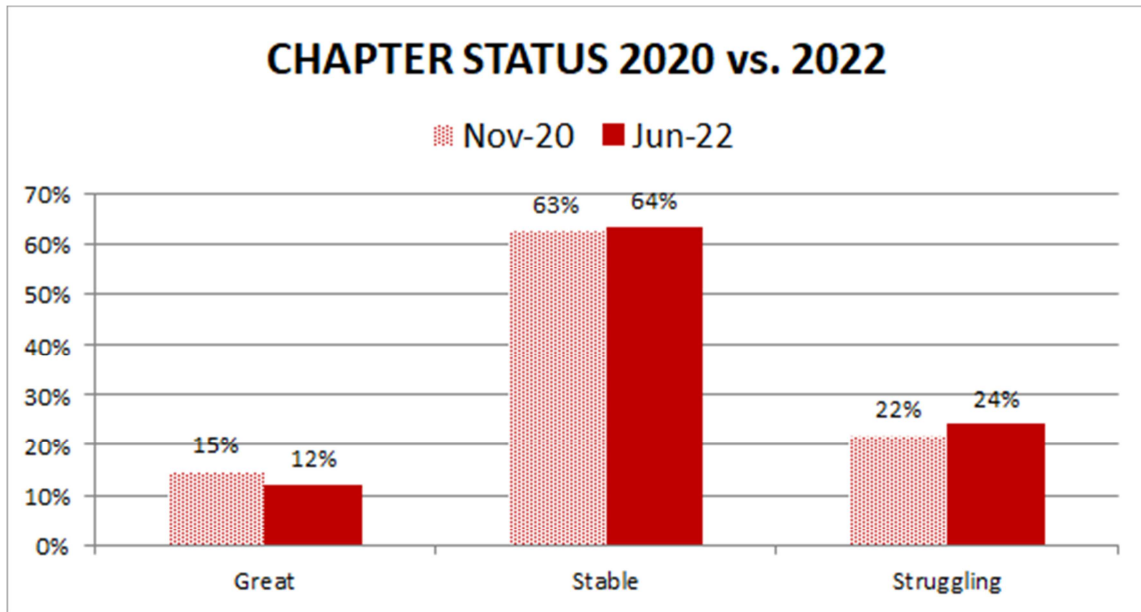


# 2022 COUNCIL SURVEY

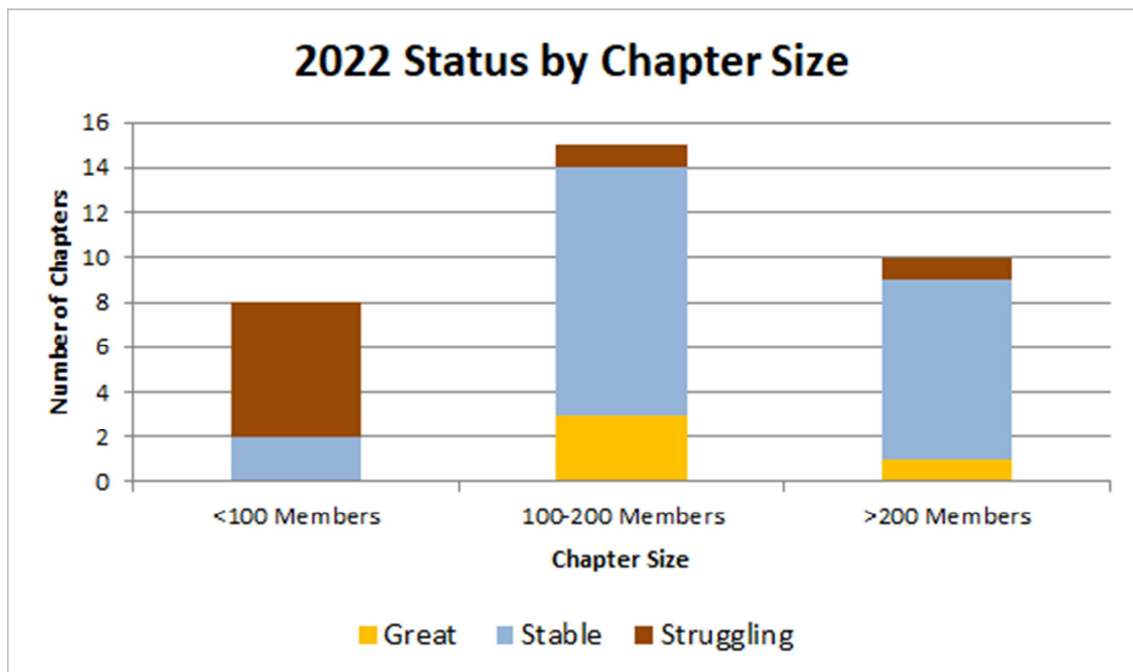
Updated with additional Chapter responses and analyses by Chapter size

**Evaluate the strength of your Chapter taking into account finances, level of activity, membership trend, level of participation, etc.**

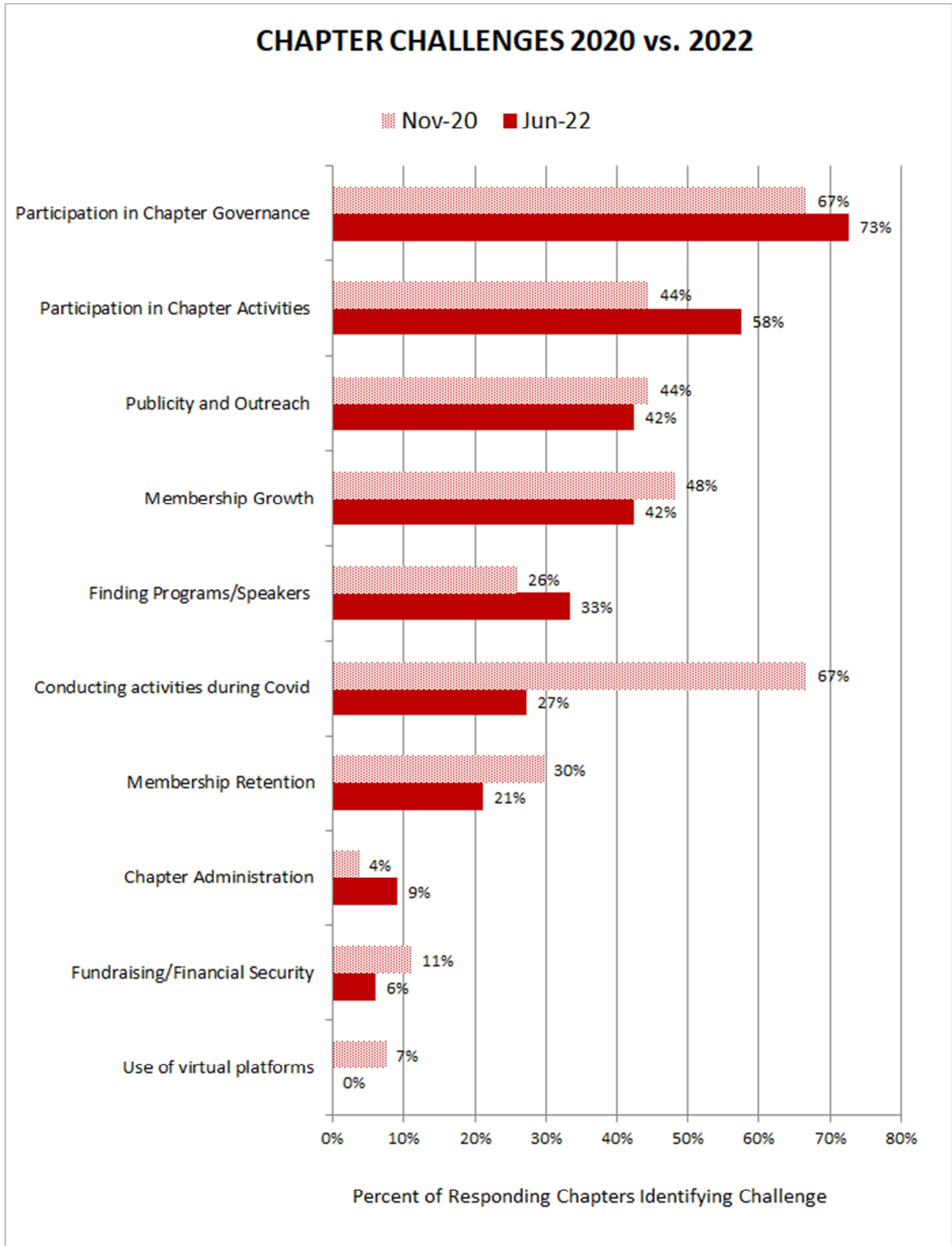
- Great - Couldn't be better (2 indicated room for improvement)
- Stable - Sound, but working on improvements
- Struggling - Effort needed to get chapter back on track



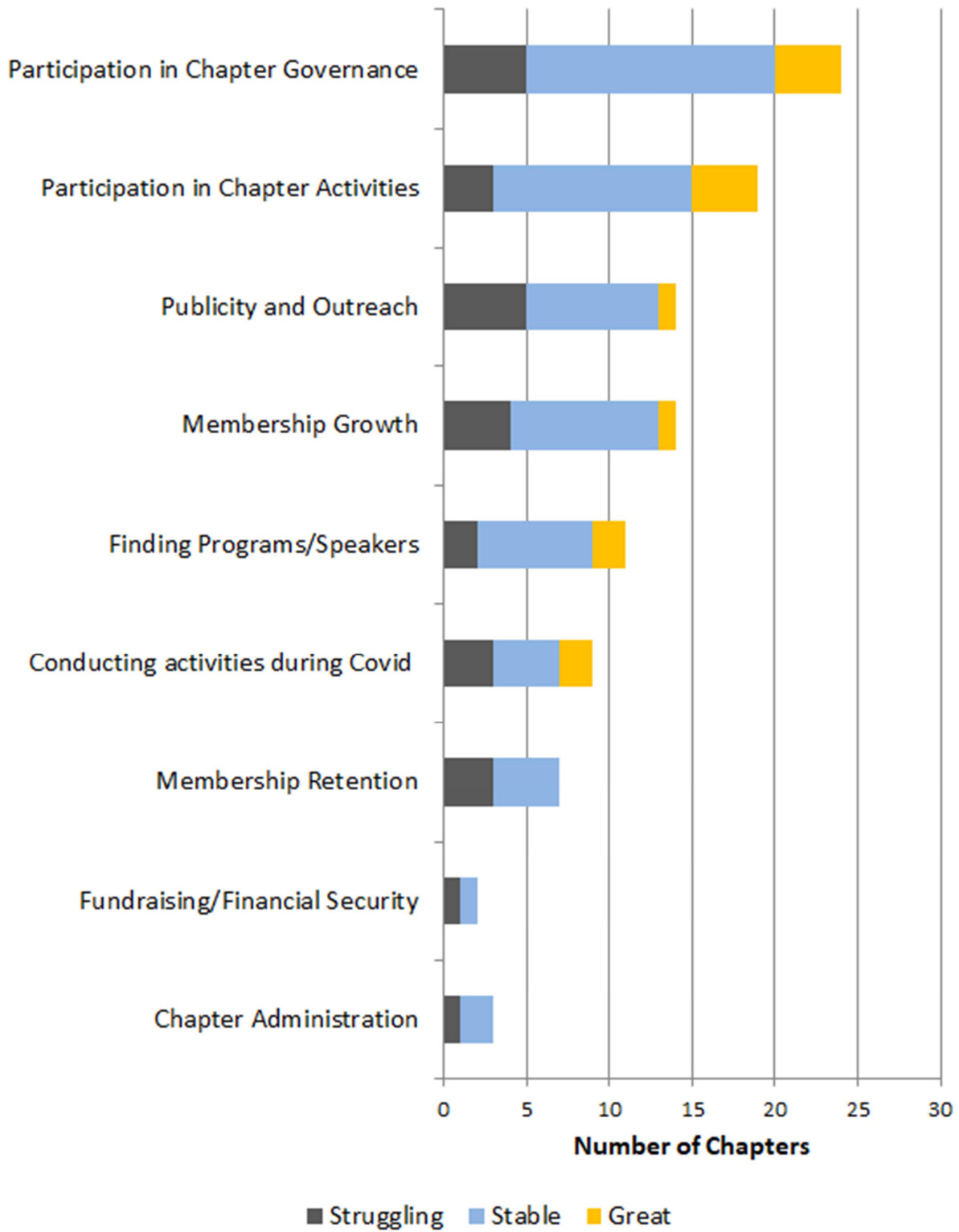
Median Chapter Size – 148 members



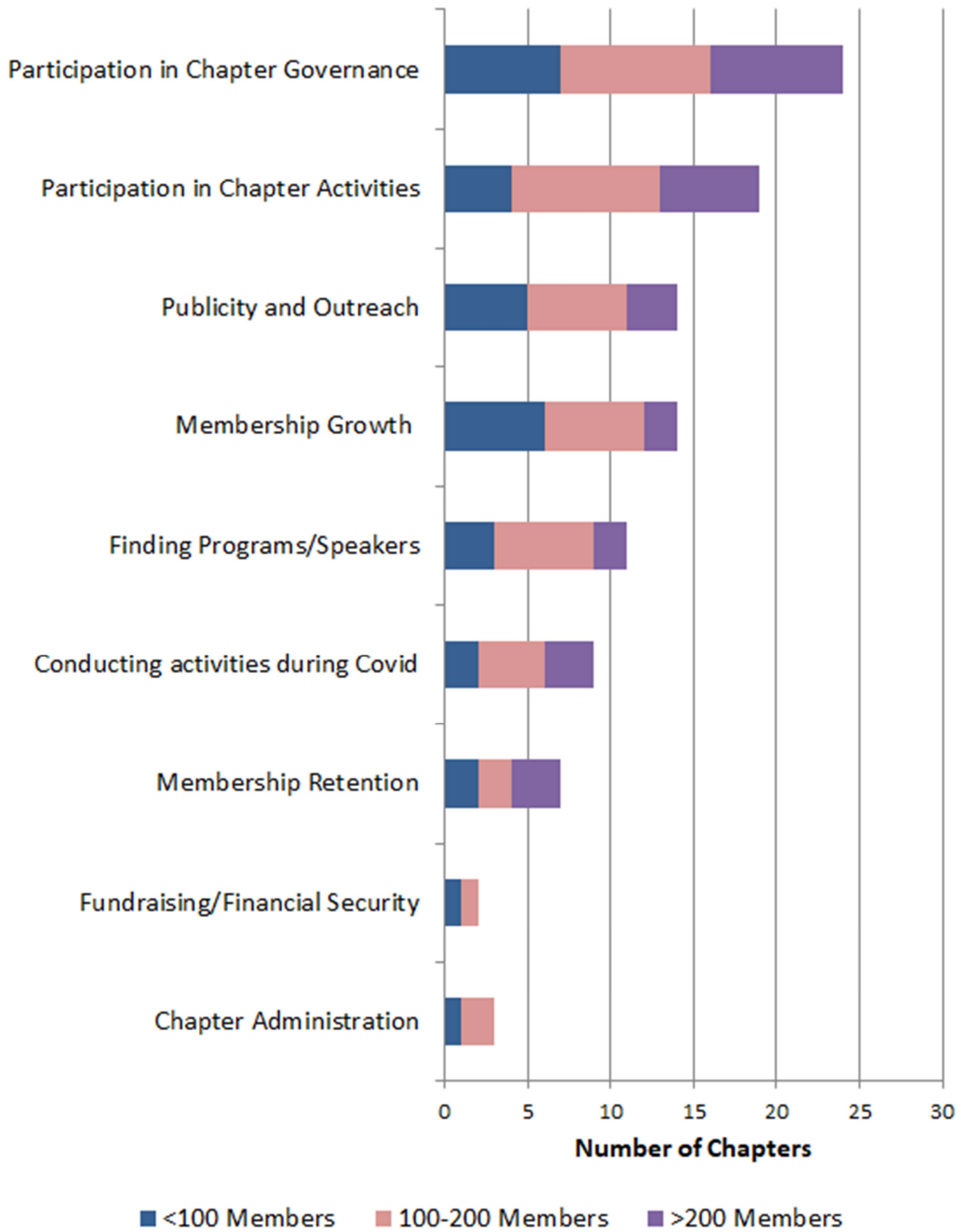
## What are the most important challenges/areas for improvement for your Chapter?



## 2022 Challenges by Chapter Status



## 2022 Challenges by Chapter Size



## TOP CHOICES FOR A WORKSHOP OR ROUNDTABLE DISCUSSION/OTHER CONCERNS:

### Participation in Chapter Governance

- Recruiting members to participate in chapter duties. For example, I have been unable to get anyone to help with website and social media even though it is brought up at every meeting and in newsletter.
- Our Chapter has opportunities to collaborate in various projects but is mostly ill-equipped to participate.
- Trainings for chapter officer positions.
- Increase member participation in chapter board and committees.
- Volunteers to help run events (no problem with people attending them!)
- Encouraging participation in chapter leadership.
- Recruiting Chapter officers.
- Encouraging more members to take an active role in running the Chapter.
- Increasing volunteerism

### Member Engagement and Participation

- Engaging all ages.
- Our Chapter has opportunities to collaborate in various projects but is mostly ill-equipped to participate.
- We have big projects with only a few members participating.
- How do we translate our big numbers on Facebook into attendance at field trips, meetings etc.
- Engaging younger people for membership.
- Time sacrifices made by Chapter BOD versus time sacrifice by members-at-large.
- Increasing volunteerism
- How to increase member participation

### Outreach and Publicity

- Outreach and collaboration with schools - we are interested in working with youth.
- Engaging all ages.
- Outreach to landscaping businesses. I have a feeling most of their clients maybe don't care about their landscape other than in a keeping up with the Joneses kind of way. If landscapers pushed natives more...
- Finding a way to reach new developers to use native plants.
- Interacting more with local colleges and high schools to gain young members. How to attract young members.

- How do we translate our big numbers on Facebook into attendance at field trips, meetings etc.

#### Membership

- Share effective ways to increase chapter membership.
- Making membership tracking easier.
- Membership growth (2).

#### Education Programs

- The use of native plants education for existing landscape designers and homeowners.
- Plant Maintenance —- shaping - options for maintenance - when and how to trim - seed propagation
- How to integrate and feature biodiversity in gardens, using Home Grown National Park concepts.

#### Information/Resources

- We would like to have a centralized location to know about rescue events.
- Compile a statewide list for field trip ideas for each chapter area.
- Information on projects/goals of FNPS.

#### Other

- What do other Chapters consider their greatest strength - why does it work and how do they make it work for them?
- Ideas for new brochures.
- The conference. Invite all chapters to members on the conference planning committee.
- Expanding chapter activities, such as field trips.
- Refocusing chapter on mission rather than social activities.
- More collaborative chapter governance.
- Ideas to get native plants in yards. How to help native plant nurseries during this down turn in spending
- Strategies for how the chapter and organization as a whole can engage in more direct plant conservation (through things like land acquisition, maintenance, plant propagation, etc.)
- How small chapters can do fundraising for projects

#### Notes:

2020 82% response rate

2022 100% response rate