

NACURH SERVICES & PERFORMANCE ASSESSMENT

2018 - 2019 DATA REPORT

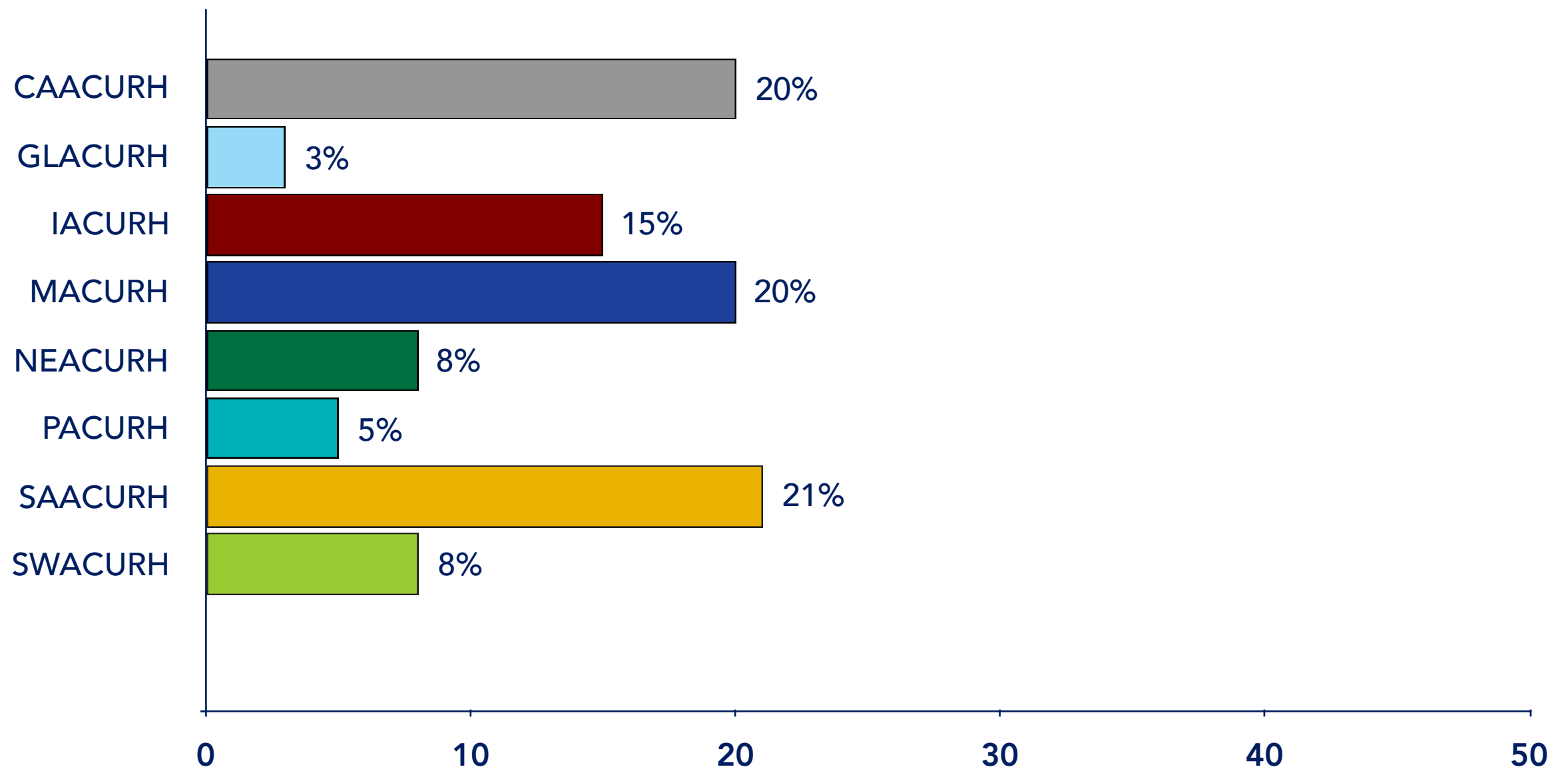


OVERVIEW

- Primary data collection opportunity for NACURH and its entities on services offered
- Feedback gathered from February to April 2019
- Statements were presented in the order they are presented here, with the option for respondents to rank the level to which they agreed or disagreed, etc.
- Responses to this assessment could be submitted anonymously, with the option to provide written, open-ended feedback in addition to rankings

REGIONAL RESPONDENTS

Affiliation Year 2015 - 2016

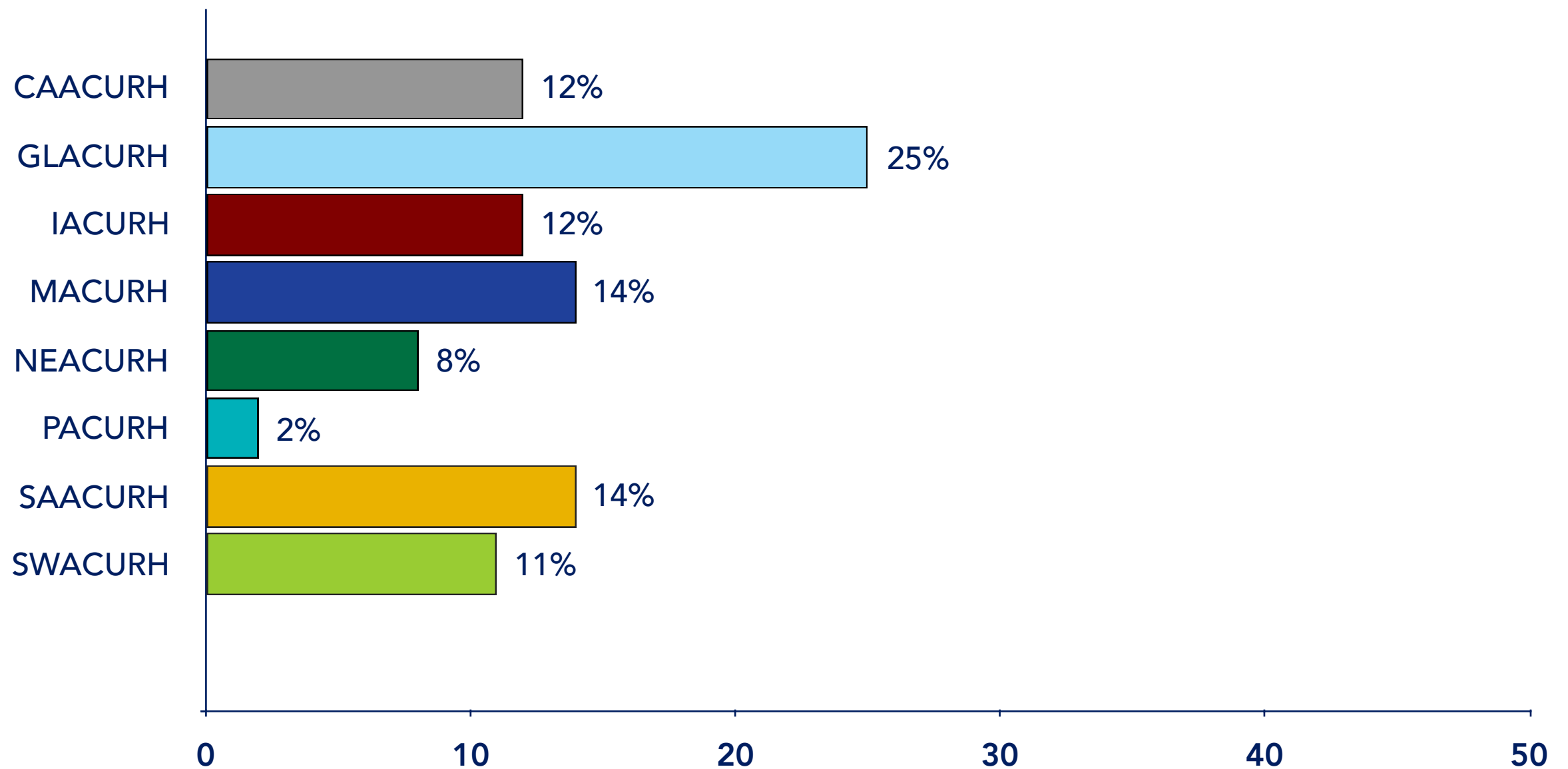


n=144

Percent of total respondents

REGIONAL RESPONDENTS

Affiliation Year 2016 - 2017

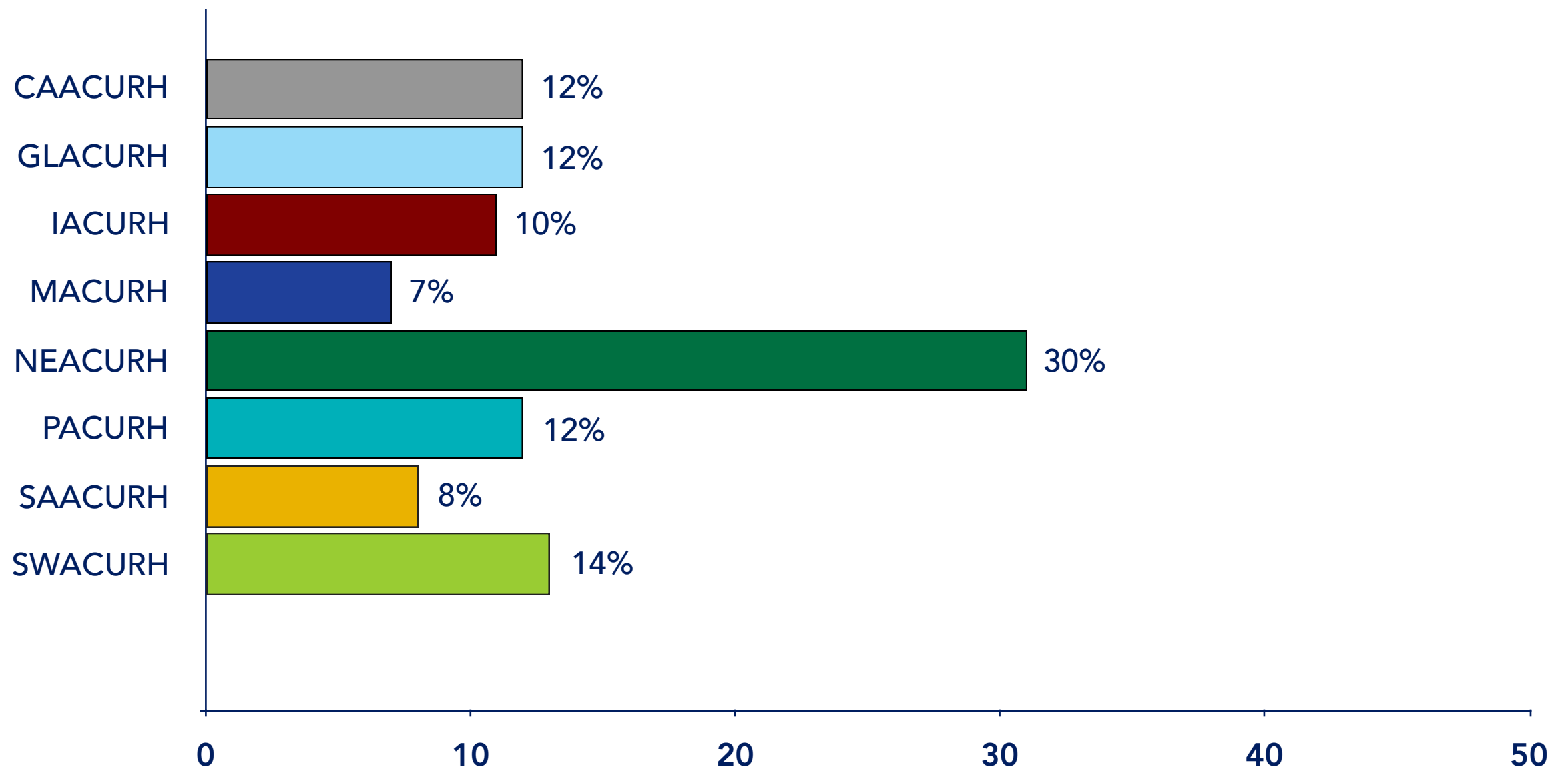


n=189

Percent of total respondents

REGIONAL RESPONDENTS

Affiliation Year 2017 - 2018

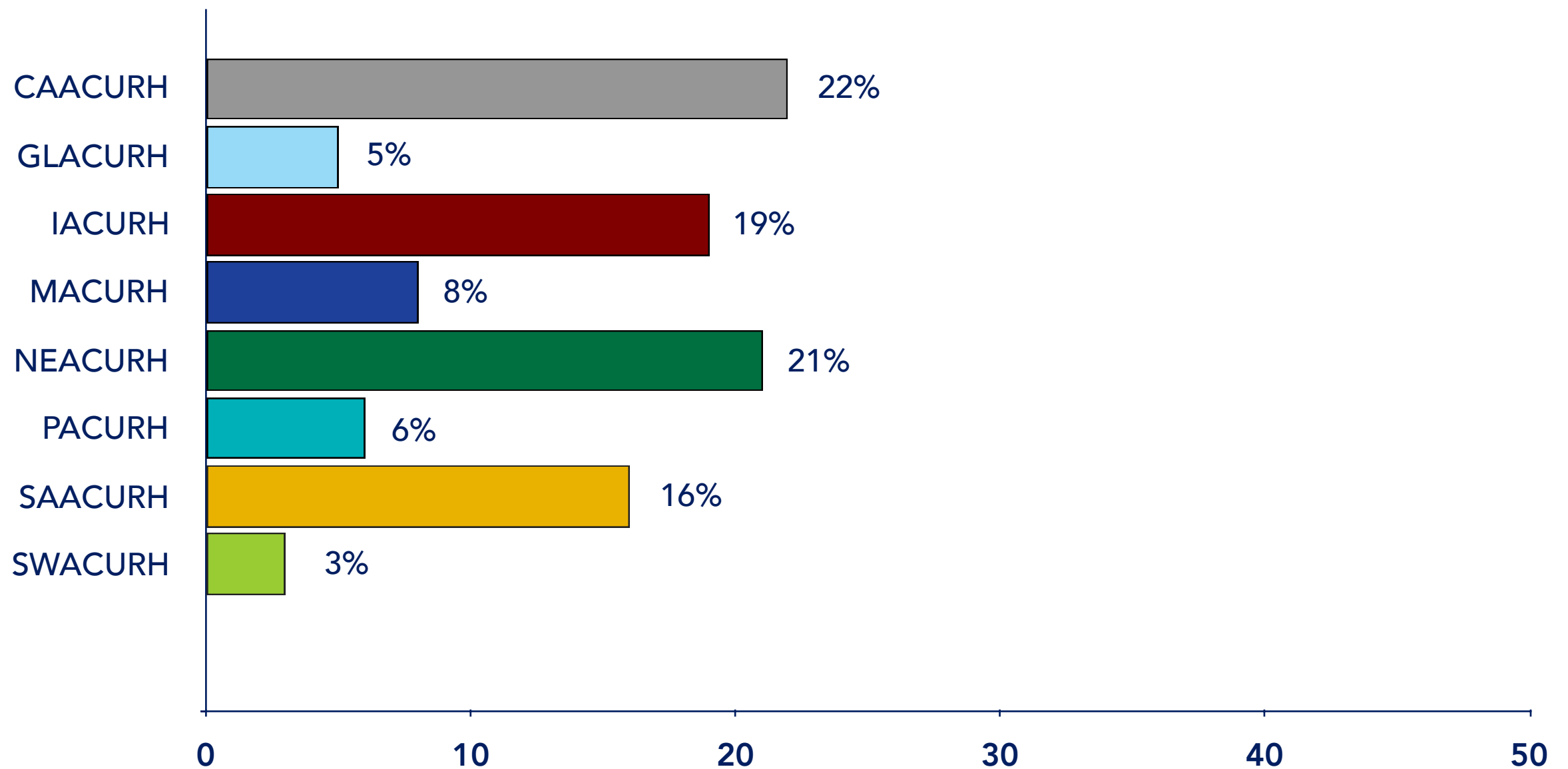


n=156

Percent of total respondents

REGIONAL RESPONDENTS

Affiliation Year 2018 - 2019

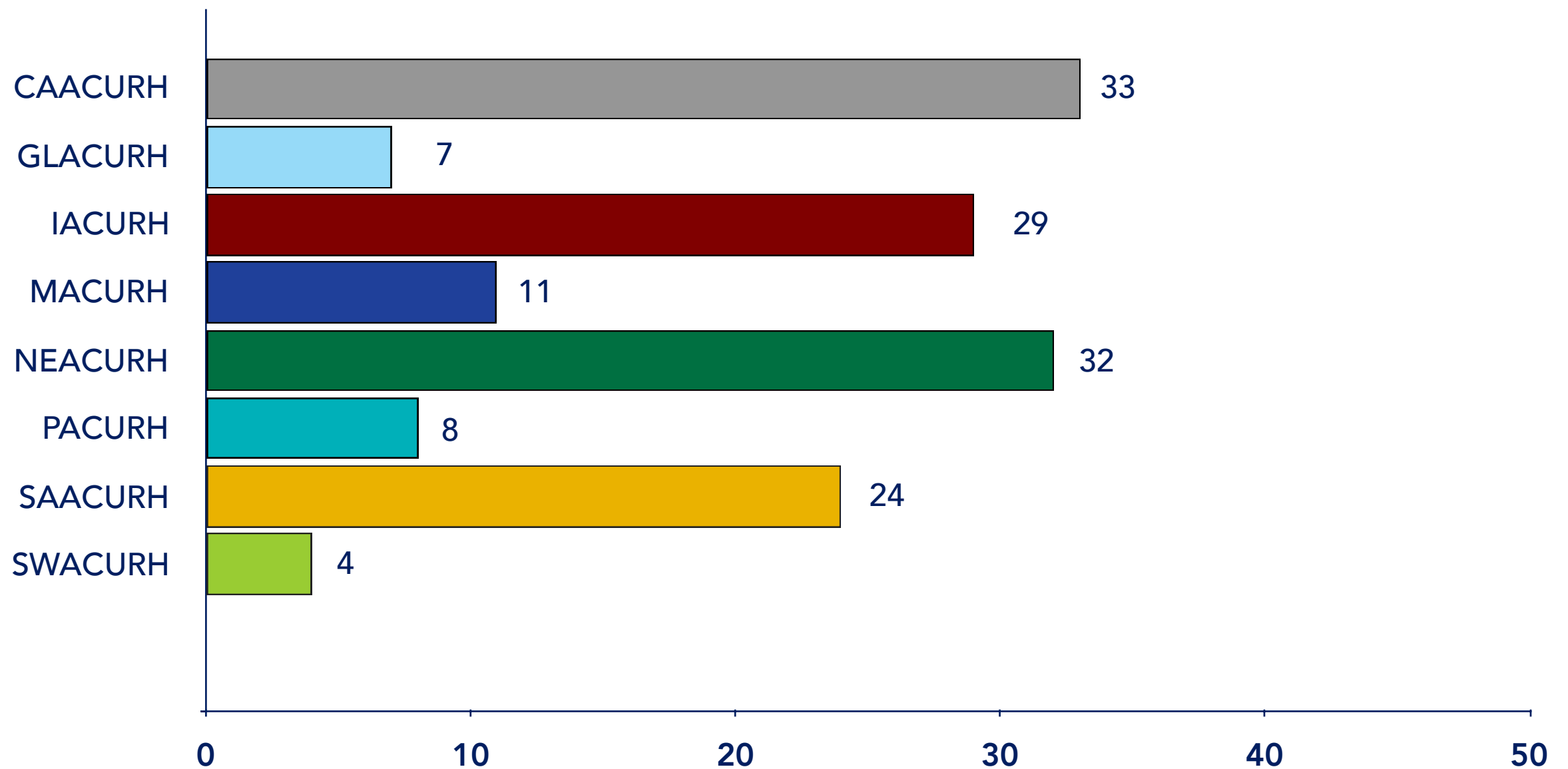


n=148

Percentage of total respondents

REGIONAL RESPONDENTS

Affiliation Year 2018 - 2019

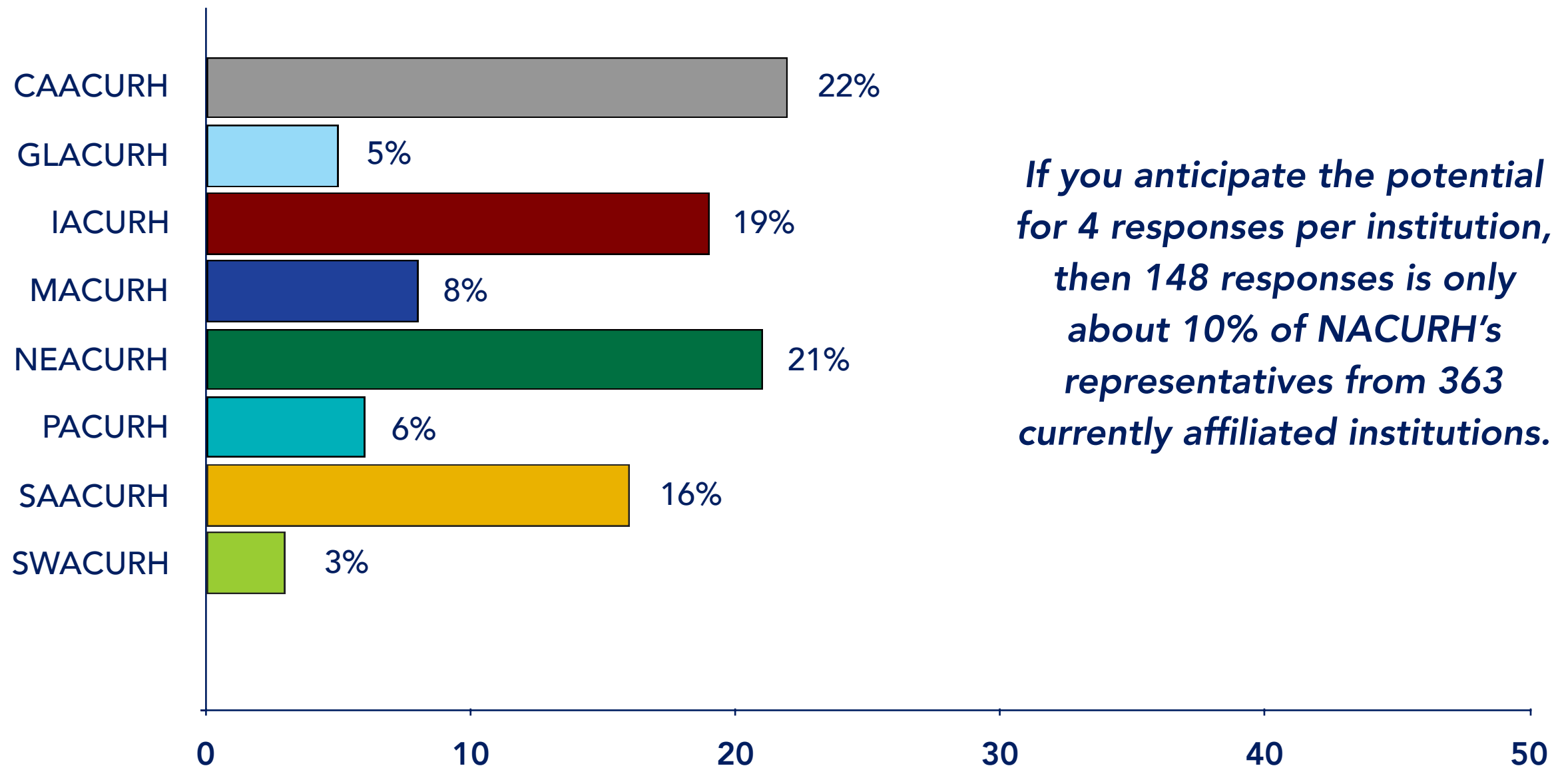


n=148

Number of total respondents

REGIONAL RESPONDENTS

Affiliation Year 2018 - 2019

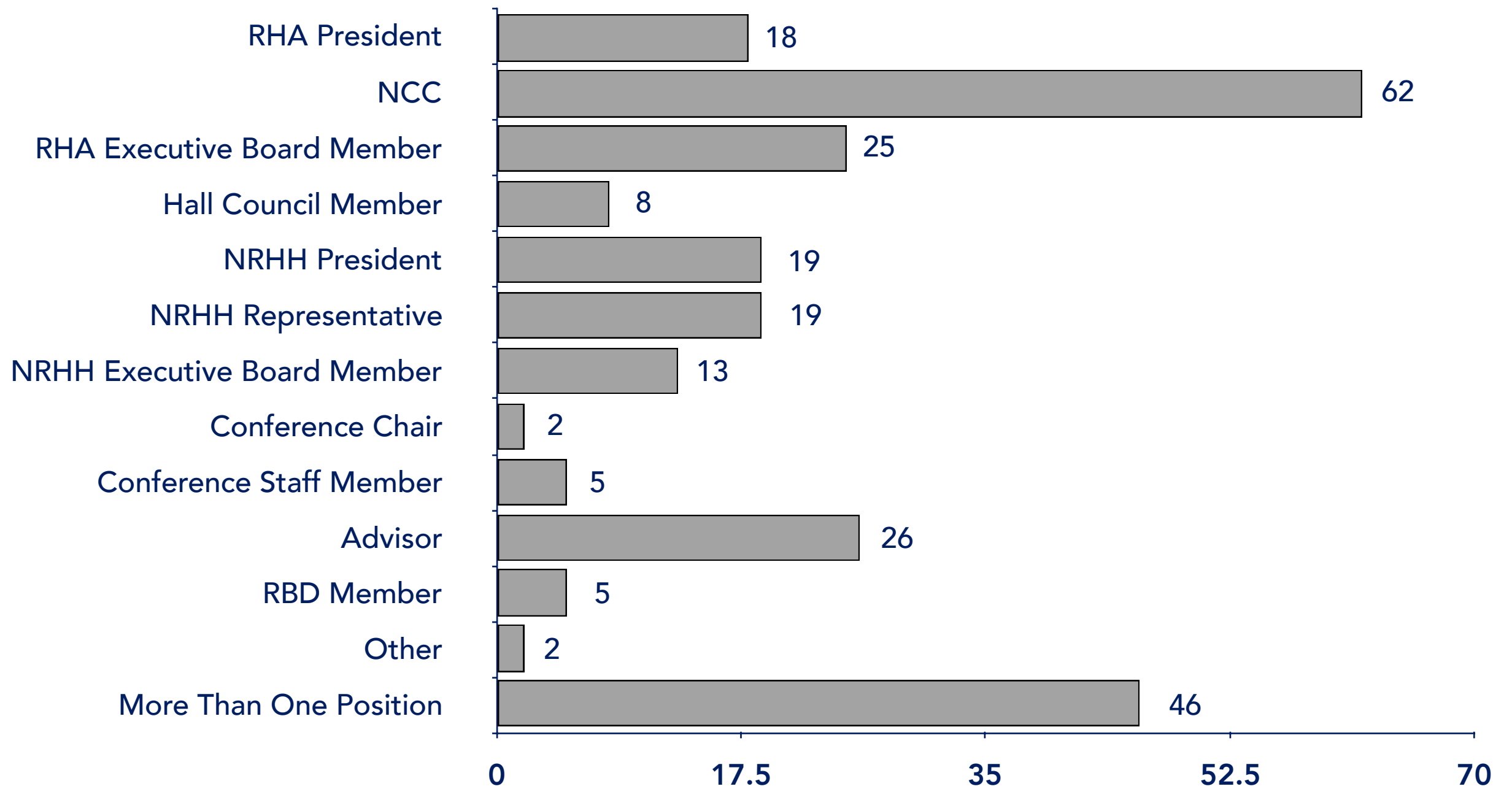


If you anticipate the potential for 4 responses per institution, then 148 responses is only about 10% of NACURH's representatives from 363 currently affiliated institutions.

n=148

Percentage of total respondents

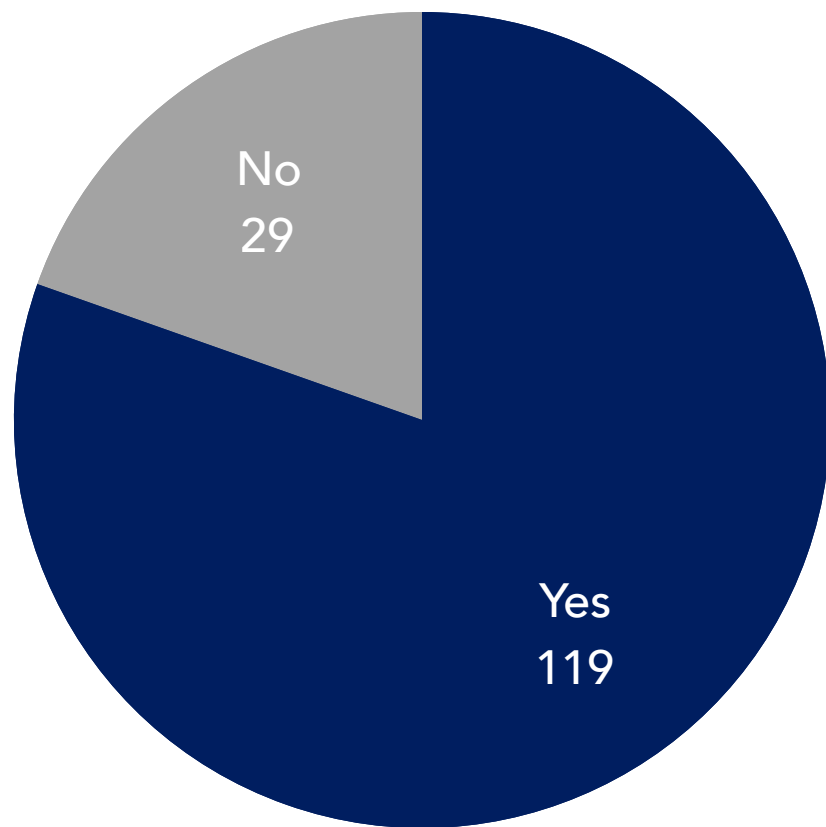
POSITIONAL RESPONDENTS



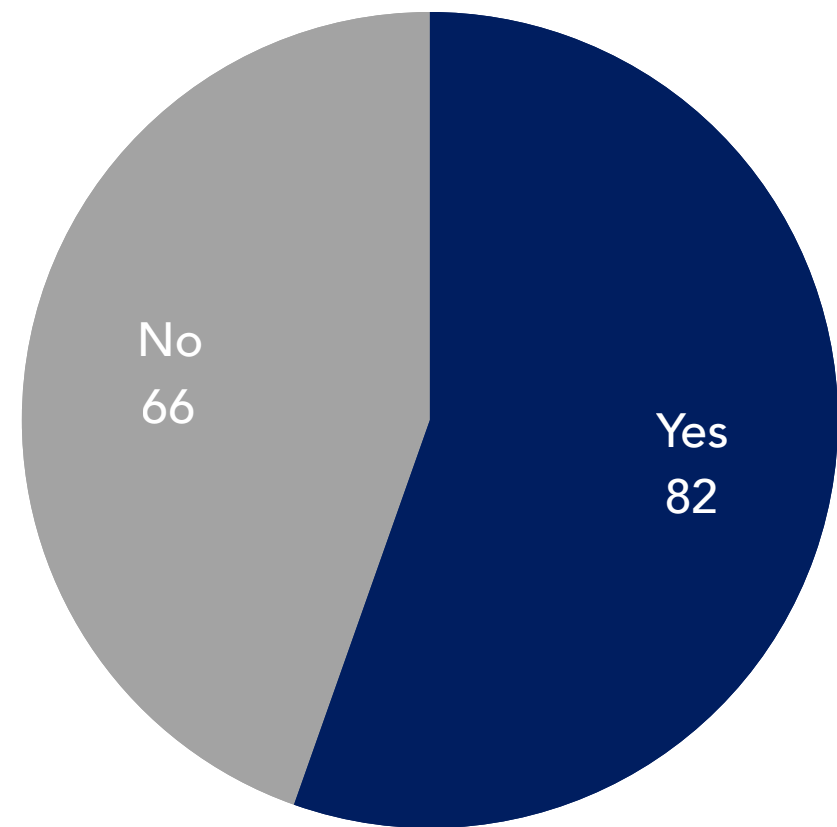
n = 148

NRHH MEMBERSHIP

Does your campus have an NRHH Chapter?



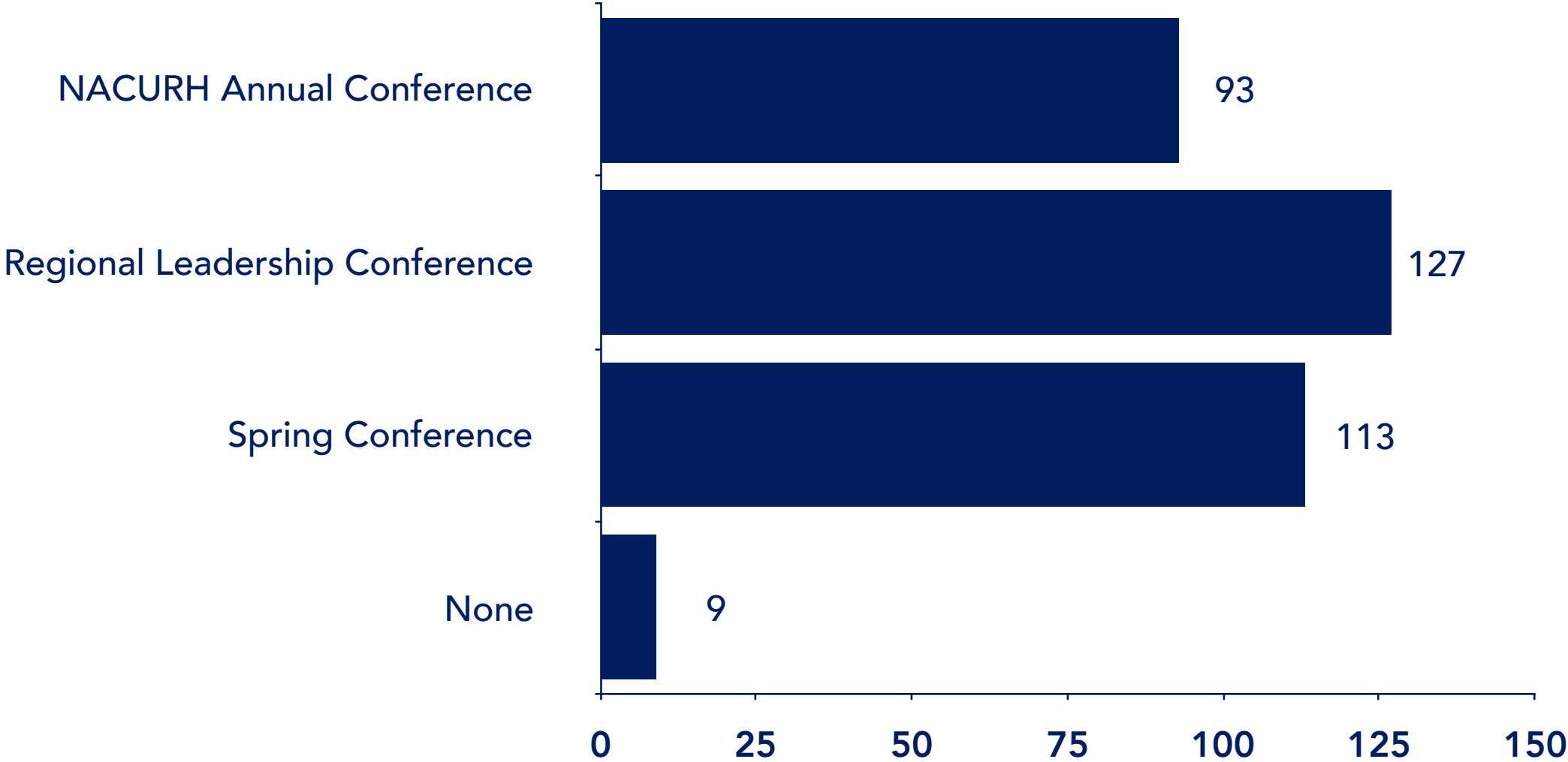
Are you a member of NRHH?



n=148

CONFERENCE ATTENDANCE

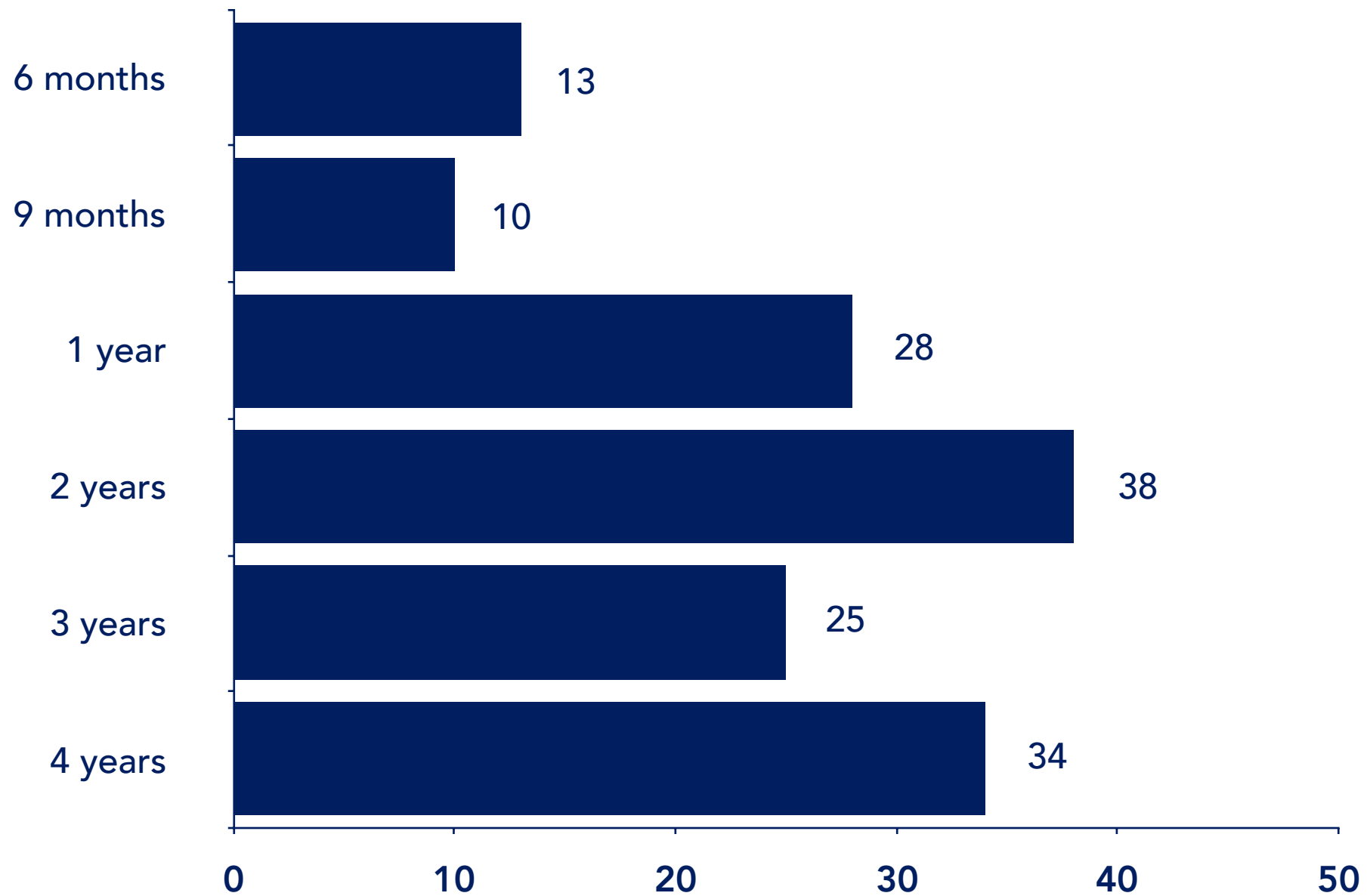
What conferences have you attended in the past 18 months?



n=148

INVOLVEMENT

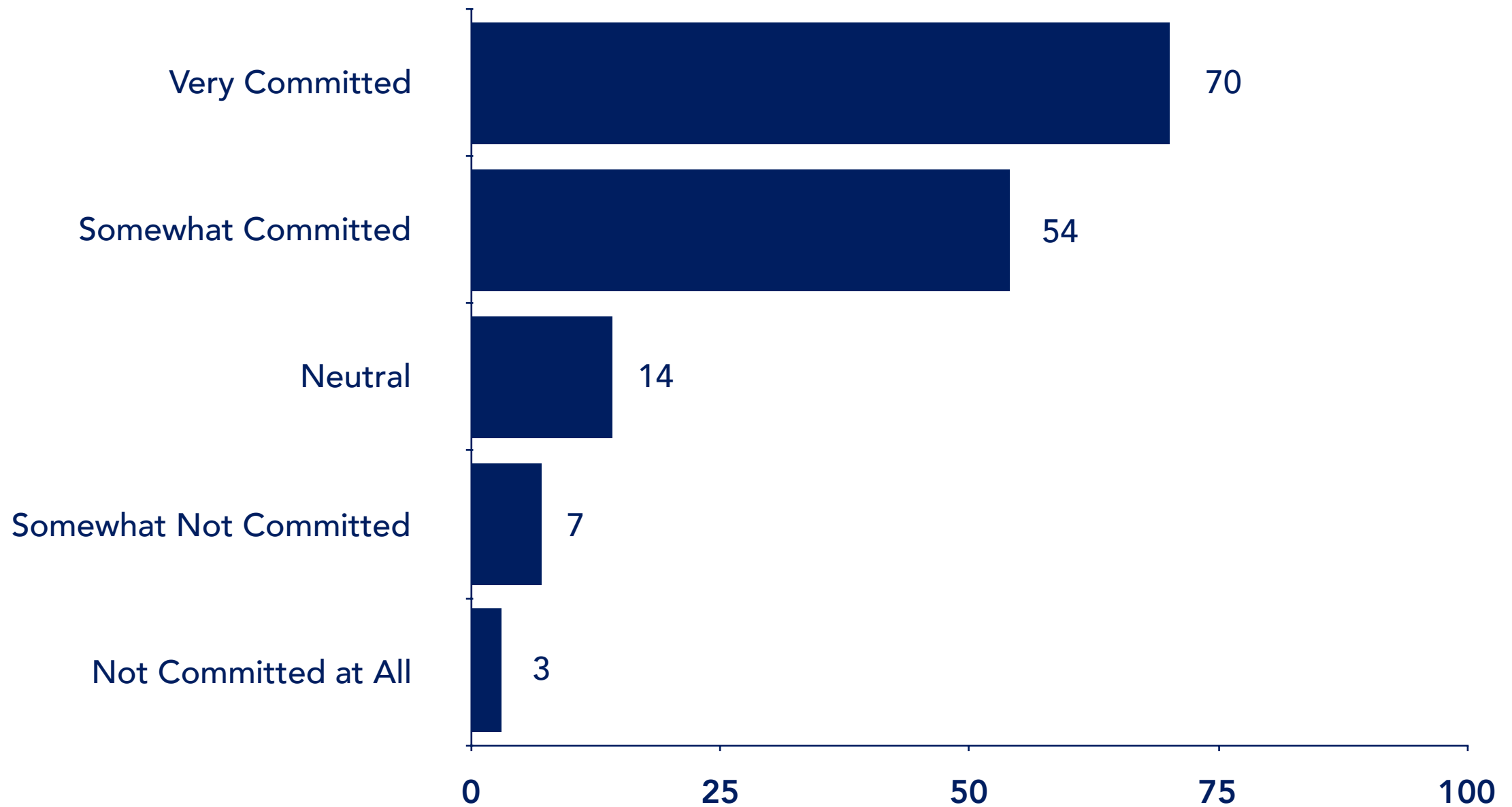
About how long have you been aware of NACURH?



n=148

COMMITMENT

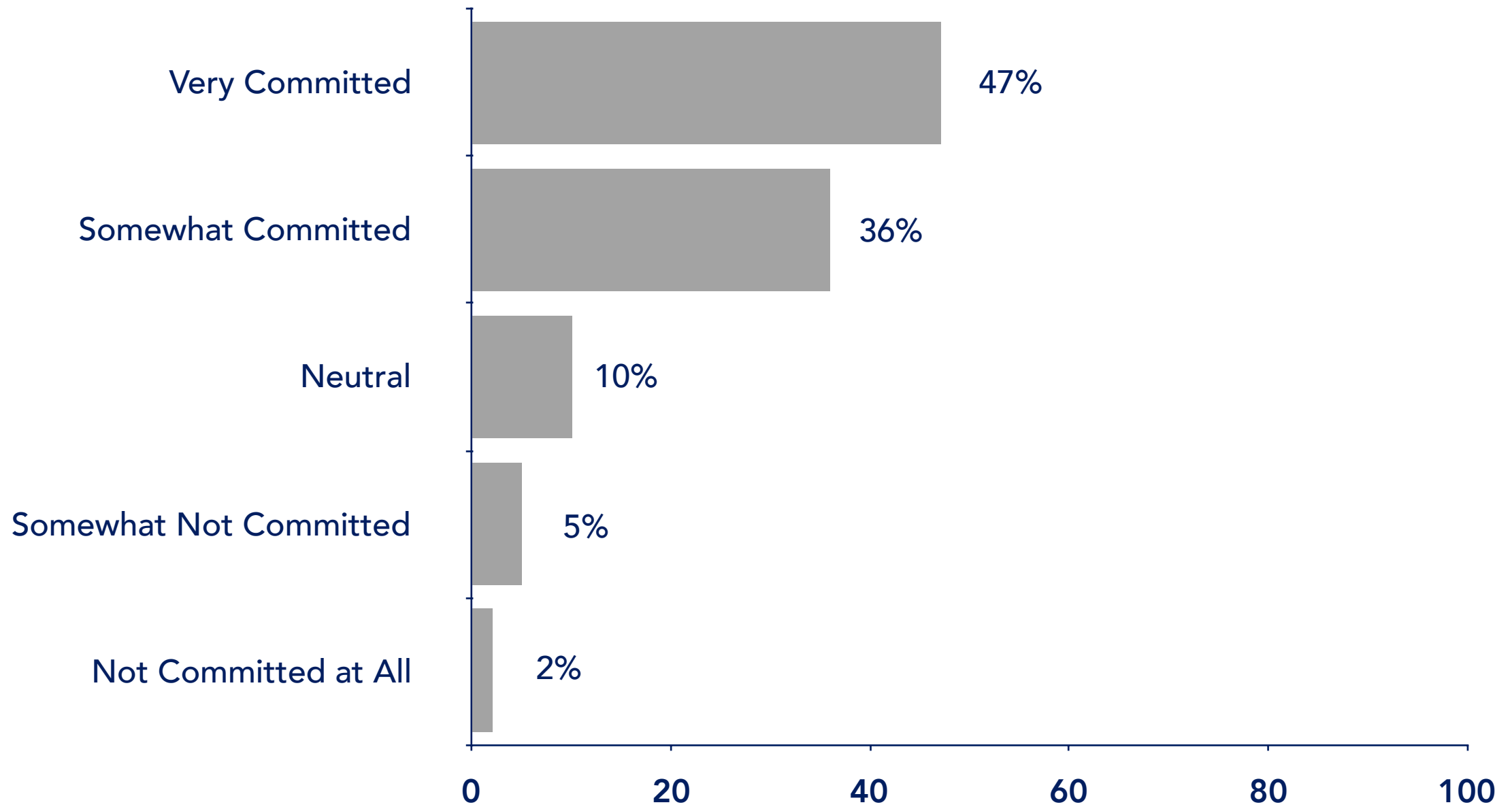
How committed are you to being involved in the future?



n=148

COMMITMENT

How committed are you to being involved in the future?

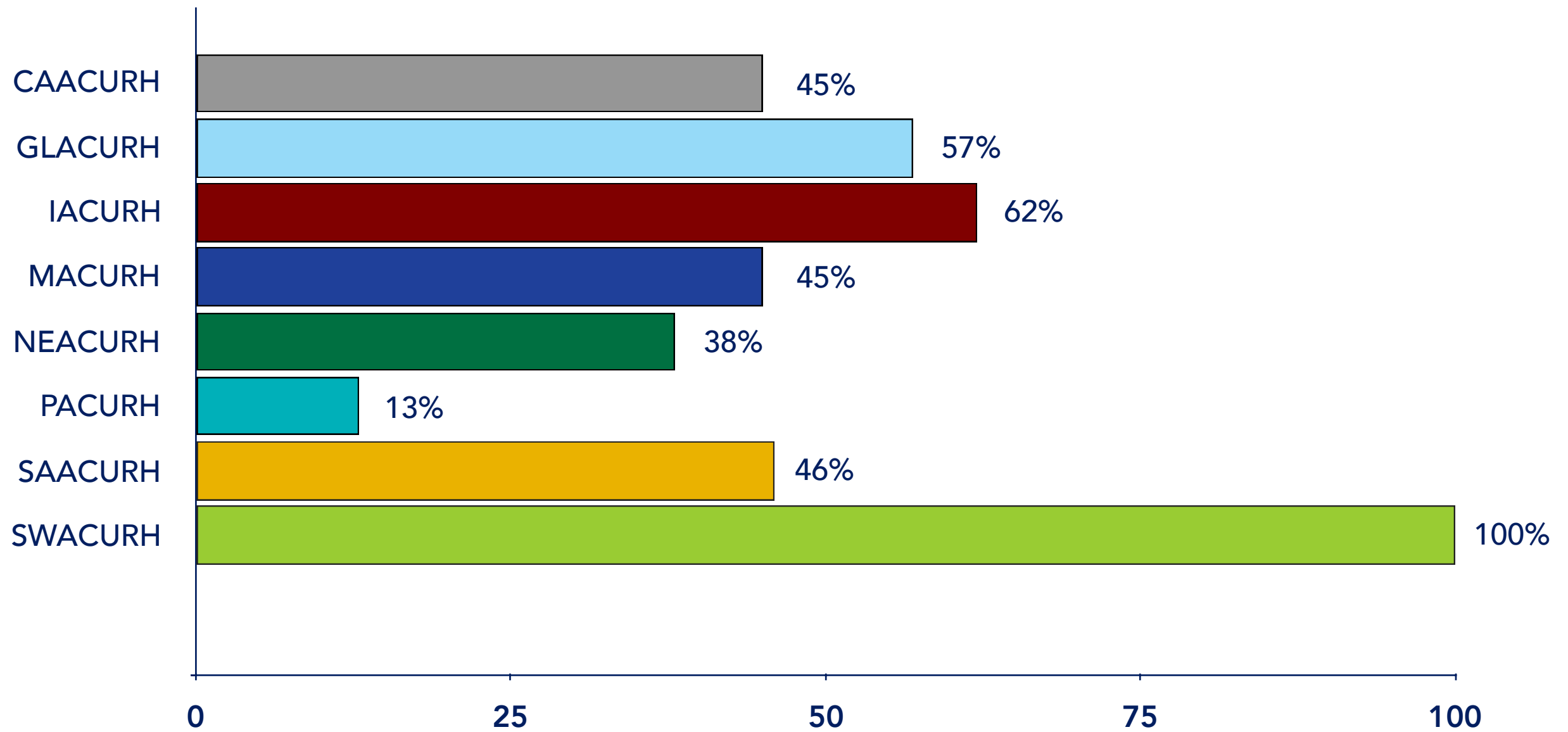


n=148

Percent of total respondents

COMMITMENT

How committed are you to being involved in the future?

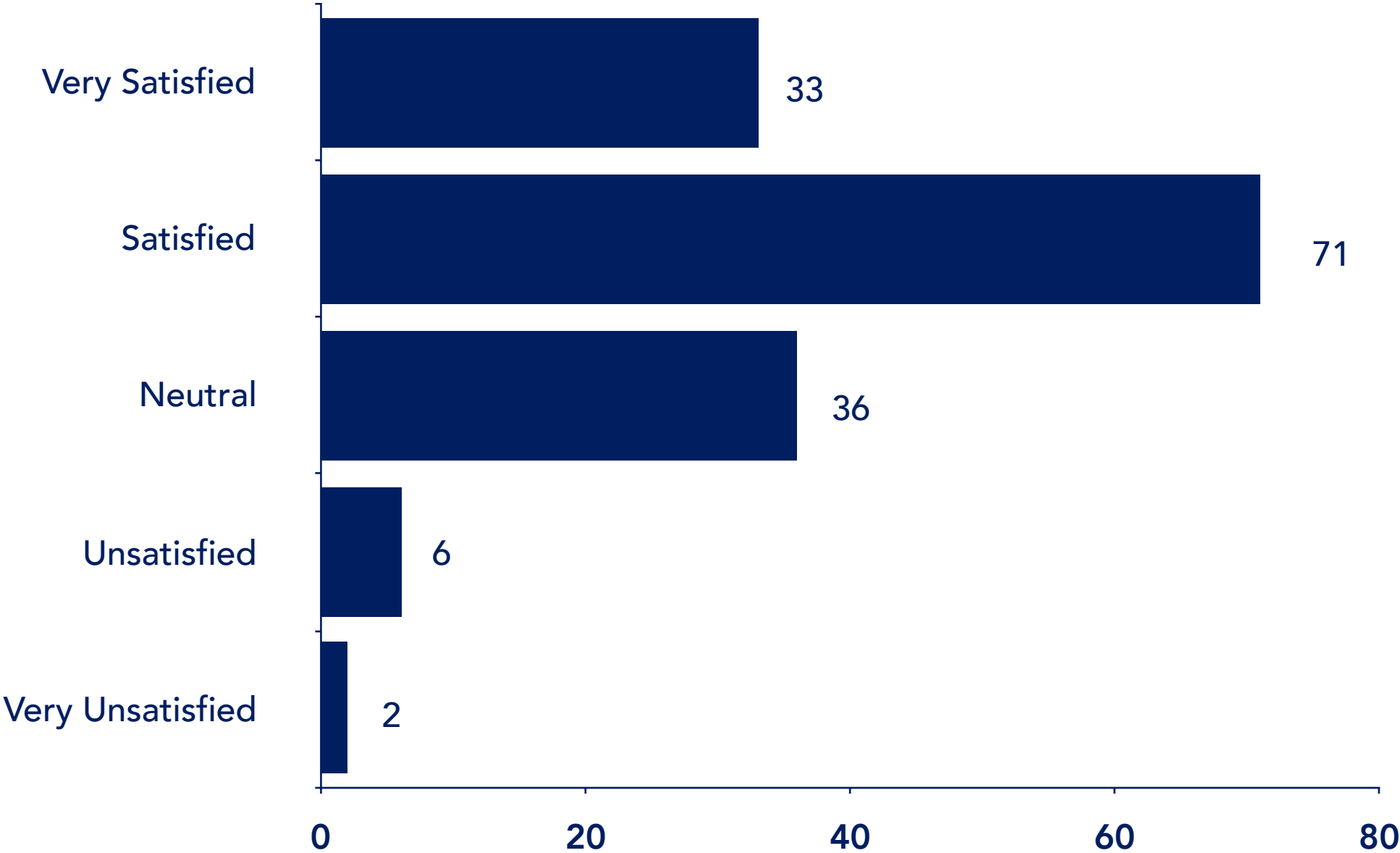


n=148

*Percent of **Very Committed** per region*

SATISFACTION

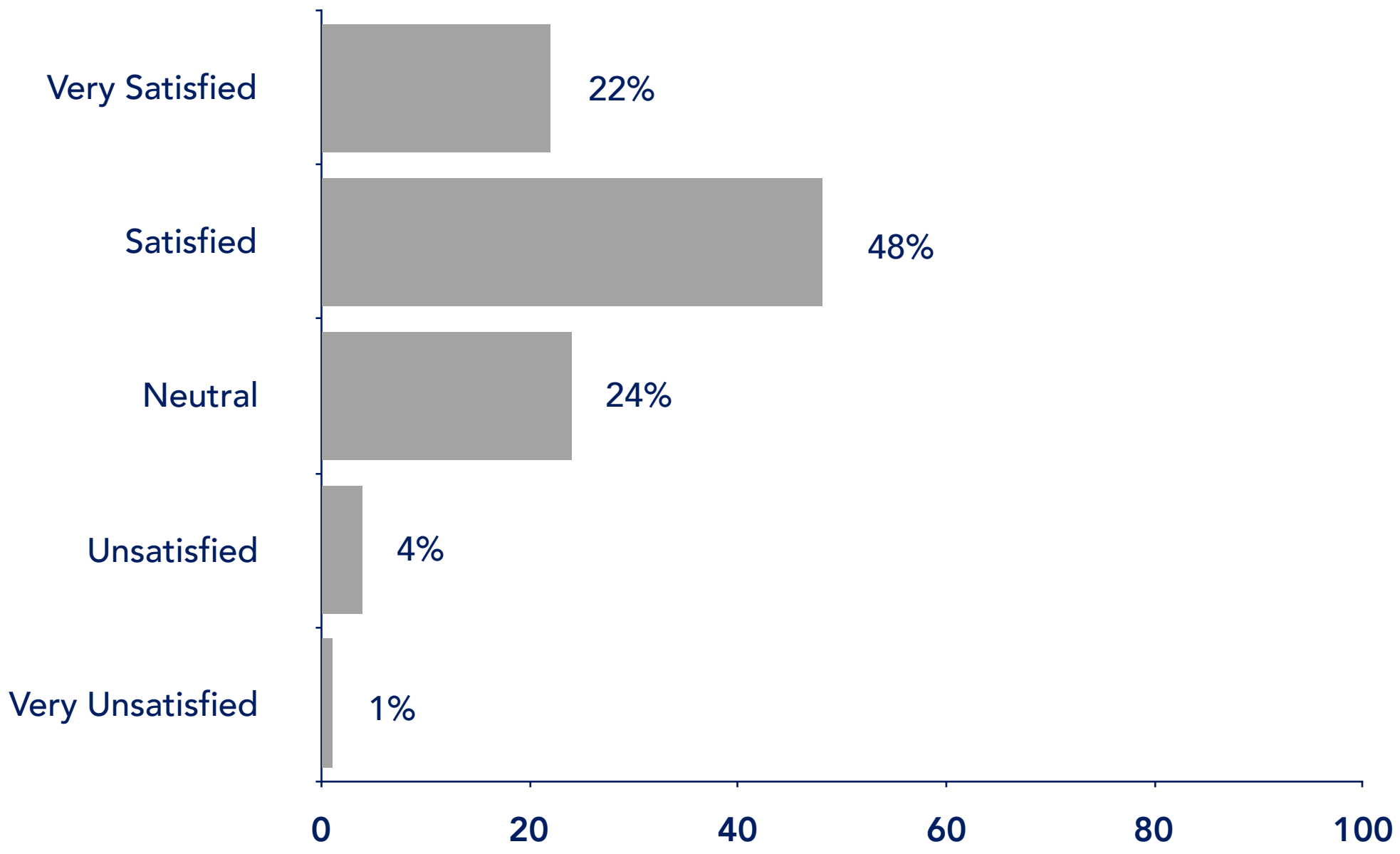
NACURH, Inc.



n=148

SATISFACTION

NACURH, Inc.

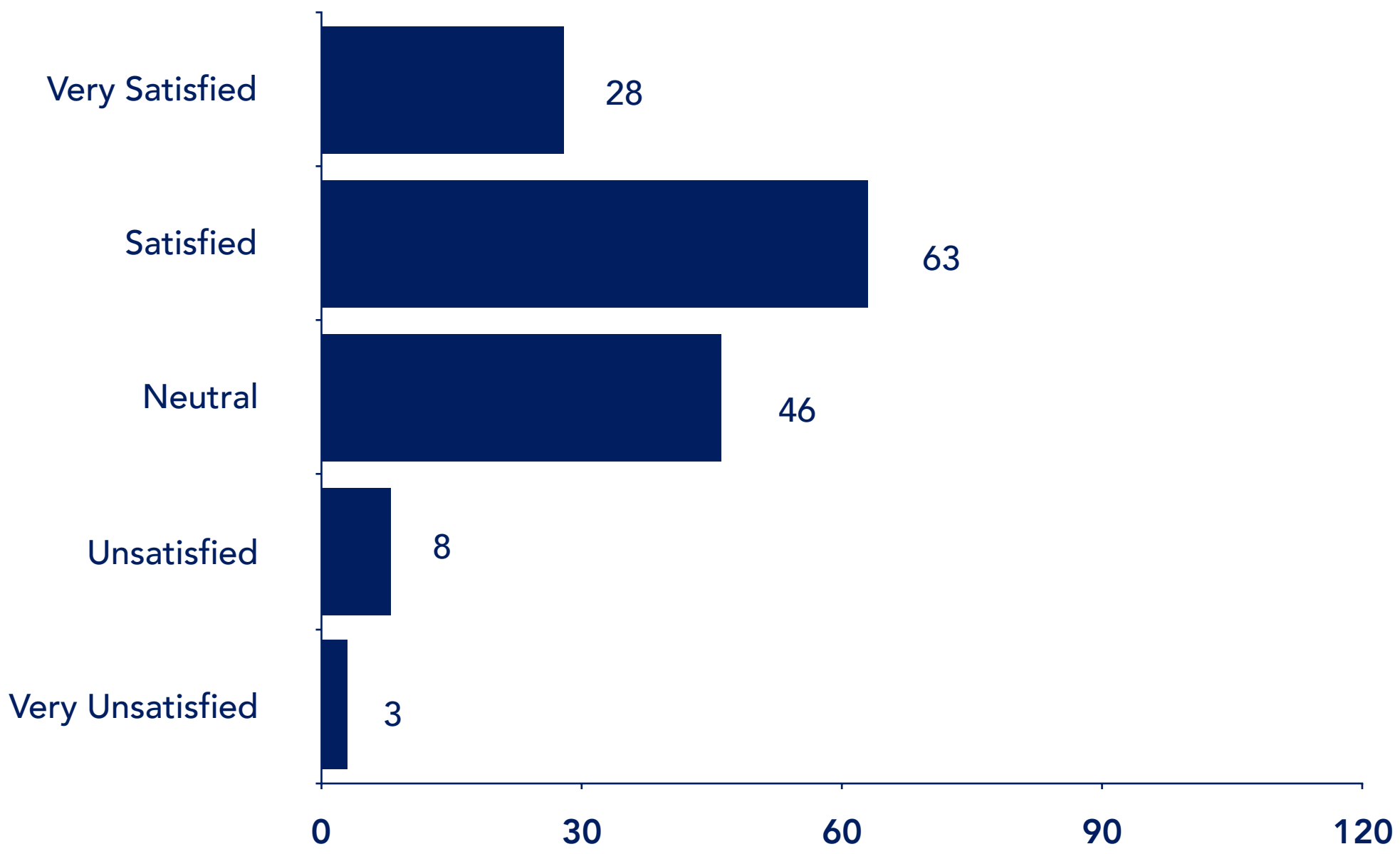


n=148

Percent of total respondents

SATISFACTION

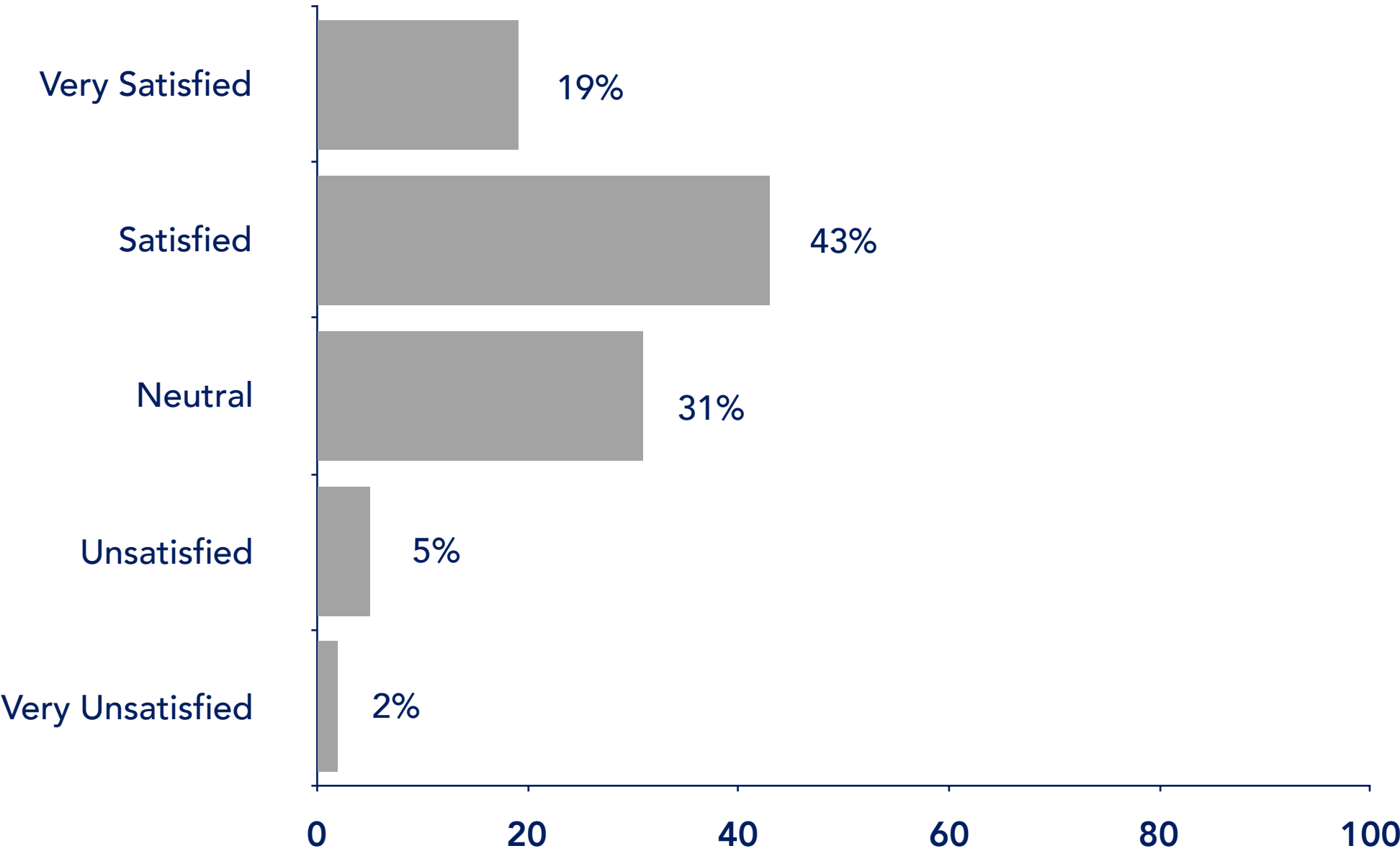
NACURH Corporate Office



n=148

SATISFACTION

NACURH Corporate Office

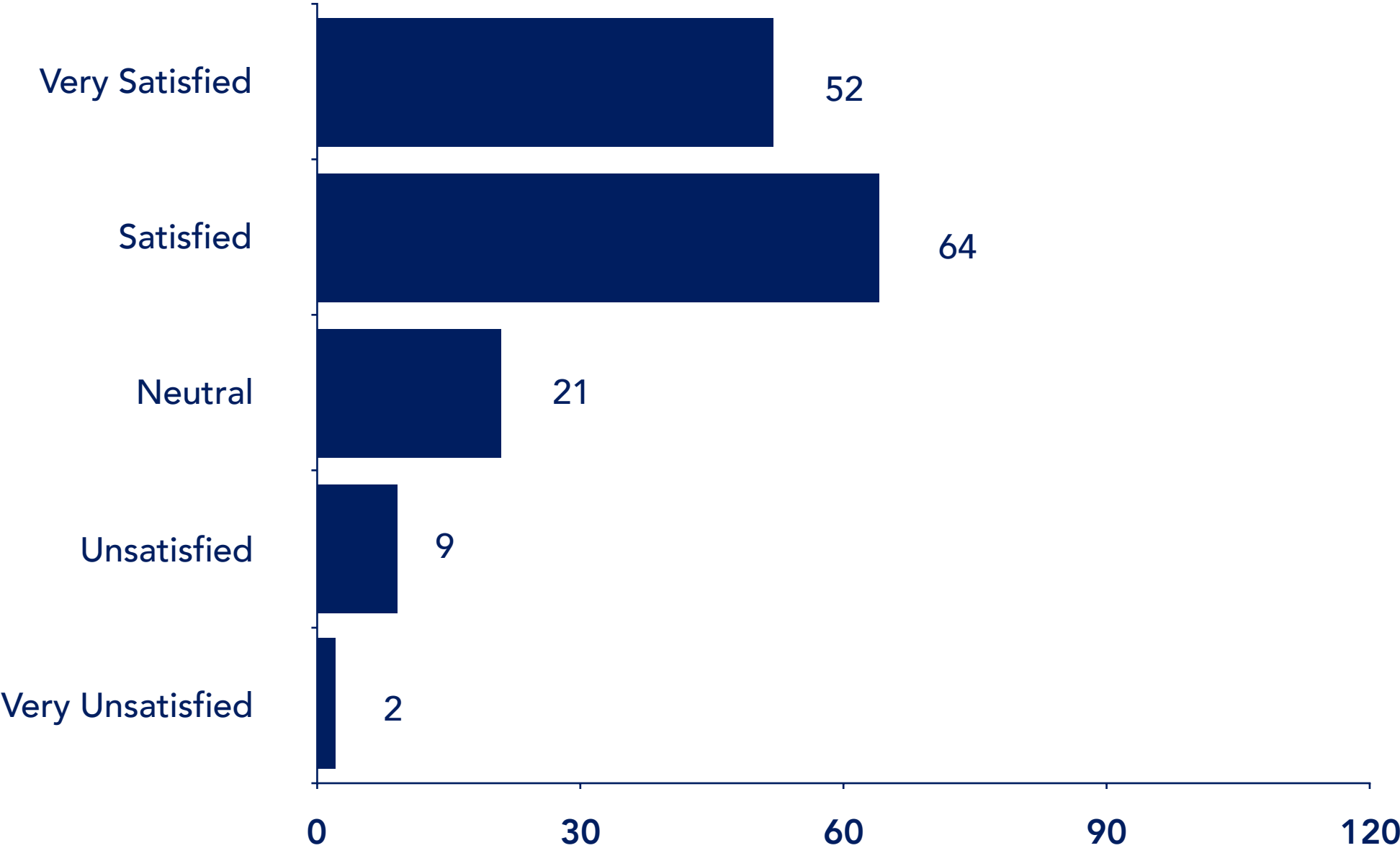


n=148

Percent of total respondents

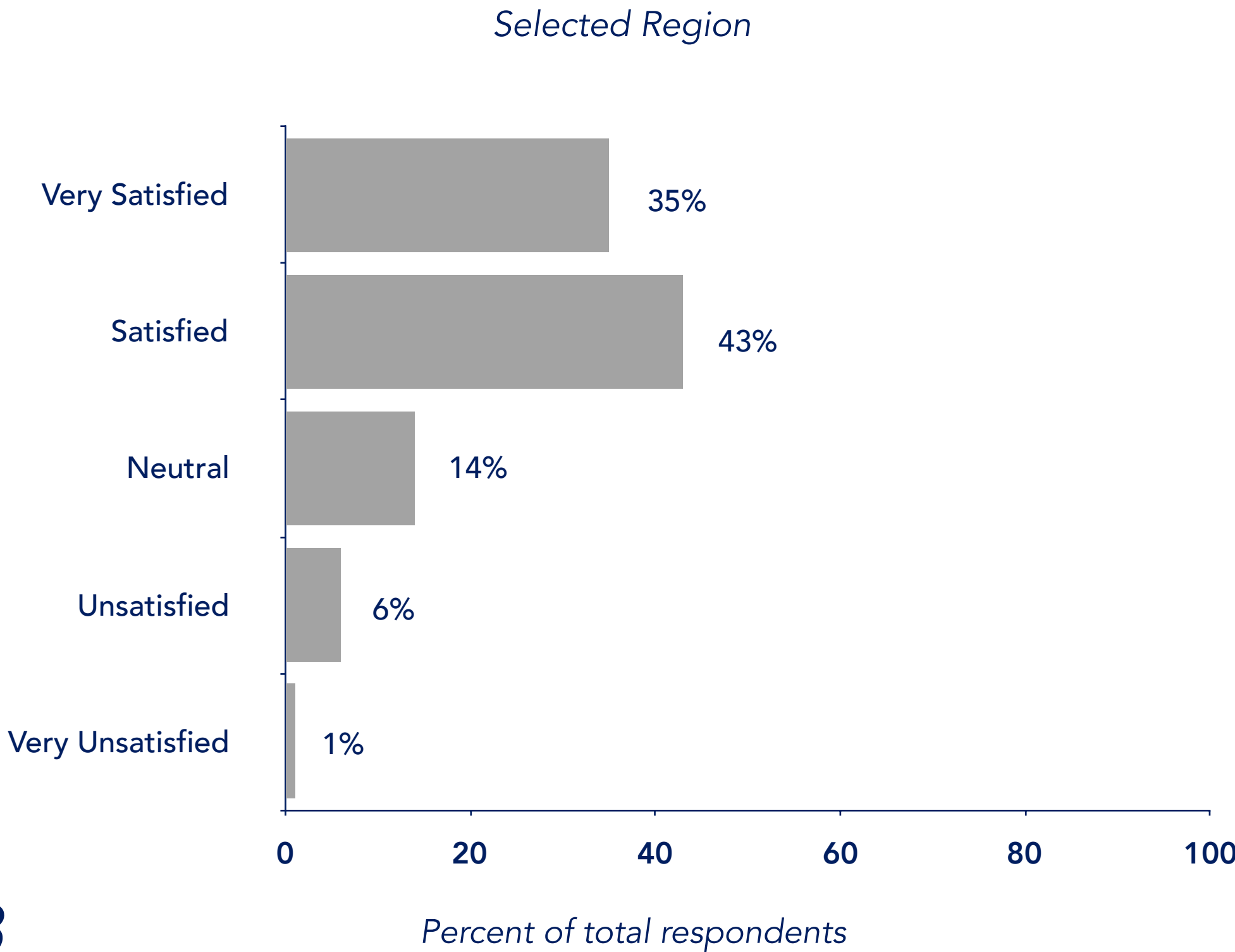
SATISFACTION

Selected Region



n=148

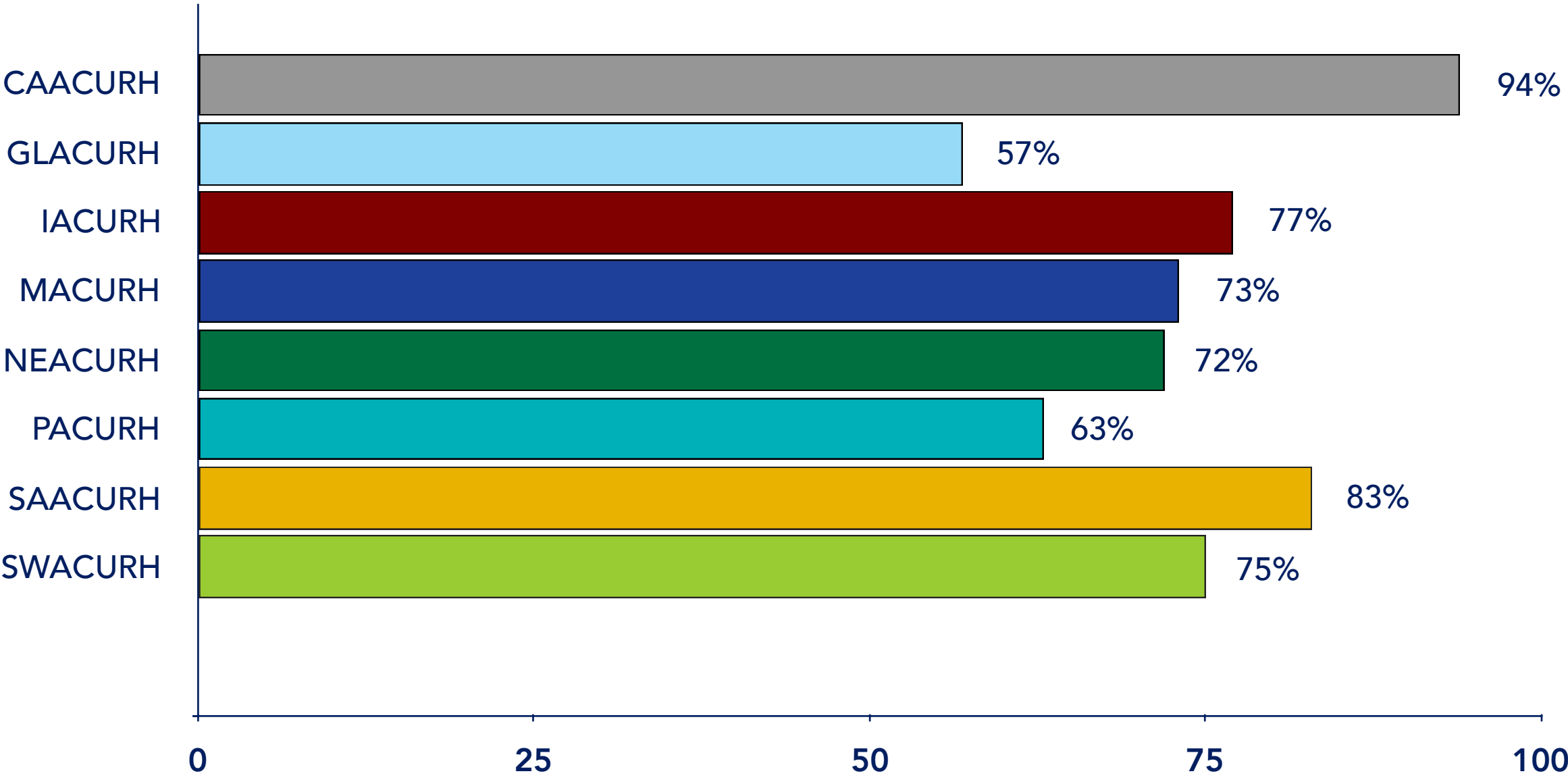
SATISFACTION



n=148

SATISFACTION

Selected Region

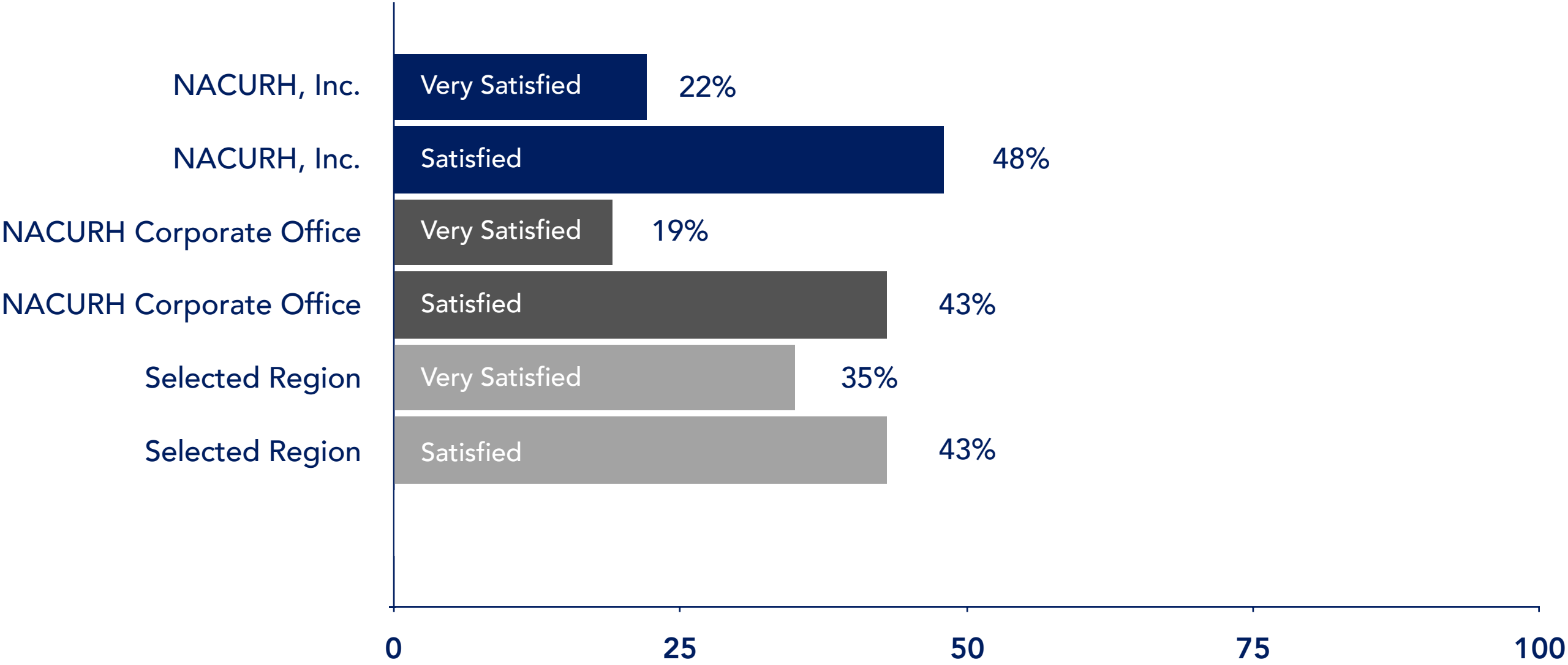


n=156

Percent of Satisfied & Very Satisfied per region

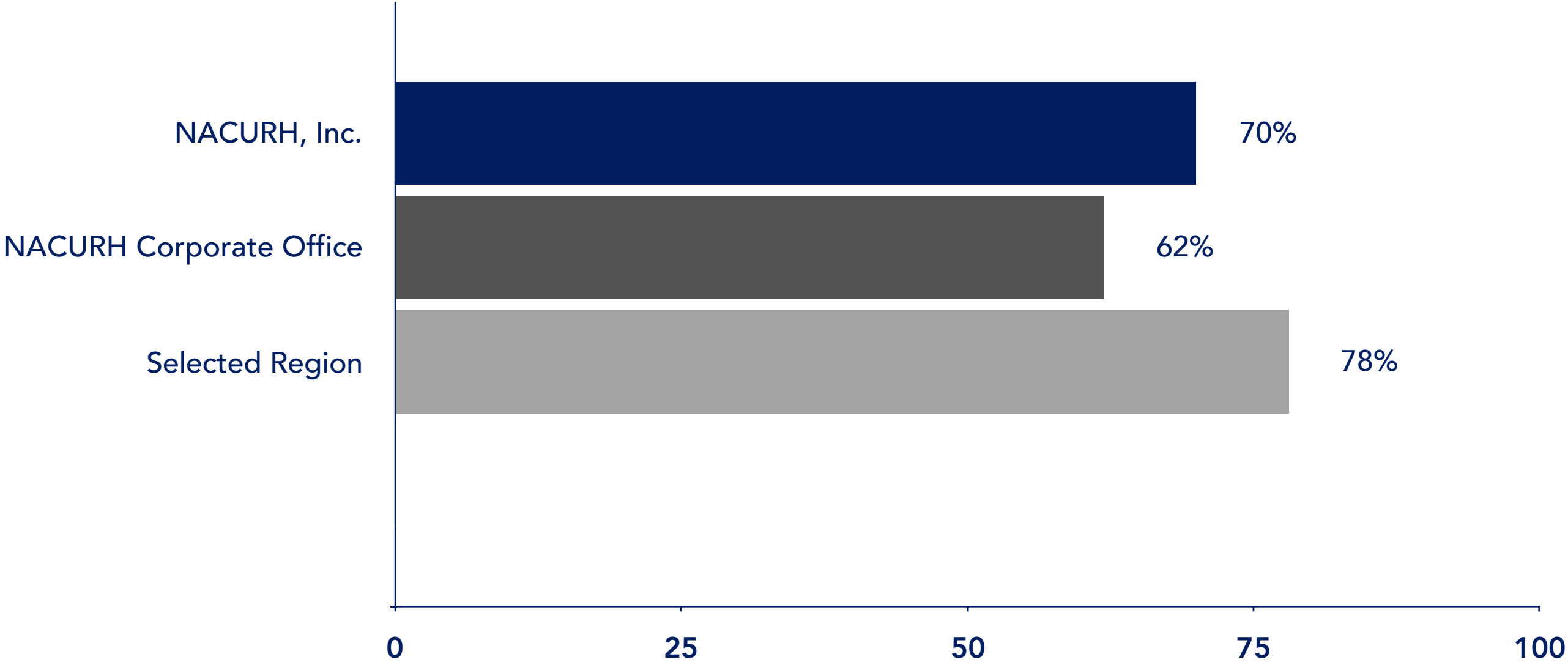
SATISFACTION

Percent of **Satisfied & Very Satisfied** responses, if Neutral is included



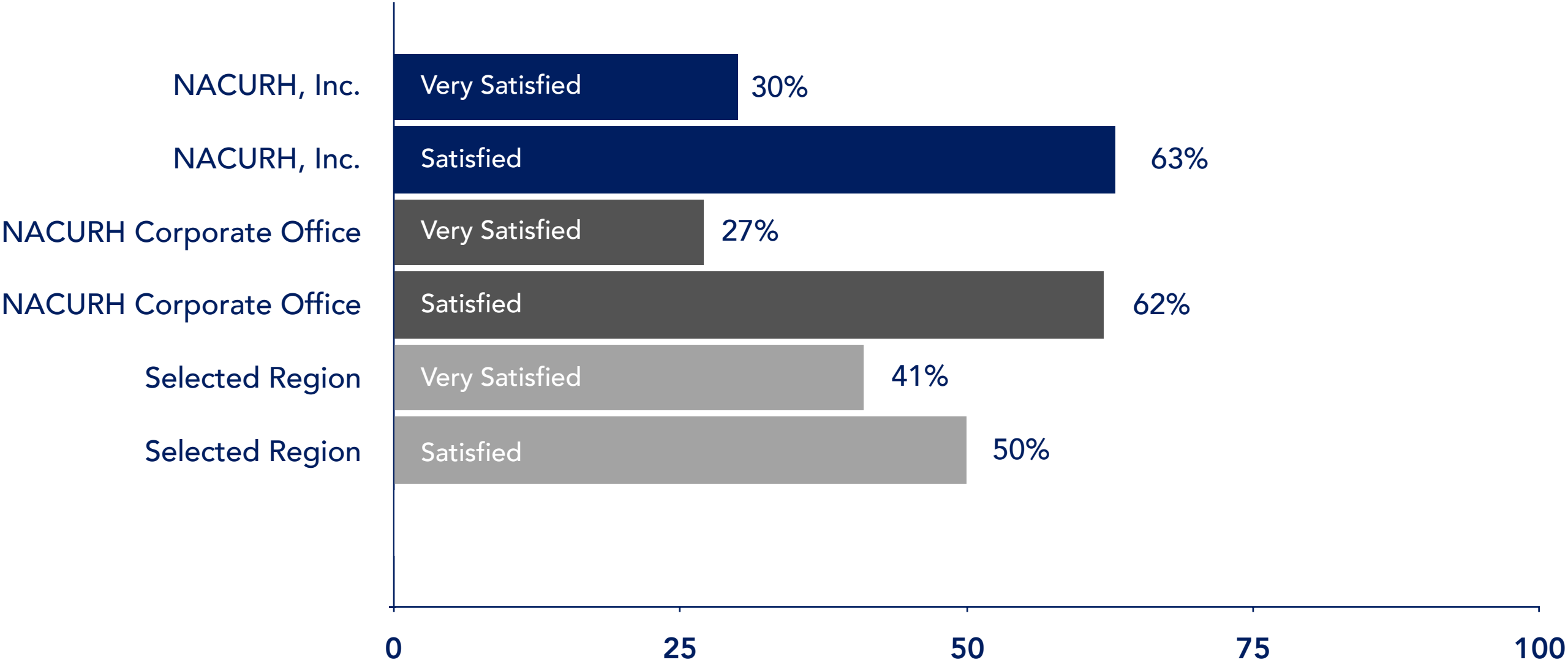
SATISFACTION

Percent of **Satisfied & Very Satisfied** responses, if Neutral is included



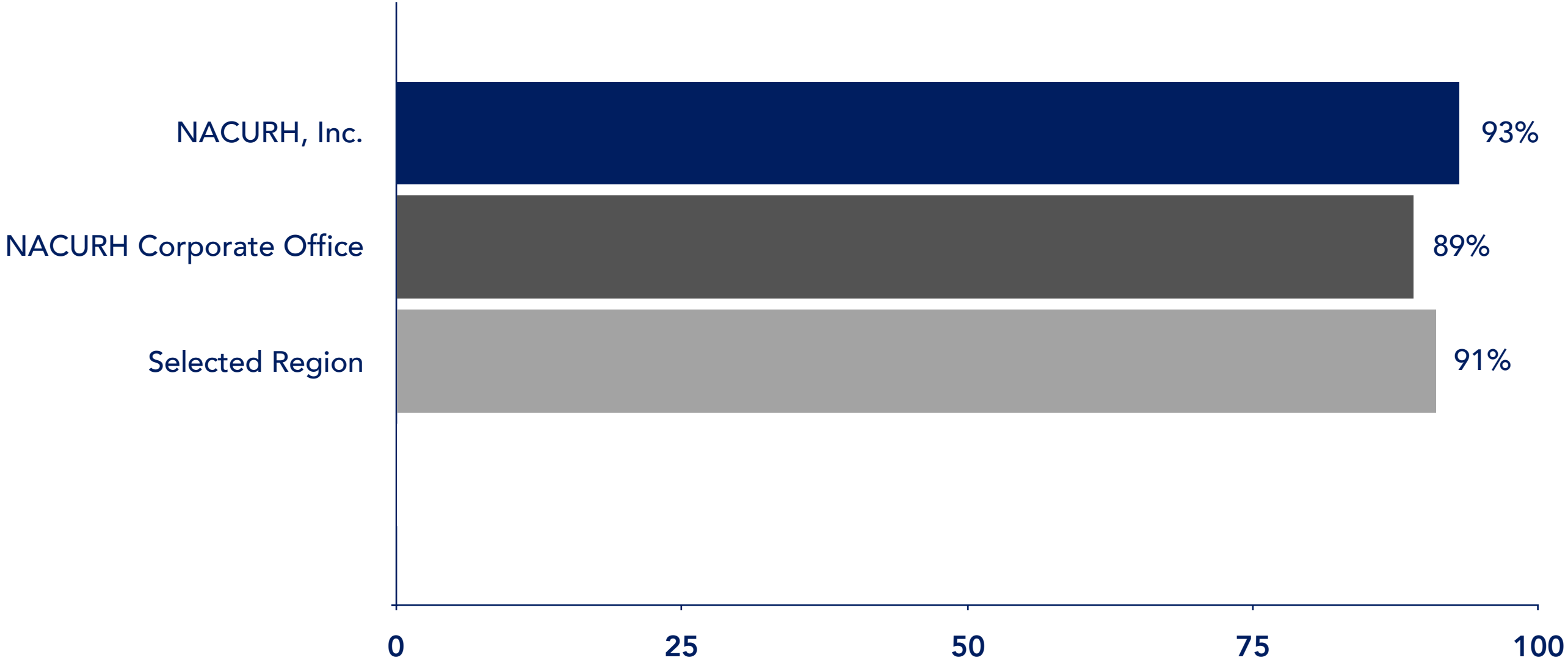
SATISFACTION

Percent of **Satisfied & Very Satisfied** responses, if Neutral is not included



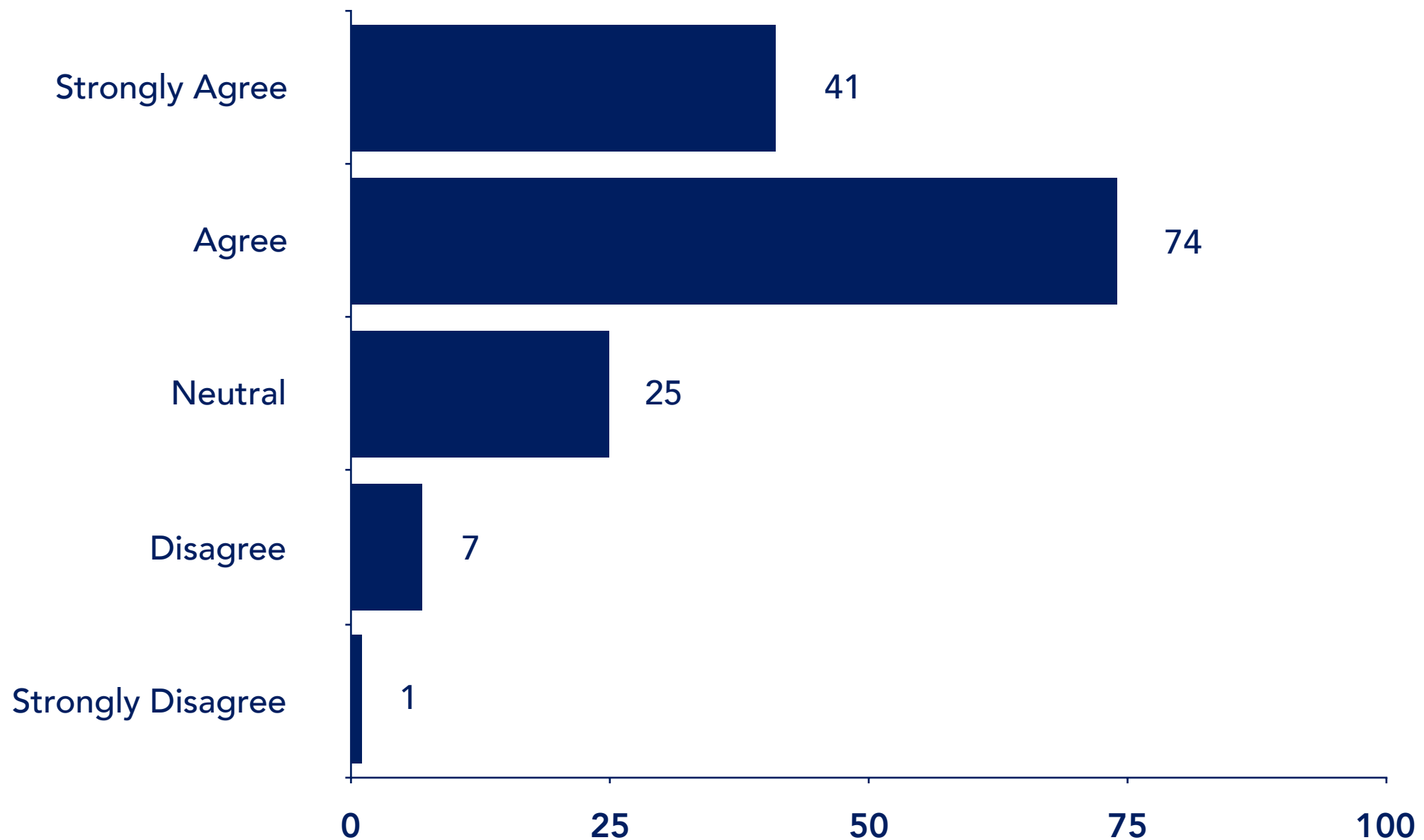
SATISFACTION

Percent of **Satisfied & Very Satisfied** responses, if Neutral is not included



FREEDOM OF OPINION

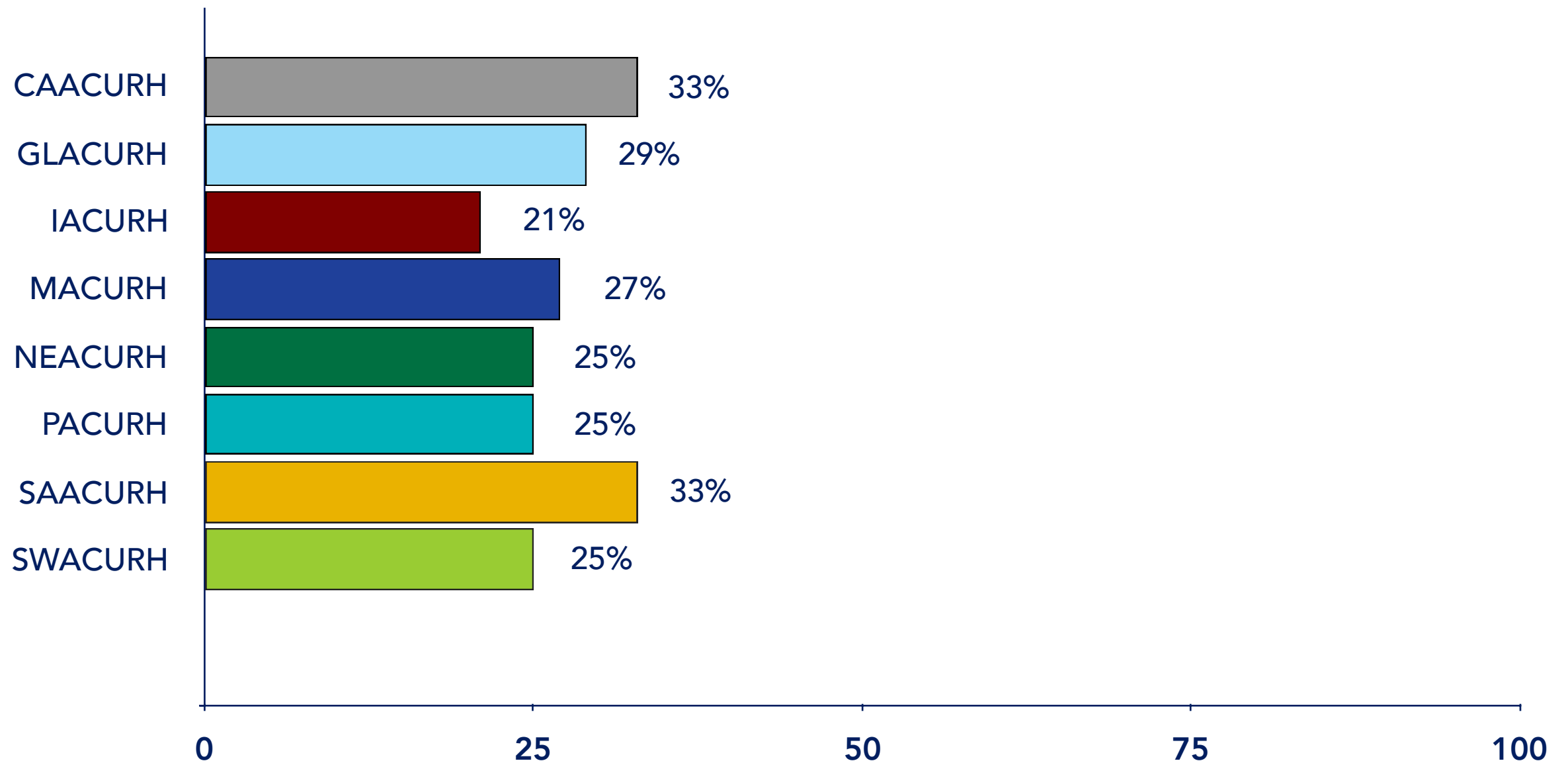
"NACURH creates an environment where I can freely express my opinion"



n=148

FREEDOM OF OPINION

"NACURH creates an environment where I can freely express my opinion"

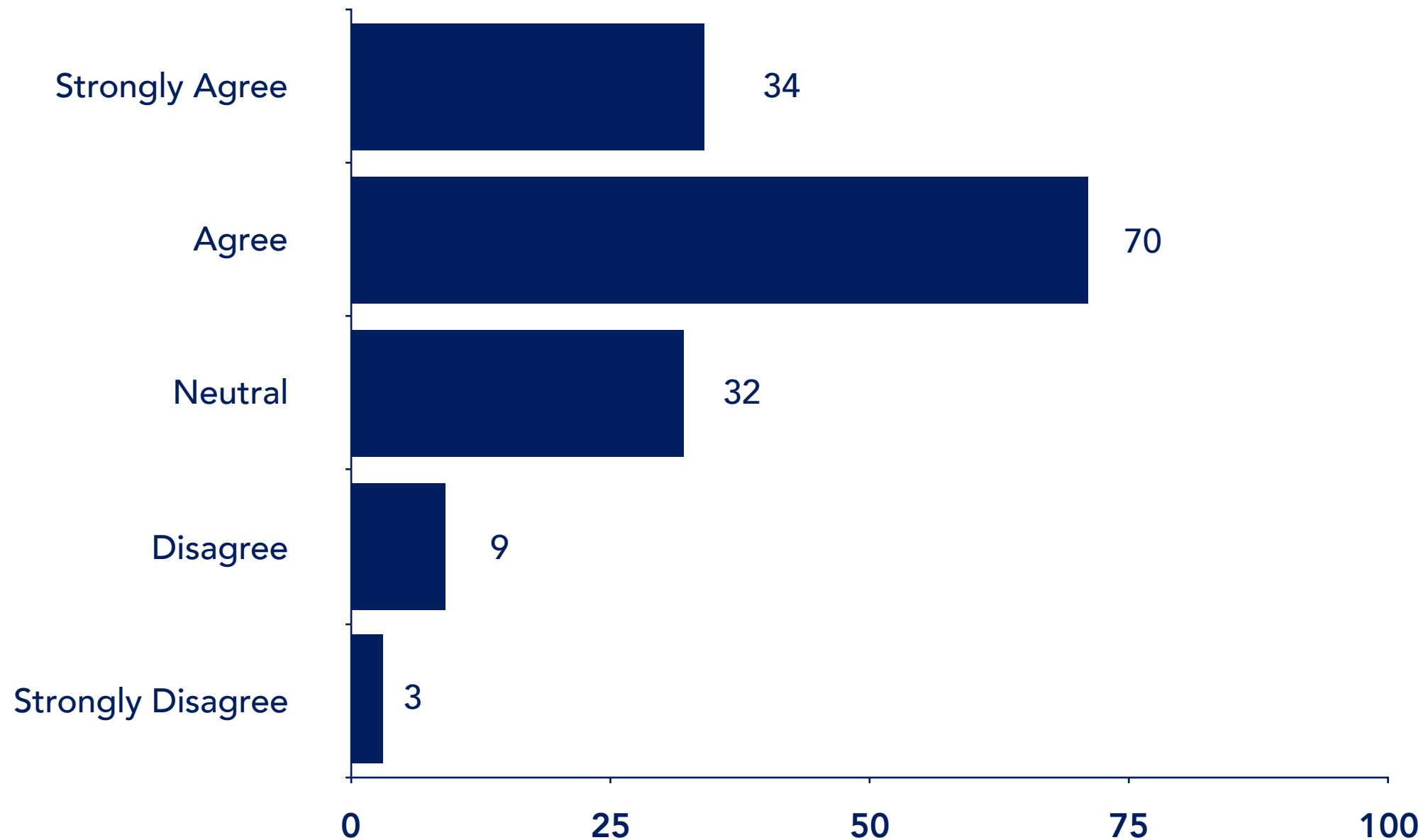


n=148

*Percent of **Strongly Agree** per region*

FREEDOM OF OPINION

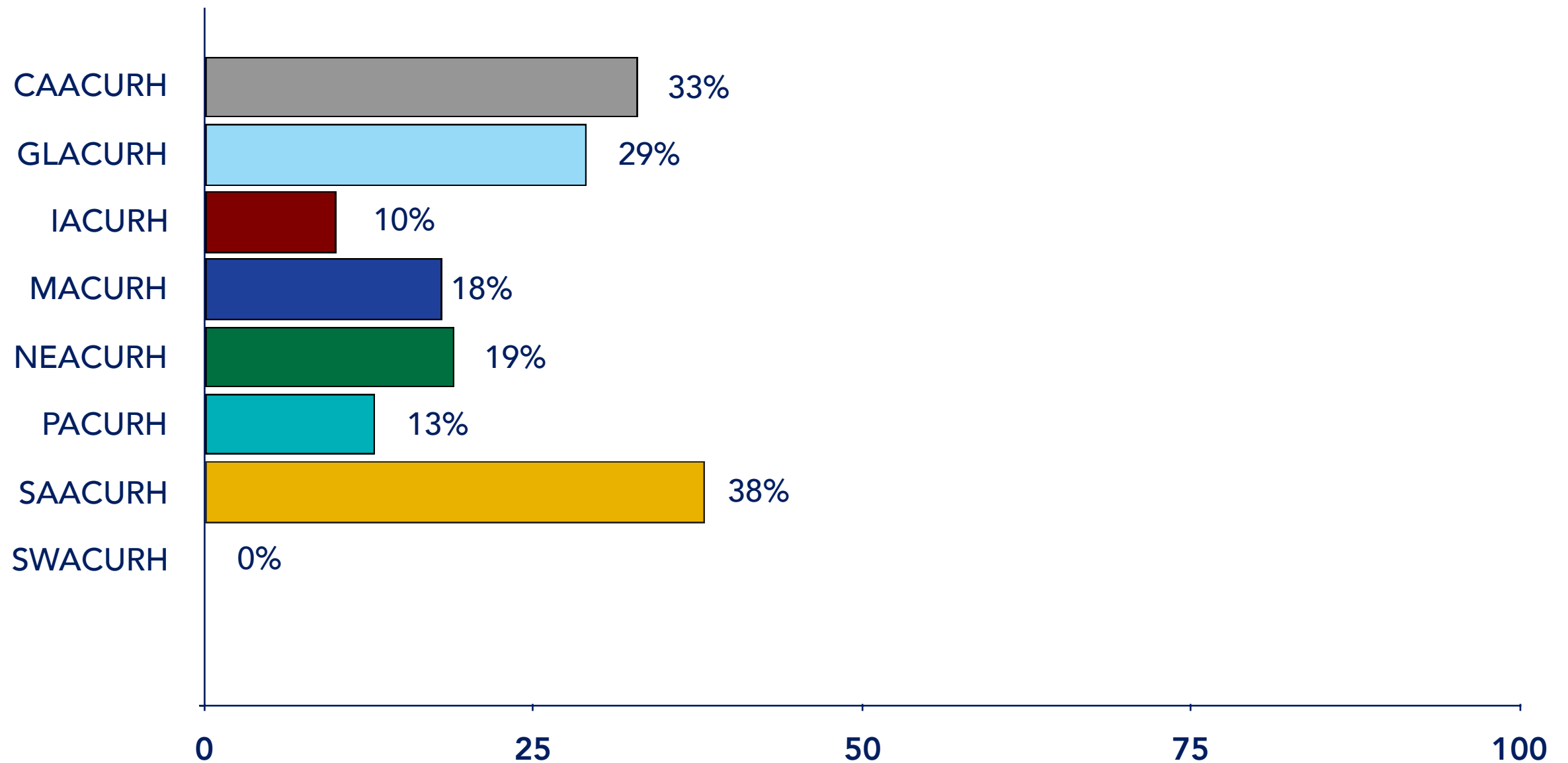
"When I express my opinion, its valued by NACURH"



n=148

FREEDOM OF OPINION

"When I express my opinion, its valued by NACURH"

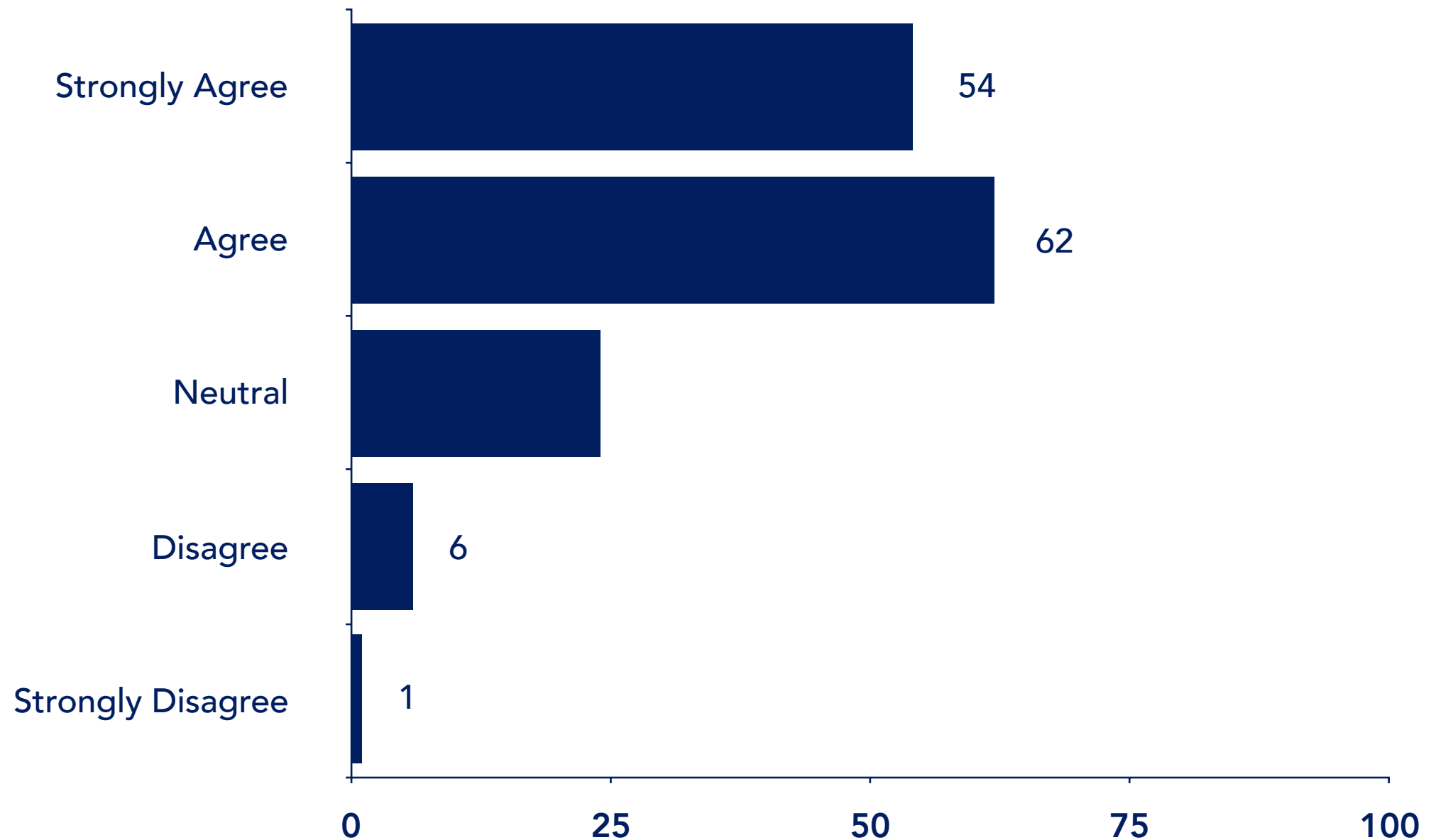


n=148

*Percent of **Strongly Agree** per region*

FREEDOM OF OPINION

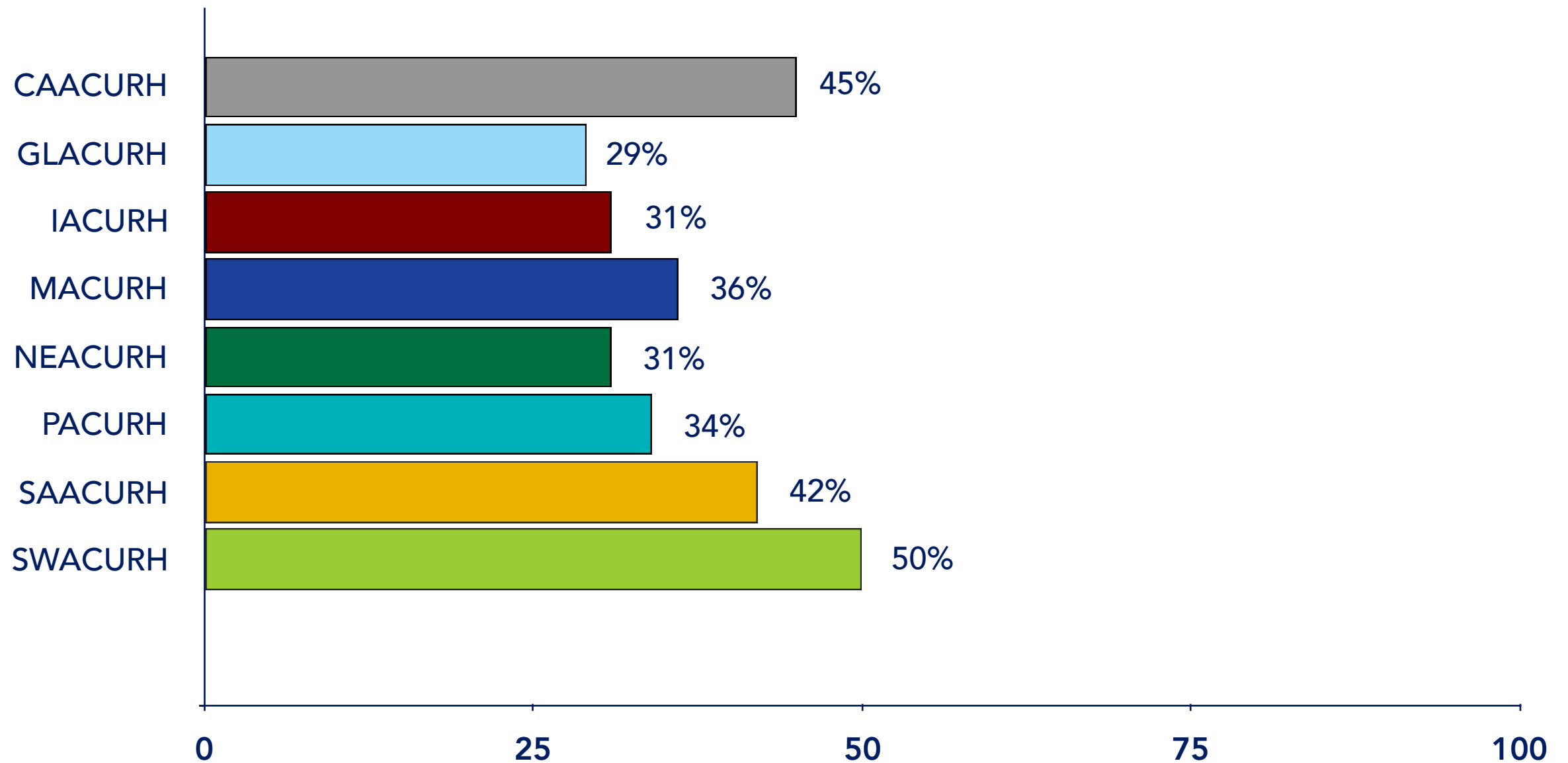
"My region creates an environment where I can freely express my opinion"



n=148

FREEDOM OF OPINION

"My region creates an environment where I can freely express my opinion"

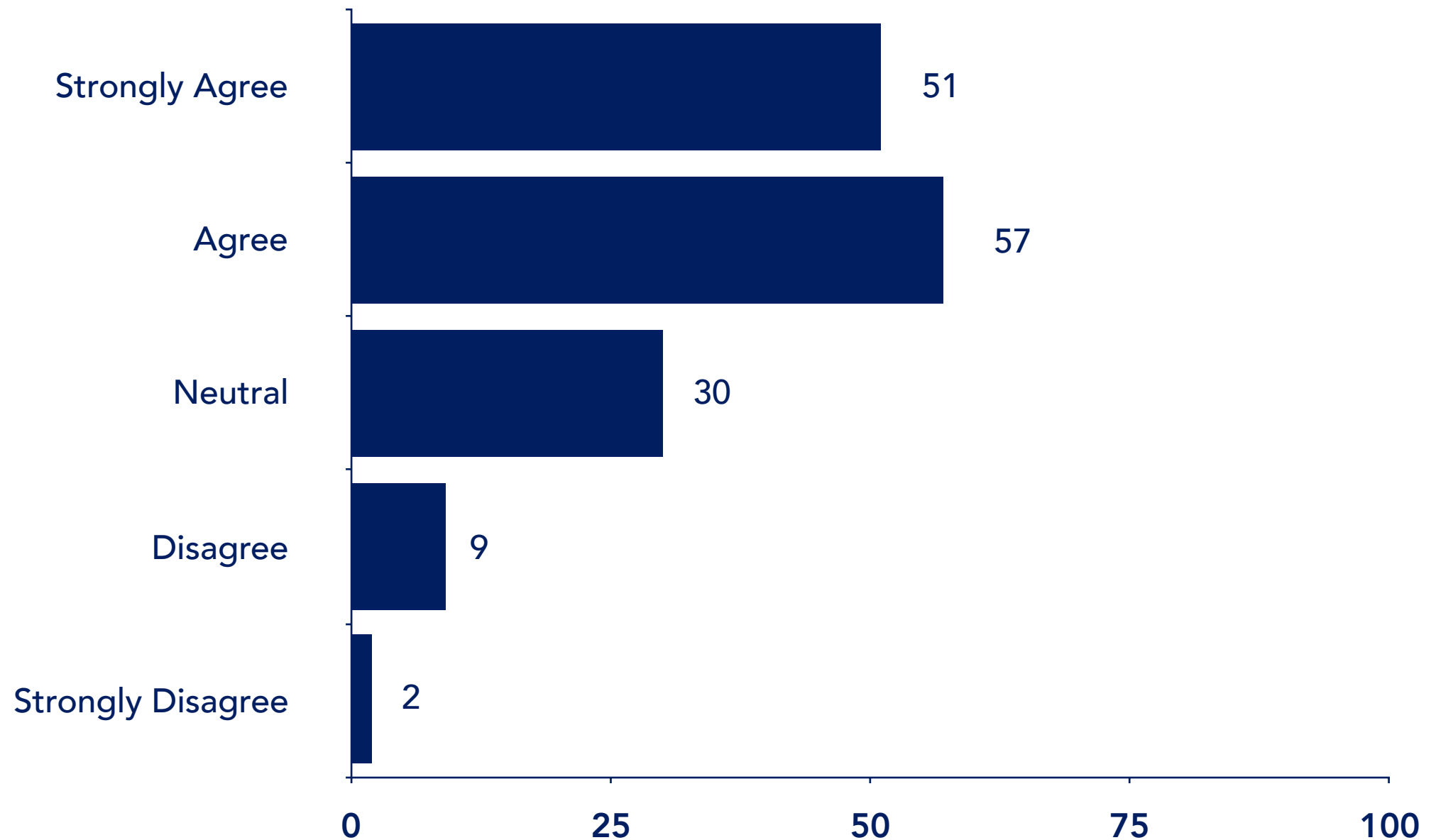


n=148

*Percent of **Strongly Agree** per region*

FREEDOM OF OPINION

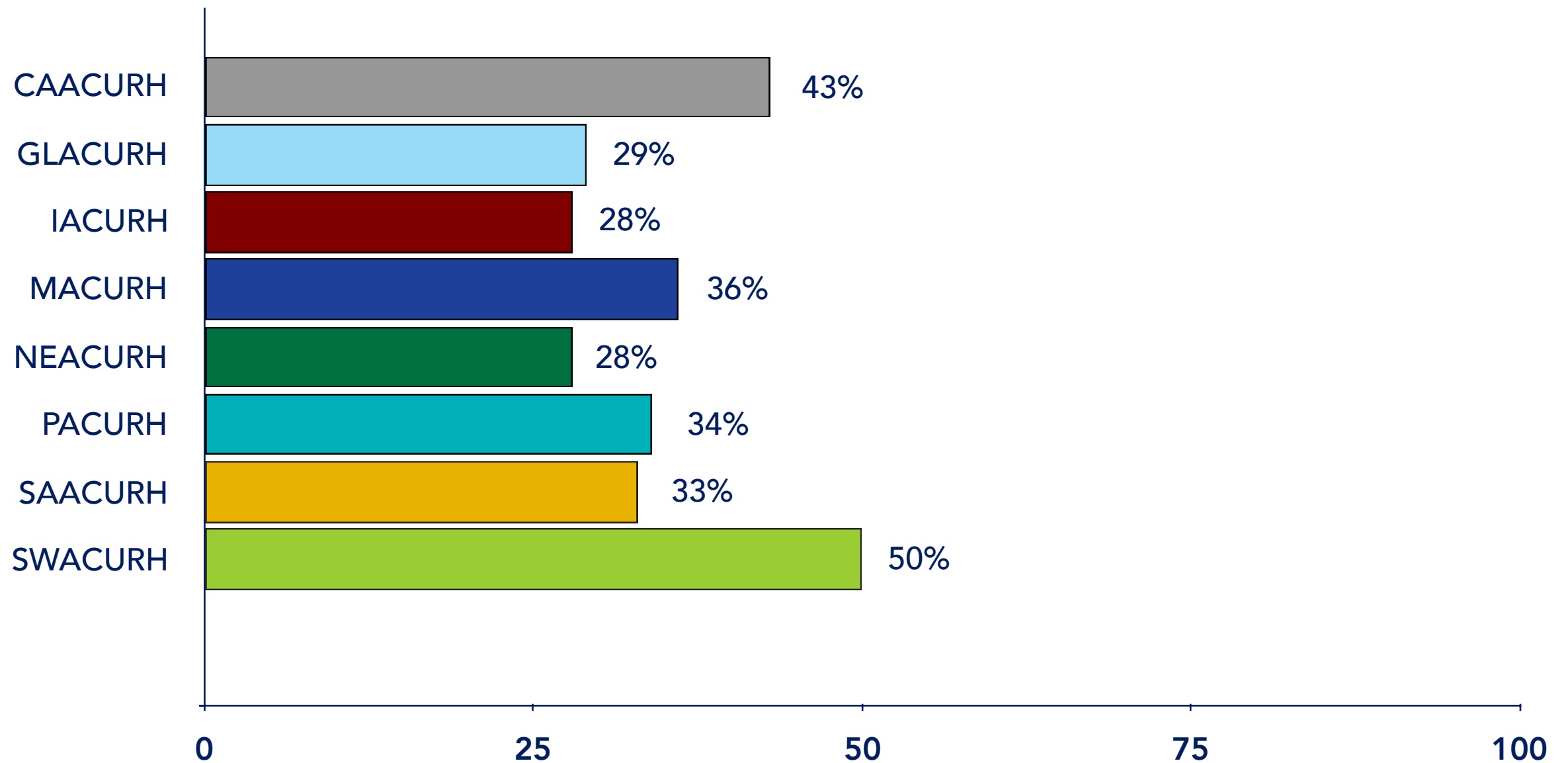
"When I express my opinion, its valued by my region"



n=148

FREEDOM OF OPINION

"When I express my opinion, its valued by my region"

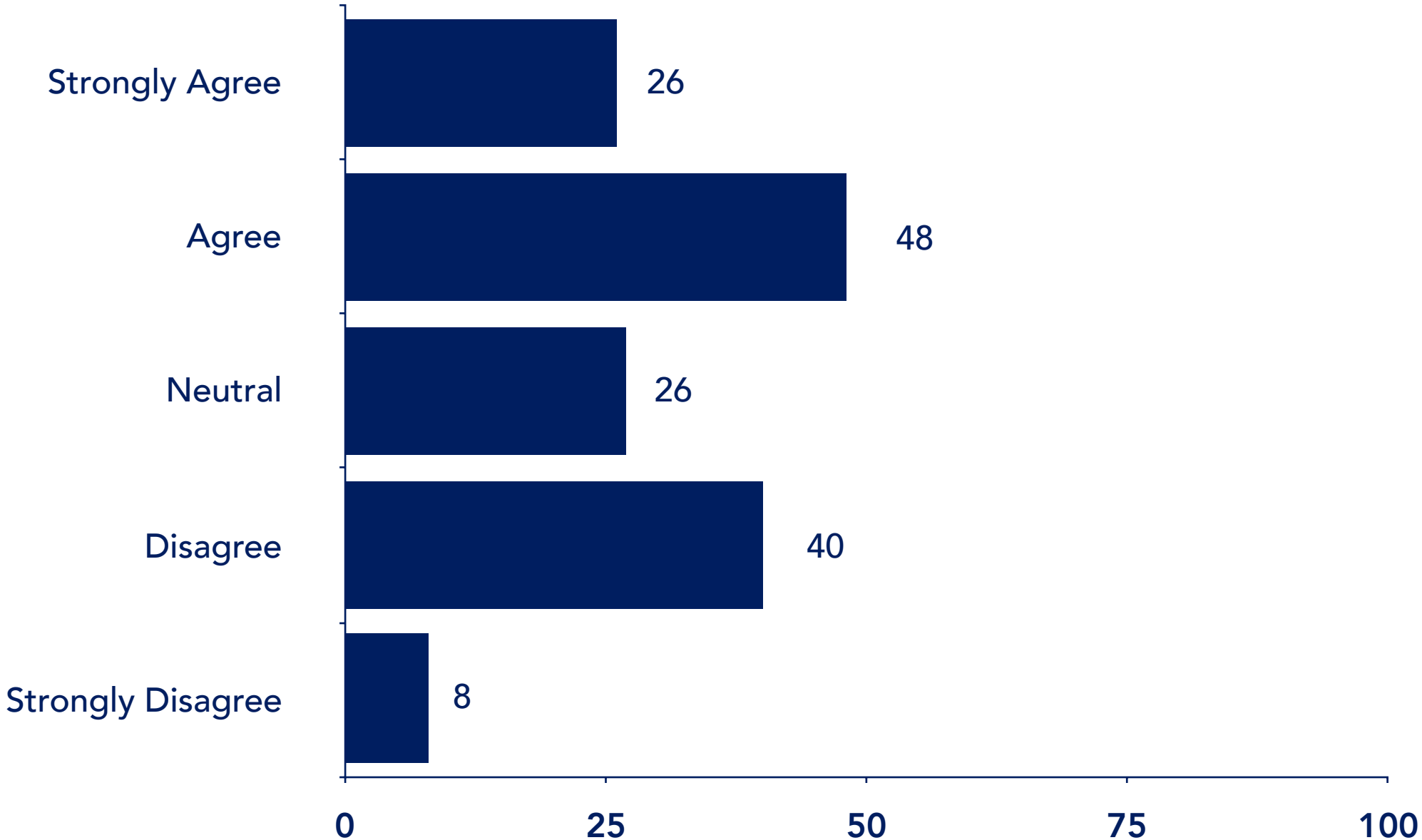


n=148

*Percent of **Strongly Agree** per region*

CONNECTION

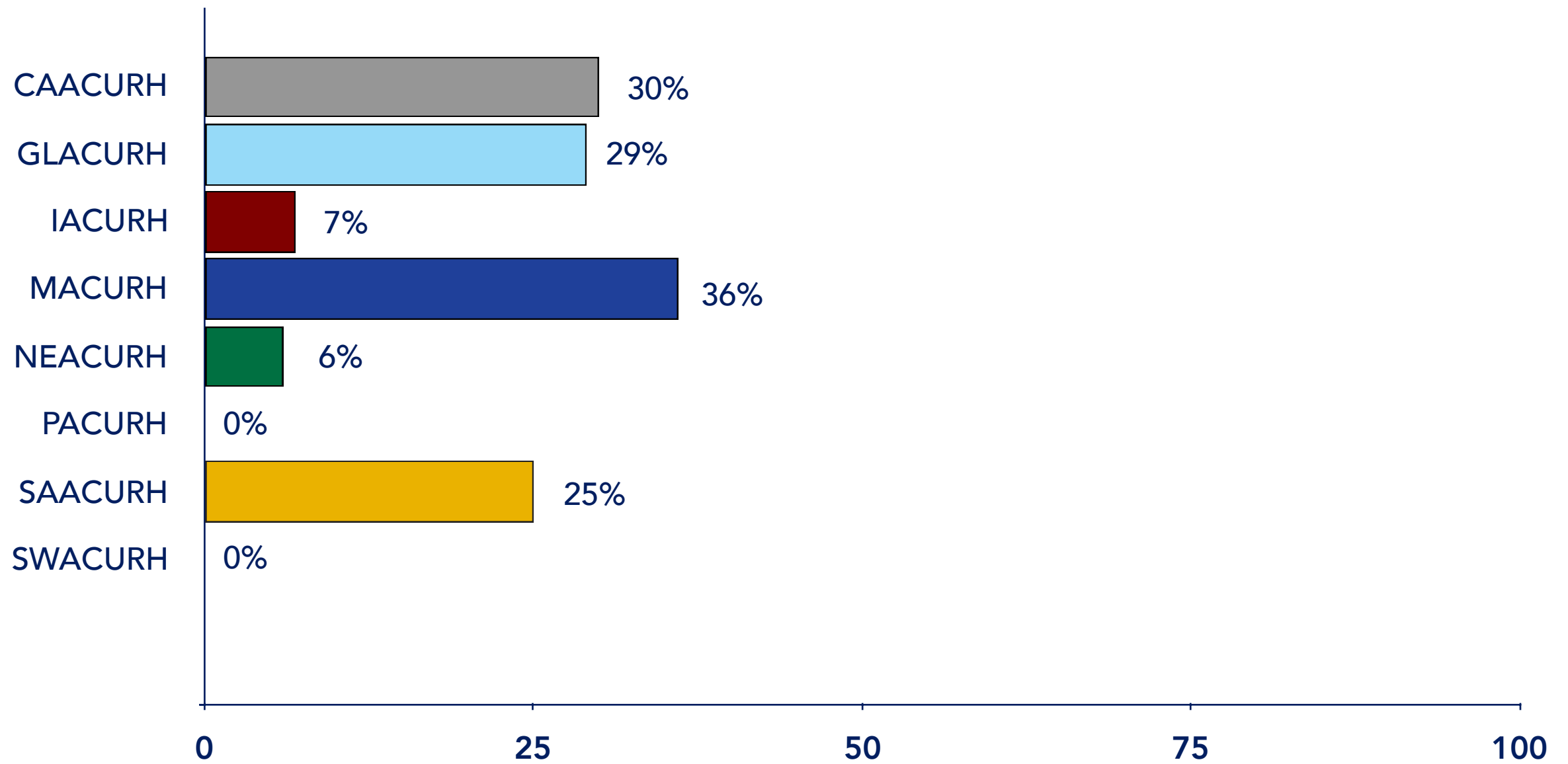
"I feel connected to NACURH outside of conferences"



n=148

CONNECTION

"I feel connected to NACURH outside of conferences"



n=148

*Percent of **Strongly Agree** per region*

FEEDBACK ON NACURH, INC.

What general feedback do you have on NACURH, Inc.?

"Please find a way to engage more students on the campus level in NACURH initiatives."

"I think the organization is super cool. Are there any **learning outcomes** for students involved with NACURH?"

"I would like to hear from NACURH more often. I was not aware of several NACURH's missions and opportunities until a presentation was given at my SLC."

"I wish creating change and legislation at the NACURH level was more accessible. Also I wish being on the RBD and the NNB was more accessible. Right now it is a **large time commitment with no compensation** and requiring on campus housing which is itself a large financial burden."

"I wish my school had the time and money to send me to NACURH before I graduated."

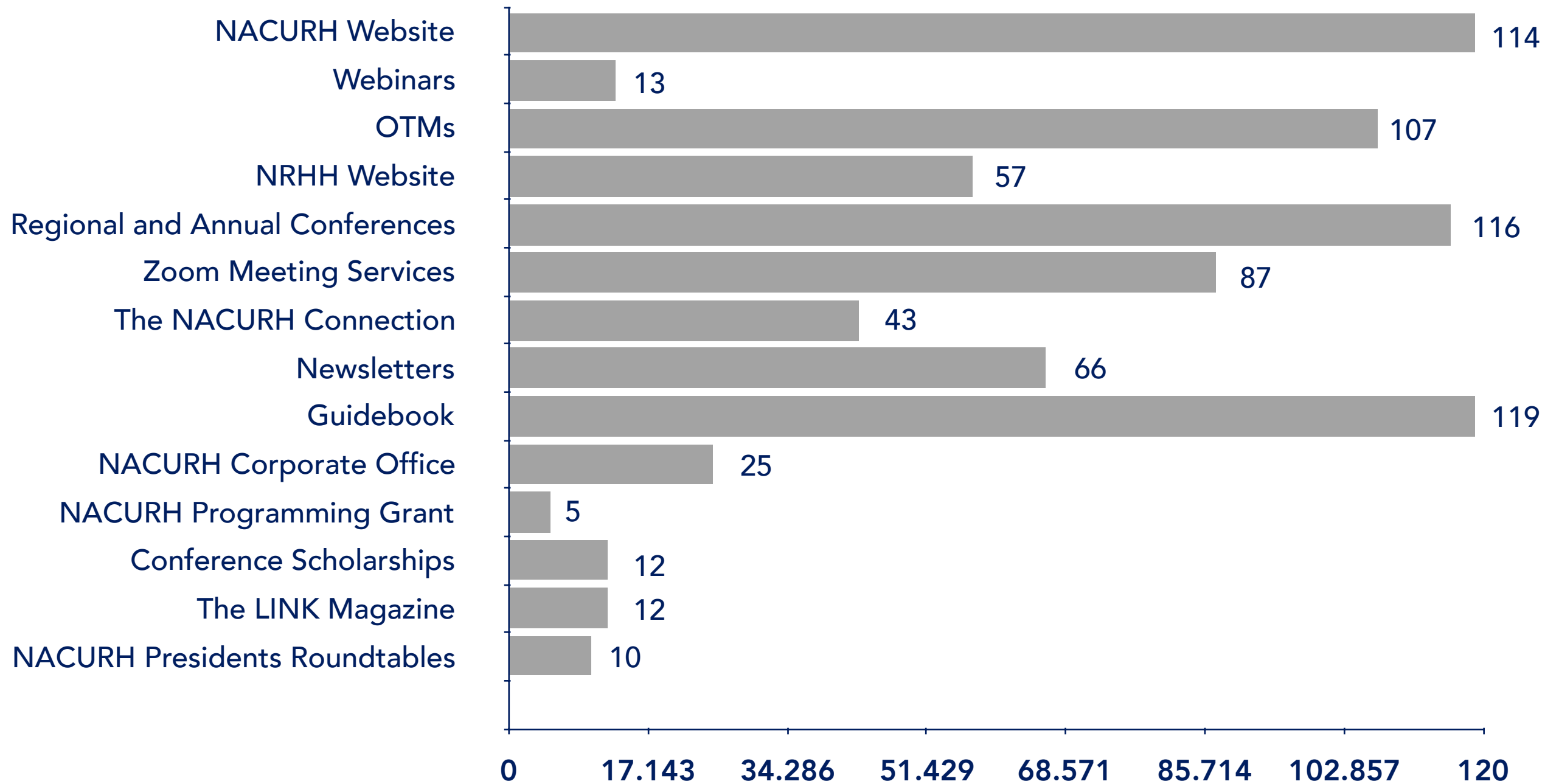
"While there are areas of inclusivity that NACURH does really well at, there are others that the organization is failing its members on."

"Often feel like NACURH is more concerned about the corporate side of things rather than **servicing the students it was originally designed for.**"

n=148

MEMBER RESOURCES

Which resources have you utilized in the past 12 months?



n=148

MEMBER RESOURCES

How can we improve member services?

"Make more people aware of services & **decrease lingo** used to make it more accessible."

"Have better descriptions of where everything is and what it is used for. Would love to see NACURH reach out more to people in positions to help carry out their vision."

"I think that continuing to advertise opportunities early, often, in a variety of methods is important."

"Coming from a small school, I really like the scholarship grants for conferences. It allows us to bring another delegate. If you could get those scholarships out sooner, we could more effectively plan and maximize our regional and national involvement."

"**Provide more direction** for Advisors and NRHH."

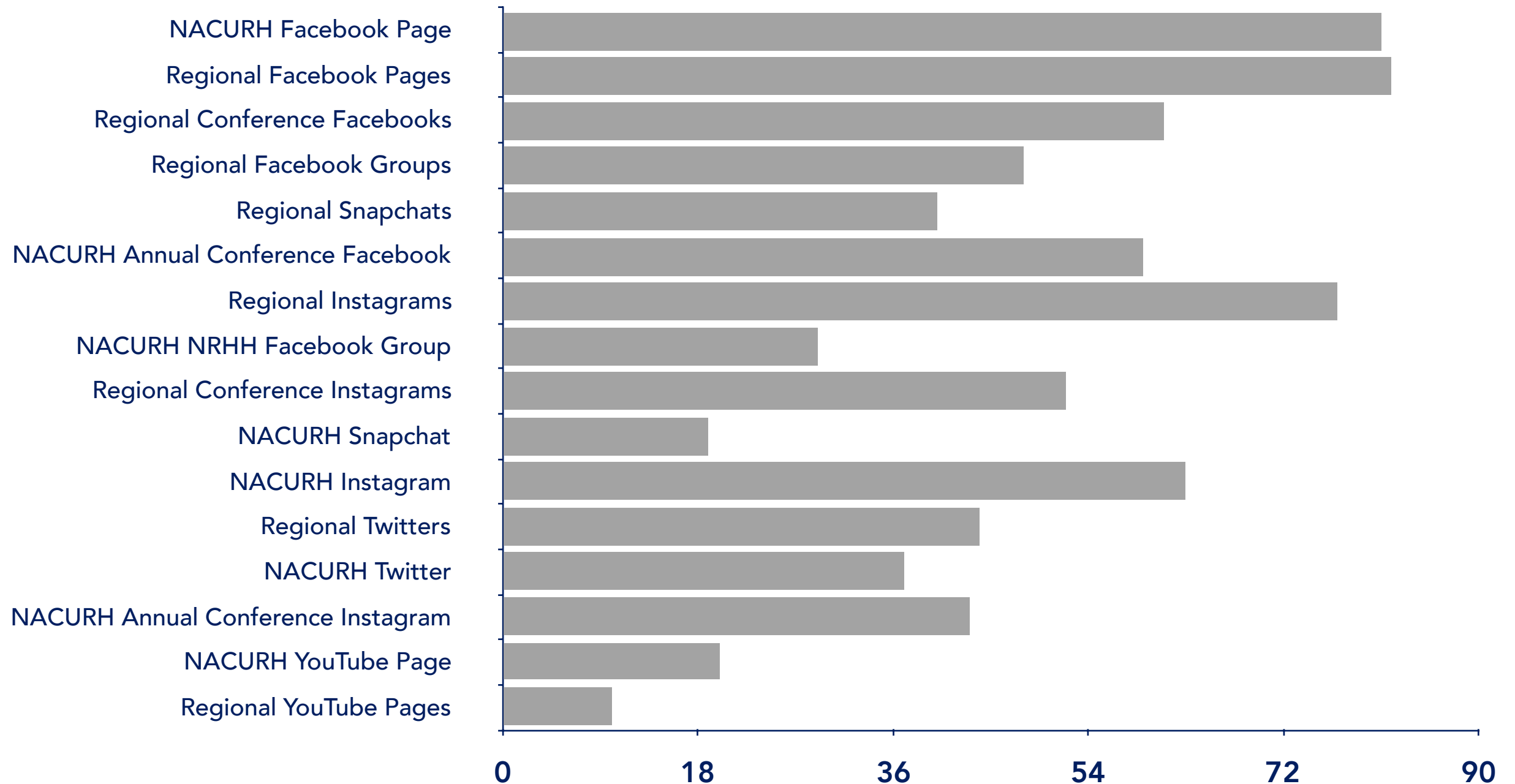
"Strong communication with Advisors about timelines, particularly as they relate to affiliation."

"Truly we all need to **be more educated on the NACURH Connection** and promote institution use of this service. There need to be more "how to" guides for members to use services."

n=148

SOCIAL MEDIA

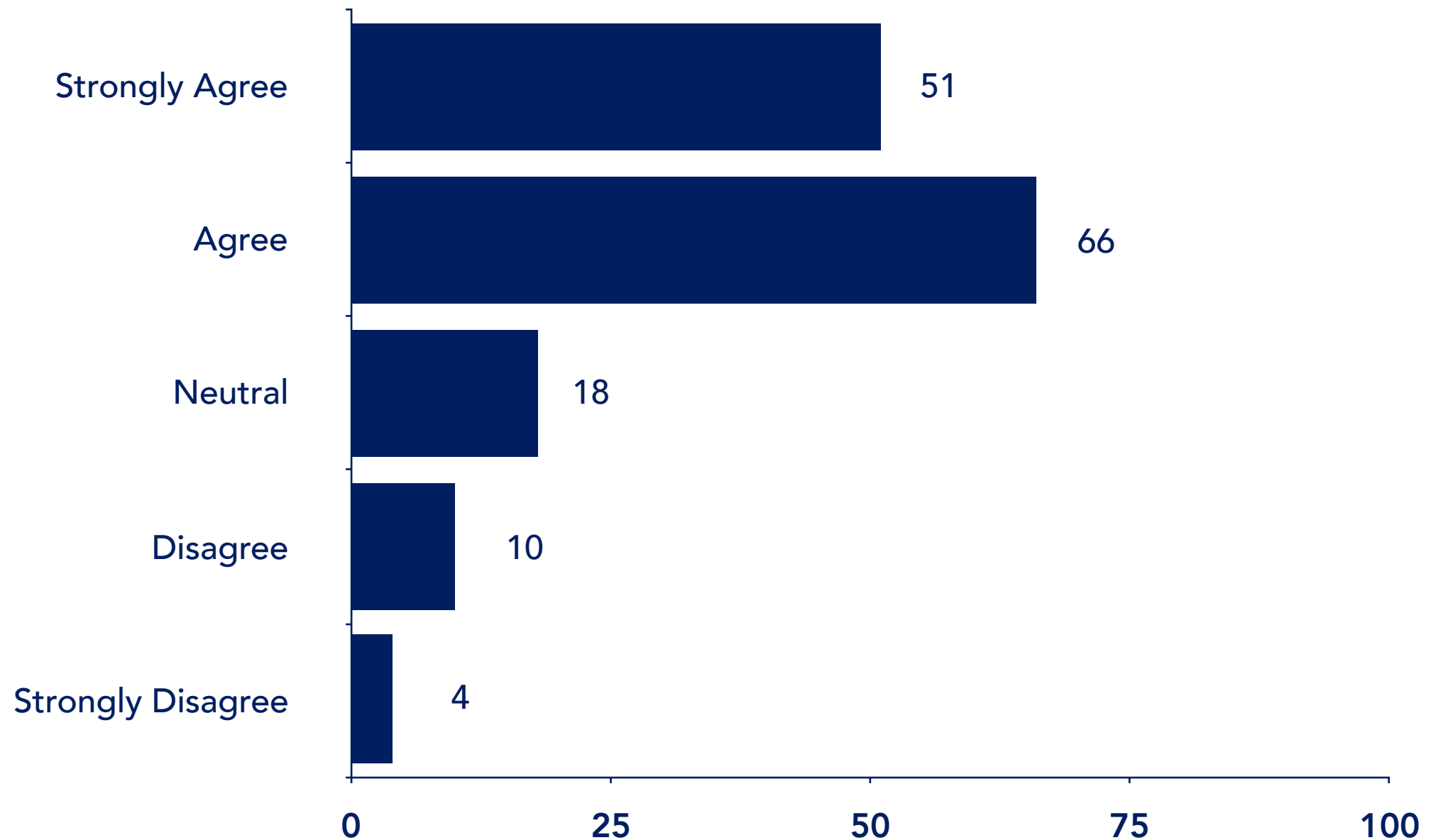
In which ways are you connected to NACURH's social media platforms?



n=148

COMMUNICATION

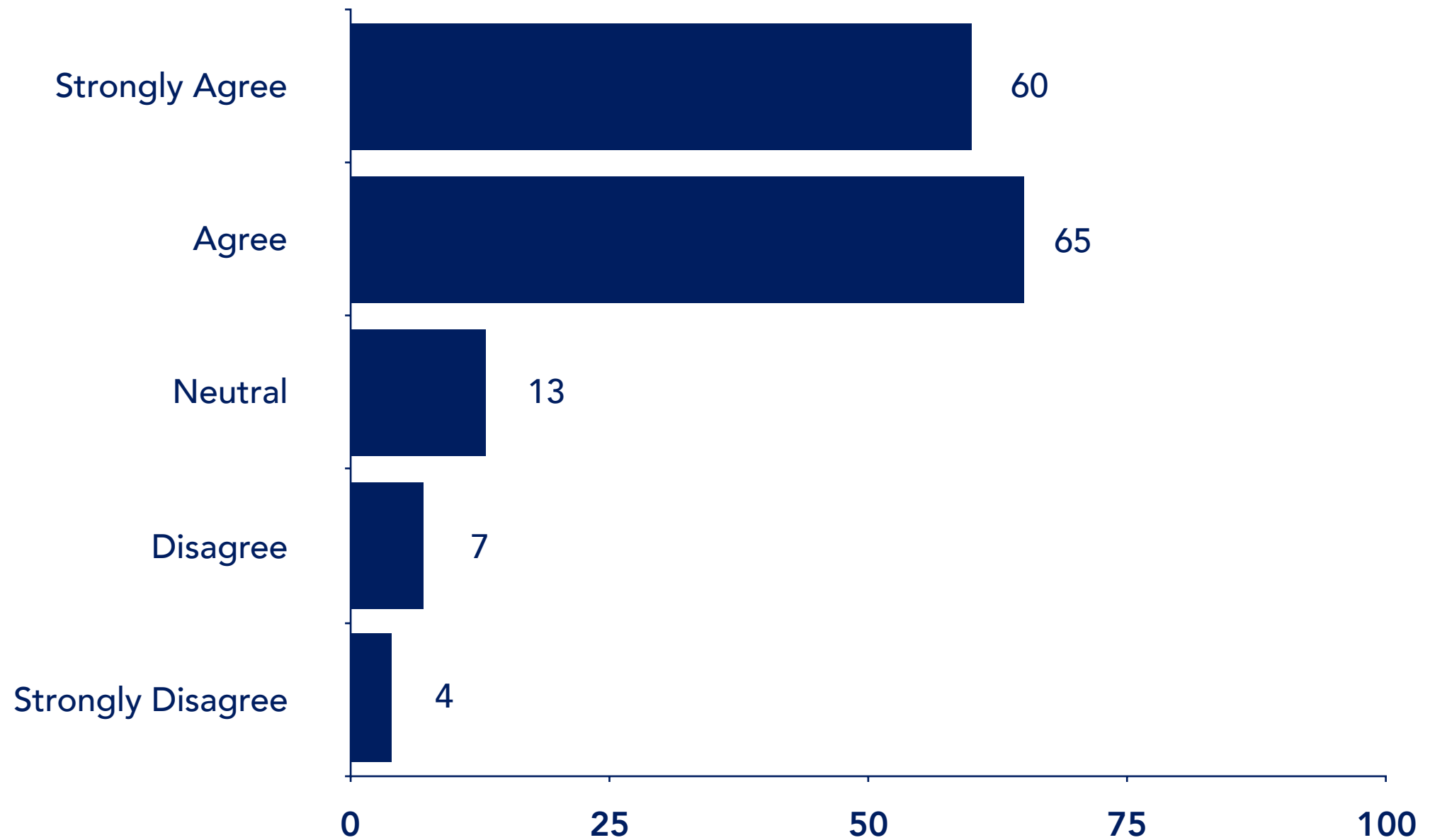
"My region effectively sends emails to inform me of information"



n=148

COMMUNICATION

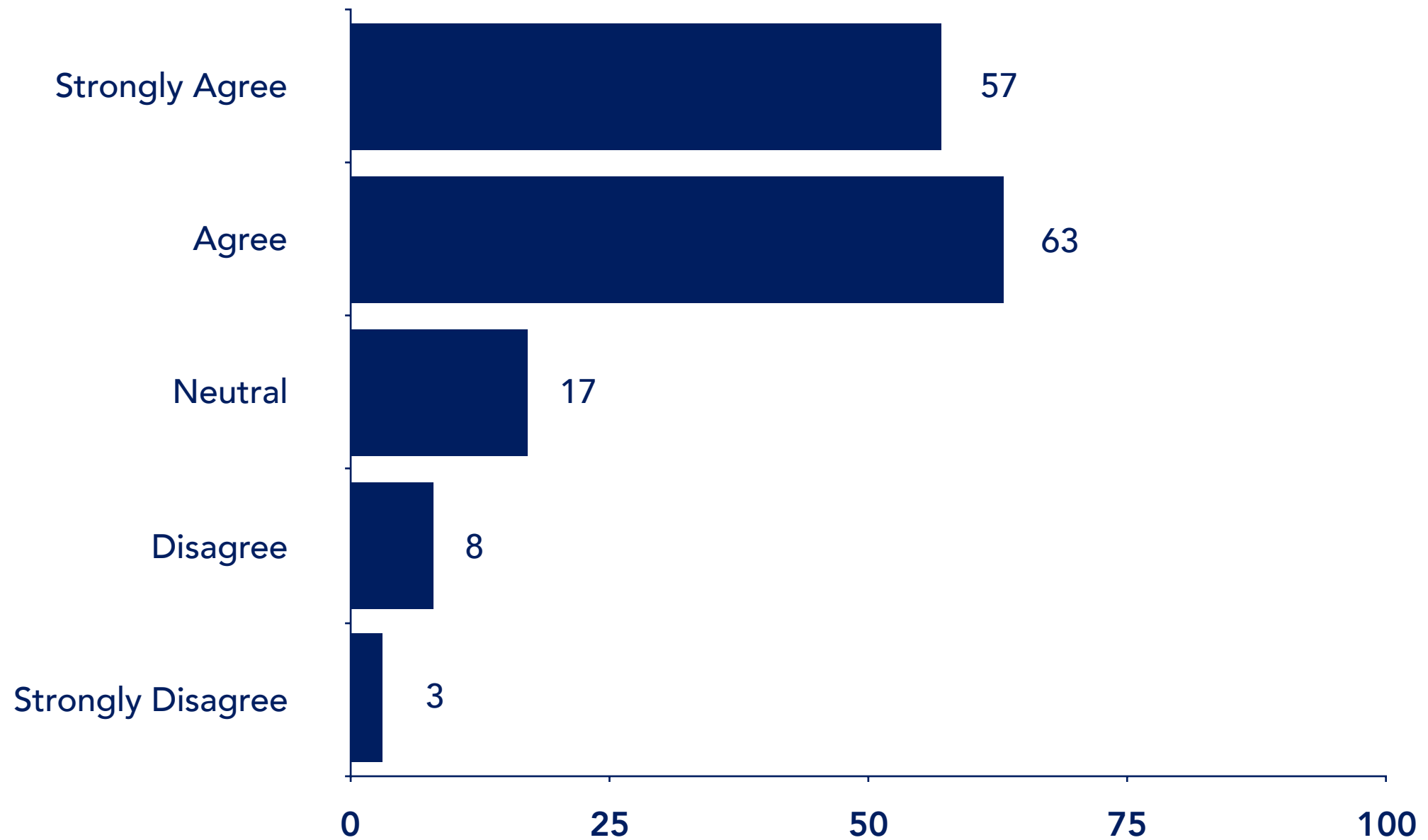
"I actively read all emails from my region"



n=148

COMMUNICATION

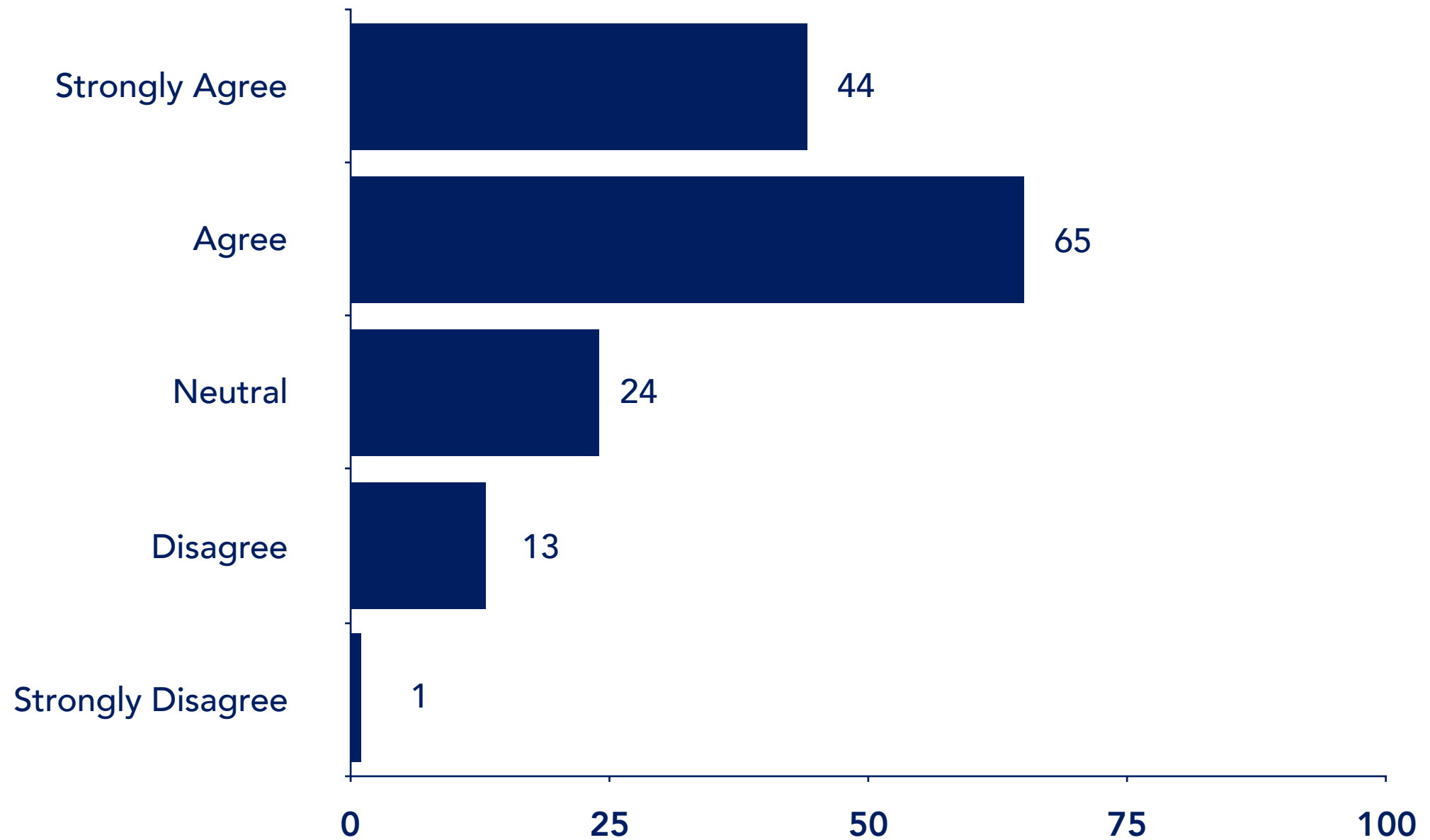
"I both see and know what my region's brand is"



n=148

COMMUNICATION

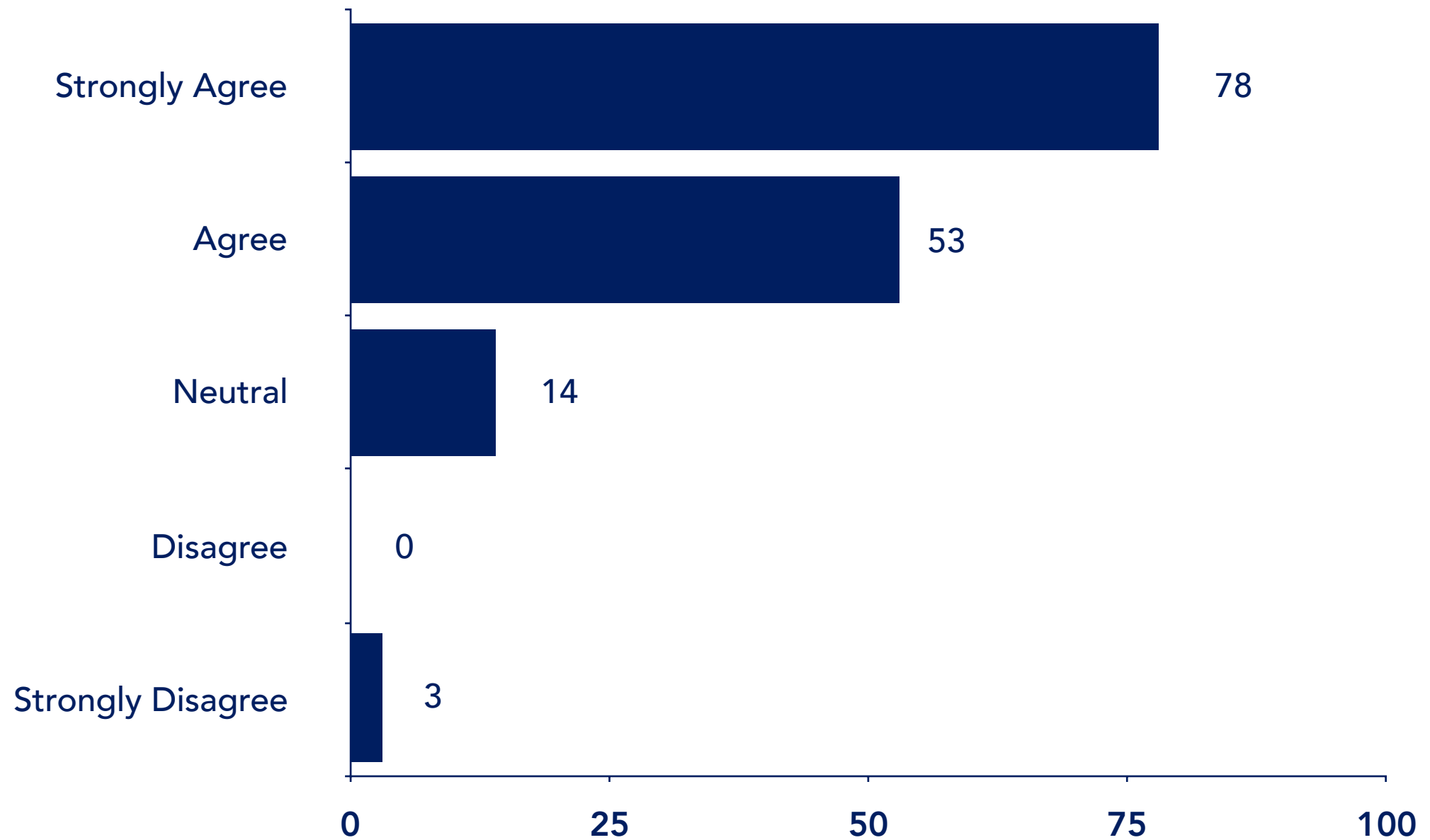
"I both see and know what NACURH's brand is"



n=148

COMMUNICATION

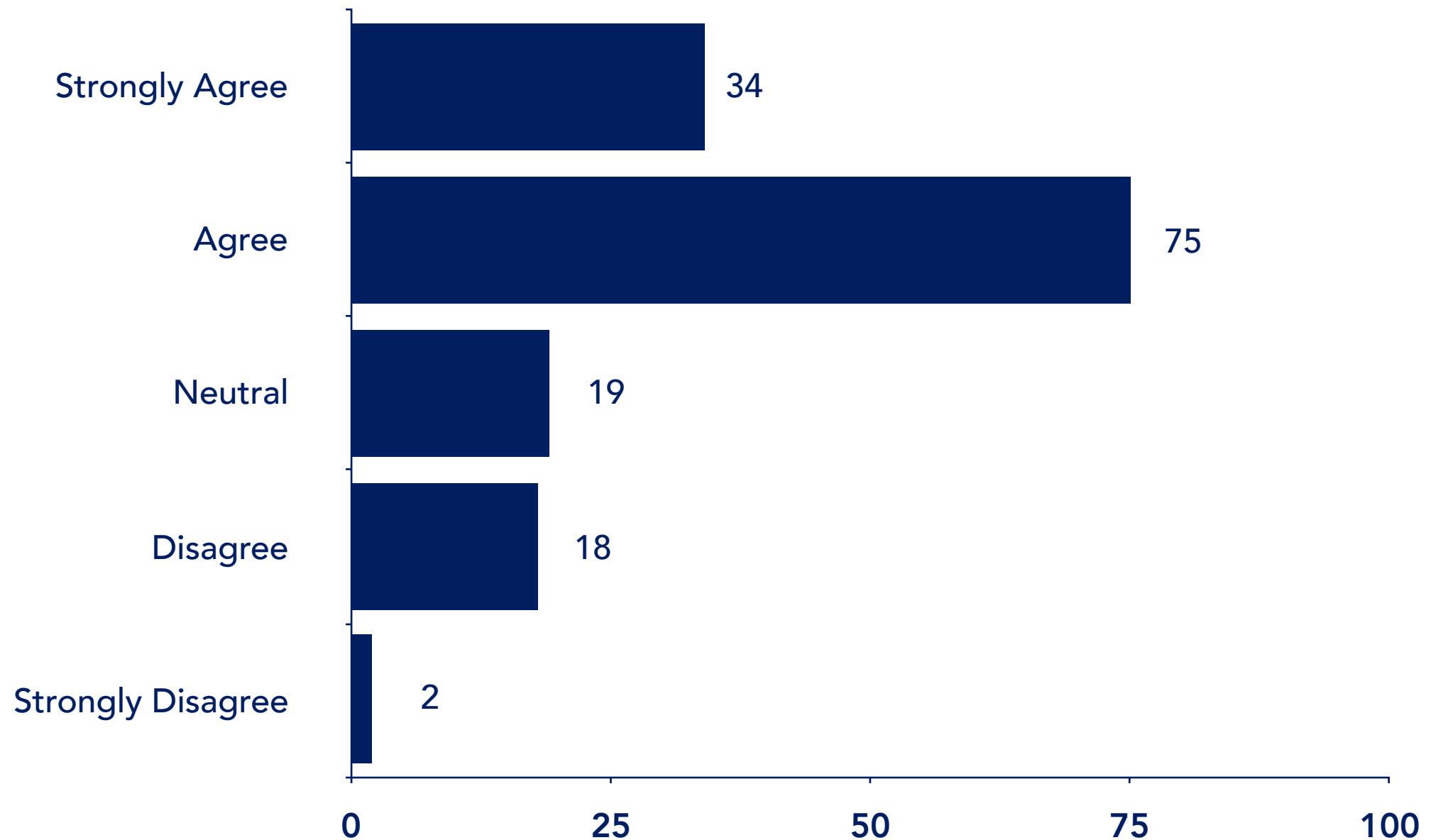
"Guidebook is useful at conferences"



n=148

COMMUNICATION

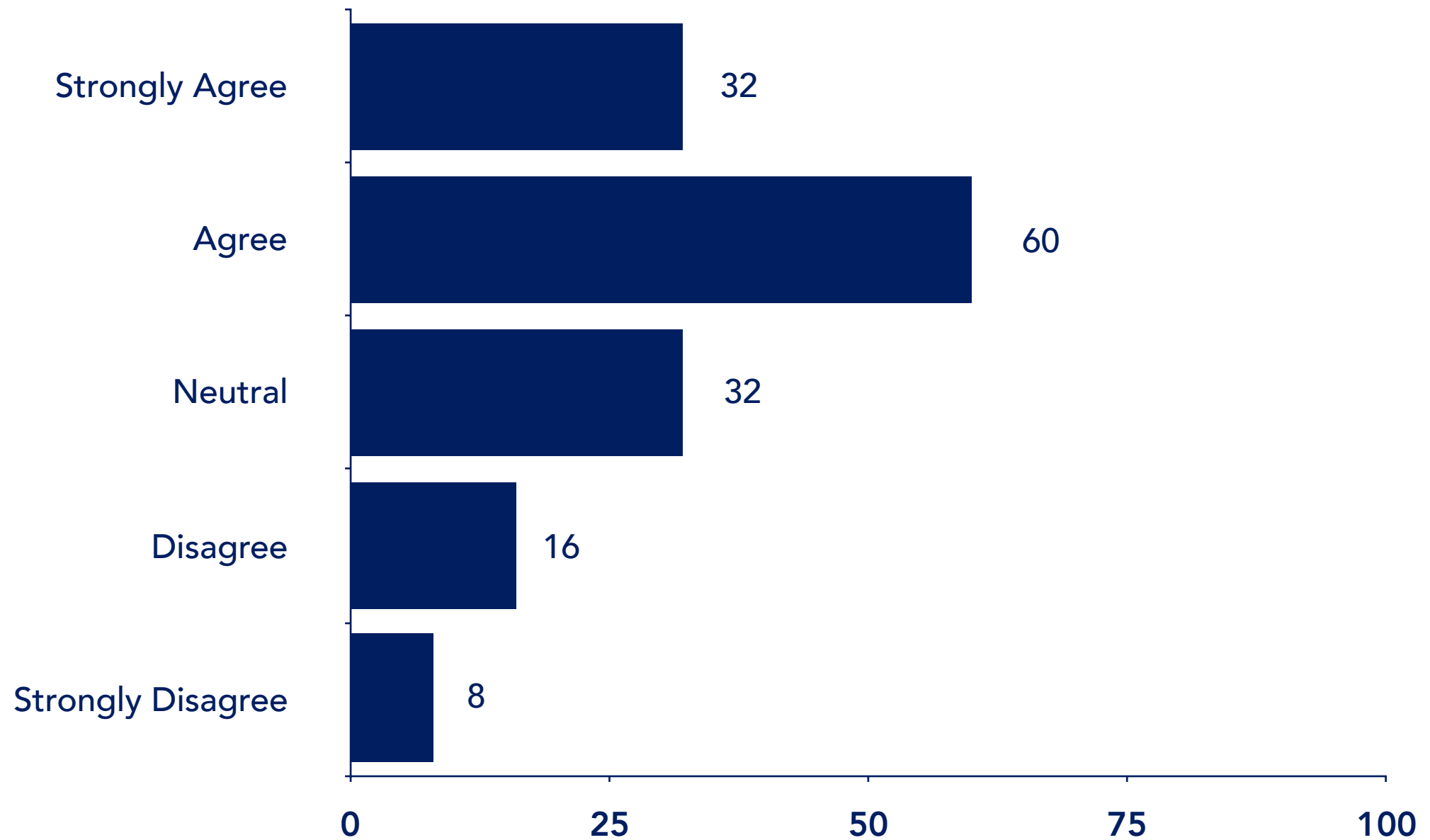
"It is easy to find information on my region's website"



n=148

COMMUNICATION

"It is easy to find information on the NACURH website"



n=148

KEY TAKE AWAYS

- Increase education around existing technologies and services
- The website is a vital NACURH service that should be prioritized
- Increase readability & flow of websites to enhance user-friendliness
- Prioritize initiatives that address the “why” behind institutional affiliation
- Improve ability to articulate the value and services of NACURH
- Consider ways to increase connection to NACURH outside of conferences
- Spend less time talking “about NACURH” and more time on ideas and best practices for campus organizations

FUTURE CONSIDERATIONS

- Higher response rates
- Effects of splitting NSPA & RSPA
- Opportunities to collect feedback on the 2018-2021 NACURH Strategic Plan
- Consideration of trends over a three-to-five-year time period
- Reconsideration of "neutral" or "n/a" options

THANK YOU

QUESTIONS?

