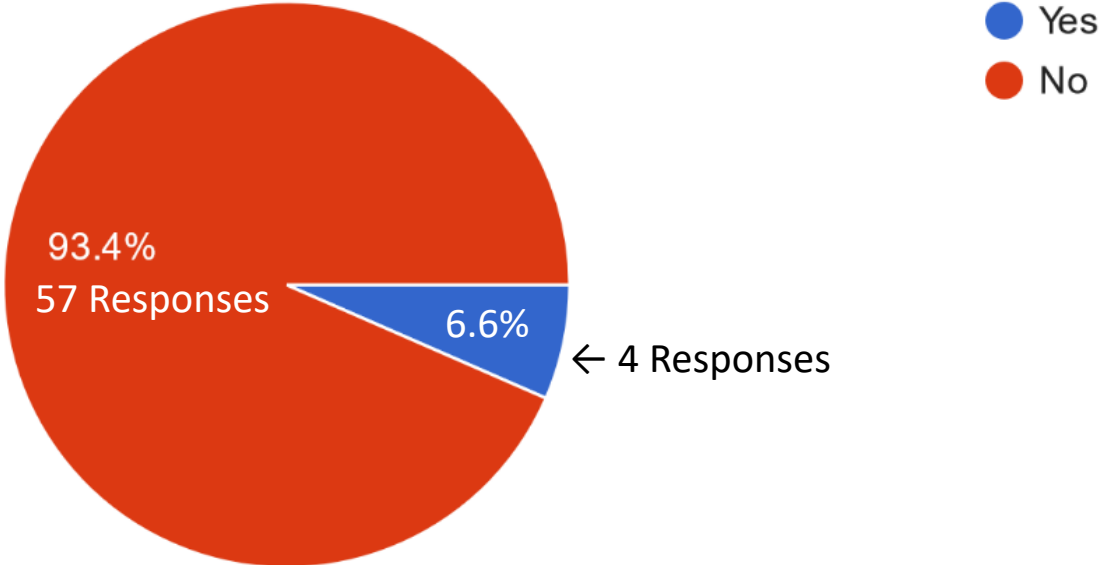


## 16. What are we missing? Please add any comment that you believe would make the NWFMOA a better organization. (26 Responses) (CONTINUED)

- This is a tough question to answer. Personally, I am no longer motivated to support all things military because of senior leadership and military policies at the national level.
- Break up cliques n put board members at different tables to listen and share
- It's good now.
- Thanks for trying to improving the Chapter
- NA
- I feel disconnected from today's active-duty officer corp. Maybe there is a way to connect retirees with active-duty counterparts?
- Doing well
- Thanks for asking... you (we) are doing just fine.
- I guess that we keep trying to find ways for individual and small group involvement in the chapter.
- We should help publicize the contributions of veterans and active-duty military members to the civilian community. Veterans are too often portrayed as poor wretches with crippling injuries and PTSD rather than as business and civic leaders.
- An open mike at monthly meetings for 10 minutes for members to speak on any military event/story of their choosing. Limit each speaker to 2 minutes.
- More socializing Officer Calls

# Would you like someone from the NWFMOA contact you?

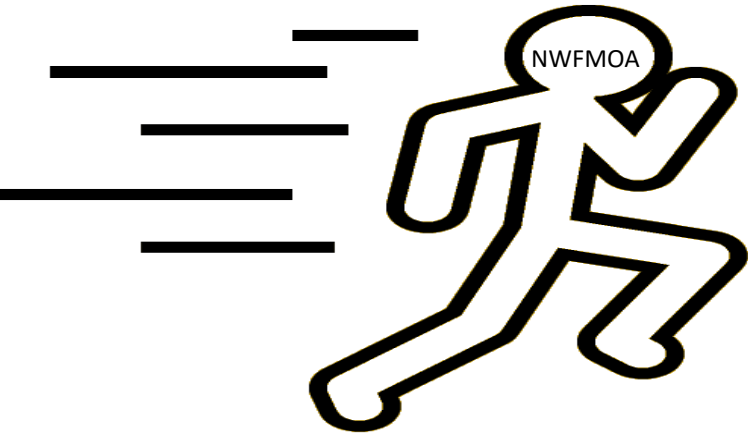
61 responses



# 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 are new.
- Some responses gave clear direction for needed change.
- Your NWFMOA Board will discuss results and make recommendations and/or changes prior to or in 2025.



# QUESTIONS?

We've been running hard and now we

**HAVE YOUR DIRECTION.**

Thanks for participating in the survey.

