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

CAACURH: 20%
GLACURH: 3%
IACURH: 15%
MACURH: 20%
NEACURH: 8%
PACURH: 5%
SAACURH: 21%
SWACURH: 8%

n=144
Percent of total respondents
REGIONAL RESPONDENTS

Affiliation Year 2016 - 2017

- CAACURH: 12%
- GLACURH: 25%
- IACURH: 12%
- MACURH: 14%
- NEACURH: 8%
- PACURH: 2%
- SAACURH: 14%
- SWACURH: 11%

Percent of total respondents

n=189
Regional Respondents

Affiliation Year 2017 - 2018

- CAACURH: 12%
- GLACURH: 12%
- IACURH: 10%
- MACURH: 7%
- NEACURH: 30%
- PACURH: 12%
- SAACURH: 8%
- SWACURH: 14%

n=156

Percent of total respondents
Affiliation Year 2018 - 2019

Percentage of total respondents

- CAACURH: 22%
- GLACURH: 5%
- IACURH: 19%
- MACURH: 8%
- NEACURH: 21%
- PACURH: 6%
- SAACURH: 16%
- SWACURH: 3%

n=148
REGIONAL RESPONDENTS

Affiliation Year 2018 - 2019

- CAACURH: 33
- GLACURH: 7
- IACURH: 29
- MACURH: 11
- NEACURH: 32
- PACURH: 8
- SAACURH: 24
- SWACURH: 4

n=148

Number of total respondents
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.
**POSITIONAL RESPONDENTS**

- RHA President: 18
- NCC: 62
- RHA Executive Board Member: 25
- Hall Council Member: 8
- NRHH President: 19
- NRHH Representative: 19
- NRHH Executive Board Member: 13
- Conference Chair: 2
- Conference Staff Member: 5
- Advisor: 26
- RBD Member: 5
- Other: 2
- More Than One Position: 46

*n=148*
NRHH MEMBERSHIP

Does your campus have an NRHH Chapter?

- Yes: 119
- No: 29

Are you a member of NRHH?

- Yes: 82
- No: 66

n=148
What conferences have you attended in the past 18 months?

- NACURH Annual Conference: 93
- Regional Leadership Conference: 127
- Spring Conference: 113
- None: 9

n=148
About how long have you been aware of NACURH?

- 6 months: 13
- 9 months: 10
- 1 year: 28
- 2 years: 38
- 3 years: 25
- 4 years: 34

n=148
How committed are you to being involved in the future?

- Very Committed: 70
- Somewhat Committed: 54
- Neutral: 14
- Somewhat Not Committed: 7
- Not Committed at All: 3

n=148
**COMMITMENT**

*How committed are you to being involved in the future?*

- Very Committed: 47%
- Somewhat Committed: 36%
- Neutral: 10%
- Somewhat Not Committed: 5%
- Not Committed at All: 2%

*n=148*
COMMITMENT

How committed are you to being involved in the future?

<table>
<thead>
<tr>
<th>Region</th>
<th>Very Committed</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAACURH</td>
<td>45%</td>
<td>57%</td>
</tr>
<tr>
<td>GLACURH</td>
<td></td>
<td>62%</td>
</tr>
<tr>
<td>IACURH</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>MACURH</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>NEACURH</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>PACURH</td>
<td></td>
<td>46%</td>
</tr>
<tr>
<td>SAACURH</td>
<td></td>
<td>100%</td>
</tr>
<tr>
<td>SWACURH</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Percent of Very Committed per region

n=148
SATISFACTION

NACURH, Inc.

Very Satisfied: 33
Satisfied: 71
Neutral: 36
Unsatisfied: 6
Very Unsatisfied: 2

n=148
Satisfaction

NACURH, Inc.

- Very Satisfied: 22%
- Satisfied: 48%
- Neutral: 24%
- Unsatisfied: 4%
- Very Unsatisfied: 1%

n=148

Percent of total respondents
SATISFACTION

NACURH Corporate Office

Very Satisfied: 28
Satisfied: 63
Neutral: 46
Unsatisfied: 8
Very Unsatisfied: 3

n=148
SATISFACTION

NACURH Corporate Office

Very Satisfied: 19%
Satisfied: 43%
Neutral: 31%
Unsatisfied: 5%
Very Unsatisfied: 2%

n=148

Percent of total respondents
SATISFACTION

Selected Region

- Very Satisfied: 52
- Satisfied: 64
- Neutral: 21
- Unsatisfied: 9
- Very Unsatisfied: 2

n=148
SATISFACTION

Selected Region

Very Satisfied: 35%
Satisfied: 43%
Neutral: 14%
Unsatisfied: 6%
Very Unsatisfied: 1%

n=148

Percent of total respondents
Satisfaction

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

- NACURH, Inc.
  - Very Satisfied: 22%
  - Satisfied: 48%

- NACURH Corporate Office
  - Very Satisfied: 19%
  - Satisfied: 43%

- Selected Region
  - Very Satisfied: 35%
  - Satisfied: 43%
**Satisfaction**

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

- **NACURH, Inc.** 70%
- **NACURH Corporate Office** 62%
- **Selected Region** 78%
Percent of *Satisfied & Very Satisfied* responses, if Neutral is not included

- **NACURH, Inc.**
  - Very Satisfied: 30%
  - Satisfied: 63%

- **NACURH Corporate Office**
  - Very Satisfied: 27%
  - Satisfied: 62%

- **Selected Region**
  - Very Satisfied: 41%
  - Satisfied: 50%
Satisfaction

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

- NACURH, Inc.: 93%
- NACURH Corporate Office: 89%
- Selected Region: 91%
FREEDOM OF OPINION

“NACURH creates an environment where I can freely express my opinion”

Strongly Agree: 41
Agree: 74
Neutral: 25
Disagree: 7
Strongly Disagree: 1

n=148
“NACURH creates an environment where I can freely express my opinion”

Percent of Strongly Agree per region

- CAACURH: 33%
- GLACURH: 29%
- IACURH: 21%
- MACURH: 27%
- NEACURH: 25%
- PACURH: 25%
- SAACURH: 33%
- SWACURH: 25%

n=148
FREEDOM OF OPINION

“When I express my opinion, its valued by NACURH”

- Strongly Agree: 34
- Agree: 70
- Neutral: 32
- Disagree: 9
- Strongly Disagree: 3

n=148
FREEDOM OF OPINION

“When I express my opinion, its valued by NACURH”

Percent of Strongly Agree per region

- CAACURH: 33%
- GLACURH: 29%
- IACURH: 10%
- MACURH: 18%
- NEACURH: 19%
- PACURH: 13%
- SAACURH: 38%
- SWACURH: 0%

n=148
“My region creates an environment where I can freely express my opinion”

- Strongly Agree: 54
- Agree: 62
- Neutral: 24
- Disagree: 6
- Strongly Disagree: 1

n=148
"My region creates an environment where I can freely express my opinion"

- **CAACURH**: 45%
- **GLACURH**: 29%
- **IACURH**: 31%
- **MACURH**: 36%
- **NEACURH**: 31%
- **PACURH**: 34%
- **SAACURH**: 42%
- **SWACURH**: 50%

n=148

Percent of **Strongly Agree** per region
“When I express my opinion, its valued by my region”

Strongly Agree: 51
Agree: 57
Neutral: 30
Disagree: 9
Strongly Disagree: 2

n=148
FREEDOM OF OPINION

“When I express my opinion, it's valued by my region”

Percent of Strongly Agree per region

- CAACURH: 43%
- GLACURH: 29%
- IACURH: 28%
- MACURH: 36%
- NEACURH: 28%
- PACURH: 34%
- SAACURH: 33%
- SWACURH: 50%

n=148
CONNECTION

“I feel connected to NACURH outside of conferences”

- Strongly Agree: 26
- Agree: 48
- Neutral: 26
- Disagree: 40
- Strongly Disagree: 8

n=148
"I feel connected to NACURH outside of conferences"

- CAACURH: 30%
- GLACURH: 29%
- IACURH: 7%
- MACURH: 36%
- NEACURH: 6%
- PACURH: 0%
- SAACURH: 25%
- SWACURH: 0%

n=148

Percent of Strongly Agree per region
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 serving the students it was originally designed for.”

n=148
MEMBER RESOURCES

Which resources have you utilized in the past 12 months?

- NACURH Website: 114
- Webinars: 13
- OTMs: 107
- NRHH Website: 57
- Regional and Annual Conferences: 116
- Zoom Meeting Services: 87
- The NACURH Connection: 43
- Newsletters: 66
- Guidebook: 119
- NACURH Corporate Office: 25
- NACURH Programming Grant: 5
- Conference Scholarships: 12
- The LINK Magazine: 12
- NACURH Presidents Roundtables: 10

n=148
**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?

- NACURH Facebook Page
- Regional Facebook Pages
- Regional Conference Facebooks
- Regional Facebook Groups
- Regional Snapchats
- NACURH Annual Conference Facebook
- Regional Instagrams
- NACURH NRHH Facebook Group
- Regional Conference Instagrams
- NACURH Snapchat
- NACURH Instagram
- Regional Twitters
- NACURH Twitter
- NACURH Annual Conference Instagram
- NACURH YouTube Page
- Regional YouTube Pages

n=148
"My region effectively sends emails to inform me of information"

- Strongly Agree: 51
- Agree: 66
- Neutral: 18
- Disagree: 10
- Strongly Disagree: 4

n=148
I actively read all emails from my region

Strongly Agree: 60
Agree: 65
Neutral: 13
Disagree: 7
Strongly Disagree: 4

n=148
COMMUNICATION

“I both see and know what my region’s brand is”

Strongly Agree: 57
Agree: 63
Neutral: 17
Disagree: 8
Strongly Disagree: 3

n=148
COMMUNICATION

“I both see and know what NACURH’s brand is”

- **Strongly Agree**: 44
- **Agree**: 65
- **Neutral**: 24
- **Disagree**: 13
- **Strongly Disagree**: 1

n=148
“Guidebook is useful at conferences”

- Strongly Agree: 78
- Agree: 53
- Neutral: 14
- Disagree: 0
- Strongly Disagree: 3

n=148
COMMUNICATION

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

- Strongly Agree: 34
- Agree: 75
- Neutral: 19
- Disagree: 18
- Strongly Disagree: 2

n=148
"It is easy to find information on the NACURH website"

- Strongly Agree: 32
- Agree: 60
- Neutral: 32
- Disagree: 16
- Strongly Disagree: 8

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
- 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