

Results of the 2015 WSSAF Membership Survey

During March 2015, the Washington State Society of American Foresters (WSSAF) conducted a survey of its membership. This was the second WSSAF membership survey but the first since 2010. The on-line Survey Monkey survey was intended to gain insights from WSSAF members on the values of current SAF/WSSAF products and services, membership needs and ideas for the future. A total of 173 out of 552 members completed the survey (31.3% response rate).

What did we learn?

- Over 57% of WSSAF members have been SAF members for 20+ years;
- WSSAF members are Very Satisfied with the SAF Forestry Source and E-Newsletter – but over 40% have never attended a SAF National Convention or have no interest in becoming a SAF Certified Forester;
- WSSAF members are Very Satisfied with the Western Forester publication, but over 40% have never participated in Leadership conferences or Legislative receptions;
- The best ways to communicate with WSSAF members is through the Western Forester, Emails, Chapters meeting and the WSSAF website;
- The majority of WSSAF members want us to offer more products and services ranging from enhanced websites to mentoring to on-line learning;
- Yet, the majority of WSSAF members visit the WSSAF website less than 2 times/year;
- Forest Policy at the National, State and Local levels is Very Important to WSSAF members; and
- Less than 1/3 of WSSAF members have any interest in serving as a WSSAF or Chapter officer, but the majority of our members want to help identify and encourage new members and mentor students.

The survey offers great information on WSSAF membership needs and views. Over the next few months WSSAF leadership will analyze results and share additional information.

To view more of the WSSAF membership survey details visit www.forestry.org/washington