

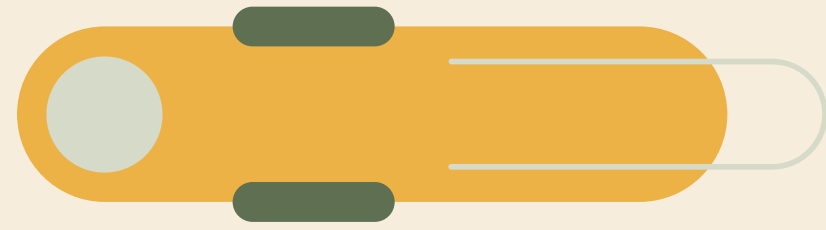


TECHNICAL REPORT

Latent Profile Analysis of FNPS 2023 Membership Survey

Allen Shorey, Yslied Nunez, & Chelsea LeNoble

Spring, 2025



OVERVIEW

- 1 Introduction
- 2 Project Background
- 3 Methods
- 4 Results
- 5 Insights
- 6 Recommendations



1 INTRODUCTION

We are a team of undergraduates, graduate students, and our advisor (Dr. Chelsea LeNoble) at the University of Central Florida in the Psychology Department, aiming to help FNPS better understand and boost its membership.



Dr. Chelsea
LeNoble



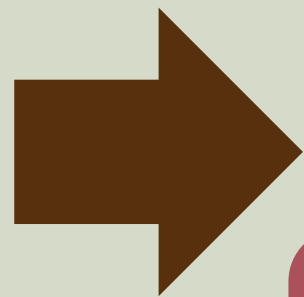
PhD Student
Allen Shorey



Recent Graduate
Yslied Nunez

2 PROJECT BACKGROUND

We conducted a Latent Profile Analysis to understand:



1. Whether meaningful profiles of FNPS members exist
2. What might make someone more or less likely to fall into a particular profile

2 PROJECT BACKGROUND

Our study focused on conducting a latent profile analysis on the 2023 FNPS membership survey.

Scope of the Study

The purpose of this project was to help FNPS identify critical predictors and outcomes of relevant membership profiles.

Relevance of the Study

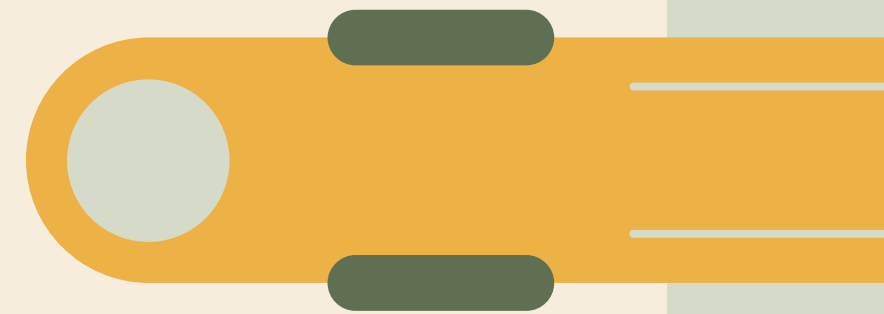
The results of our analysis can be used to gain insight into the profiles of FNPS members and how to (a) boost membership and (b) better connect with them.



3 METHODS

FNPS Membership Survey

- 2553 respondents
 - 1846 members
 - 707 non-members (likely due to Native Gardening Facebook Group promoting the survey)
- Conducted Summer of 2023
- Data gauges individuals' interest in
 - 10 topics --> FNPS initiatives (e.g., habitat restoration)
 - 12 activities --> How members engage with FNPS



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ANALYTIC APPROACH



Using Latent Profile Analysis (LPA)

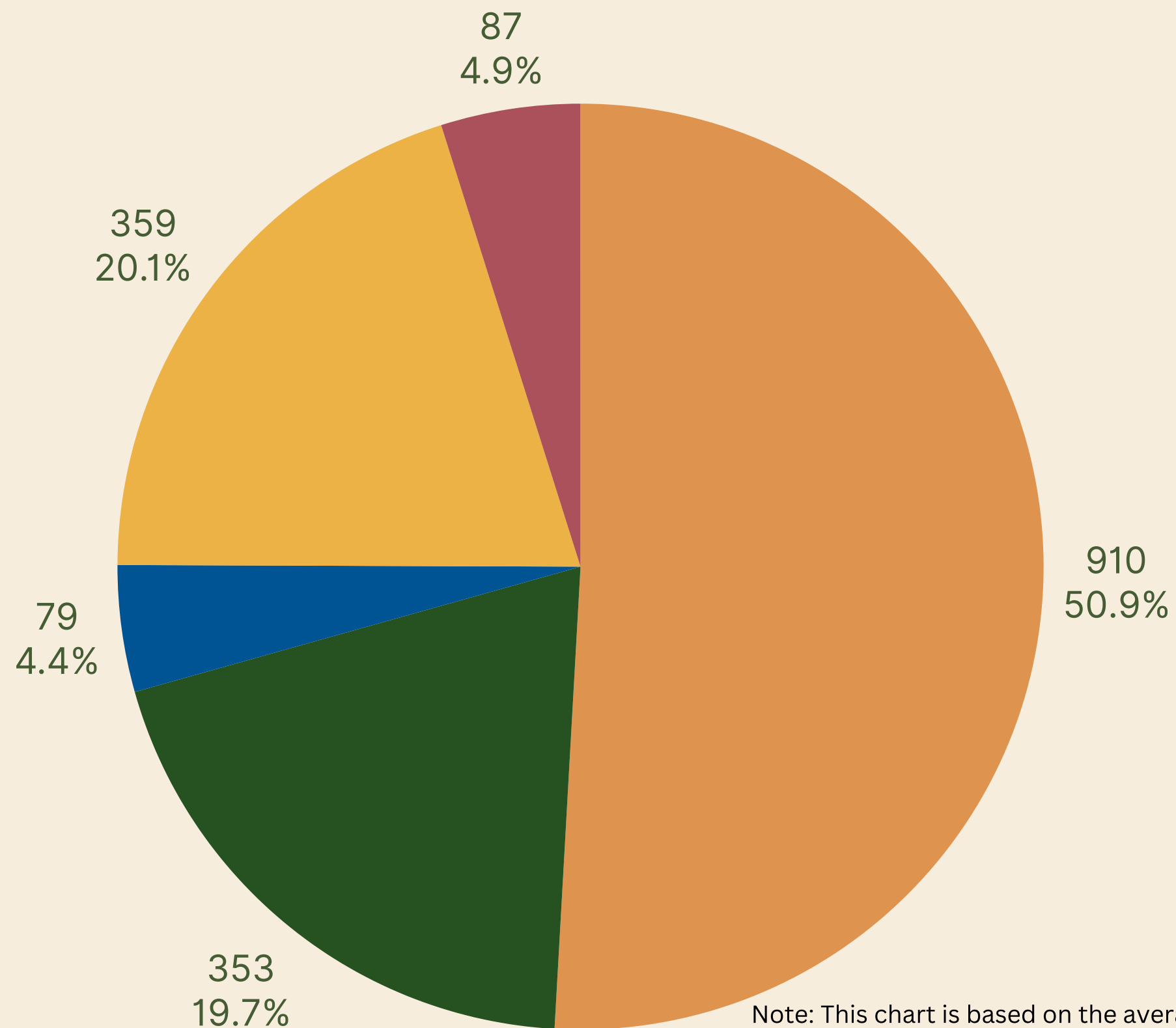


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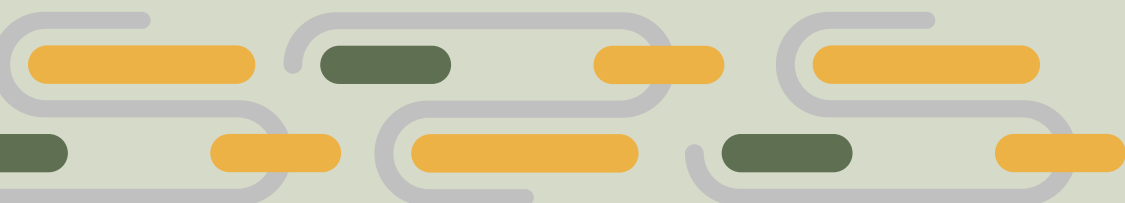
RESULTS - PROFILES



- 1. Casual FNPS Spectators
- 2. Social Activism Enthusiasts
- 3. Ecosystem Enthusiasts
- 4. Social Gardening Supporters
- 5. Budding Naturephiles



Note: This chart is based on the average across categories. Respondent data may include missing responses which vary by category.



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GET TO KNOW THE PROFILES



Interest in Conservation

- Florida ecosystems/natural Florida
- Supporting Florida wildlife

Interest in Gardening

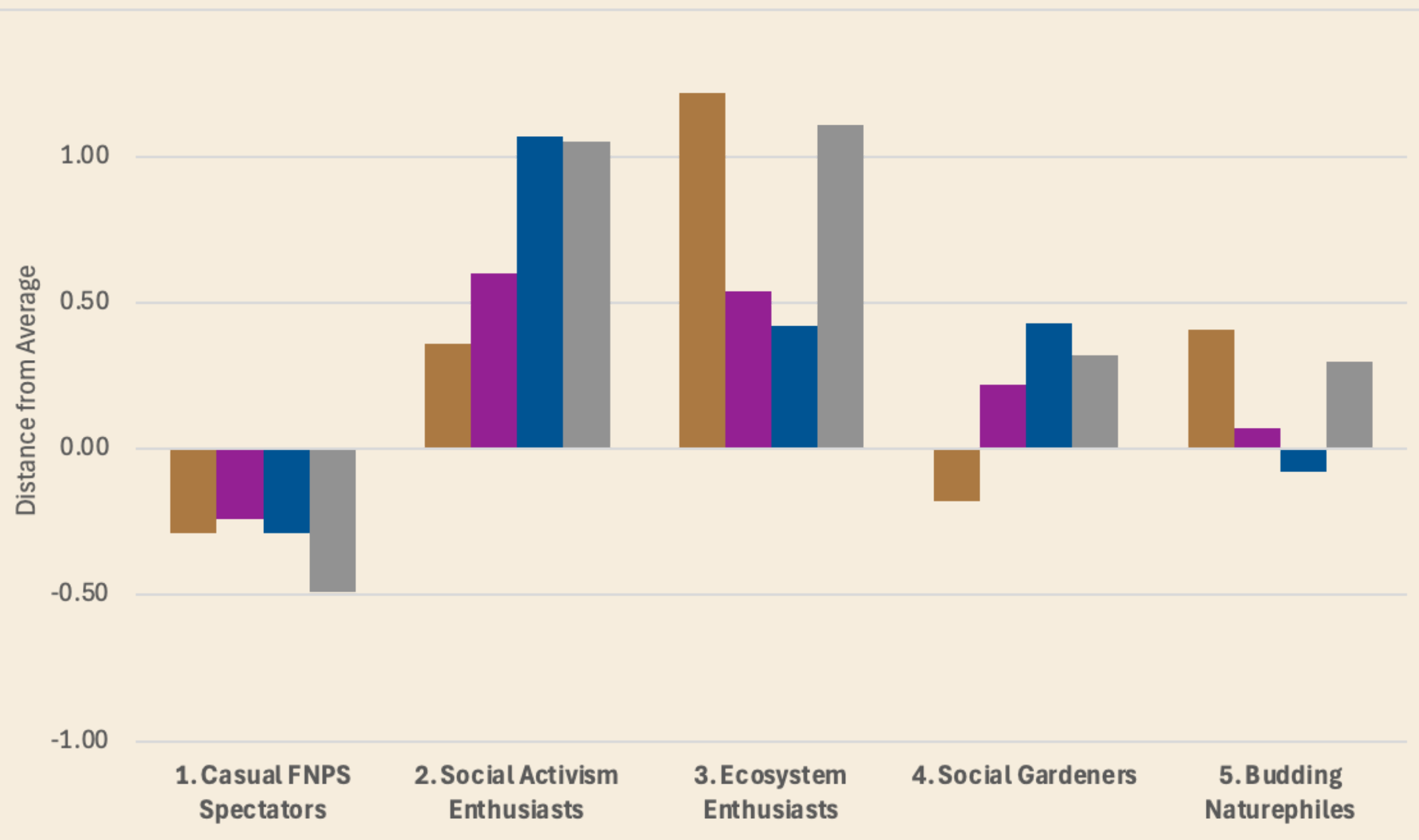
- Native plant demonstration gardens
- Residential gardening/landscaping

Interest in Community Activities

- Socializing with like-minded people
- Yard tours & plant sales

Interest in Activism Activities

- Advocating for policies & legislation
- Outreach educating public on native plants



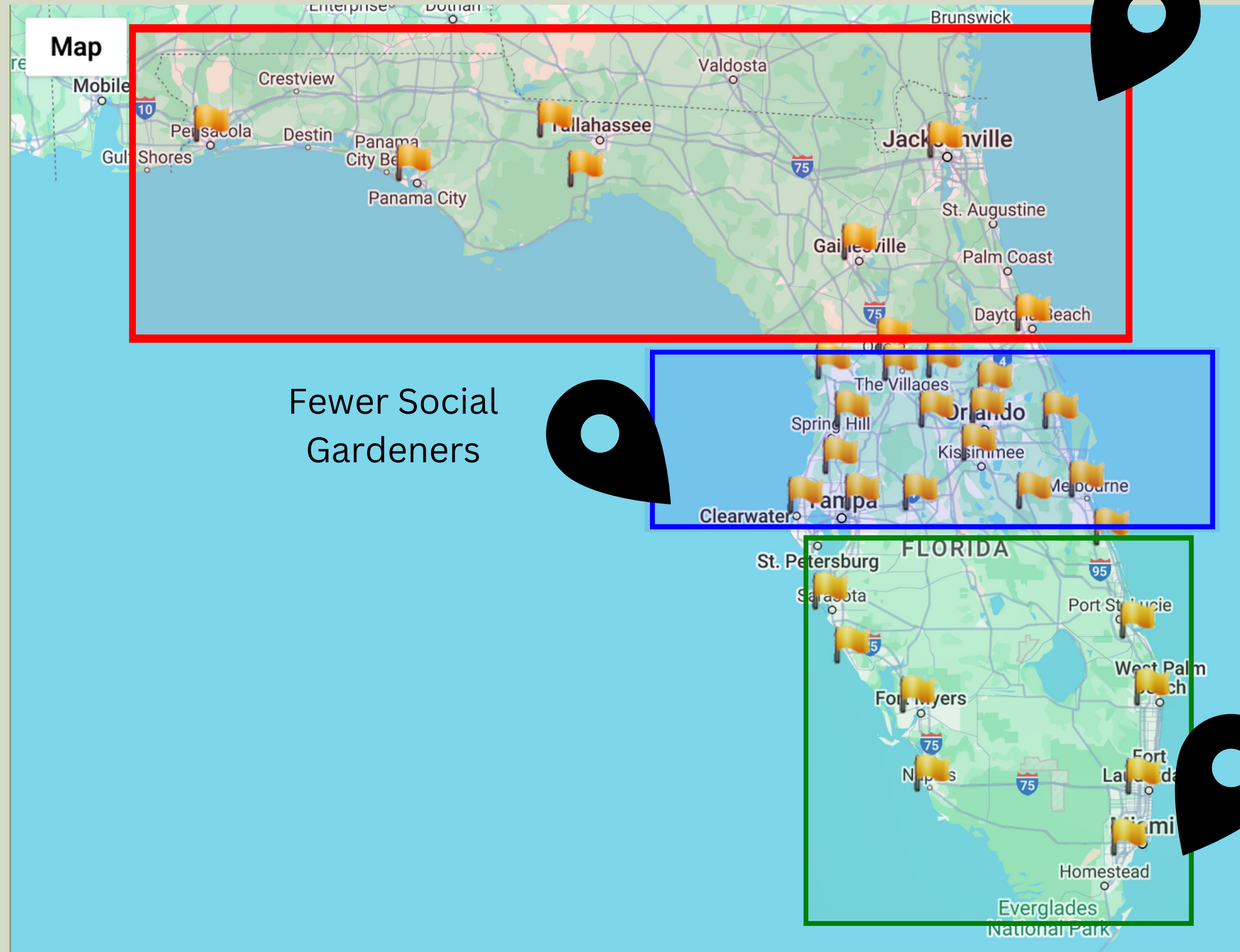
CHAPTER REGIONS

Fewer
Ecosystem Enthusiasts
& Budding Naturephiles

More
Social Gardeners

Fewer Social
Gardeners

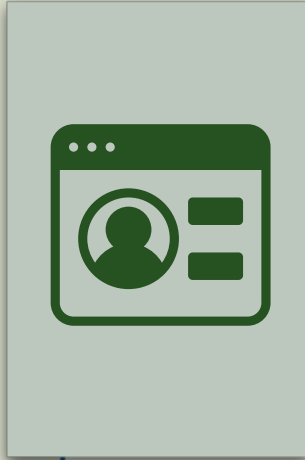
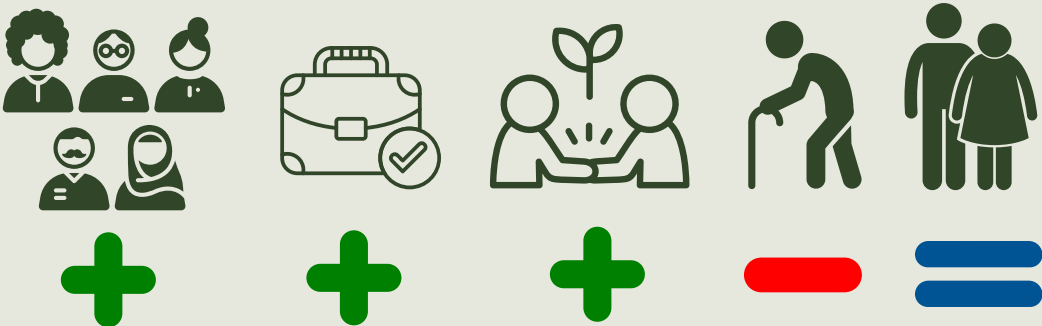
More Ecosystem
Enthusiasts



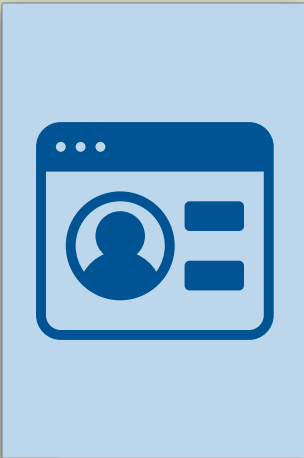
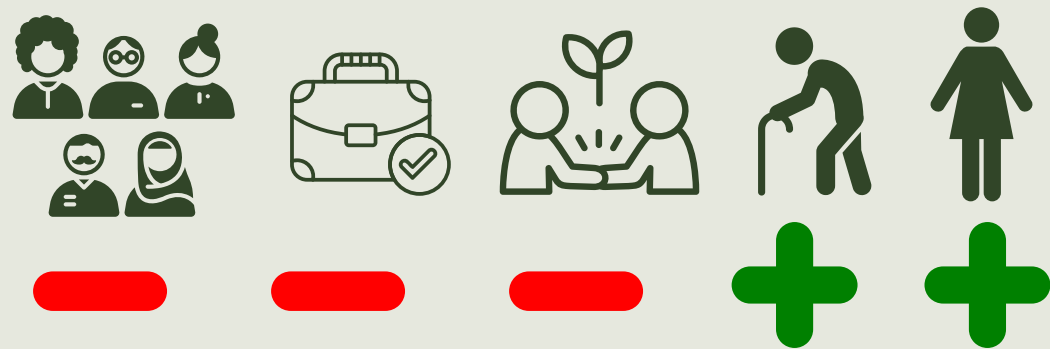
5 INSIGHTS



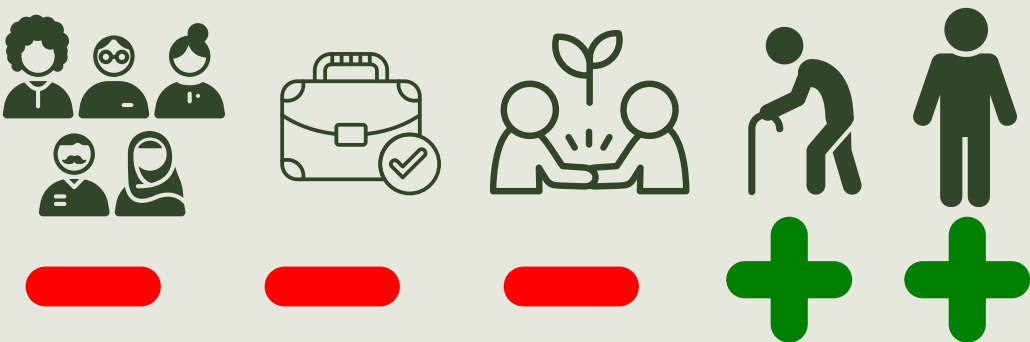
Profile 1 - Casual FNPS Spectators



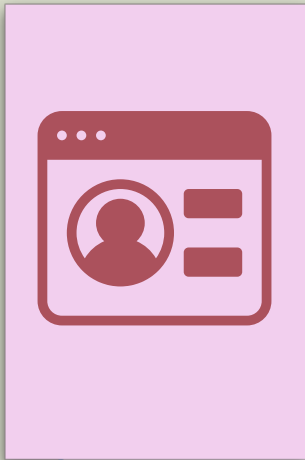
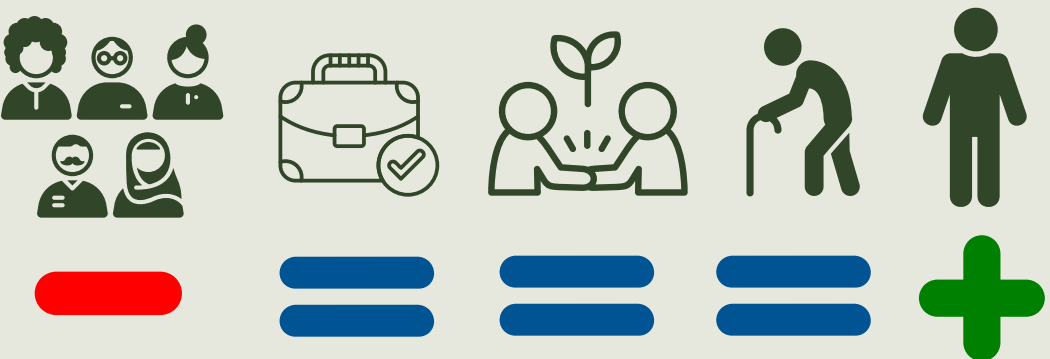
Profile 2 - Social Activism Enthusiasts



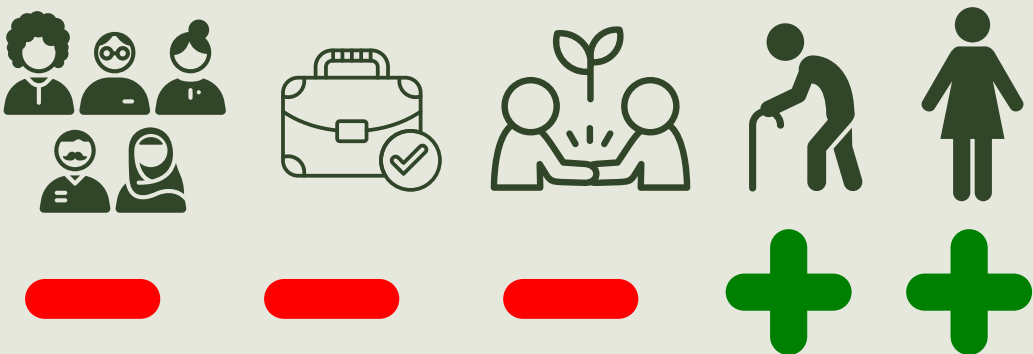
Profile 3 - Ecosystem Enthusiasts



Profile 4 - Social Gardening Supporters



Profile 5 - Budding Nature Philes



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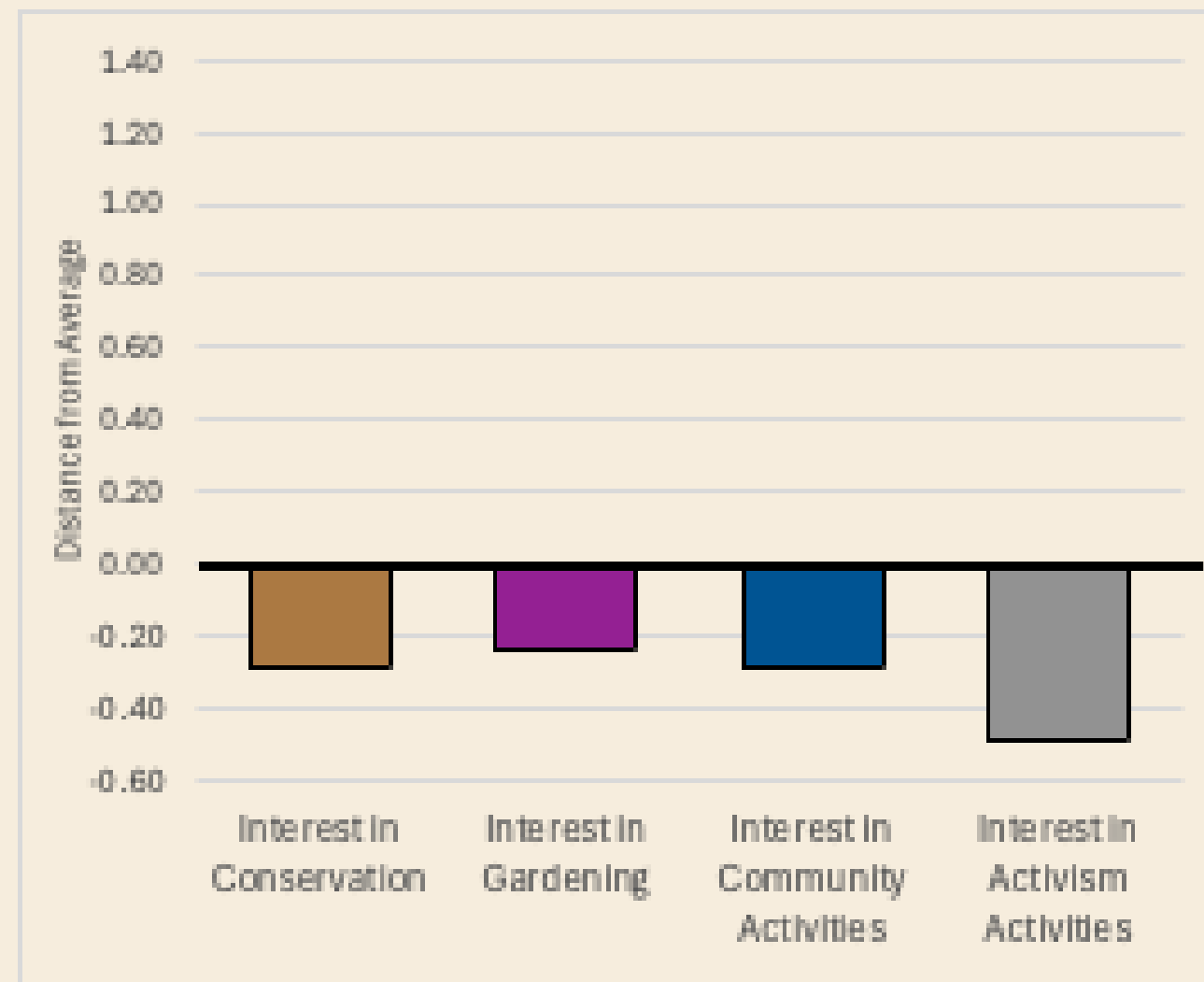
RECOMMENDATIONS



Profile 1 - Casual FNPS Spectators



Demographics (50.9%)



Efforts to target:

1. Conduct a follow-up survey with these members
2. Connect with Local Orgs
3. Seek Ways to Include FNPS when People are 'Direct' Volunteers

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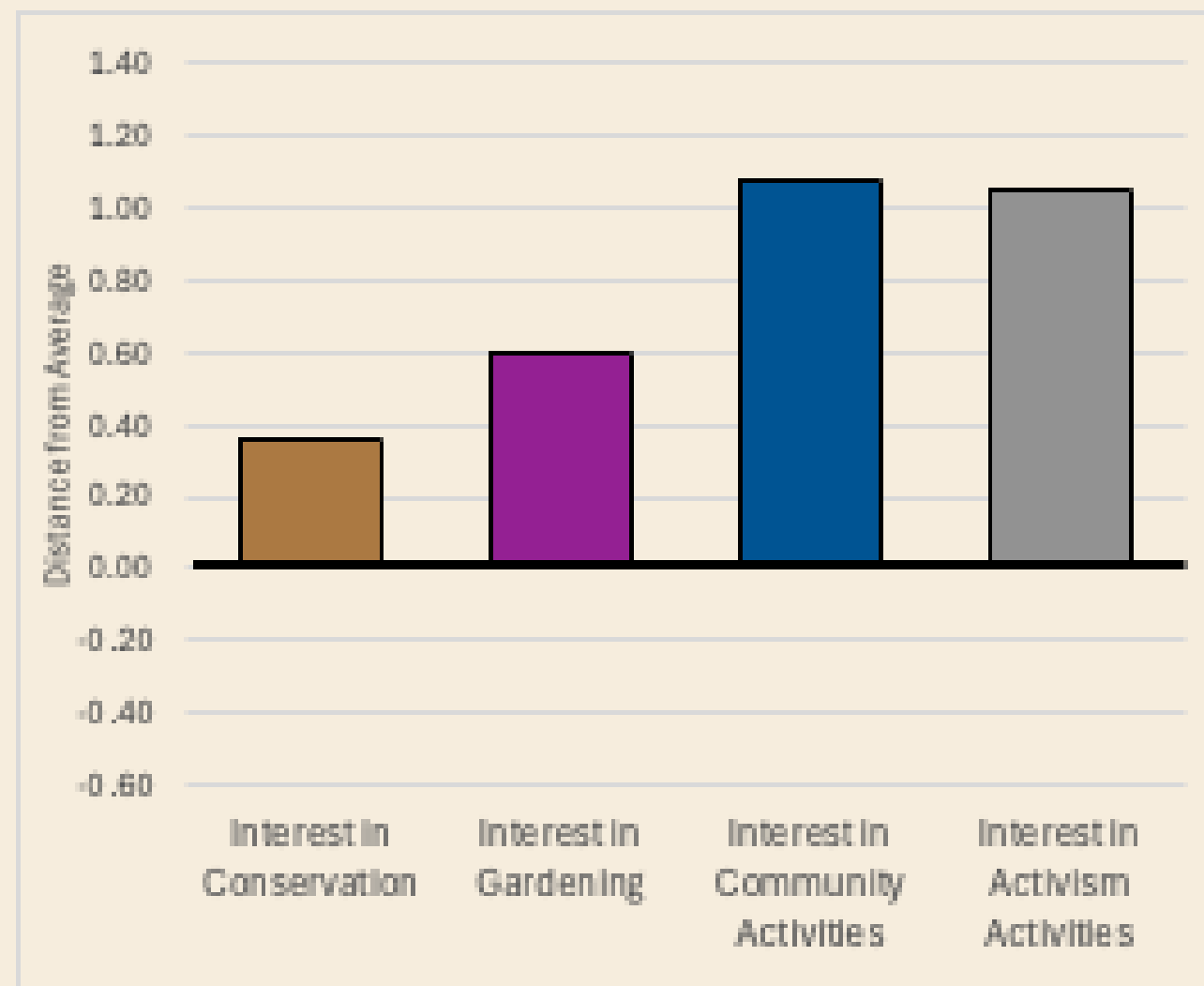
RECOMMENDATIONS



Profile 2 - Social Activism Enthusiasts



Demographics (19.7%)



Efforts to target:

1. Incentivize chapters to host community-building events
2. Find ways to pair members with those with similar interests
3. Allow members opportunities to educate the public

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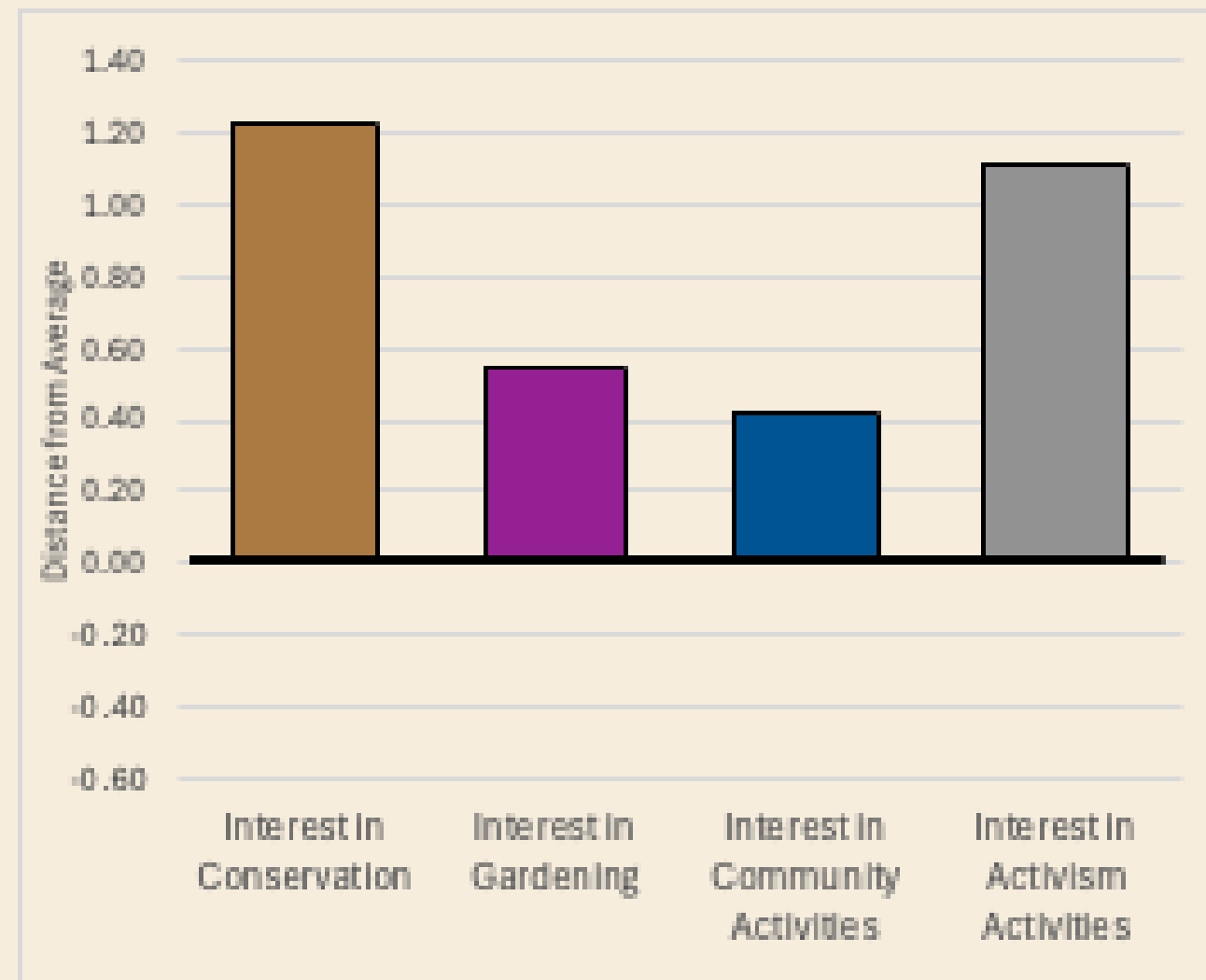
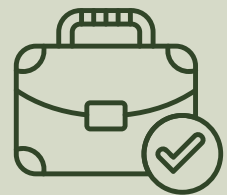
RECOMMENDATIONS



Profile 3 - Ecosystem Enthusiasts



Demographics (4.4%)



Efforts to target:

Maximize opportunities for hands-on conservation projects

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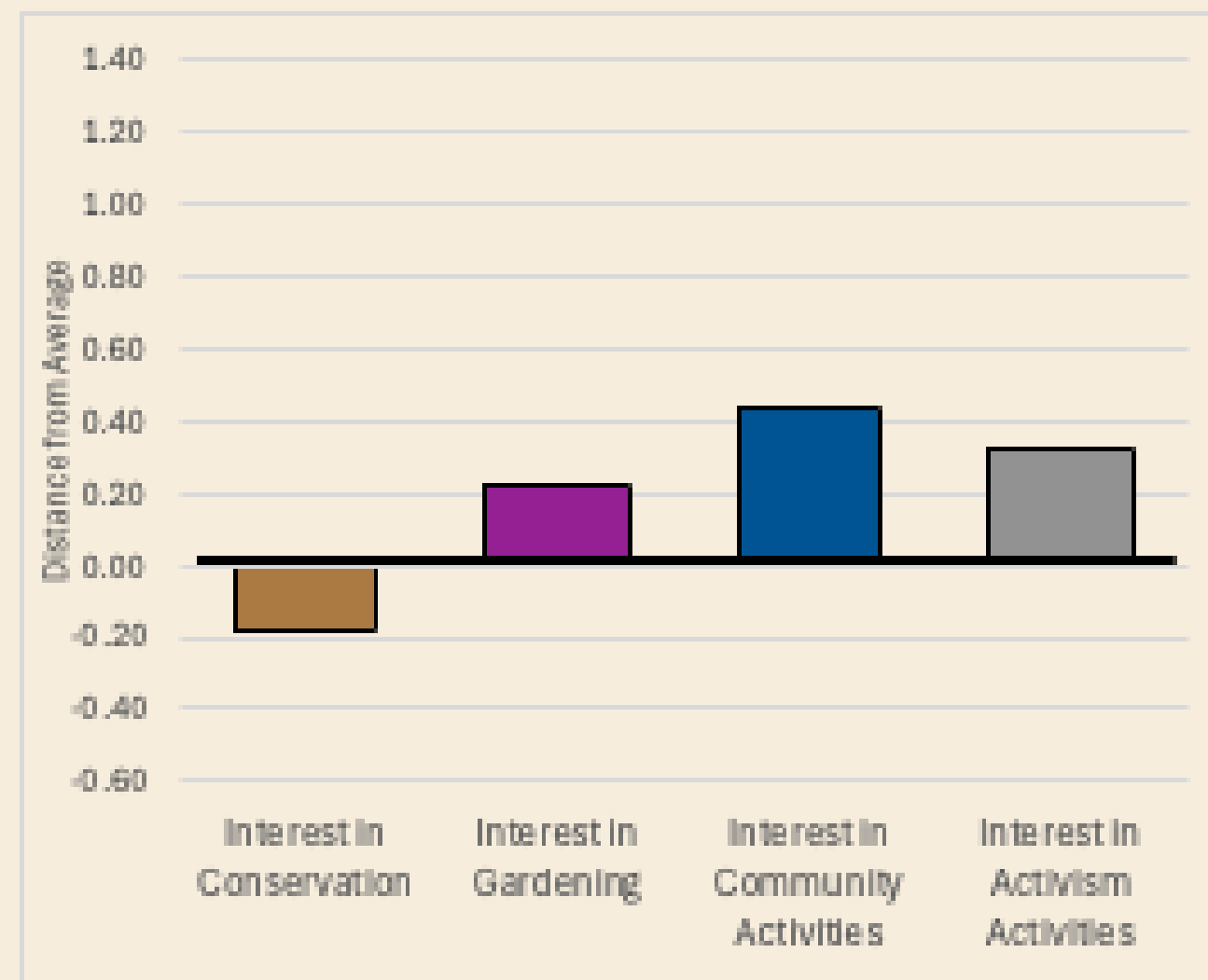
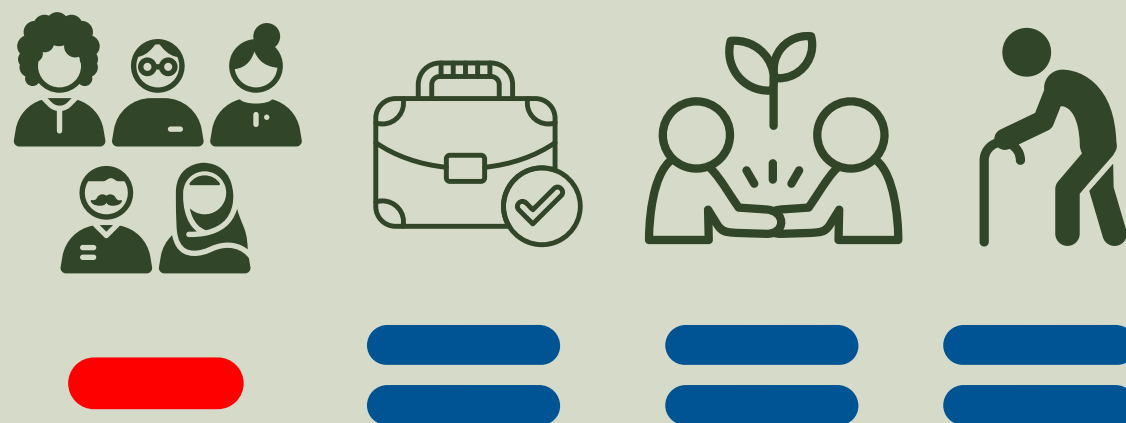
RECOMMENDATIONS



Profile 4 - Social Gardening Supporters



Demographics (20.1%)



Efforts to target:

1. Consider how FNPS can become part of people's introduction to caring about native plants / local ecosystem
2. Example: FNPS clubs at Colleges/Universities

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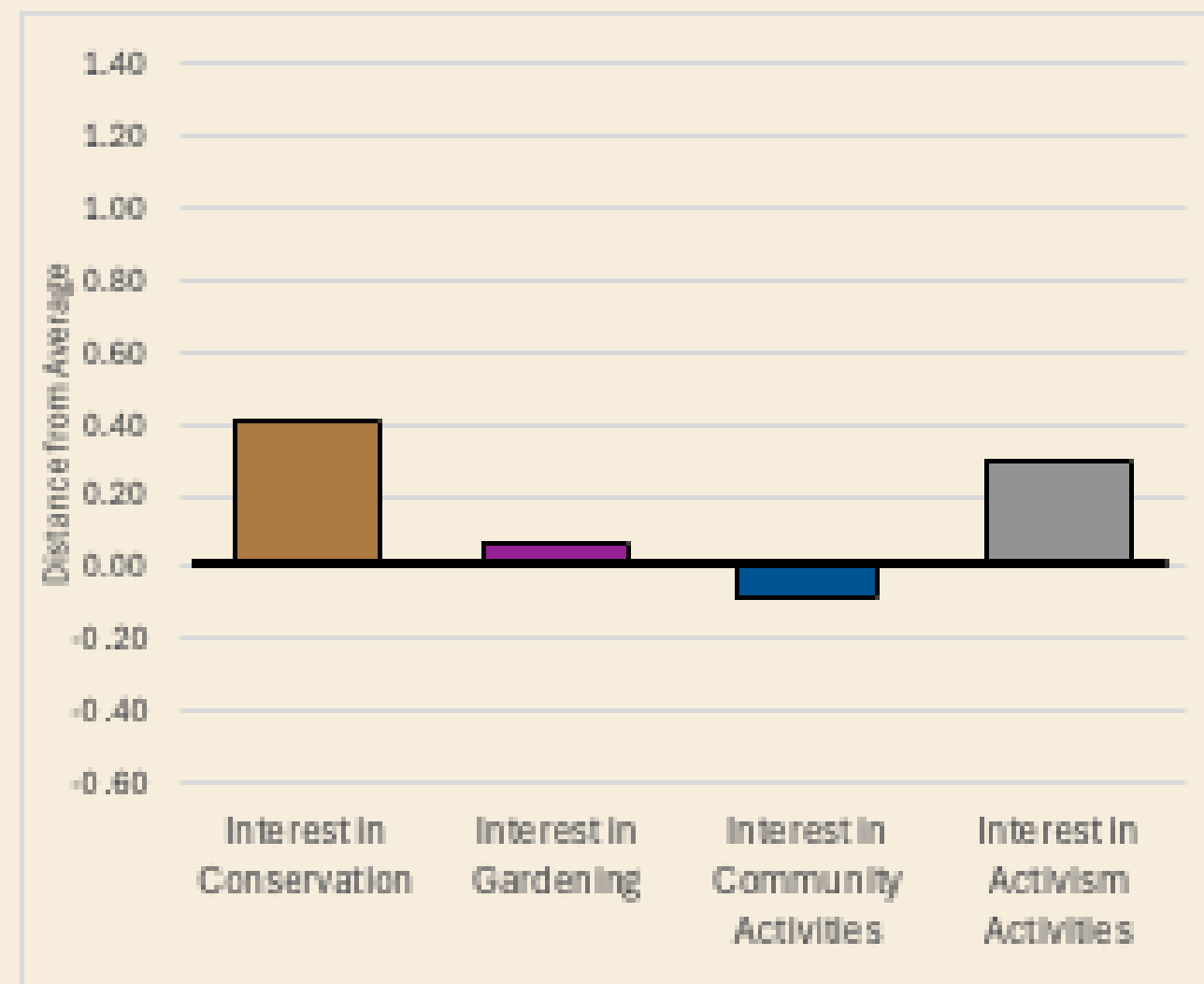
RECOMMENDATIONS



Profile 5 - Budding Naturephiles



Demographics (4.9%)



Efforts to target:

1. Consider how FNPS can include these members' families
2. Provide consistent, regularly scheduled volunteer opportunities that allow these members to participate frequently and potentially take leadership roles

REFLECTION



ACKNOWLEDGMENTS

Dr. Matt Ng
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- Melanie Simon

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THANK YOU

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