

Link Fran,

Link Stephanie McGriff and I met on October 22, 2018 to discuss the findings of the 2018 Tacoma O/E survey.

We reviewed the 2017 O/E survey as well. We are recommending that the 2018 Survey be reviewed with the chapter at the October meeting.

The following findings were observed:

**1. Areas of improvement-**

- In the 2017 survey as well as 2018 Link sisters continued to express confidence in Leadership. The 2018 survey response was 91% confidence that Tacoma Links had strong leadership. This compares to 97% agreeing or strongly agreeing that Tacoma Links had effective and strong leadership.
- The second area of continued improvement is delivering on the goal of effective friendship and service. In 2017 95% agreed or strongly agreed with this statement. In 2018 77% felt that friendship was one of our best qualities ( This is actually a different question but response is just as positive)

**2. Areas needing continued improvement-**

- Link Sisters expressed an opportunity to improve our impact in the community with our programming. Only 36% strongly rated our impact on the community as 9/10. In 2017 21% felt that are chapter programs were significantly impacting the community. ( This is a slightly different question as well). There was recognition that our ability to improve fundraising efforts was needed as well.
- Opportunity for members to move into leadership- There was a trend in 2017 and 2018 that suggested

some of our Link Sisters do not feel they have opportunity to move into leadership positions. This was present on both surveys.

- In 2018 provided a list of recommendations to improve committee effectiveness- This will be listed in recommendations below.

**3. New Concerns:** While there were no new concerns raised , three issues came to the forefront. Some Link Sisters expressed a feeling of stress during our meetings. In 2017 21% of our Link Sisters expressed a high level of stress during the chapter meetings. In 2018 50% of Link Sisters experienced occasional or high levels of stress during meetings. The second concern was the feeling that there is not equal investment of time and resources by all chapter members. In 2018, 91% felt that there was not equal investment by our membership. The last concern that was identified is that our membership is getting older. As such, we need to recruit younger members as we have several members who will be Alumna status within the next 6-10 yrs.

**Recommendations:**

1. We should congratulate ourselves for our strong and effective leadership team! Way to go
2. We should continue to focus on activities that foster friendship among our Link Sisters and Connecting Links. Per the survey a few suggestions: **We recommend** we attempt to do at least one of the following items each month during the remaining chapter year.
  - Host friendship activities
  - Carpool to meetings
  - Travel/Vacation together
  - Host family activities
  - Mentoring

- Attend Church together
  - Celebrate Birthdays
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3. **We must improve our programming** and branding to the community-The Mental Health forum is an excellent example of this. However we need to have additional high impact activities in the community
  4. **We need to refocus on our fundraising efforts** to more effectively use our time and talent
  5. **Leadership opportunities must be identified** and communicated to the entire membership, with outreach to those who may not have served previously.
  6. **We need to teach meeting effectiveness to our committee chairs-** This was seen as a source of stress for some of the membership. Meetings should start on time, have an agenda, have minutes taken, and action plans outlined.
  7. In terms of addressing stress experienced by members during the meetings **we need to limit the chapter meetings to 2 hours if possible.** This was the greatest impact on stress for the membership. Members must read material prior to the meetings so that time is spent making decisions instead of rehashing information that should have been read previously. Members speaking out of term was expressed as a concern. The President needs to gently remind Link Sisters not to do so when this happens. Lastly, when Link Sisters are disrespectful to each other, this is a source of stress. We should start our meetings with a reflection and focus on sisterly behavior.

8. In terms of equal investment by the membership-We think this will require discussion and reflection to better understand what needs to be done to garner commitment by our Sisters.

Respectfully submitted,

Link Kimberly