



## Take-Aways from our 2023 Member Survey

### WHAT WE LEARNED

When we asked how well we're doing in living up to our mission, more than half of survey respondents gave us three stars – the highest score. We received hundreds of comments. Here are a few examples:

"TTN has become the most meaningful part of my retirement life."

"Special interest groups and events do more than offer opportunities to engage with new people and make friends. They make me feel that I still matter."

"Being part of a group of women with so many interests and an understanding that politics and religion should be left out of our conversations makes for a safe, comfortable opportunity to make friends and explore interests. In today's environment that is lacking almost everywhere."

There is plenty of room for improvement, however, and survey respondents gave us a clear path for making our community stronger and more effective in serving members' needs. Here is what we heard and what we believe it means for TTN.

1. We have been attracting new members to TTN largely by word of mouth – referrals from other members – so women come into TTN with a lot of enthusiasm. But many members have very little idea what to expect when they arrive.

**Our take-away:** We need to do a better job of welcoming new members, introducing them to other members, and helping them get engaged in the TTN community.

2. Women have different reasons for joining TTN. Their interests can be grouped into four categories:
  - Creating friendships with other women,
  - Learning and personal growth,
  - Helping others, both within TTN and as a volunteer in local communities, and
  - Healthy living.

**Our take-away:** As we move into the future, we need to make sure we have a robust portfolio of offerings in each of these categories. Also, starting now, we need to provide more help to members who are looking for workshops, programs and events that match their needs and interests.

3. Survey respondents said that Special Interest Groups (SIGs) and peer groups they would like to join are sometimes full and not accepting new members.

**Our take-away:** Small groups are one of the most important ways in which members develop close friendships with other women. We need to find a way to ensure that members who want to be part of a small group are able to join.

4. Respondents asked for an easy way to connect online with TTN members in life situations and with interests similar to their own.

**Our take-away:** This is a good idea! The association management system TTN uses has built-in capabilities for online groups that we can set up soon.

5. Respondents who are working full time – especially younger members – said that they have trouble finding programs and events that feel relevant to their life stage, and they can't attend ones that interest them because they are held during their work day.

**Our take-away:** We need to have a wider range of offerings for women in their 50s and 60s and hold more of them in the evening and on weekends.

6. Some respondents said that they are having trouble using the TTN website.

**Our take-away:** We need an ongoing process for helping members get more comfortable using the website and assisting them in setting up their Member Profile.

## ACTION STEPS

We have identified a number of initiatives to make the experience women have as members of TTN easier, more relevant to their lives, and more satisfying. Major initiatives are listed below. All groups will kick off in May and June and will complete work by October. If you're interested in joining a team, please contact Darla Hastings at [darla.hastings@ttnwomen.org](mailto:darla.hastings@ttnwomen.org).

- Creation of a robust onboarding process for new TTN members
- Development of a "buddy system" that's available for new members in all chapters
- Website training
- Coordination of national and chapter orientation sessions to ensure that members get all the information they need
- A capability for enabling members to create online forums on topics that interest them
- Creation of an easy-to-use menu that helps members match their interests to TTN offerings
- Ongoing feedback systems that enable us to collect valuable information from new members and from women who decide not to renew their memberships