

SLT Member Survey

Executive Summary

- 130 members polled with a 20% response

These were the key actionable findings:

- Expand e-mail use with an opt-in type system to reduce paper and provide info quicker.
- Continue Fall Harvest and Annual Spring meetings.
- Informational Slide Shows are popular and should be more frequent.
- Members have energy for volunteer projects
 - Post SLT organization needs on website, emails and newsletter.
 - Set up a dedicated volunteer contact email so people with special skills can communicate that to SLT staff and directors.

SLT Member Survey

Executive Summary

- Continue member communication methodology: meetings, newsletter, slide shows, educational events.
- Better communicate current strategies and educate members about land conservation projects and methods.
- Stream and river habitat is the number 1 priority for land conservation.
- Improve communication with the general public and potential land donors.

Siskiyou Land Trust 2011 Member Survey

Seven survey questions were sent along with the 2010 year-end charitable deduction form. There were 26 responses from 130 households which is a 20% response rate

Communication Preference





Response Summary

Total Started Survey: 26
Total Completed Survey: 26 (100%)

PAGE: 1

1. I would like to receive the following information from the Siskiyou Land Trust via e-mail (check all that apply):

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		Response Percent	Response Count
SLT Newsletter "Land Trust Matters"		86.4%	19
Information about SLT social and educational events as well as information updates		86.4%	19
Information on current conservation issues at the state and national level		45.5%	10
Information on Siskiyou County land acquisition activities and issues.		77.3%	17
	Other (please specify)		0
	answered question		22
	skipped question		4






Communication Preference

- Analysis
 - Email is an acceptable communication vehicle for a majority of respondents.
- Conclusion
 - Email use can be expanded.
- Recommendation
 - Develop systems to ensure ongoing accuracy of email lists.
 - Use opt-in method for delivering e-communications.
 - Continue snail mail for those who do not opt-in.?

SLT Event Participation

2. I usually attend or participate in the following SLT events:

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		Response Percent	Response Count
Fall Harvest Fund Raising Event		78.9%	15
Annual Spring Member Information Meeting		73.7%	14
Informational slide show presentations		73.7%	14
SLT Community Garden		10.5%	2
Participate in SLT stewardship and workdays on conservation lands		31.6%	6
	Other (please specify) Show Responses		4
	answered question		19
	skipped question		7

Other Responses:

1. We come to Mount Shasta on the weekends so have not attended any events.
2. None of the above - we live outside of Chicago, IL.
3. Committee Meetings
4. Information free consultations

SLT Event Participation

- Analysis
 - Spring, Fall and Slide show events are attended by 75% of members.
- Conclusion
 - Continue Spring and Fall events
 - Expand number of slide-type events
- Recommendation
 - Establish a set schedule for slide show events.
 - Expand format to include other types of information and entertainment beyond travelogues i.e. info on local flora/fauna, fitness, sports, music, etc.

Volunteering

Other Responses

3. I would like to become more involved in the work of the Siskiyou Land Trust by volunteering in the following areas because...

[Create Chart](#) [Download](#)

	Response Percent	Response Count
I understand, am good at and would like to help with Fund Raising a.k.a., "Fund Raising!" so the SLT can work to conserve more land in Siskiyou County.	0.0%	0
I'm a good planning parties and would love to help in planning social and special event in an effort to reach more people throughout Siskiyou County	0.0%	0
I have knowledge and connections and would like to help plan educational events from outdoor education, culture and adventure, to conservation estate planning and tax benefits of conservation.	33.3%	3
I have or would like to have a green thumb and want help in the SLT Community Garden	22.2%	2
I'm good with the written and would like to contribute articles and/or help to produce the SLT newsletter "Land Matters"	22.2%	2
I'm a bit "geeky" and helping to keep the SLT website alive, well and current is my cup of tea.	0.0%	0
I enjoy outside projects and want to get my hands dirty by helping with land stewardship projects	77.8%	7
I am well connected with landowners throughout Siskiyou County and would like to help bring the work of the Land Trust to the broader community.	11.1%	1
Other (please specify) Show Responses		10
answered question		9
skipped question		17

1. I'm good at looking into the future and strategic planning. I understand marketing and how to get a group to "buy into" a picture. Am interested in promoting sustainable community. Could do some planning committee work.
2. Keep us posted. Will try to participate when in Mt. Shasta.
3. I have skills in monitoring streams for water quality and fish habitat and could assist if needed.
4. I'd love to be more active with the land trust when we move to Mt Shasta. I am currently a hike leader with the Napa Land Trust.
5. "Legal-like" things. Doc review or prep. Hammond Pond and/or meadow issues.
6. Possibly provide a silent auction item at fund raisers or a raffle item.
7. Give Janet a big hug!
8. Network with other Conservation Groups for a Regional Conservation strategy which has been started by the Mt Shasta Bioregional Ecology Center.
9. We are not locals and have too many other volunteer obligations but very much appreciate your organization.
10. Very well educated and experienced in fish, wildlife, botany, grazing, soils, conservation, and land mgnt. Will provide free consultation/reports, advisories, and information to SLT on land or practical application.

Volunteering

- Analysis
 - There are members who want to be more involved by volunteering in a multitude of ways.
- Conclusion
 - Provide an ongoing forum for people to get involved that includes several mediums.
- Recommendation
 - Post SLT organization needs on website, emails and newsletter.
 - Set up a dedicated volunteer contact email so people with special skills can communicate that to SLT staff and directors.

SLT Efficacy & Communication

4. Please rate how you feel the Siskiyou Land Trust is doing.


[Create Chart](#)

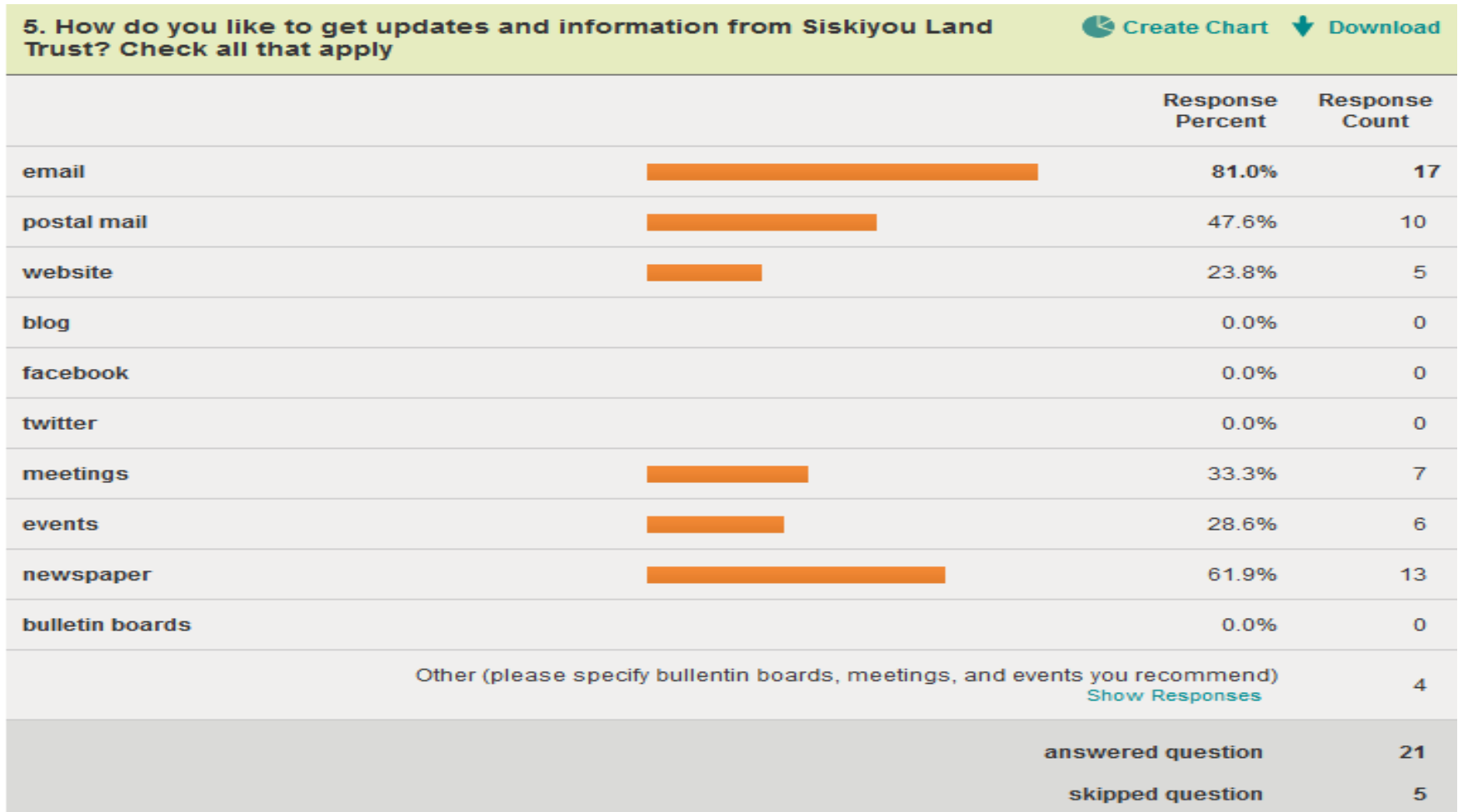
[Download](#)

	Needs Improvement	Adequate	Exceeds Expectations	Don't Know	Response Count
SLT demonstrates it is an important non-profit organization who's work is critical to the long-term preservation of sensitive land in Siskiyou County	8.7% (2)	52.2% (12)	39.1% (9)	0.0% (0)	23
The Siskiyou Land Trust keeps members informed about the work it is doing	4.8% (1)	47.6% (10)	42.9% (9)	4.8% (1)	21
SLT lets members know how important they are to helping meet the organization's goals.	4.5% (1)	63.6% (14)	27.3% (6)	4.5% (1)	22
SLT educational events are interesting and timely	9.1% (2)	45.5% (10)	22.7% (5)	22.7% (5)	22
The annual spring membership meeting informs me about current SLT activities and how my member support is moving the mission forward.	0.0% (0)	60.0% (12)	20.0% (4)	20.0% (4)	20
Other	0.0% (0)	0.0% (0)	100.0% (1)	0.0% (0)	1
Other (please specify)					0
answered question					23
skipped question					3

SLT Efficacy & Communication

- Analysis
 - Members believe they are well informed.
 - Educational events could be improved.
- Conclusion
 - Current communication mediums are generally successful.
 - Accomplishments to date are recognized as being worthwhile.
- Recommendation
 - Continue communication methodology
 - Communicate current strategies for next land conservation projects

Communication Mediums





Other Responses: 1. SLT Events 2. Annual spring meeting 3. Rotary Meeting 4. Slide show events are wonderful and good place for the 5 minute update on recent info.

Communication Medium

- Analysis
 - Email, postal mail, and newspaper are popular communication tools.
- Conclusion
 - Enhance use of email for distributing newsletters, membership renewal notices, and event invitations.
- Recommendation
 - Set up opt-in tool on website to promote use of up-to-date email addresses.

Land Acquisition

6. Rate the land acquisition most important to you in Siskiyou County				 Create Chart	 Download
	Not Important	Somewhat Important	Very Important	Response Count	
Land in or adjacent to local cities	15.0% (3)	35.0% (7)	50.0% (10)	20	
Farms and ranchland	5.3% (1)	47.4% (9)	47.4% (9)	19	
Land adjacent to National Forests	15.8% (3)	57.9% (11)	26.3% (5)	19	
Stream/river habitat	5.0% (1)	0.0% (0)	95.0% (19)	20	
Land for outdoor recreation	11.1% (2)	55.6% (10)	33.3% (6)	18	
Land used by endangered species	15.8% (3)	15.8% (3)	68.4% (13)	19	
Other	0.0% (0)	0.0% (0)	100.0% (4)	4	
		Other (please specify) Show Responses		4	
		answered question		20	
		skipped question		6	

Other Responses: 1. Rainbow Ridge 2. Prevent valley development. 3. Trails near in cities and recreation. 4. Connecting corridors

Land Acquisition

- Analysis
 - Stream and river habitat land conservation is important to our members!
- Conclusion
 - Very clear feedback was received on what is important to members.
- Recommendation
 - Use member responses to set SLT land conservation priorities.

Free Form Responses

7. Is there anything else you would like to share with the Land Trust Board of Directors that will help them carry out the important mission of long-term stewardship of agricultural, forest and wild lands in Siskiyou County and/or have you feel better connected as a member? [Download](#)

	Response Count
Show Responses	8
answered question	8
skipped question	18

1. I'll try to get up to speed on SLT. Thanks for asking for input. Surveys are good!
2. Obtain land and easements along the rivers and streams in Siskiyou County
3. Need more public outreach. The river exchange and msbec do. Need more events.... slide shows, etc.
4. More emphasis on Sisson Meadow and Hammond Pond. Begin proactive and pursuit of sensitive places. Don't wait for a phone call.
5. Congratulations on their work. One of your members, Kathleen Hitt is our daughter.
6. Directions to 2 work day locations were inadequate. Apparently, SLT staff assumes everyone know exactly where these places are.
7. At the annual meetings and fall fundraiser speakers need to be shorter. Make your points brief, succinct and get off the stage to allow for more time for fundraising, food, wine, and socializing. Generally speaking, I think people are well informed about SLT and are not there to hear more of the same. It actually keeps me away sometimes. Just my \$.02.
8. More efficient use of our collective time/energy/resources and focused efforts on suitable properties that have local champions for conservation.

Uncategorized Responses

- Analysis
 - There were 8 different suggestions submitted by members with 3 focused on communication and activity outside SLT.
- Conclusion
 - Good suggestions that can be implemented where applicable.
- Recommendation
 - Send suggestions to appropriate committees and staff for consideration and implementation.
 - While members generally agree that SLT communicates well with its membership, there were three different responses indicating we could do better communicating and interacting with potential land donors and the public.