

Membership Survey Results

n=107

Partnership Demographics

Survey open 7/2019 – 10/2019

| | |
|--------------------|---|
| Age | most age 25-44 years; 7% are 65+; 7% are under 25 |
| Race | 61% White; 35% Black; 9% Latino/a/x; 3% Native American; 2% API |
| Gender | 85% women; 15% men |
| Sexual Orientation | 15% identify as LGBQ (no T); 85% h |
| Disability | 6% people with disabilities |
| Education | 70% have a graduate degree; 18% have a bachelor's degree |
| Residence | 75% live in Durham |
| Income | 12% report House Hold income under \$40k, 31% \$40-65k, and 40% \$85k or more |
| Engagement | 82% attend meetings representing an organization (and about half of these are also community members) |

Highly Active & Occasionally Active Members

The typical **“highly active” (HA)** member is a White woman, aged 25-44, has a graduate degree and has been involved with the Partnership for two years or more. Nine out of ten of HA members represent an organization.

The typical **“occasionally active” (OA)** member is equally likely to be Black as White (44% each), and is a woman aged 35-54 with less than a graduate degree. She is newer to the Partnership than “highly active” members. Eight out of ten OA members represent an organization.

Suggested Ways to Engage Partnership for Healthy Durham (PHD) Members:

| | All | “Highly Active” | “Occasionally Active” |
|--|---------|-----------------|-----------------------|
| Alternative meeting times | 1 | 1 (tie) | 1 (tie) |
| No change | 2 | | 4 |
| Improved communication | 3 (tie) | | 1 (tie) |
| Don't know | 3 (tie) | 1 (tie) | |
| Improved interpersonal communication during meetings | 5 | | |
| More applied/practical health and community engagement | | | 1 (tie) |
| More diverse topics (eg LGBTQ+) | | | 5 |

Suggested ways to improve PHD Impact (ranked)

| | All | “Highly Active” | “Occasionally Active” |
|--|-----|-----------------|-----------------------|
| Increased applied and practical community engagement | 1 | 2 | 1 |
| Collaboration with other organizations | 2 | 1 | |
| Increased funding for the Partnership | 3 | 3 | |
| Improve communications (external and internal) | 4 | 5 | 2 (tie) |
| Increase/cultivate non-professional community representation, including among young people | 5 | 4 | 2 (tie) |
| Don't know | | | 2 (tie) |

Recommendations for Increased Participation

- Determine whether or not community member input and participation is central to the Partnership's mission, or if organizational representation is sufficient. Then, consider:
- Develop an action plan to increase non-professional, community representation at Partnership meetings and events, and actively identify what supports/changes are needed to make participation feasible, such as
 - Childcare, at least sometimes*
 - Transportation support, including para-transit

Improve logistics:

- Set dates for the year in advance
- Meet in community when possible to improve visibility
- Offer remote participation in addition to in person meetings
- Offer different meeting times, days
- Clearly define and publicize mission, goals, values, and activities.

Recommendations for Improved Engagement

- Provide members and potential members with opportunities to participate with greater flexibility, for example, by:
 - Providing alternative meeting times
 - This recommendation came out as a top priority to both increase engagement and to improve the Partnership.
 - Suggested next steps: develop a targeted survey with viable meeting times, turn around survey results quickly and act upon the results to maximize participation.
- Create pathways for new or occasional members to get involved based on their interests
 - Carve out volunteer opportunities or a volunteer "menu" (either ad hoc or ongoing) that cater to people who can only participate on evenings and weekends.
 - Develop new member onboarding materials that outline what PHD is, its mission, accomplishments, and opportunities to get involved.
- Send calendar invites for meetings, not just announcements.
- Offer new member onboarding at regular intervals that go beyond a single orientation session.
- Build time into meeting agendas for members to understand how each of us is showing up to the Partnership to respond to the need for relationship-building. Frame the time constructively.
- Develop structures for improved communication and coordination between committees

Recommendations for Improved Impact

- Increase opportunities to put the Partnership values into action in the community. For example:
 - Craft advocacy statements that other organizations can tailor/amplify
- Expand communications and outreach:
 - Develop a communications plan to increase and improve external and internal communications.
 - Develop pathways to increase collaboration with other organizations.