

2015 WASHINGTON STATE SOCIETY OF AMERICAN FORESTERS MEMBERSHIP SURVEY RESULTS

Presented at the
Washington State SAF
Business Meeting
April 17, 2015

2015 WSSAF Member Survey Methods/Costs

- With the assistance of the SAFNWO designed a 13-question Survey Monkey Survey for WSSAF members
- Three e-mail requests to known WSSAF members with Survey Monkey Survey link
- Sent reminder post card with Survey Monkey Survey link to 552 known WSSAF members.
- 173 WSSAF members responded (31.3% response rate)
- Total Costs = \$324.52
 - Survey Monkey Survey service – 1 month =\$26.00
 - Printing and postage for the postcards = \$298.52

How do 2015 WSSAF Members rate their level of satisfaction with SAF Membership products and services?

	Highly satisfied	Very satisfied	Satisfied	Somewhat Satisfied	Dissatisfied	N/A
Journal of Forestry	8%	29%	39%	13%	4%	7%
The Forestry Source	20%	43%	27%	5%	1%	4%
Weekly E-Forester	13%	41%	29%	7%	2%	8%
SAF Website	5%	21%	46%	8%	4%	16%
SAF National Convention	4%	19%	22%	9%	3%	43%
SAF Certified Forester Program	5%	16%	22%	7%	9%	41%
Forestry School Accreditation	6%	24%	34%	11%	5%	20%
SAF Forest Policy and Position Statements	6%	24%	41%	14%	3%	12%
SAF Awards	6%	29%	34%	9%	3%	19%
SAF Store	2%	9%	30%	10%	3%	46%

How can WSSAF Members encourage Natural Resource Professionals to join SAF?

- Personal Invitations to join SAF – meet folks where they work
- Mentoring and building peer networks
- Involvement at the National, Regional and local levels in natural resource issues
- Reinvigorate Chapters – local activities
- Offer relevant information and educational opportunities
- Work with Employers to encourage employee support and involvement in SAF
- Broaden SAF's Image
- Keep Membership Fees down especially for young people
- Career Fairs
- Use new tools and technology

How do 2015 WSSAF Members rate their level of satisfaction with WSSAF member Products and Services

	Highly satisfied	Very satisfied	Satisfied	Somewhat Satisfied	Dissatisfied	N/A
Western Forester	20%	43%	26%	2%	1%	8%
WSSAF website www.forestry.org	3%	26%	40%	8%	1%	22%
Annual Meeting and Field Trips	6%	27%	32%	7%	4%	24%
Legislative Reception	6%	20%	20%	9%	3%	42%
Position Statements	6%	28%	38%	10%	5%	13%
Working Forest Conference	5%	20%	20%	6%	2%	47%
Chapter Meetings	4%	20%	28%	17%	9%	22%
Supporting Student Chapters	9%	22%	34%	10%	4%	21%
CFEs	4%	19%	27%	5%	8%	37%
Awards	5%	23%	34%	6%	3%	29%
Leadership Conference	6%	18%	24%	4%	3%	45%

WSSAF Member ideas for National, State and Chapter Leadership?

- More Interactions with other State and Regional SAF and Natural Resource organizations
- More joint chapter meetings
- Move meetings and field trips around the state
- State and local policy work
- Mentorship
- Certification
- Visit people where they work
- More Forest Science topics
- Broaden topics and disciplines involved in SAF
- Longer leadership terms
- Develop peer or interest groups

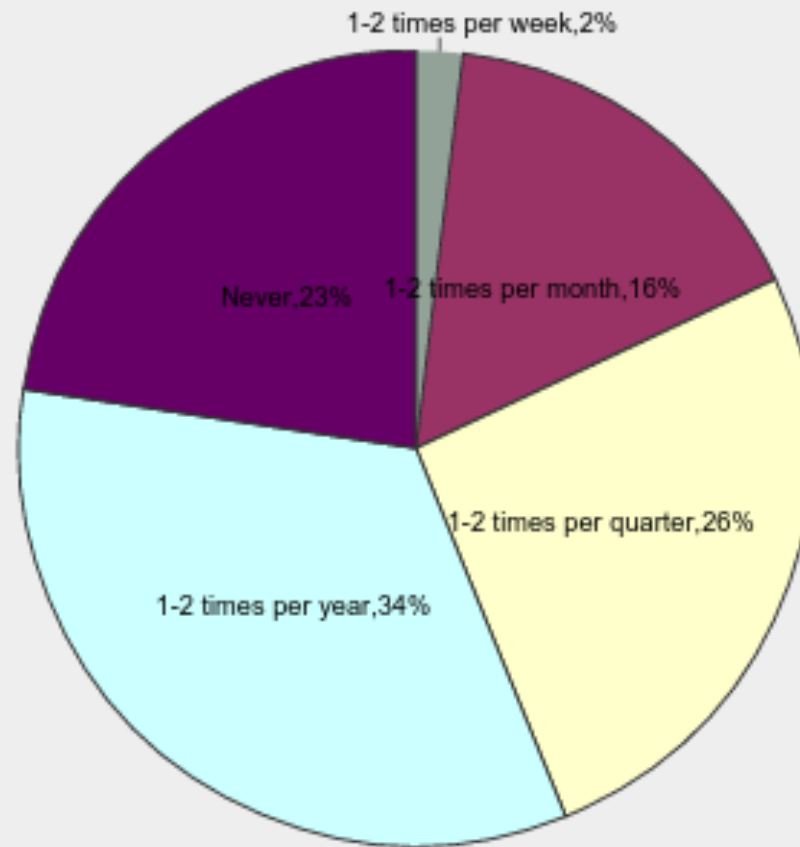
What is the best way for WSSAF Members to receive news?

	Best	Good	Fair	Poor
Western Forester	48%	44%	4%	4%
WSSAF E-mails	53%	37%	6%	4%
WSSAF Webpage	8%	36%	34%	22%
Chapter Meetings and Field Trips	18%	38%	30%	14%
WSSAF Annual Meeting	10%	45%	28%	17%
Facebook and Social Media	3%	17%	22%	58%

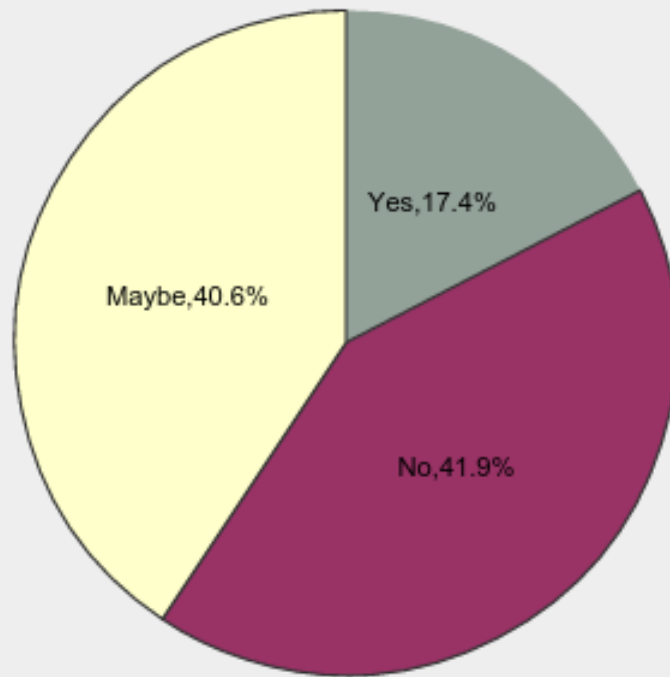
Which of the following do 2015 WSSAF Members believe will encourage new members and retain existing members

	Best	Good	Fair	Poor
Improved WSSAF Website	13%	43%	33%	11%
Additional issues of the Western Forester	13%	38%	36%	13%
More Technical Workshops	32%	52%	13%	3%
More Field Trips	24%	53%	21%	2%
Online Technical Training	24%	44%	26%	4%
Mentoring of Students	49%	41%	10%	0%
Scholarships and other Financial Support	28%	43%	23%	6%

How often do WSSAF Members access the Washington State SAF Website (www.forestry.org)



Would WSSAF Members take advantage of a Washington State SAF website “member only” feature that would allow blog-type capabilities? For example, the ability to comment on posts by other state society members.



What are WSSAF Member continuing forestry education needs?

WSSAF Member suggestions:

- Technology and GIS
- Legislation, Policy and Regulations
- Carbon Accounting, Cap & Trade and Climate Change
- Harvest systems and Roads
- International Forestry
- Alternatives to even-aged forestry
- Urban Forestry and Ecology
- Recreation
- How to Mentor
- Invasive Species
- Getting CEU's from Western Forester Quizzes

WSSAF Members believe that WSSAF should address forest policy issues at the State and Local Levels?

	Best	Good	Fair	Poor
Prepare position statements to inform membership	29%	57%	14%	0%
Prepare position statements to inform non-SAF	48%	42%	9%	1%
Keep members informed on current policy issues	41%	55%	3%	1%
Participate in Local, state and Regional Boards	52%	41%	6%	1%
Host Legislative Receptions and field tours	46%	43%	10%	1%

What is the best way for members to assist Washington State SAF?

	Best	Good	Fair	Poor
Serve as a State or Chapter Officer	12%	24%	31%	33%
Serve on a State or Chapter Committee	13%	35%	27%	25%
Donate to the WSSAF Foundation	10%	31%	39%	20%
Donate Items for the Silent Auction to benefit WSSAF	12%	34%	34%	20%
Contact past members to urge them to rejoin	8%	29%	34%	29%
Identify and encourage new members to join	22%	45%	19%	14%
Mentor forestry students and young foresters	41%	37%	14%	8%
Write Articles for the Western Forester	16%	27%	36%	21%
Contact your local legislator	17%	37%	28%	18%
Work at the State Fair and other public exhibits	14%	29%	36%	21%

What did WSSAF Leadership learn from the Member survey?

- Only 31% of our members are engaged enough to complete the survey
- Over 57% of our members have been members of SAF >20+ years
- Members are Very Satisfied with The Forestry Source and E-Newsletter but over 40% of our members have never attended a National Convention or have interest in becoming a Certified Forester
- Members are Very Satisfied with the Western Forester and Satisfied with the majority of WSSAF products and services. Yet over 40% have not participated in Leadership Conferences or Legislative Receptions.
- The Western Forester, Emails, Chapter Meetings and even the WSSAF website are Best to Good ways for our members to receive WSSAF news. Facebook and social media are Poor choices.
- The Majority of WSSAF members want us to offer more products and services ranging from the website to mentoring to on-line learning
- The majority of our members visit the website less than 2 times/year and over half are interested in a member only section and blog capabilities.
- Forest Policy is very important to our members
- Less than 1/3 of our members wish to serve as officers but a strong majority want to help to identify and encourage new members, mentoring students