2022 COUNCIL SURVEY

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

**CHAPTER STATUS**

<table>
<thead>
<tr>
<th>Status</th>
<th>Nov-20</th>
<th>Jun-22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Stable</td>
<td>63%</td>
<td>63%</td>
</tr>
<tr>
<td>Struggling</td>
<td>22%</td>
<td>23%</td>
</tr>
</tbody>
</table>

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

**CHAPTER CHALLENGES**

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Nov-20</th>
<th>Jun-22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in Chapter Governance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participation in Chapter Activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publicity and Outreach</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership Growth</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finding Programs/Speakers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conducting activities during Covid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership Retention</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chapter Administration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fundraising/Financial Security</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of virtual platforms</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

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.

Membership

- Share effective ways to increase chapter membership.
• Making membership tracking easier.
• Membership growth.

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.)

Notes:

2020 82% response rate
2022 91% response rate

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