



Summary of the 2021 E4E Membership Survey

There were 54 responses to this survey, which included 25 questions. Sixteen questions required definitive answers and 9 were open-ended and optional. The number of responses to the optional, open-ended questions ranged from a high of 36 to a low of 16.

Part 1 - Mission, Vision & Core Values

MISSION: Educate, organize and mobilize our community to work in allyship with BIPOC, LGBTQ and disenfranchised members of society.

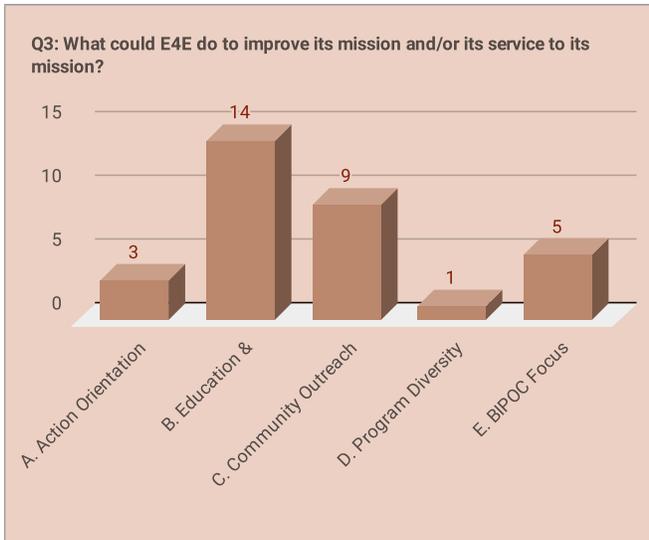
VISION: To foster, support and protect racial diversity and equity in Encinitas and neighboring communities.

CORE VALUES: Inclusivity, unity, integrity, accountability, dignity, respect and creativity

The first three sections of the survey centered on the mission, vision, and core values of E4E, and attempted to gauge how well the organization was doing in those areas. The bottom line is that E4E is doing quite well in these areas. Each definitive answer question started with the two most positive responses. For example, Q1 asks how the mission resonates with the respondent. Answer 1 is "I'm in total alignment" and Answer 2 is "I find it compelling." We can add the first two totals for each question to see how positive the membership is toward E4E in each area:

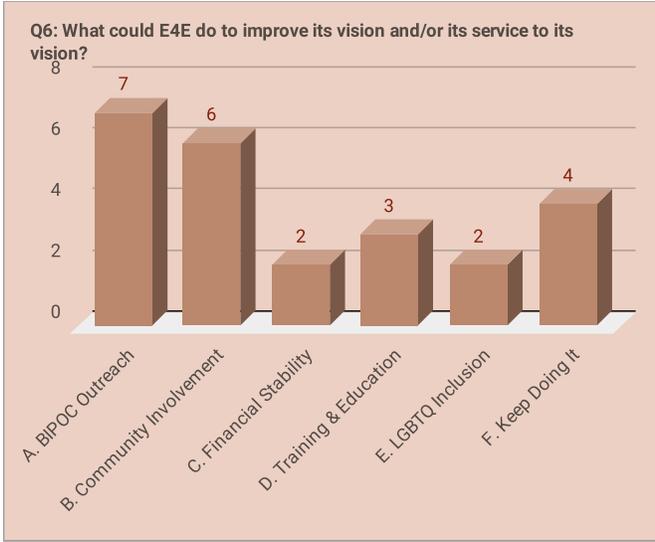
1	How does E4E's mission resonate with you?	88%
2	To what extent does E4E live up to its mission?	78%
4	How does E4E's vision resonate with you?	93%
5	To what extent does E4E live up to its vision?	78%
7	How do E4E's core values resonate with you?	94%
8	To what extent does E4E live up to its core values?	80%

Questions 3, 6, and 9 were open-ended questions that asked for more suggestions and critiques involving the mission, vision, and core values. Since the classification of these responses involves a lot of subjective judgement, the raw answers are shown in the sheets attached to this summary. Classification of the answers primarily gives guidance for future efforts, including surveys, that explore specific areas of improvement.



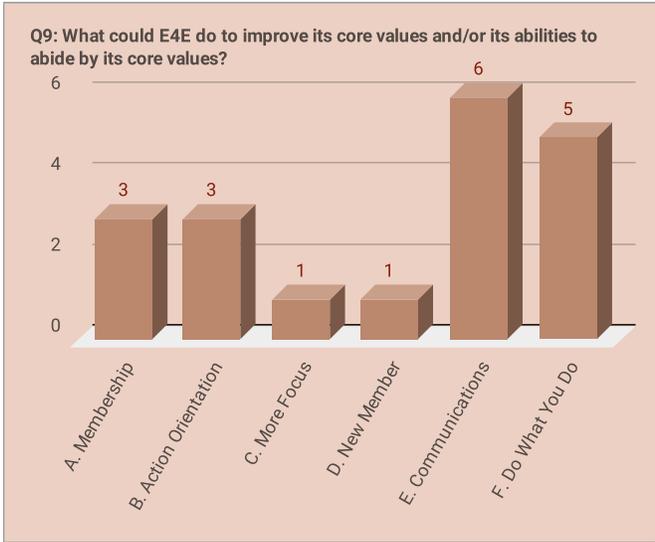
Summary

The majority of the suggestions, 23 out of 36, fall into the category of internal education and communication and external communication, i. e., community outreach. Five of the responses emphasized more concentration on BIPOC communities and issues.



Summary

Out of 28 responses, 7 (25%) focused on doing more for BIPOC communities. Some of these responses focused on organizing/financial support for BIPOC, and a couple emphasized reaching out to LatinX and Asian communities. The 2nd classification - "Community Involvement" - garnered almost as many (6) responses, including extended social media and traditional media presence. Four of the respondents were generally satisfied.



Summary

Over 1/3 of the 19 responses focused on communications, both internal and external. A couple of these emphasized the need for more specificity in language. Not counting the 5 responses that were basically in agreement with what's being done, the next two categories, with 3 each, were "Membership Diversity" and "Action Orientation."

There are three main themes that stood out in all the responses. First, members want better communication and more of it. Note, however, that E4E is a fairly new organization, and therefore its members are relatively inexperienced with the organization. That means that some of the communication issues will resolve over time. However, there does seem to be some confusion about internal communications, with comments from respondents not sure where to find information.

Second, respondents want to expand BIPOC involvement and contact. This came out especially in Q3 and Q6.

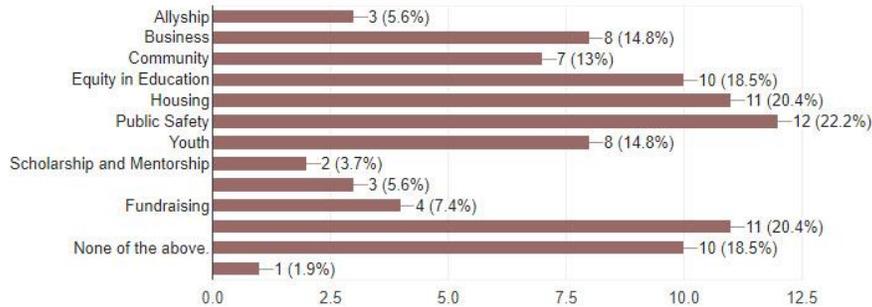
Third, respondents want an orientation toward action, whether in the form of community involvement, city council meetings, or events in the community.

Part 2 - Organizational Activity

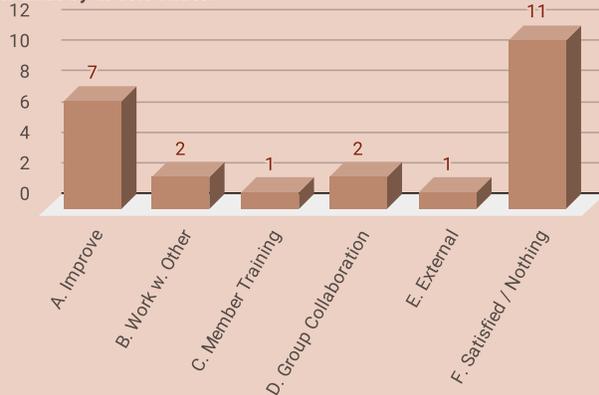
The second part of the survey deals with where members volunteer, how they view communications, the impact of E4E, and fundraising efforts.

Which working group(s) do you participate in?

54 responses



Q11: What can E4E do to improve your experience as a volunteer or nurture the work you are already doing in the community? /or its abilities to abide by its core values?



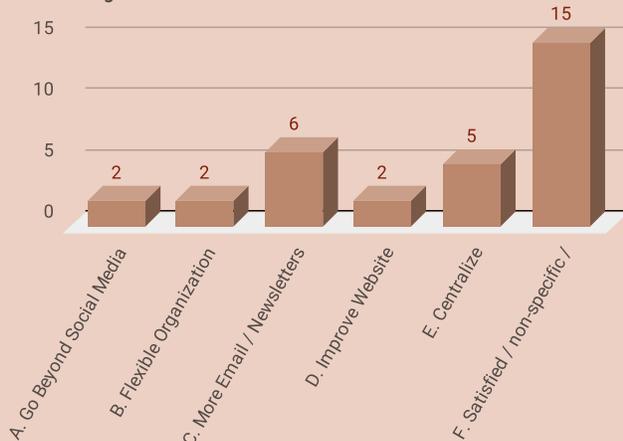
Summary

Eleven out of 25 respondents are either satisfied or had no suggestions for improvement in this area. The next biggest category was in Communications Improvement, where suggestions included website improvements, better collaboration among committees, and tighter leadership meetings.

Around 20% of the respondents do now work in a group, and it could be higher than that, since one respondent could check multiple boxes. 61% of the activity is in 3 groups: Education, Housing, and Public Safety.

Again, communications was a common theme here. Finding out which communications members prefer and how they would like to see them improved might yield significant benefits to the organization. Only 11% of the respondents felt that E4E was in the "Above and beyond" category, although 72% of the respondents graded E4E as "Well" or better.

13. What can E4E do to improve internal/external communications and/or networking?

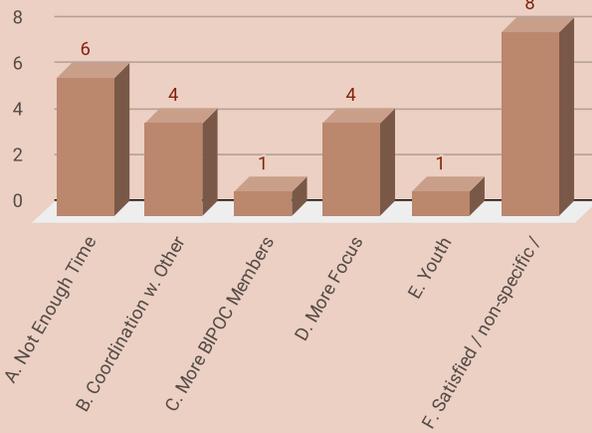


Summary

There were 33 suggestions, and they were some of the most difficult to classify into generic groupings. In particular, category "F" contains specific ideas that didn't fit into the other classifications. A common thread seems to be that internal/external communications are somewhat diffuse, leaving some members confused about where to go to get the most up to date information.

This was a difficult question to classify, because suggestions were quite varied. On the one hand E4E is involved with a wide variety of communications, including Facebook, Instagram, Slack, newsletters, the website, and email. But this might also create a lack of focus for some members who aren't sure where to go to get the latest information.

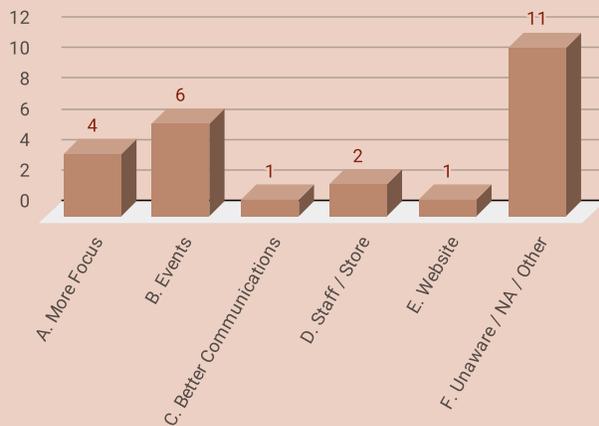
16. What could E4E do to improve its impact? What can you do to improve your impact, and/or what can E4E do to support your activism?



Summary

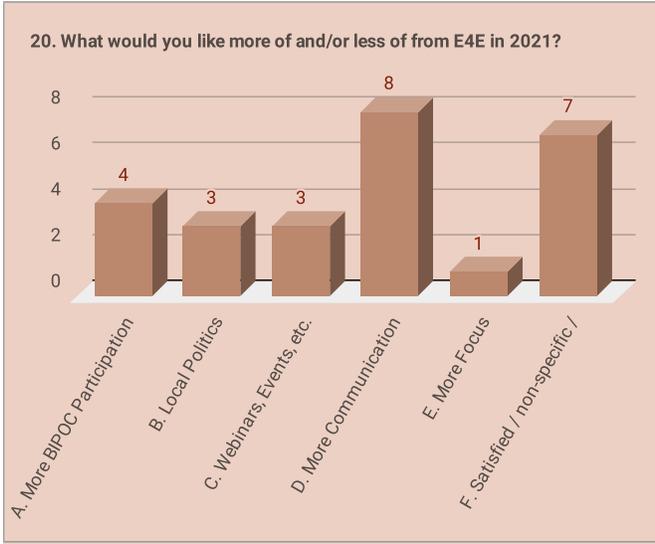
As with Q13, the 25 answers were all over the map; hence 1/3 of them falling into "F". About a quarter of the responses mentioned lack of time. Another significant category was coordination with other groups, including communication and general knowledge about what they're doing. Four of the responses implied that the focus of E4E was a bit too diffuse to get good results.

19. What can E4E do to improve fundraising?



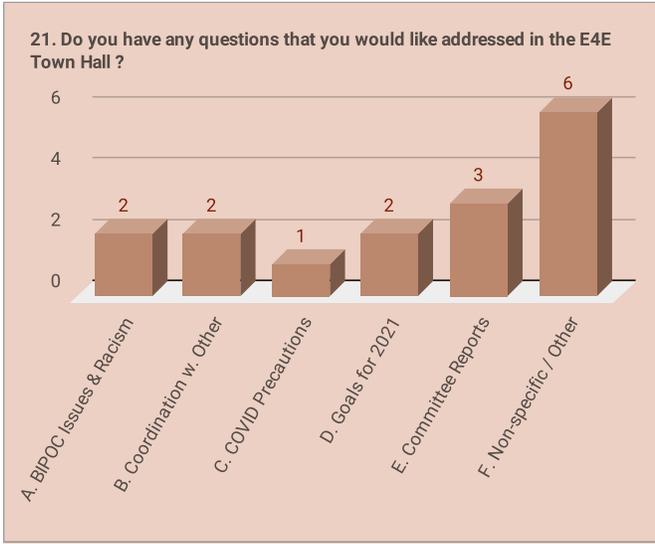
Summary

A significant number of people were unaware or uncertain about E4E fundraising, so that I present some opportunities for the organization. Six out of 28 responses mentioned having more events to raise funds. Four implied that the fundraising efforts needed more focus to be effective.



Summary

A bit over 1/3 of the suggestions revolved around improving communications -- publicity for E4E, setting up an event calendar, periodic updates, etc. Four of the responses centered on improving membership and outreach to BIPOC organizations and communities. Three respondents emphasized participation in local politics, and three recommended more events, webinars, etc.



Summary

The responses for this question were diffuse, but there were four things that probably should be addressed:

1. BIPOC Issues & Racism (A = 2)
2. Coordination w. Other Groups (B = 2)
3. Goals for 2021 (D = 2)
4. Committee Reports (E = 3)