

NACURH SERVICES & PERFORMANCE ASSESSMENT

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# 2019-2020 DATA REPORT



# OVERVIEW

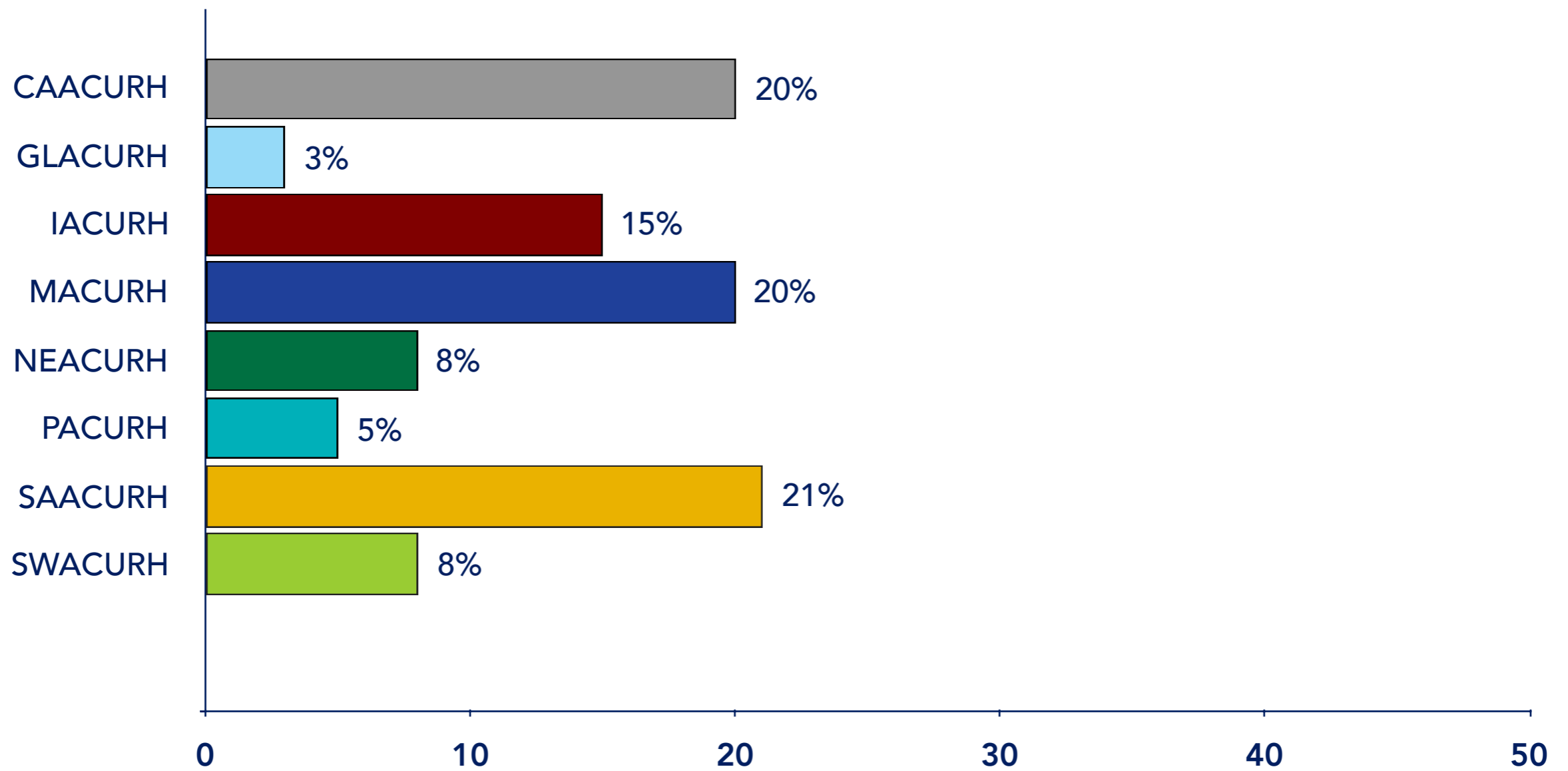
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- Primary data collection opportunity for NACURH and its entities on services offered
- Feedback gathered from February to May 2019
- Statements were presented in the order they are presented here, with the option for respondents to rank the level 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

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*Affiliation Year 2015 - 2016*



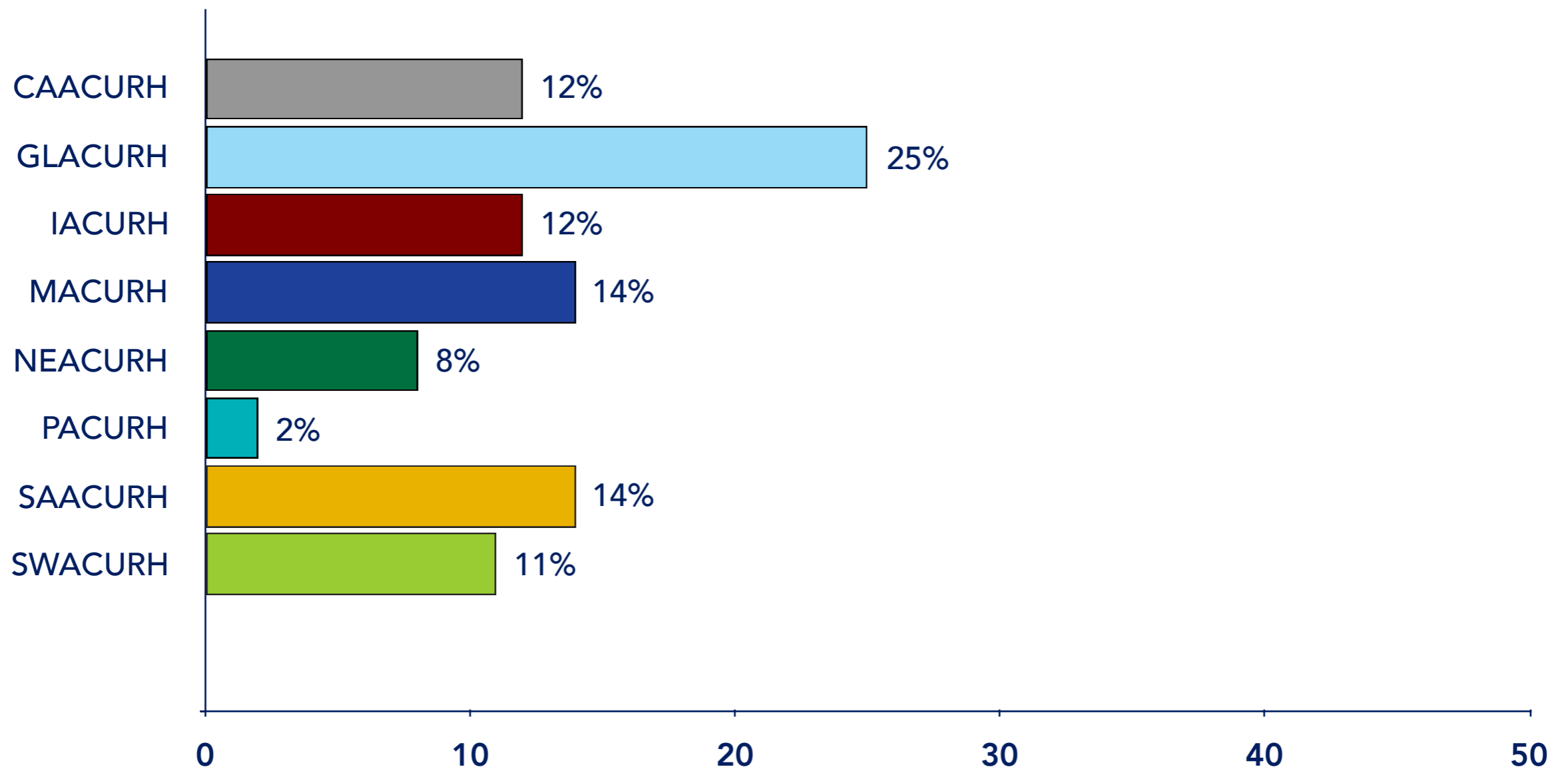
*n=144*

*Percent of total respondents*

# REGIONAL RESPONDENTS

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*Affiliation Year 2016 - 2017*



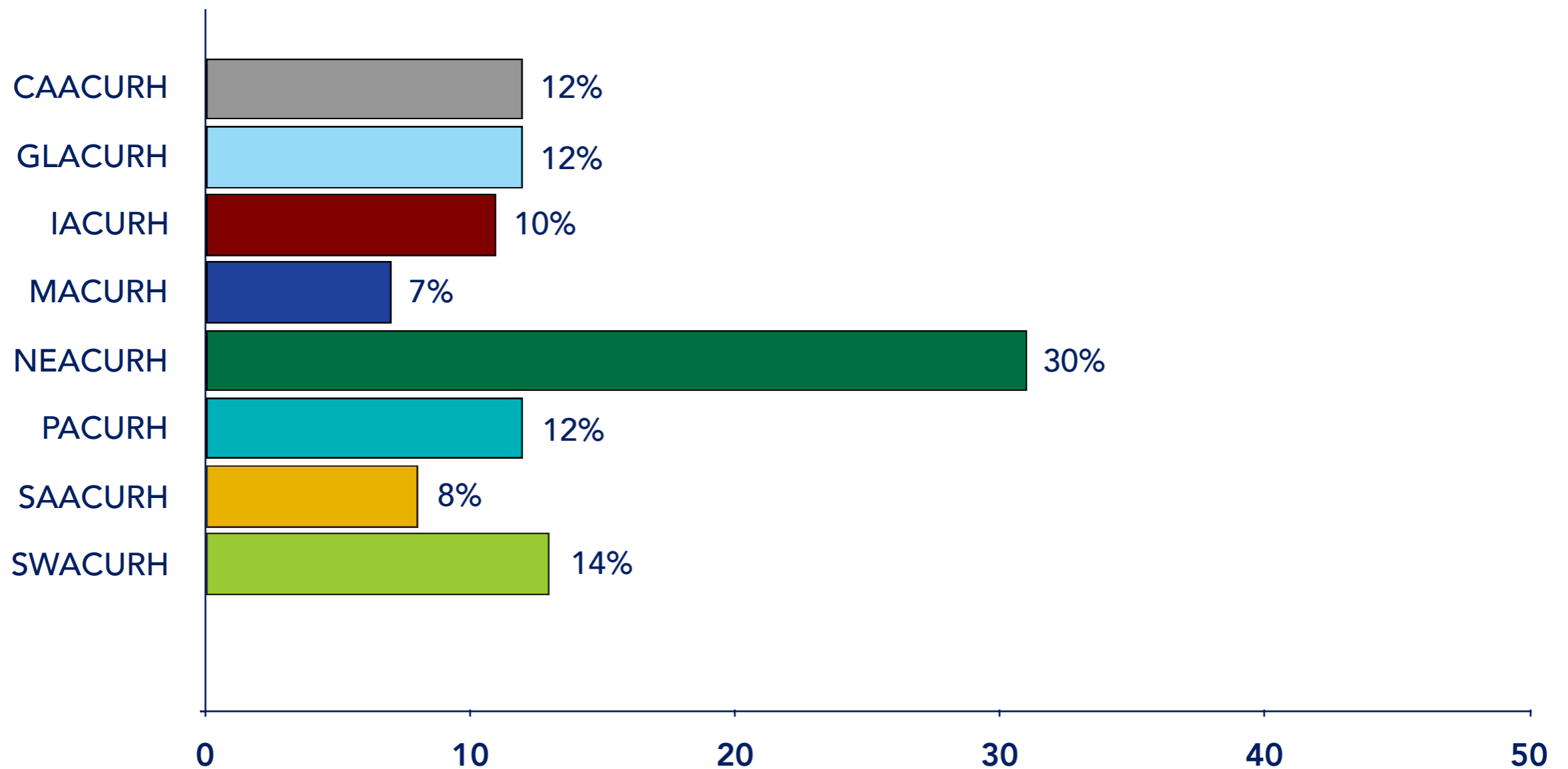
*n=189*

*Percent of total respondents*

# REGIONAL RESPONDENTS

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*Affiliation Year 2017 - 2018*



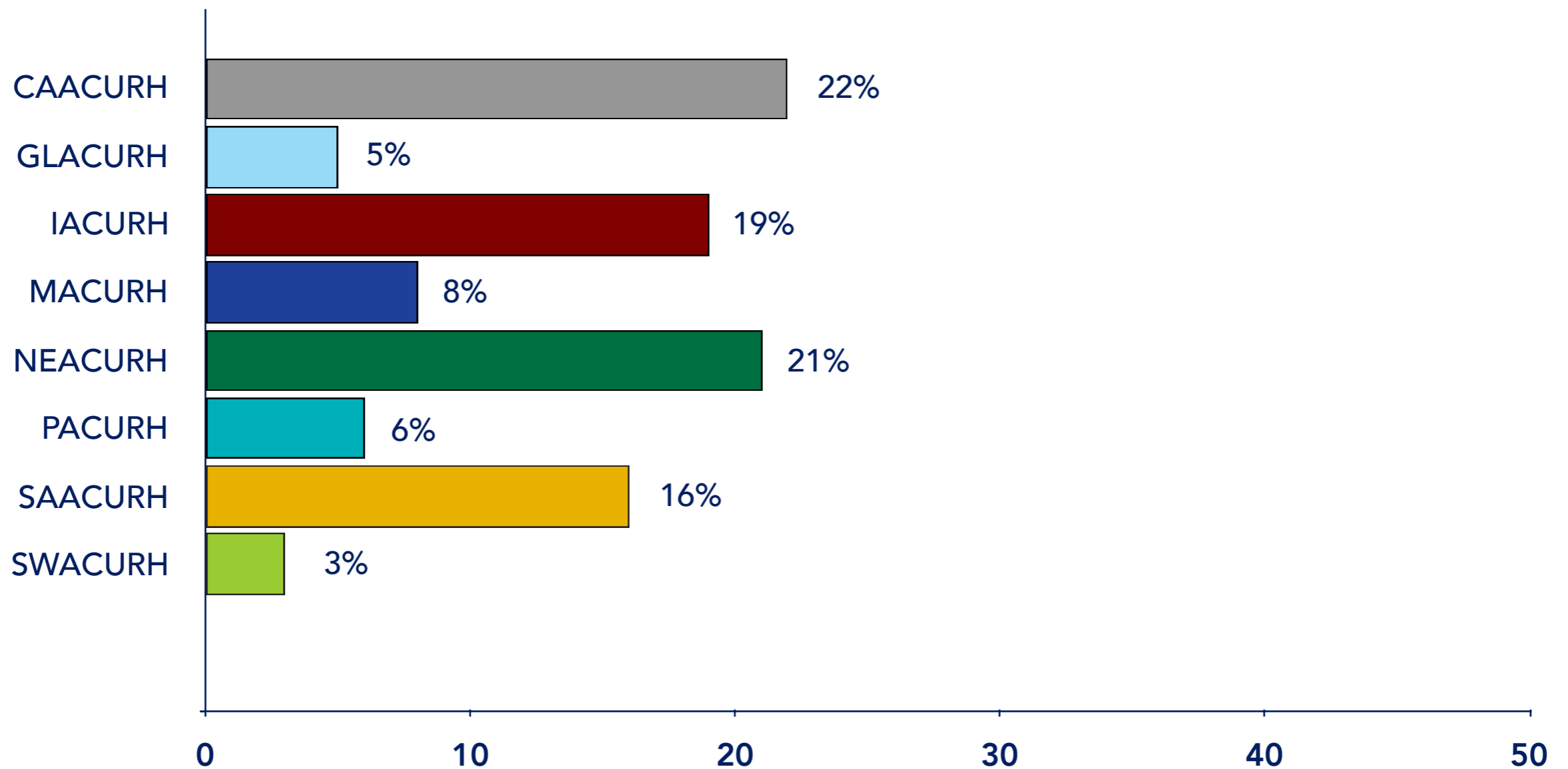
*n=156*

*Percent of total respondents*

# REGIONAL RESPONDENTS

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*Affiliation Year 2018 - 2019*

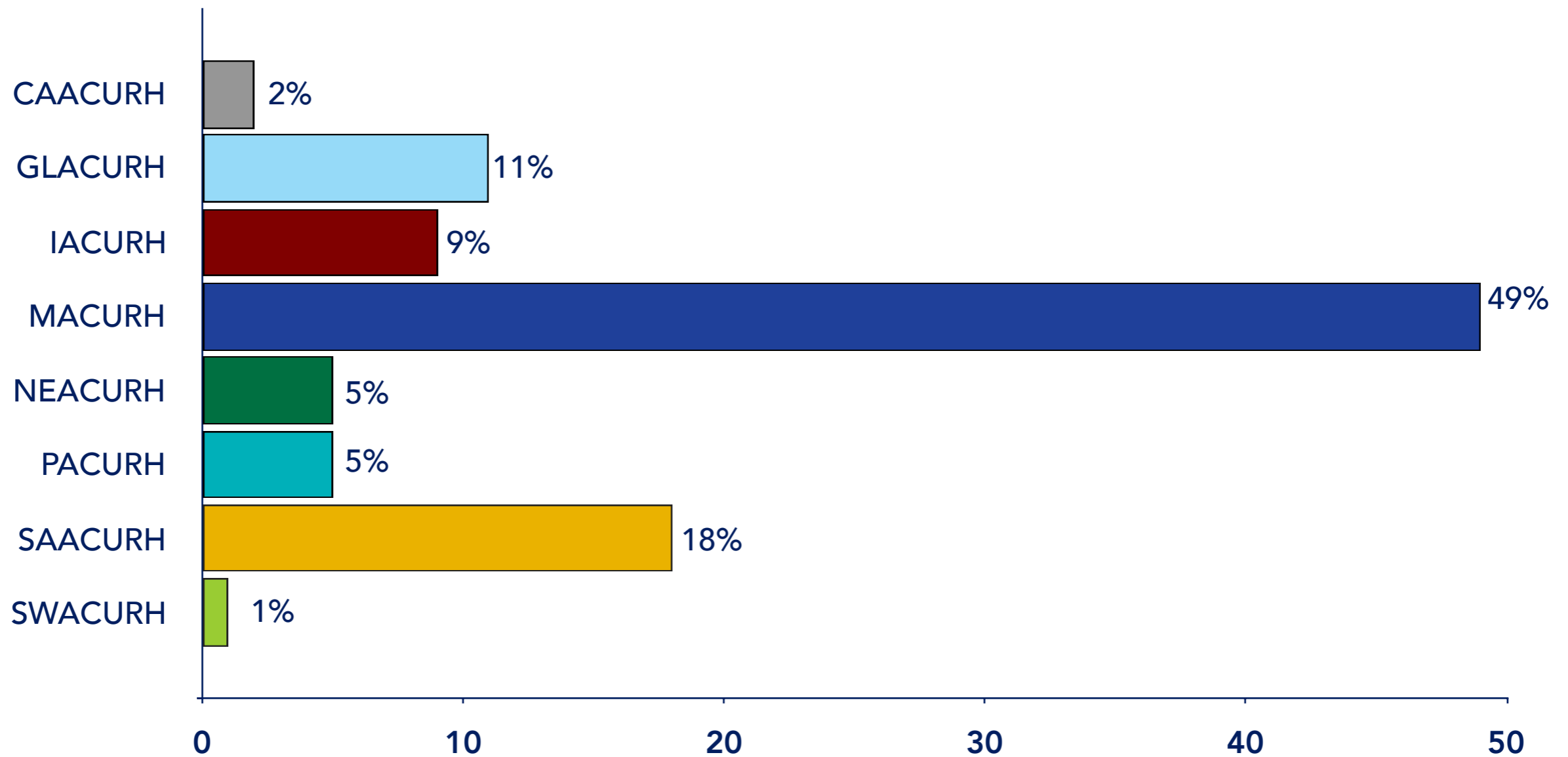


*n=148*

*Percentage of total respondents*

# REGIONAL RESPONDENTS

*Affiliation Year 2019 - 2020*



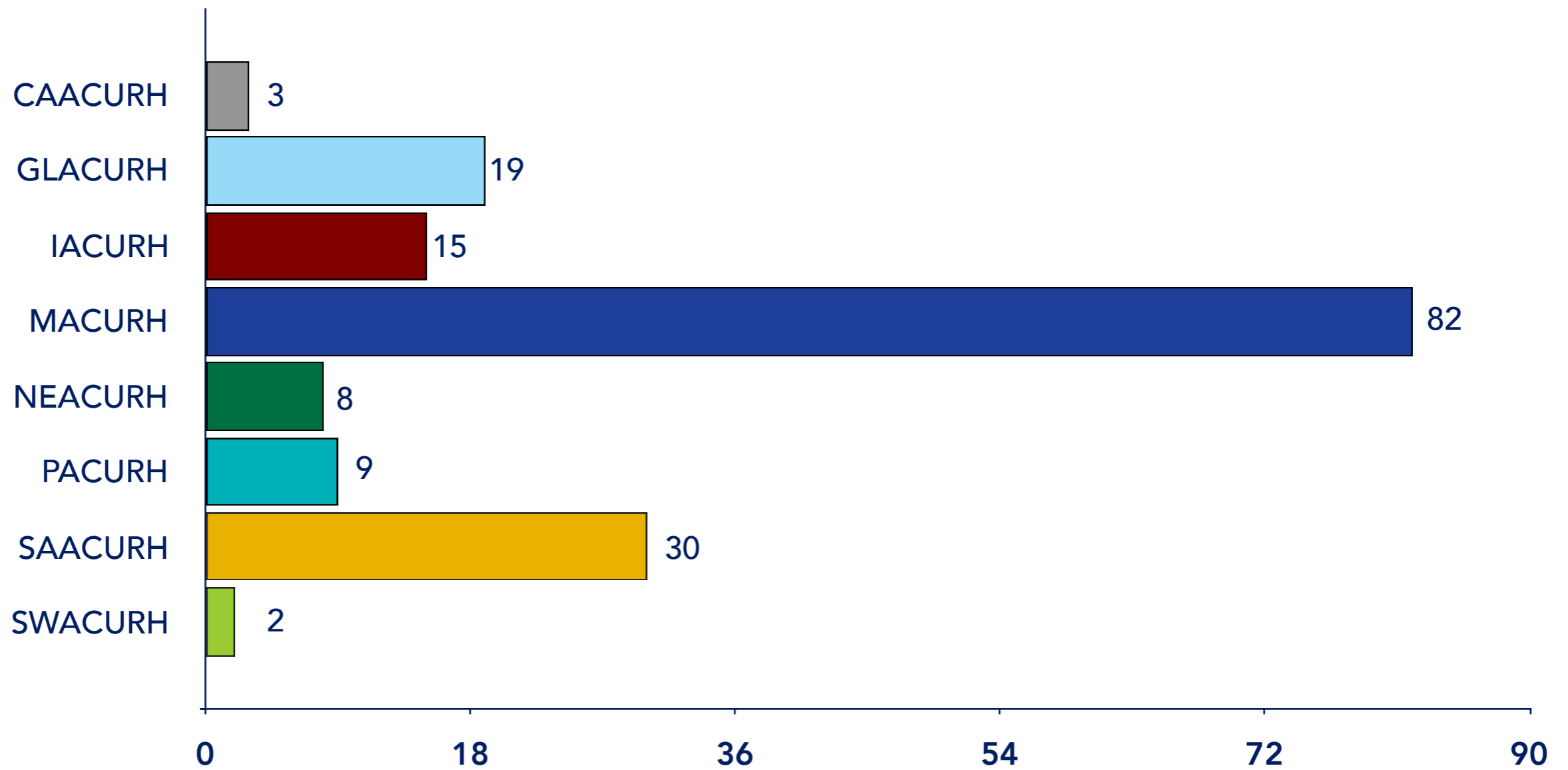
*n=168*

*Number of total respondents*

# REGIONAL RESPONDENTS

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*Affiliation Year 2019 - 2020*



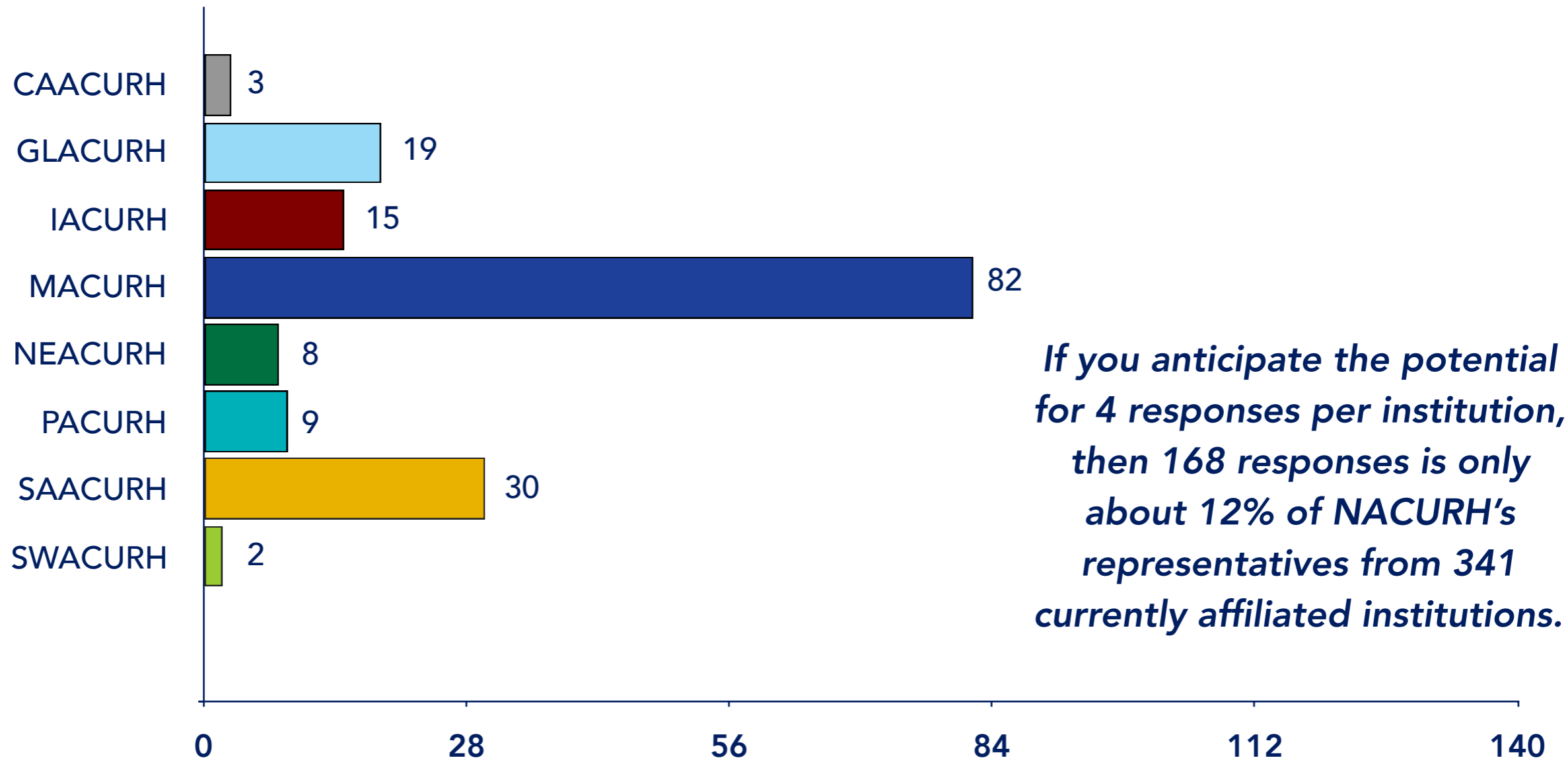
*n=168*

*Number of total respondents*



# REGIONAL RESPONDENTS

*Affiliation Year 2019 - 2020*



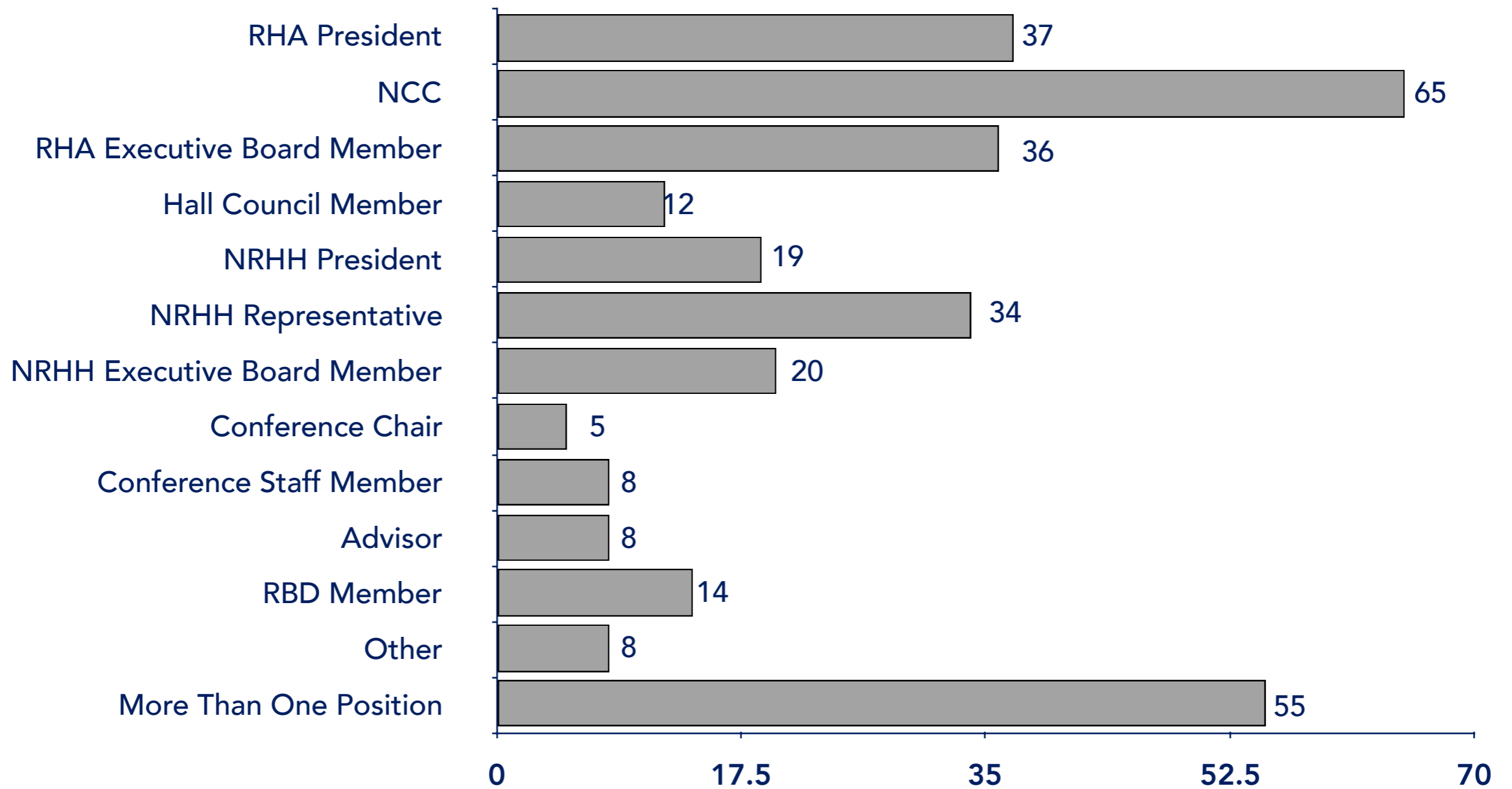
*If you anticipate the potential for 4 responses per institution, then 168 responses is only about 12% of NACURH's representatives from 341 currently affiliated institutions.*

*n=168*

*Number of total respondents*

# POSITIONAL RESPONDENTS

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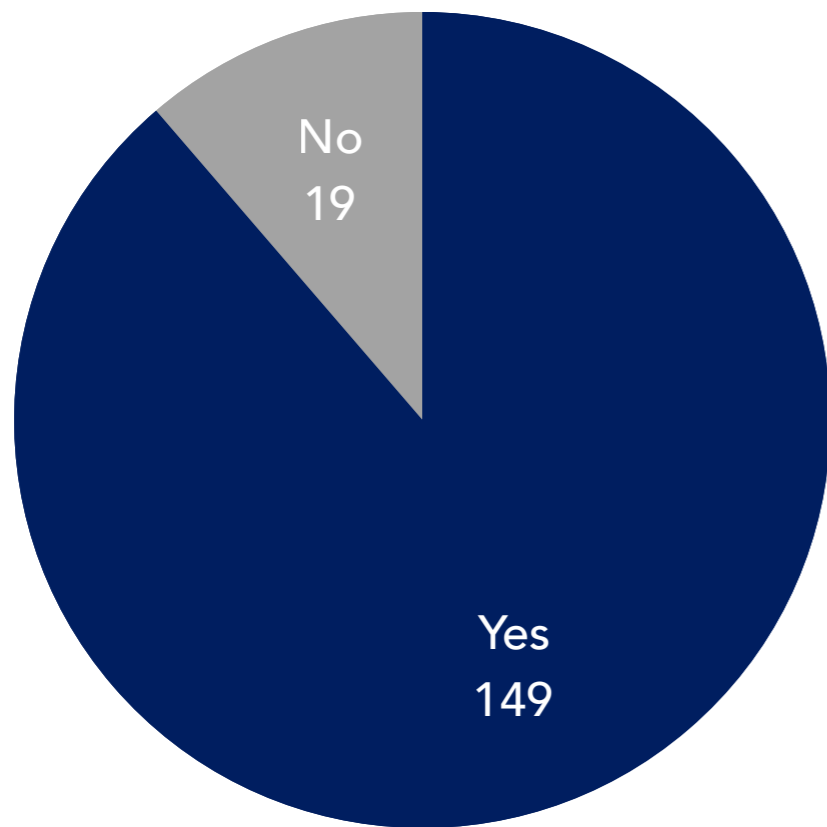


*n* = 168

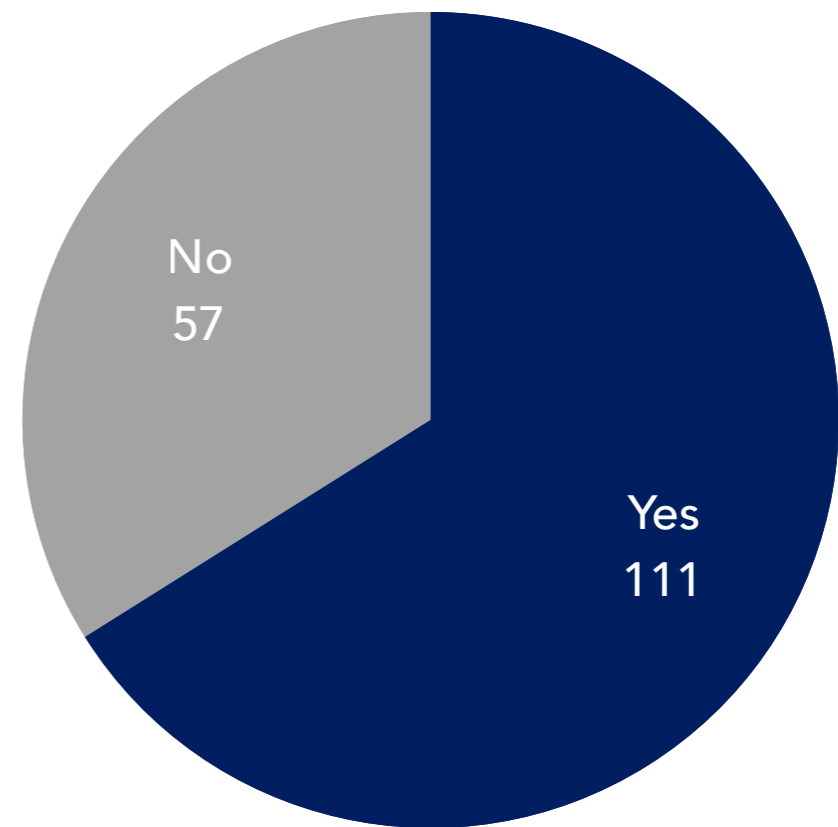
# NRHH MEMBERSHIP

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*Does your campus have an NRHH Chapter?*



*Are you a member of NRHH?*

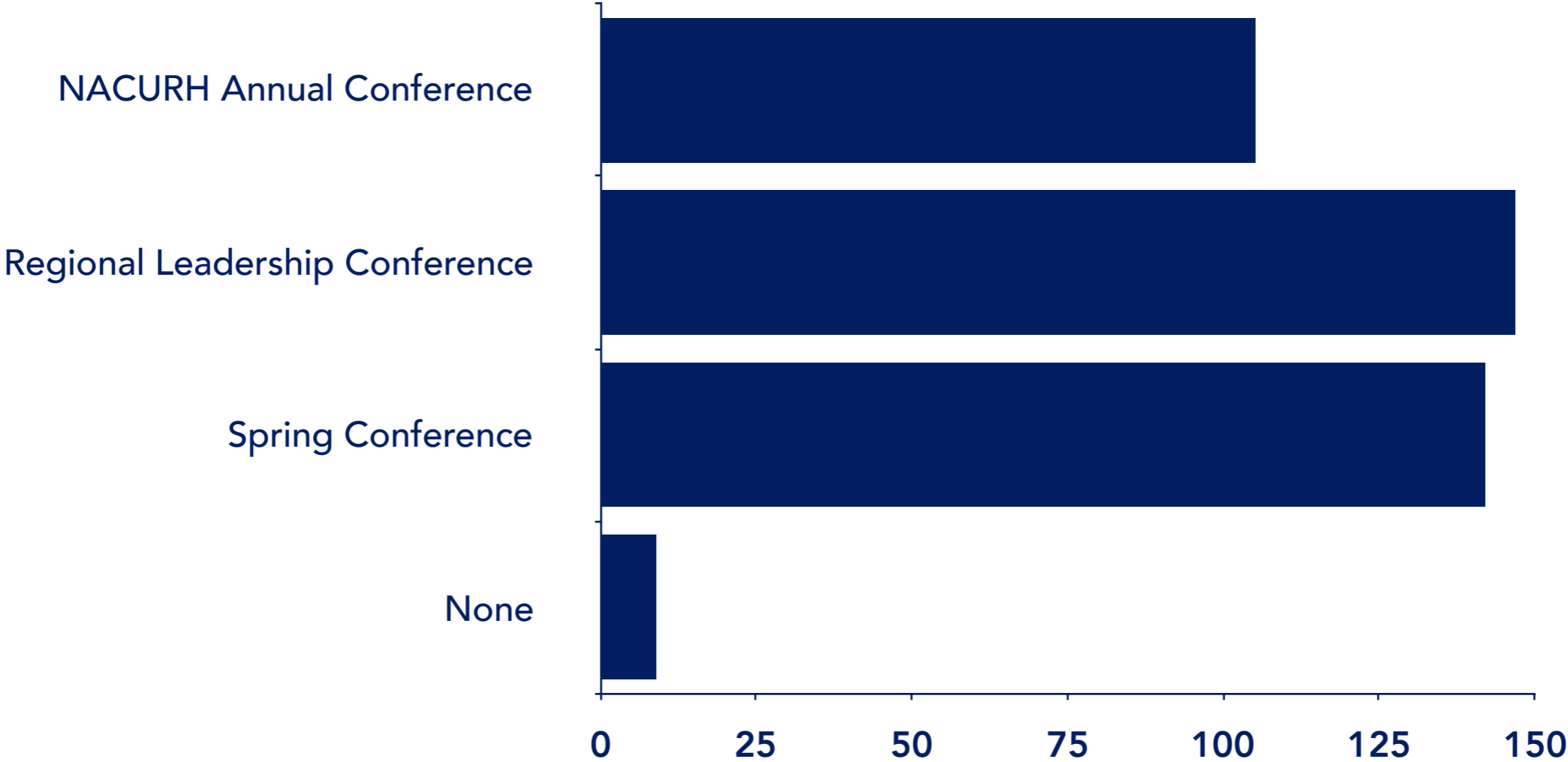


*n=168*

# CONFERENCE ATTENDANCE

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*What conferences have you attended in the past 18 months?*

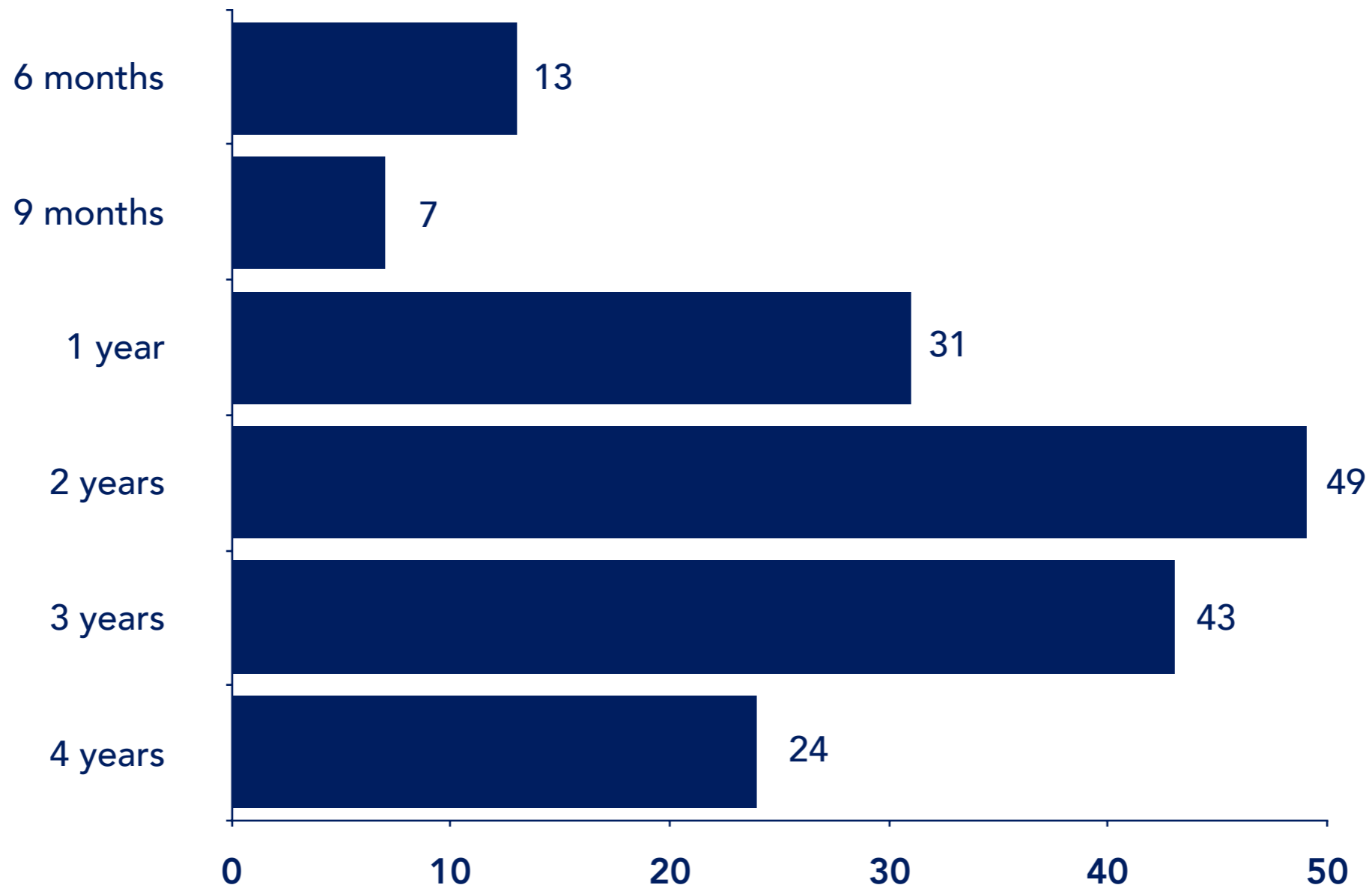


*n=168*

# INVOLVEMENT

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*About how long have you been aware of NACURH?*

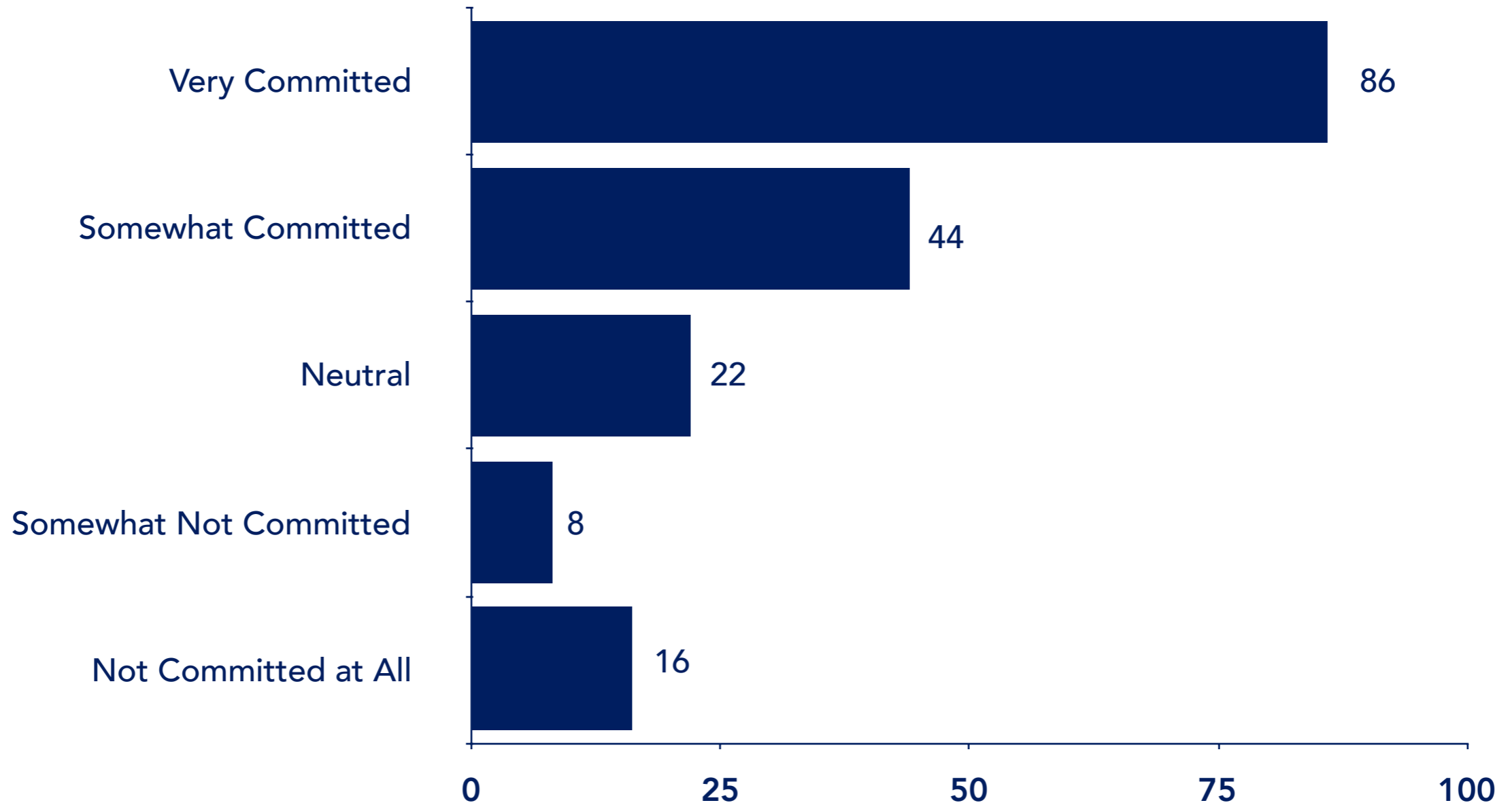


*n=168*

# COMMITMENT

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

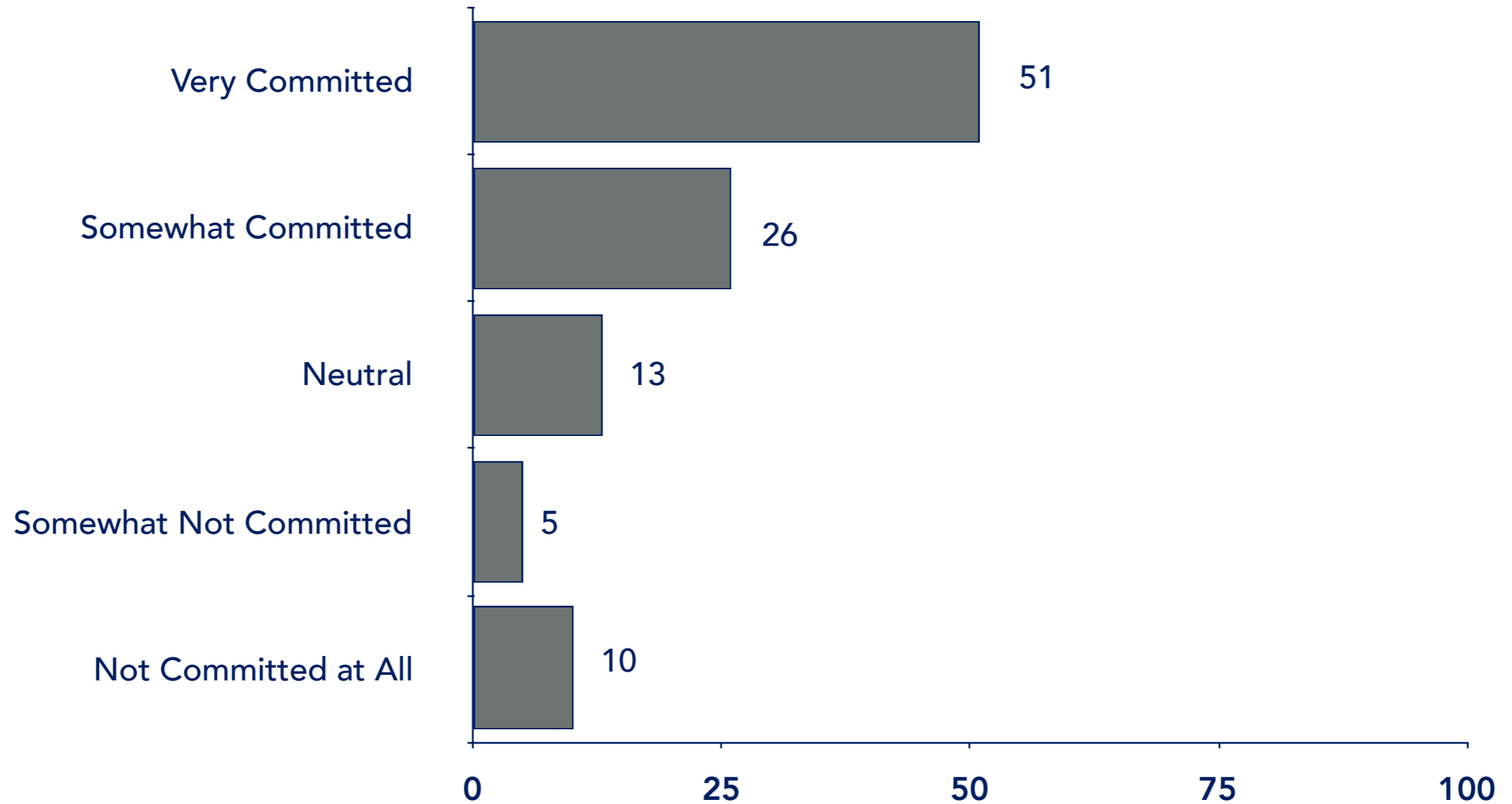


*n=168*

# COMMITMENT

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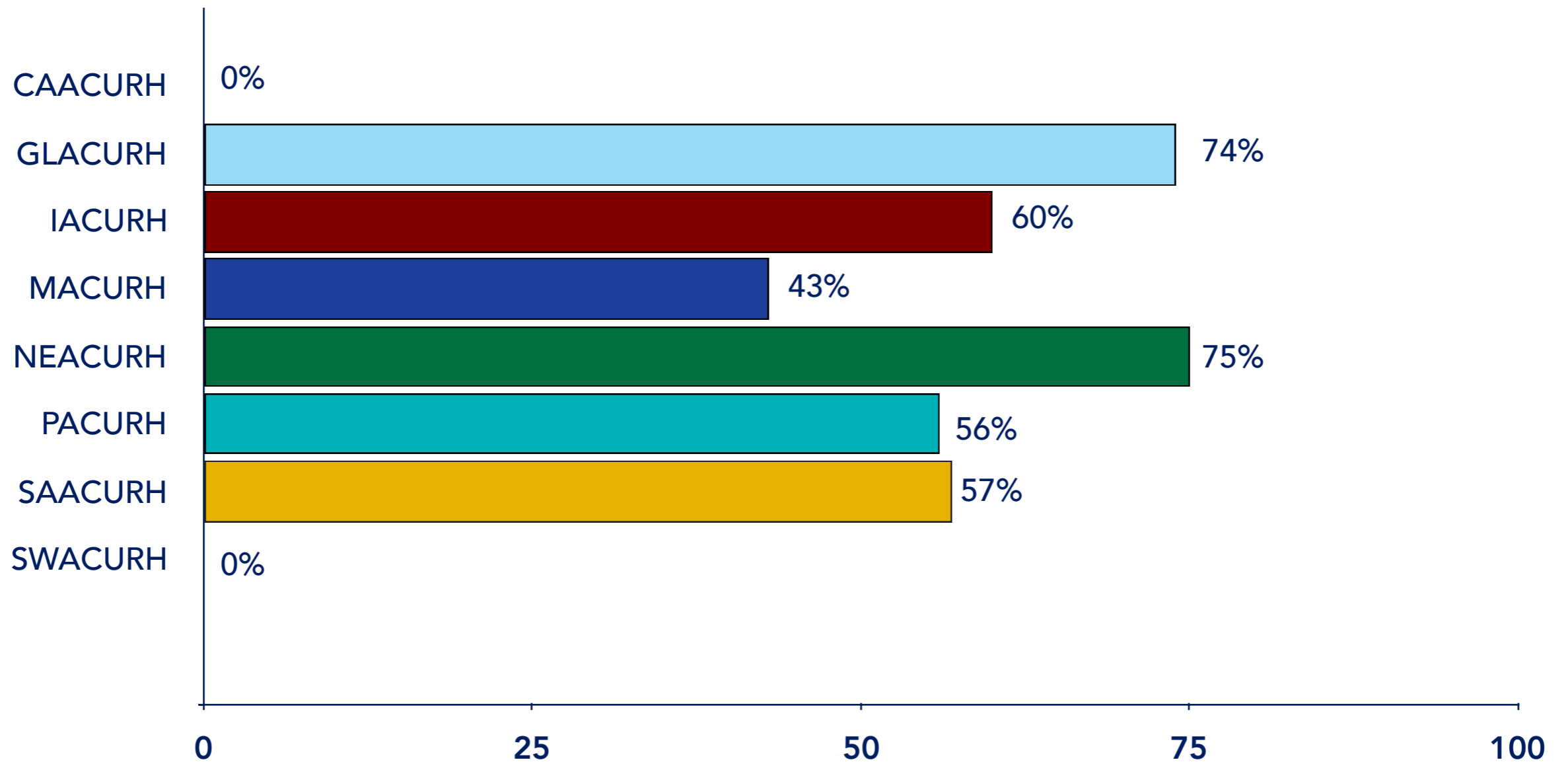
*How committed are you to being involved in the future?*



*n=168*

# COMMITMENT

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



*n=168*

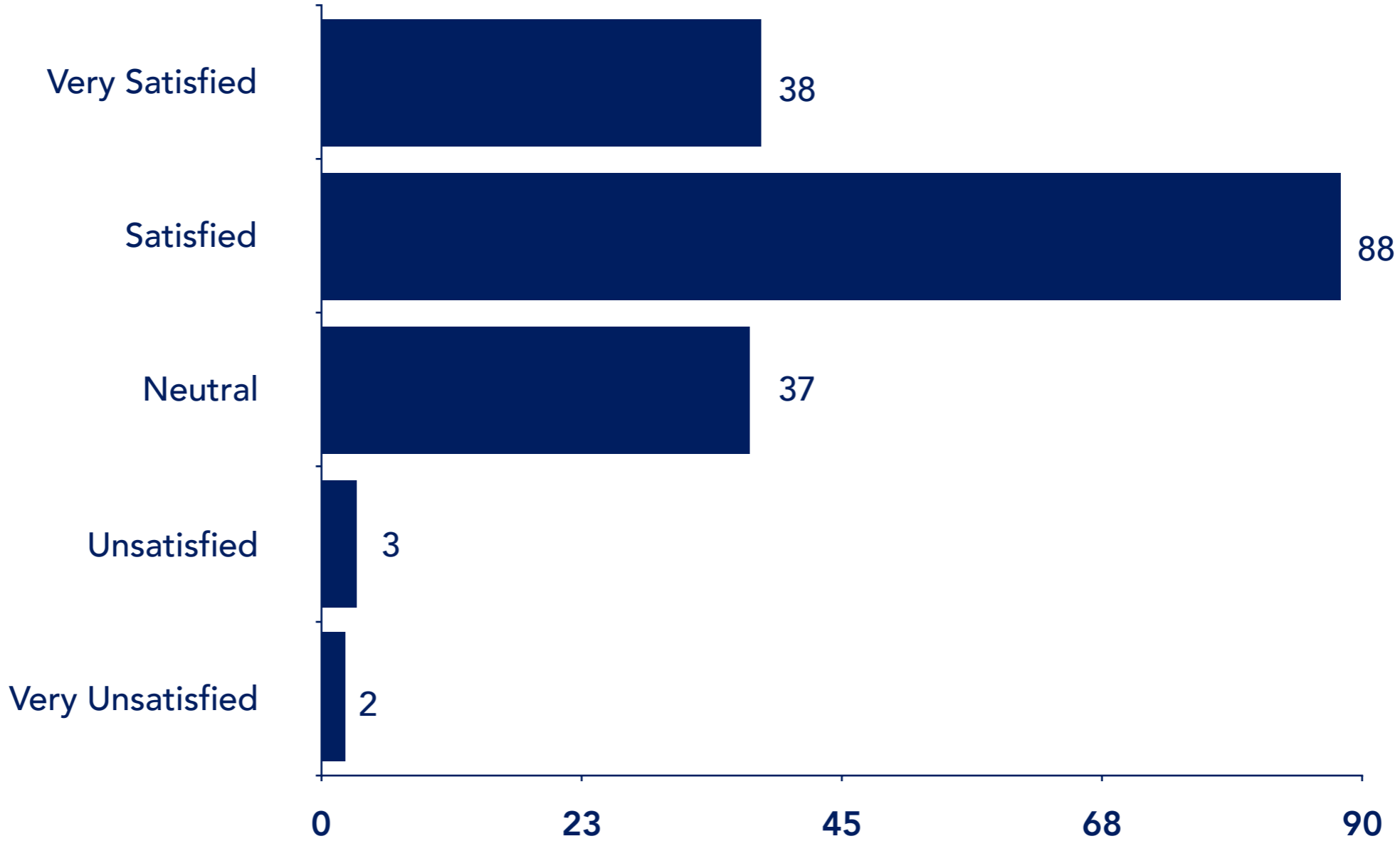
*Percent of **Very Committed** per region*



# SATISFACTION

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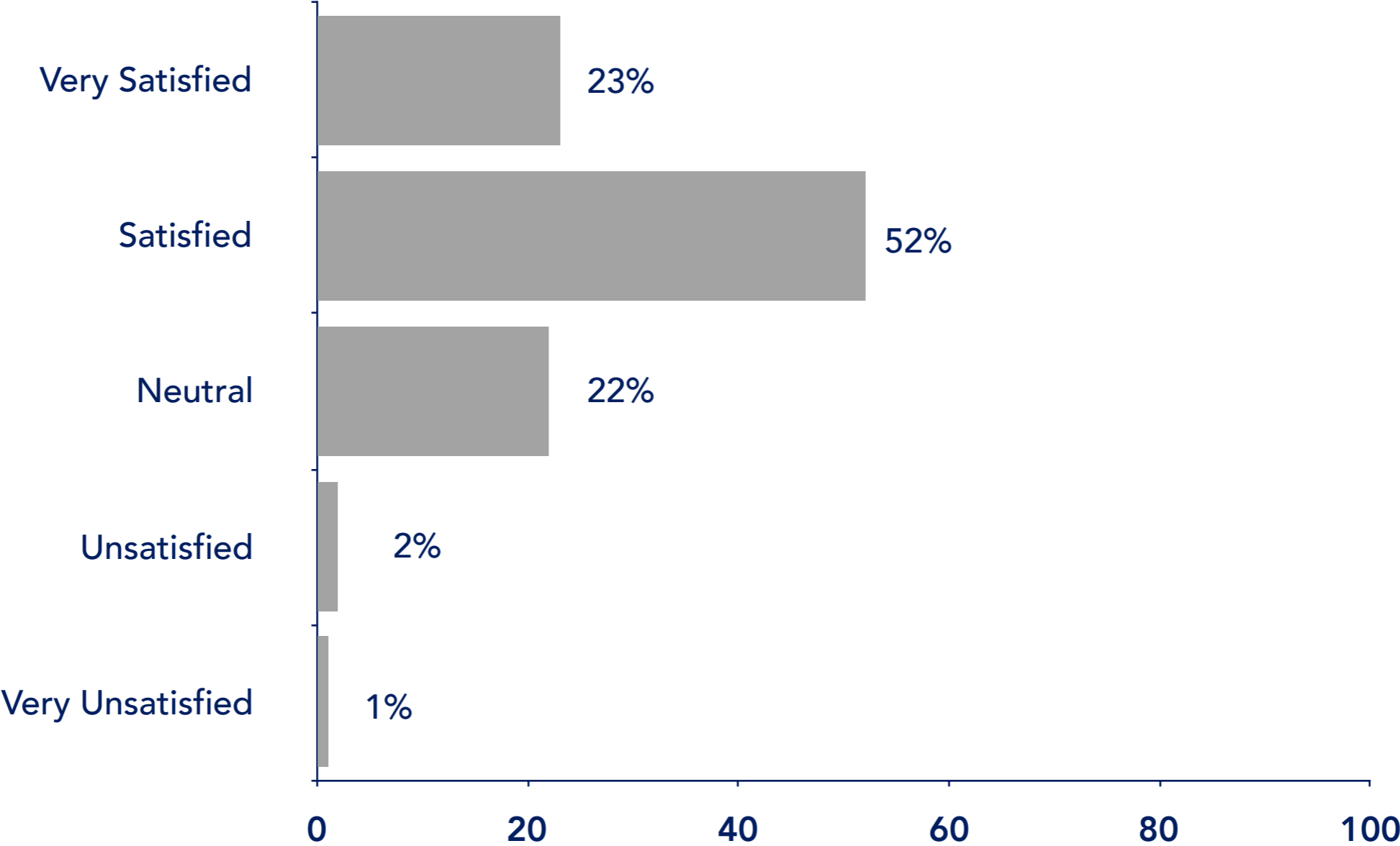
*NACURH, Inc.*



*n=168*

# SATISFACTION

*NACURH, Inc.*



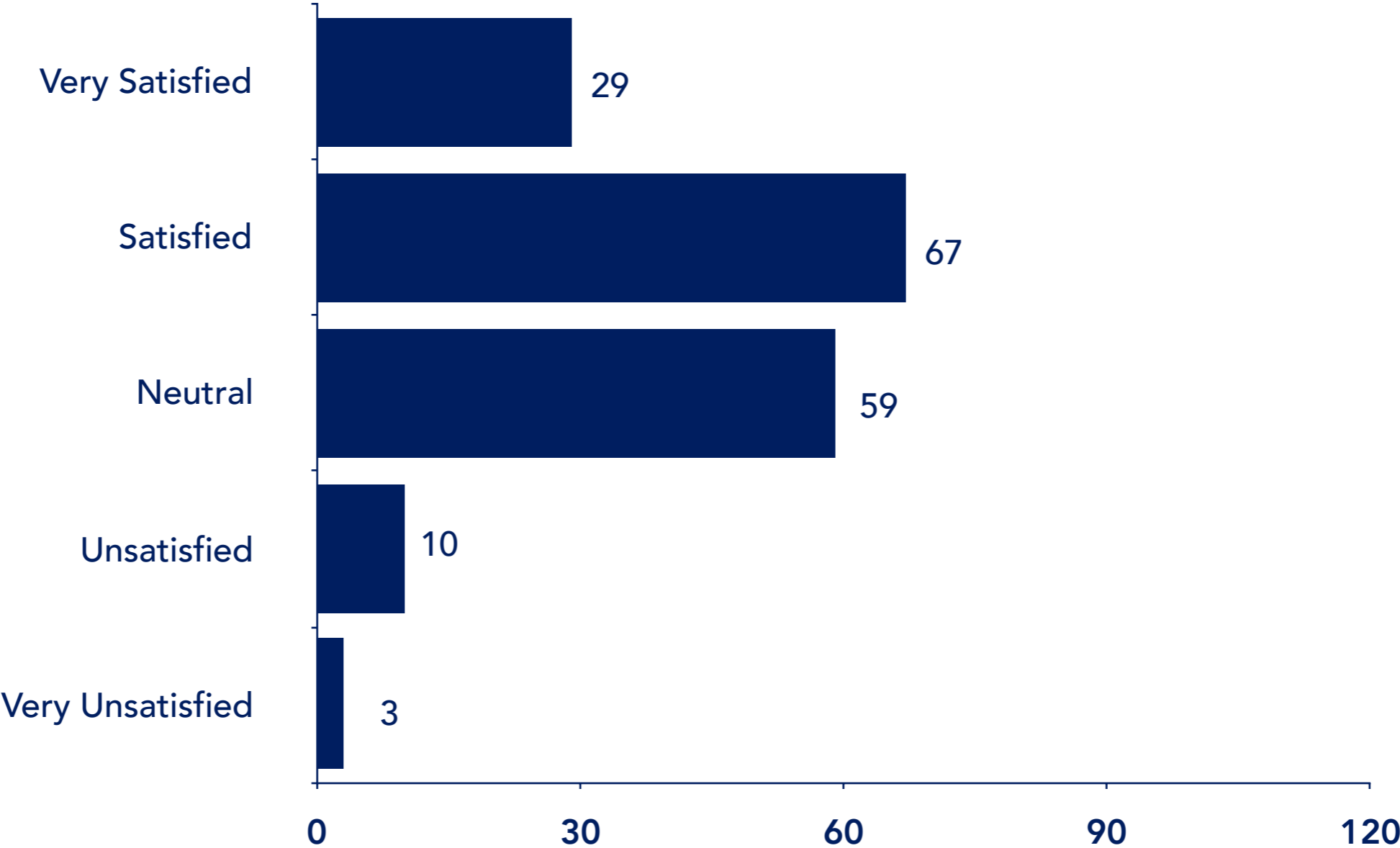
*n=168*

*Percent of total respondents*

# SATISFACTION

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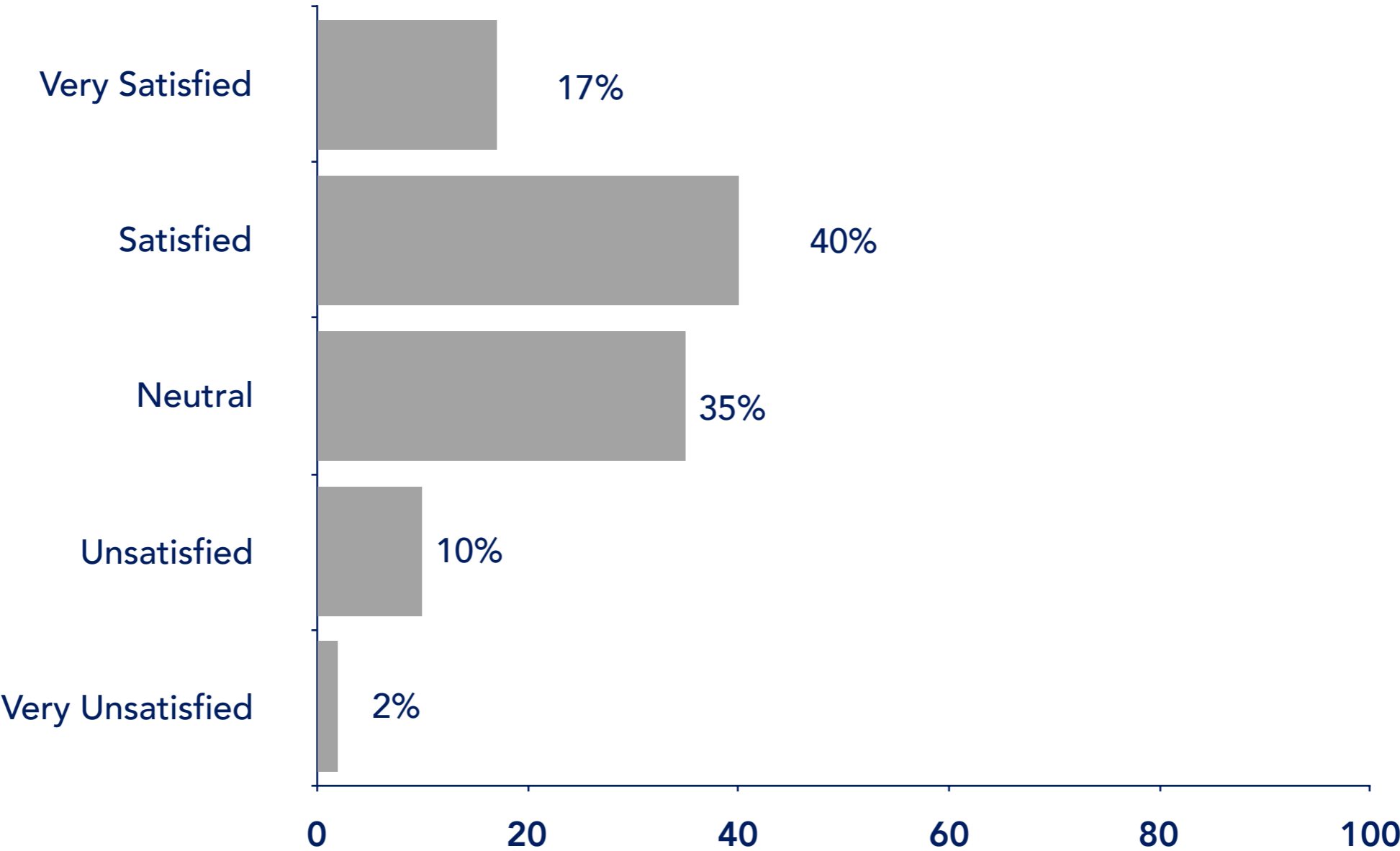
*NACURH Corporate Office*



*n=168*

# SATISFACTION

*NACURH Corporate Office*



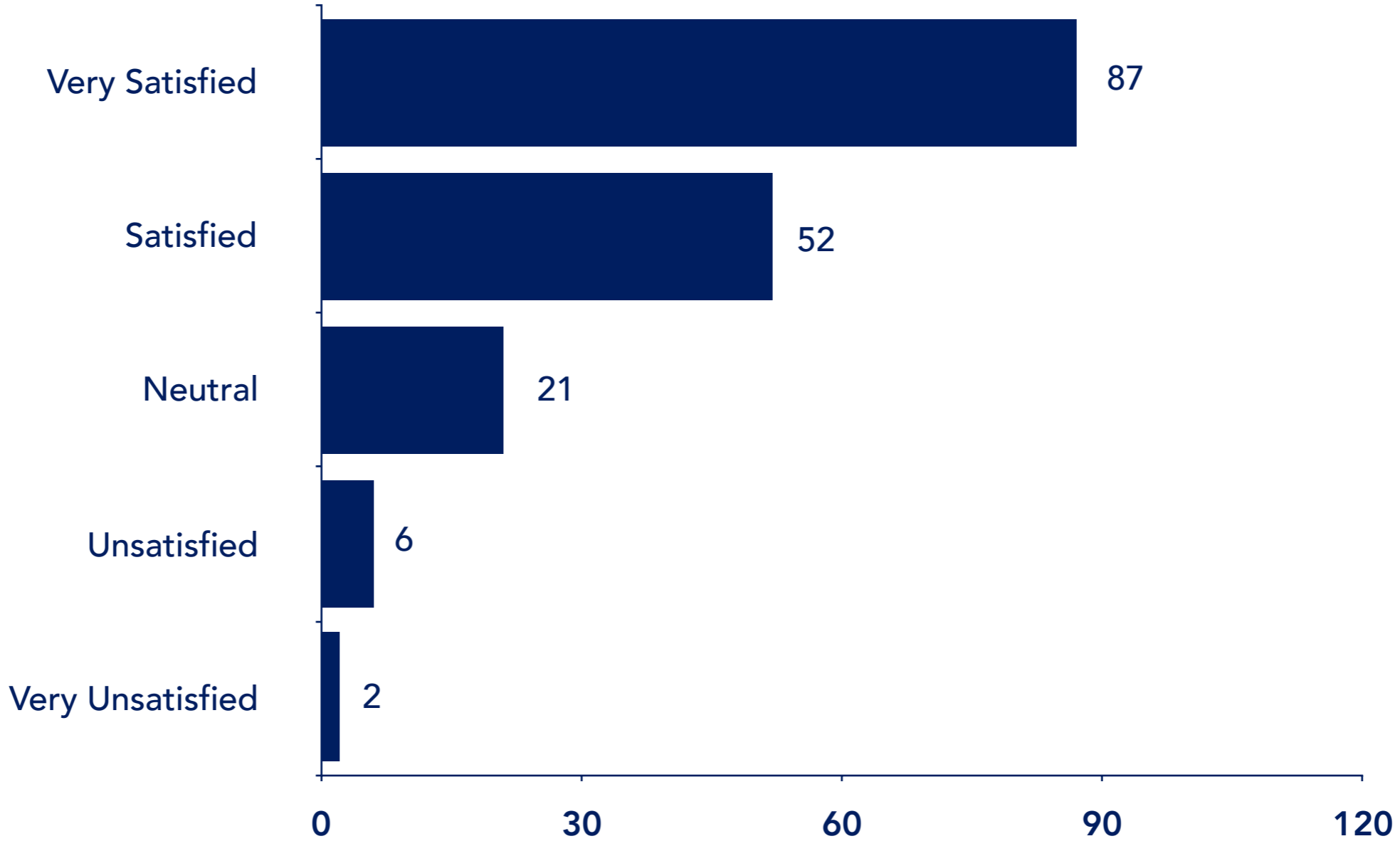
*n=168*

*Percent of total respondents*

# SATISFACTION

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*Selected Region*

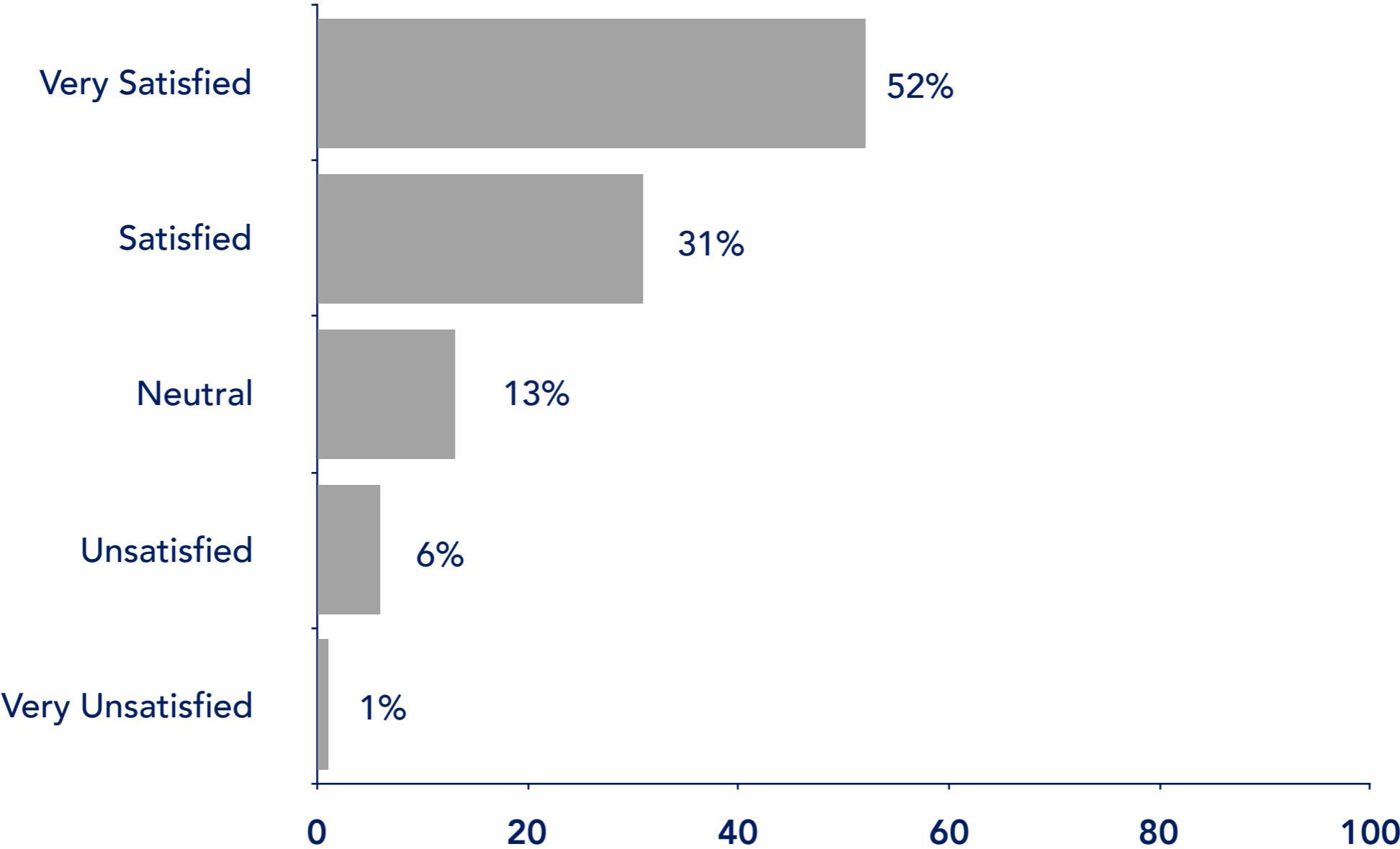


*n=168*

# SATISFACTION

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*Selected Region*

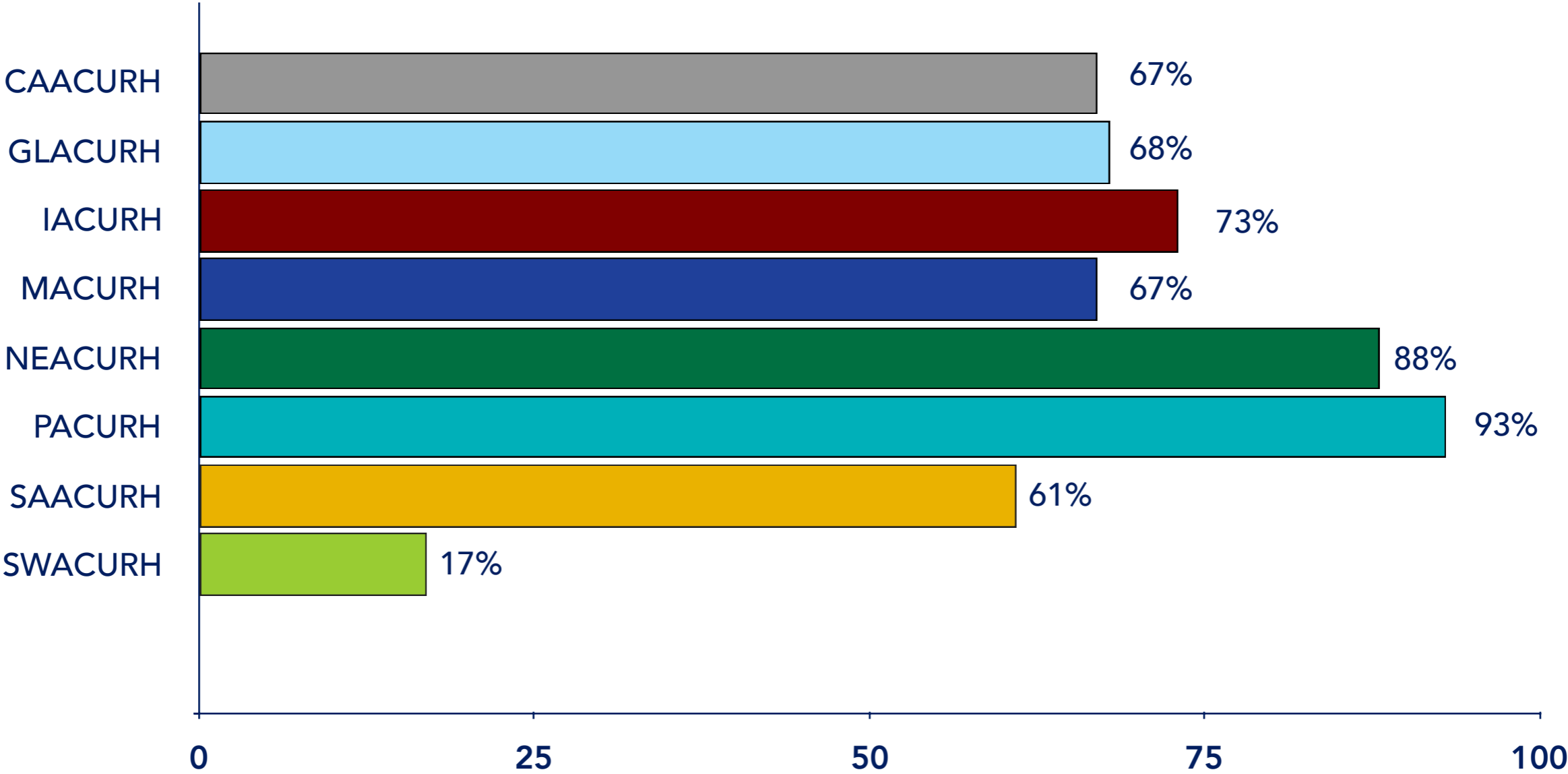


*n=168*

*Percent of total respondents*

# SATISFACTION

*Selected Region*

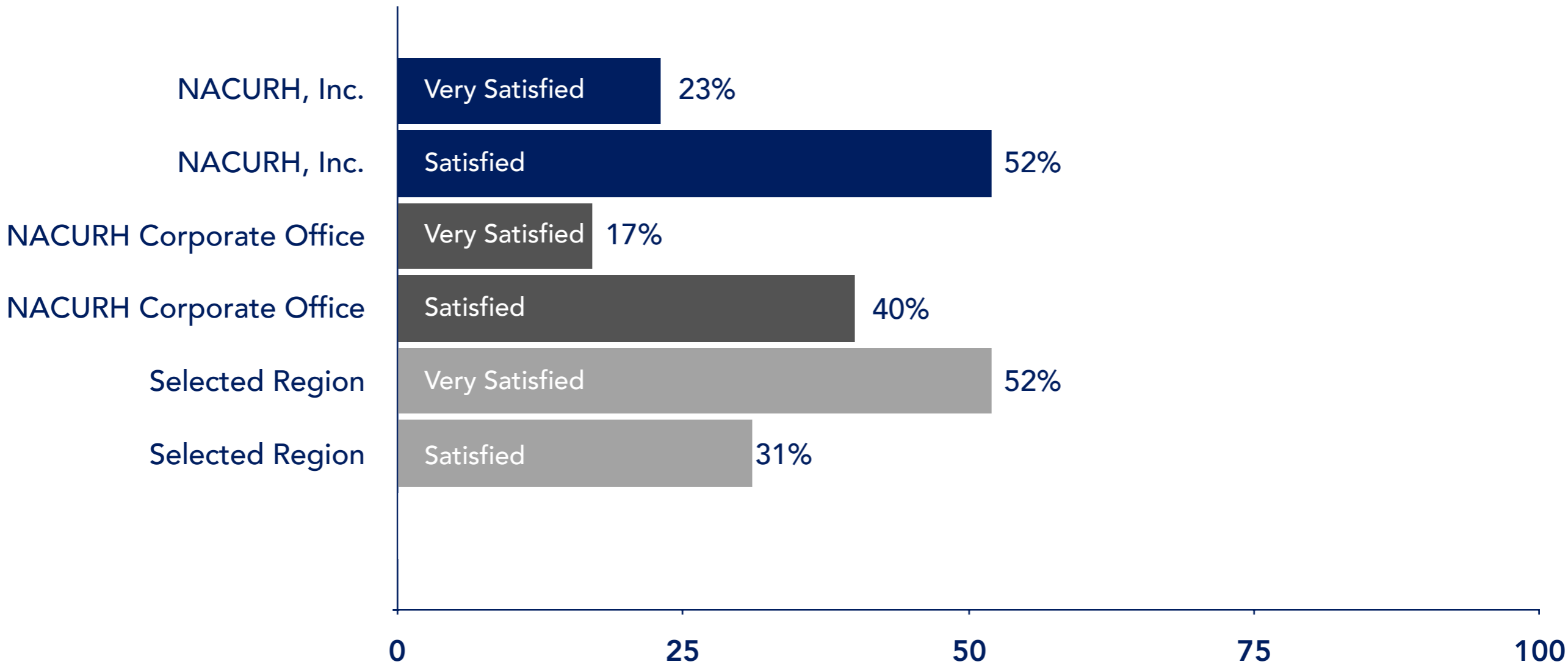


*n=168*

*Percent of Satisfied & Very Satisfied per region*

# SATISFACTION

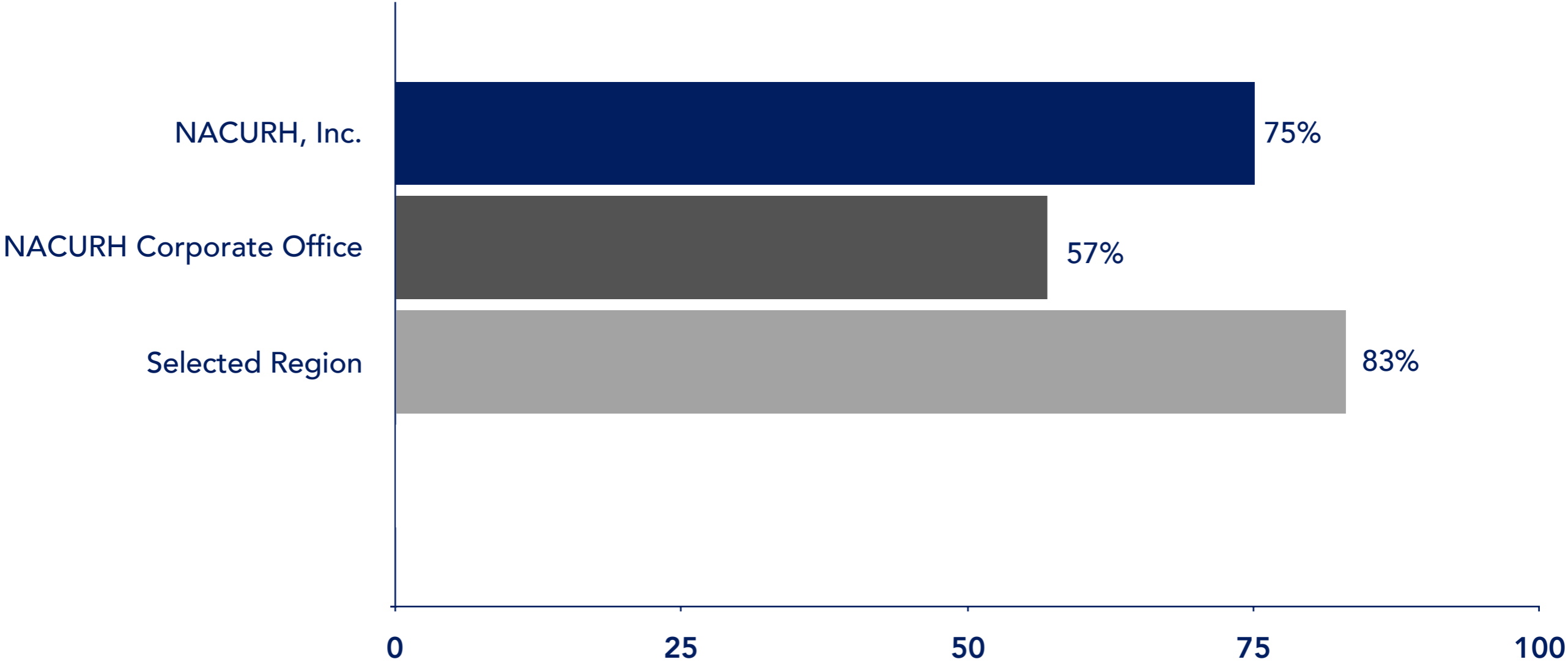
Percent of **Satisfied & Very Satisfied** responses, if Neutral is included





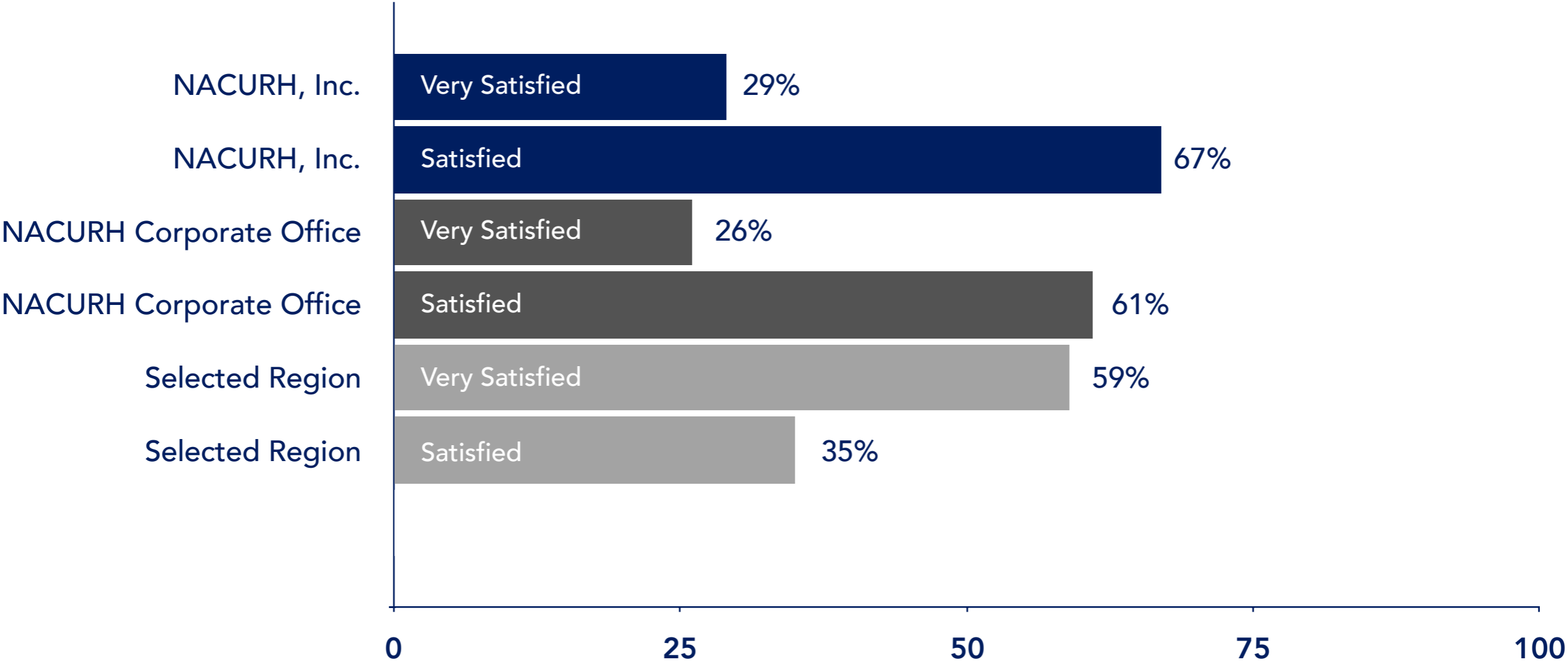
# SATISFACTION

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



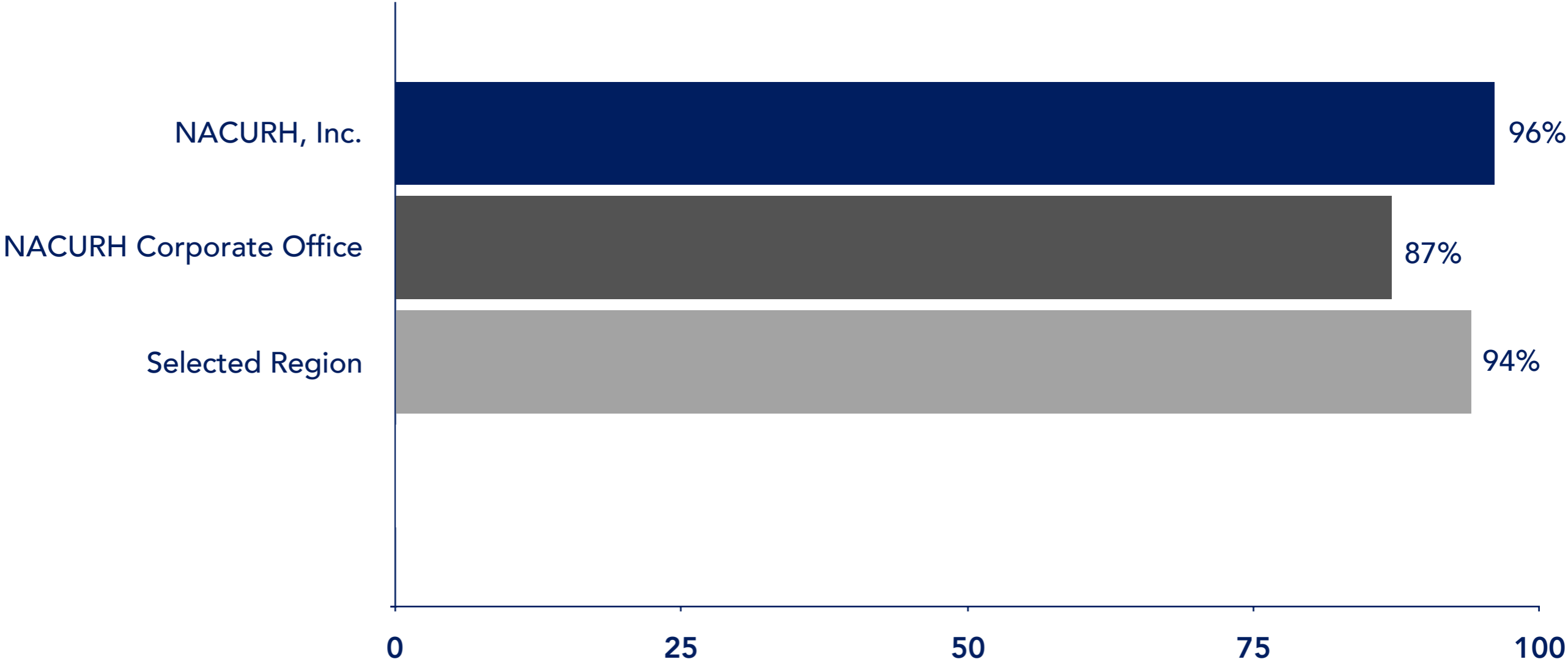
# SATISFACTION

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



# SATISFACTION

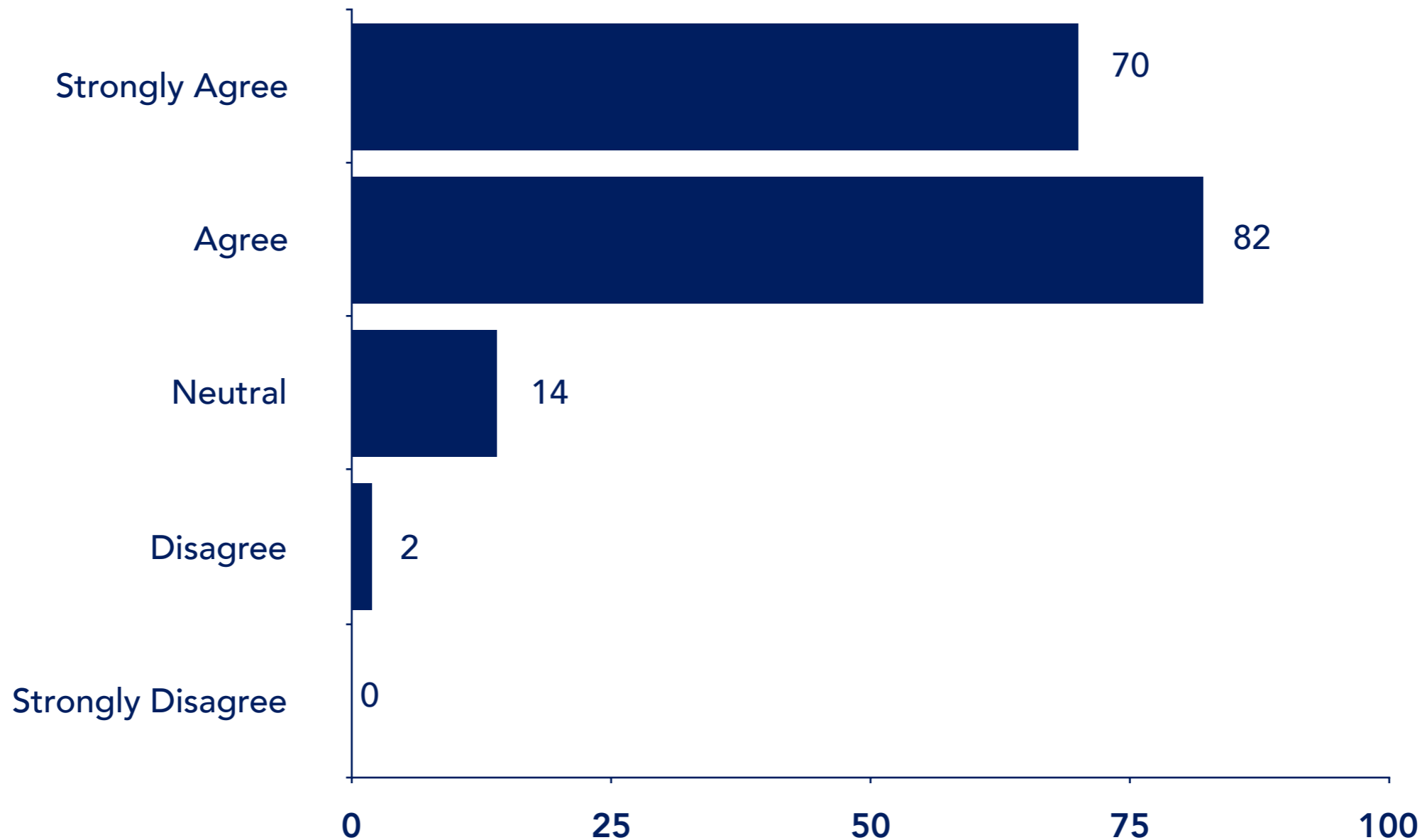
Percent of **Satisfied & Very Satisfied** responses, if Neutral is not included



# FREEDOM OF OPINION

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

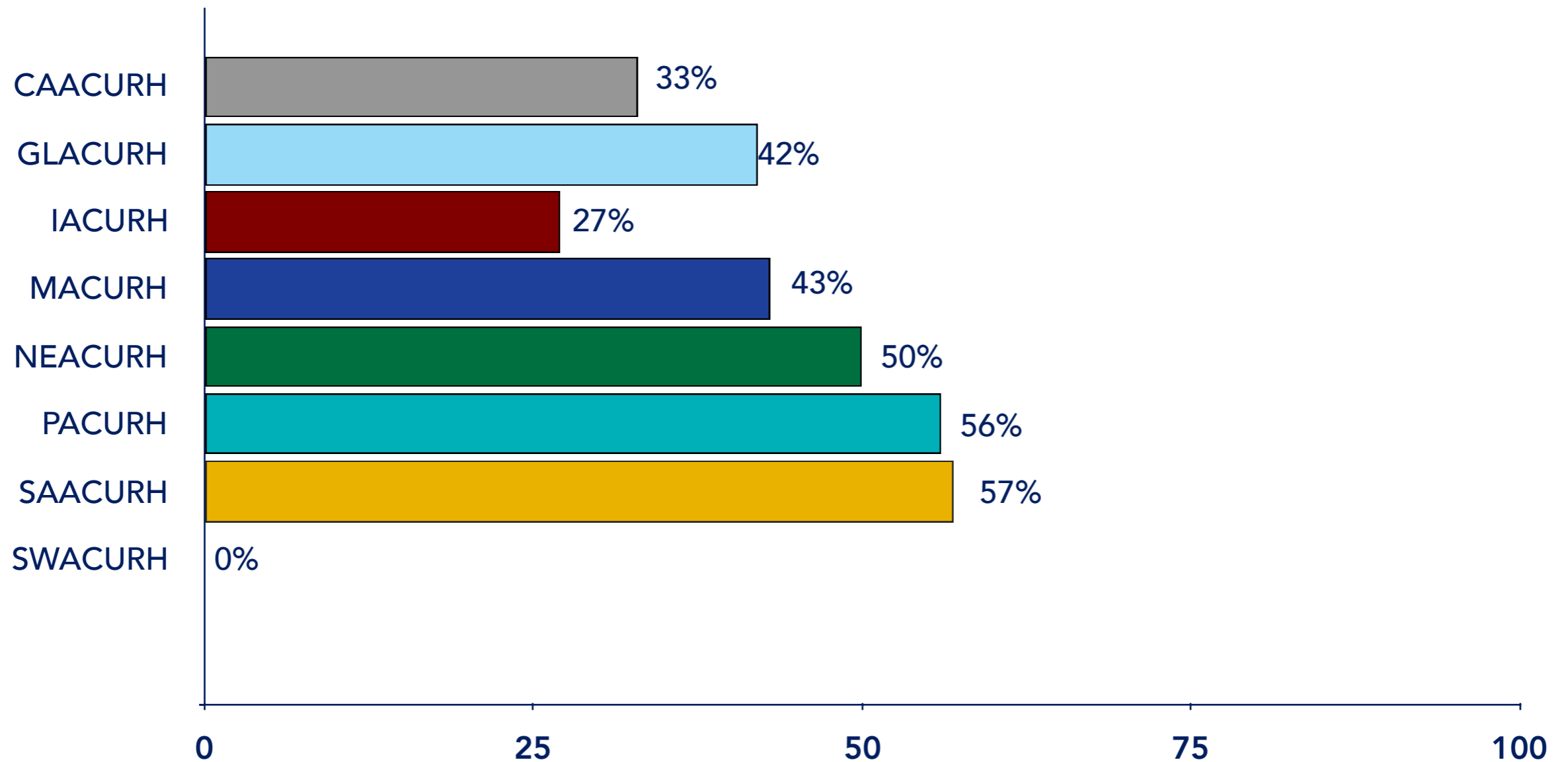


*n=168*

# FREEDOM OF OPINION

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



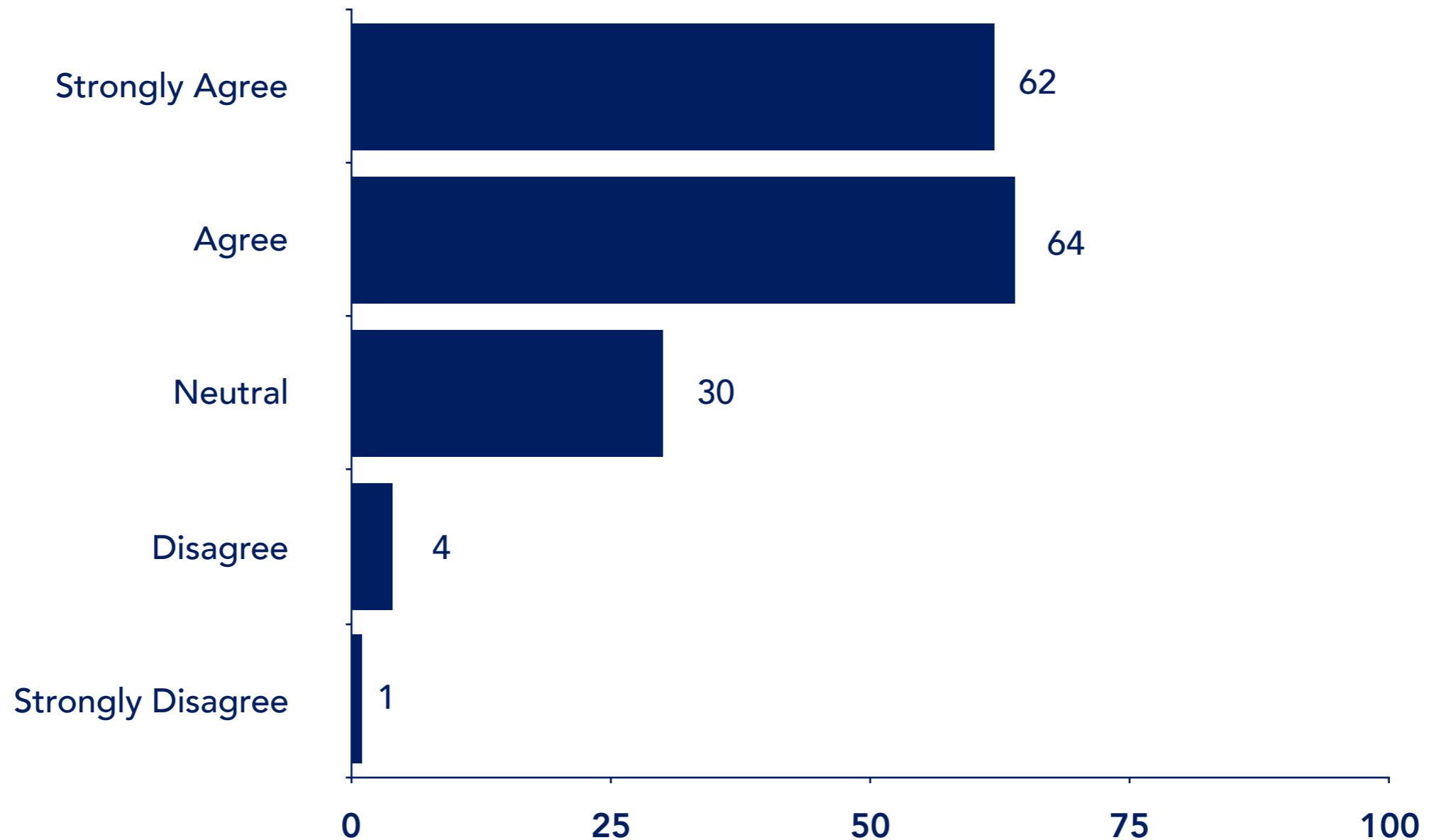
*n=168*

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

# FREEDOM OF OPINION

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

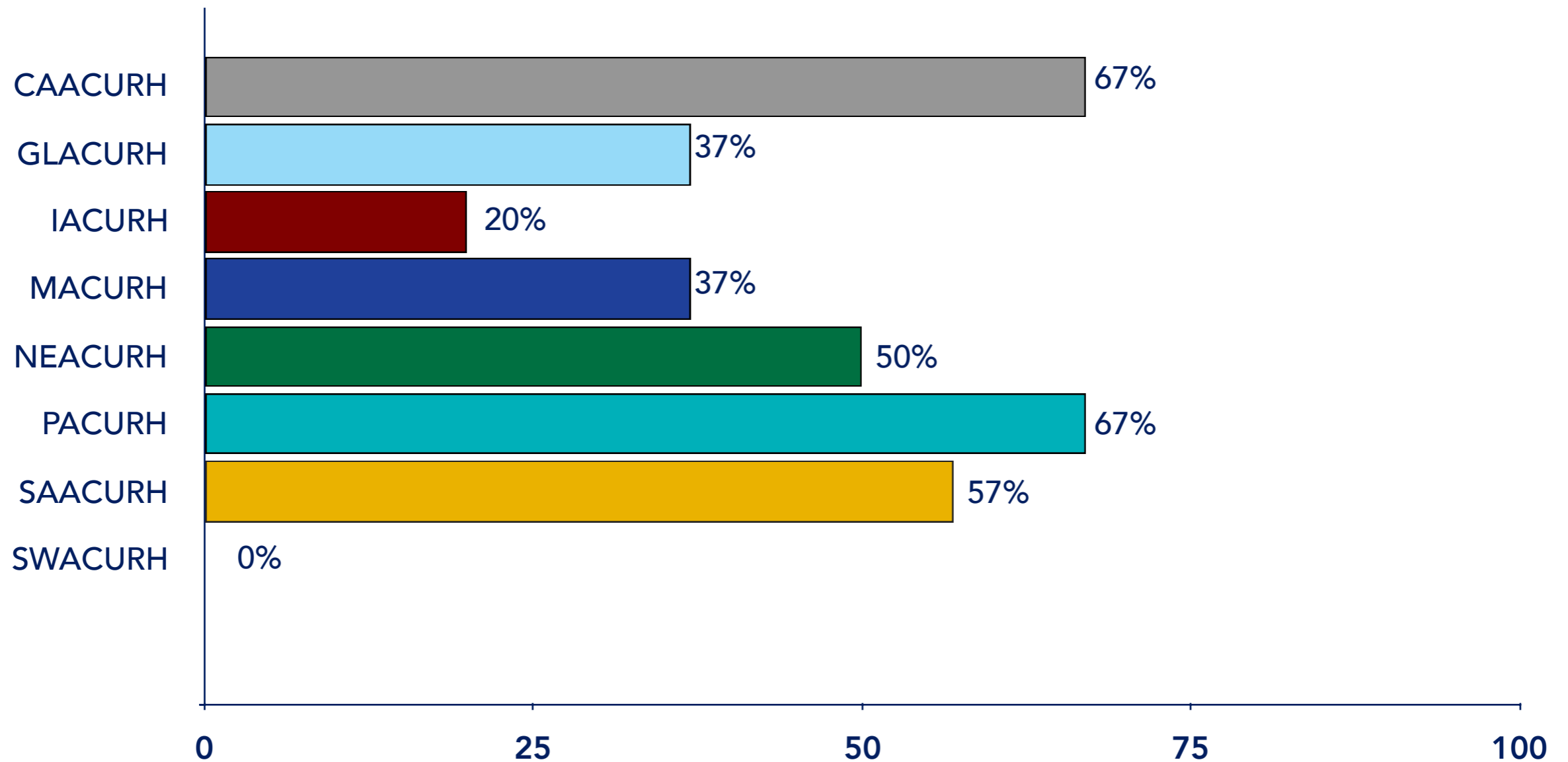


*n=168*

# FREEDOM OF OPINION

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



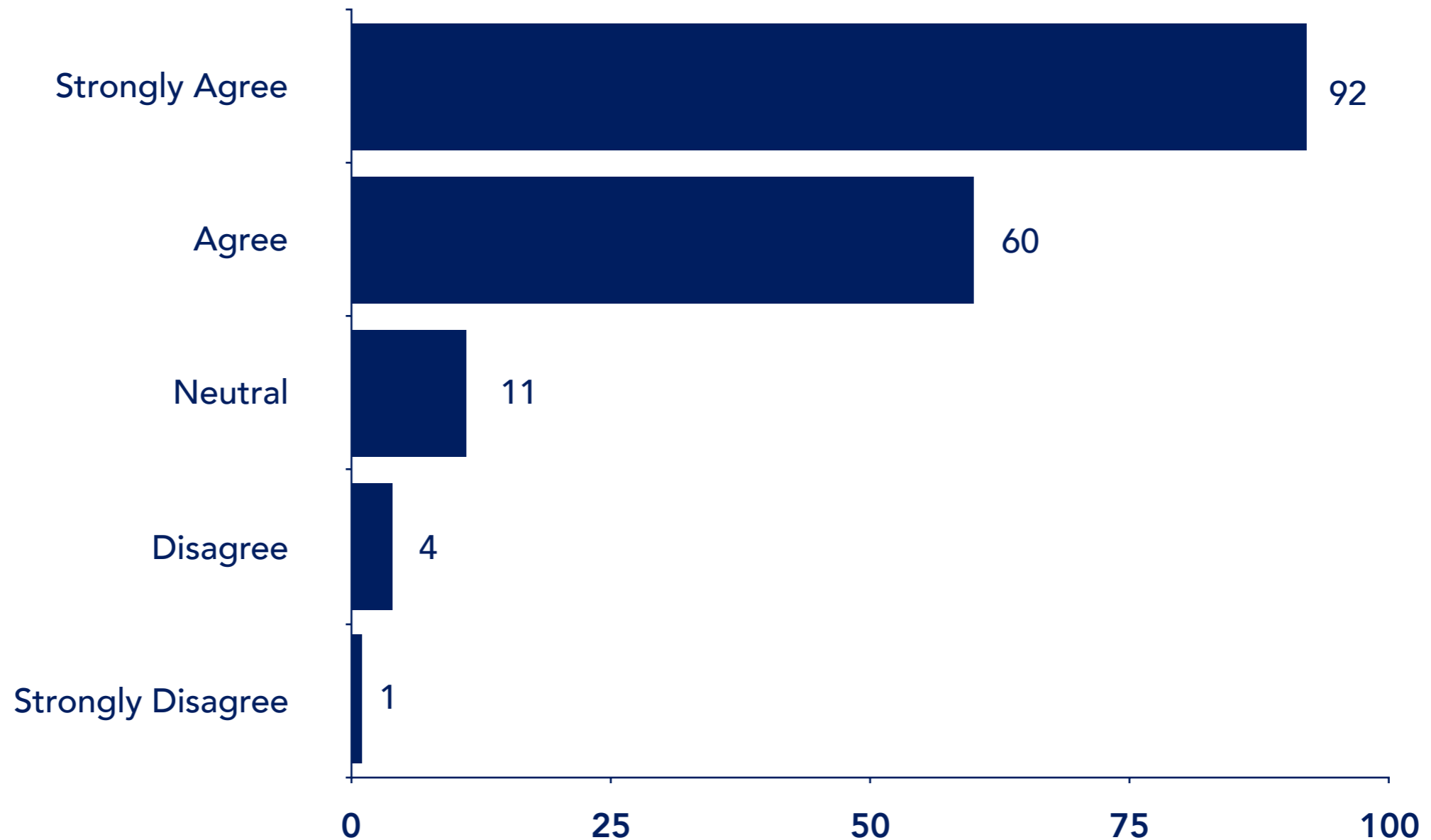
*n=148*

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

# FREEDOM OF OPINION

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



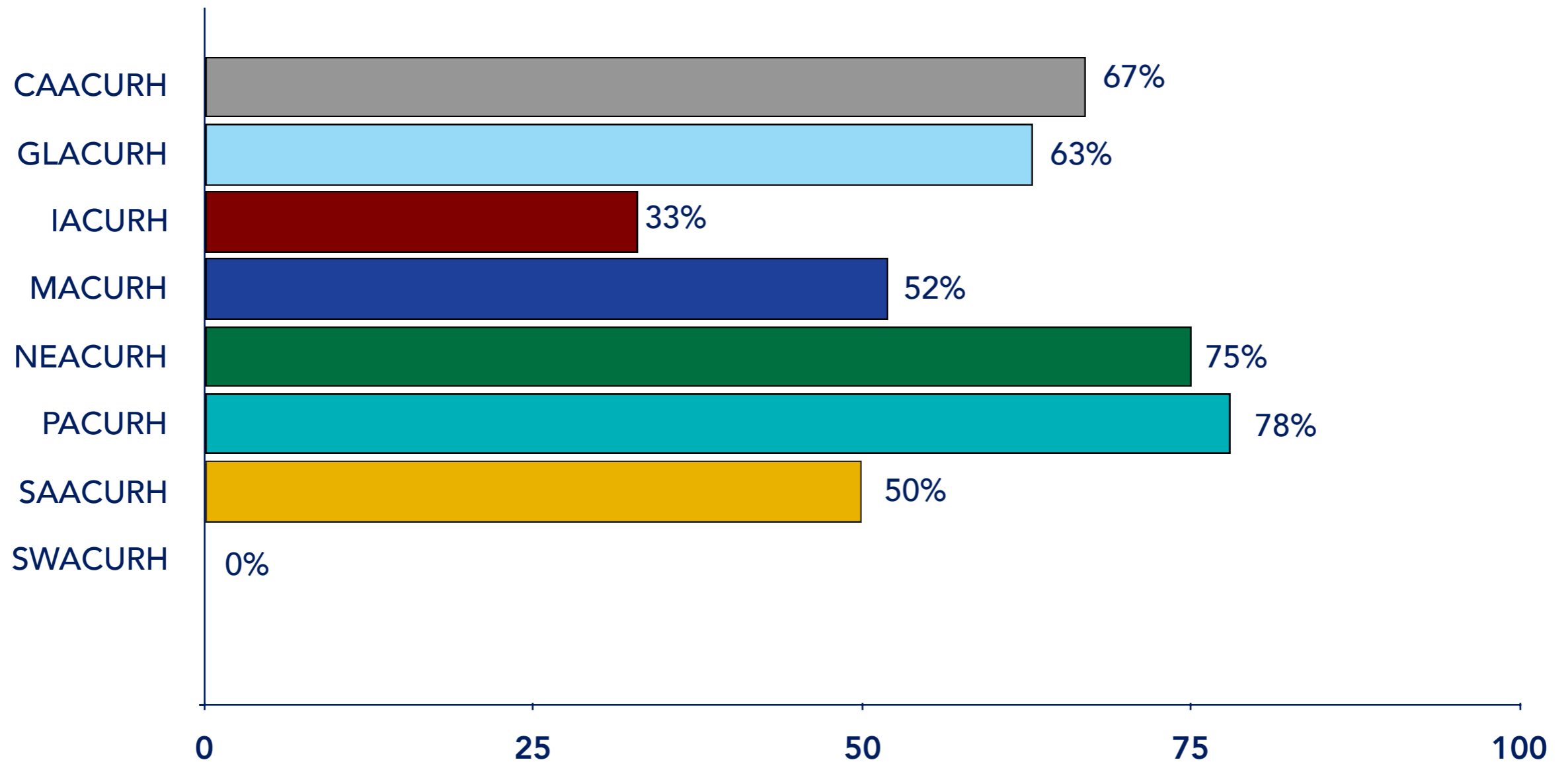
*n=148*



# FREEDOM OF OPINION

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



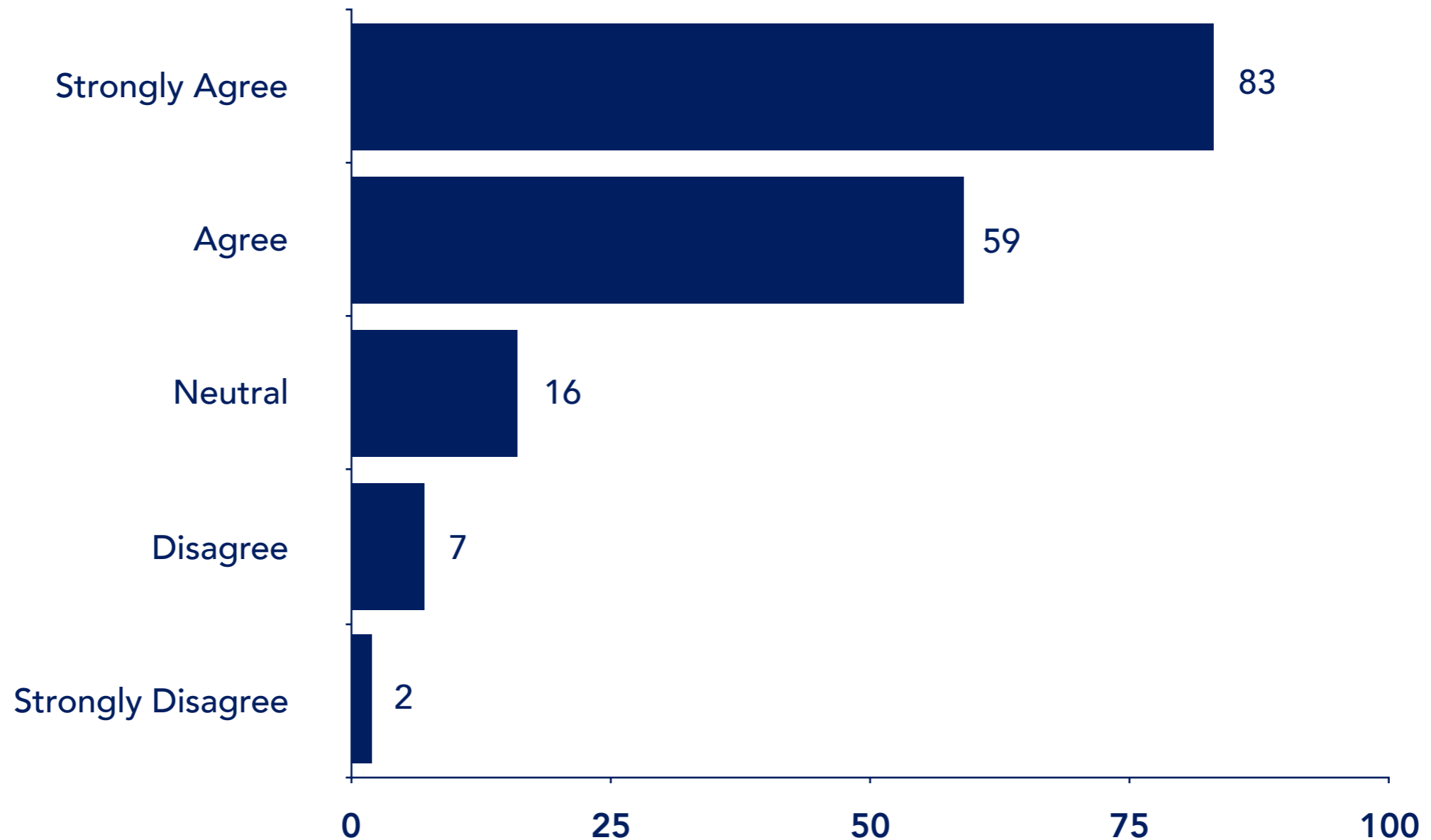
*n=168*

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

# FREEDOM OF OPINION

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

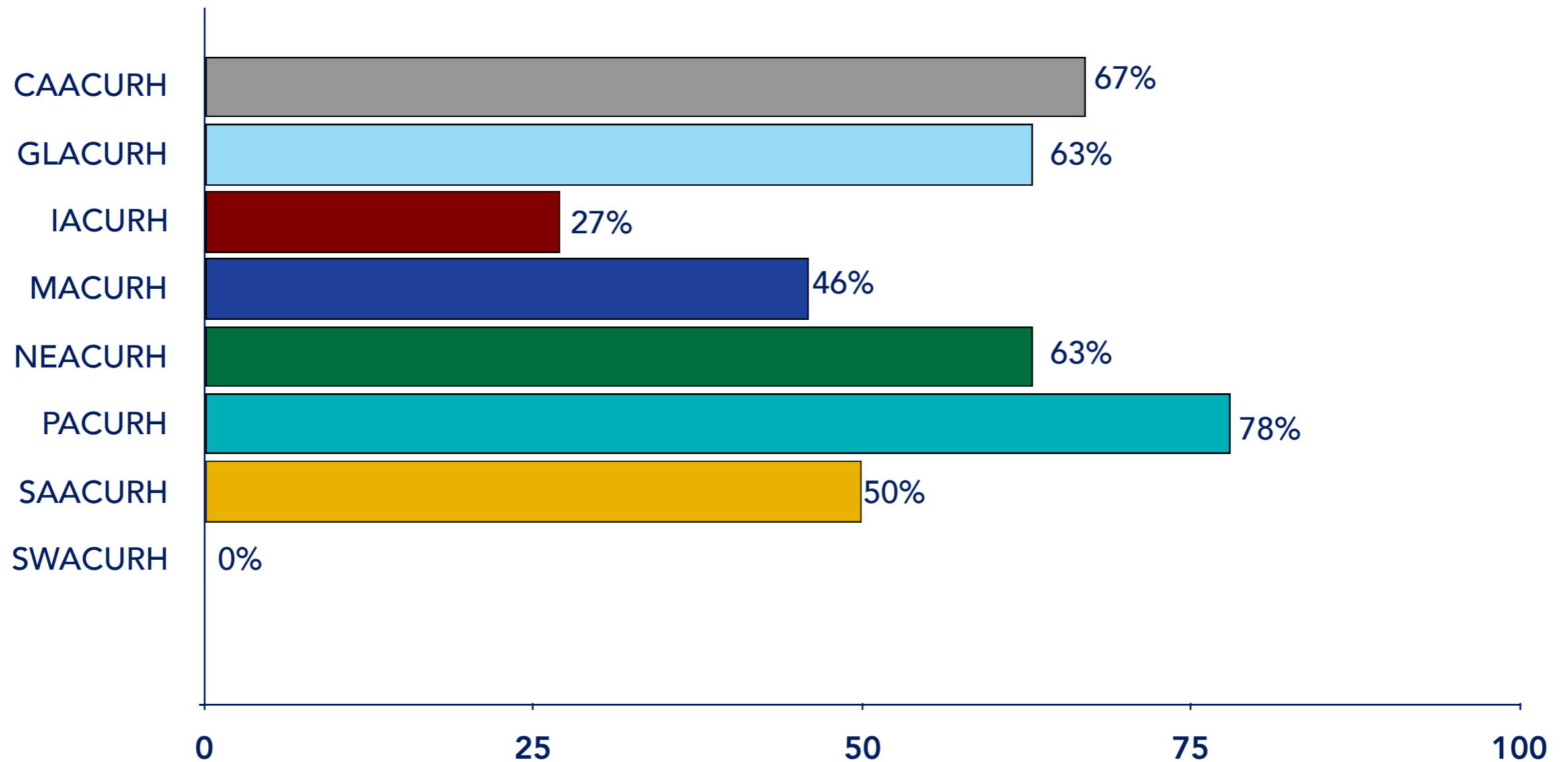


*n=148*

# FREEDOM OF OPINION

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



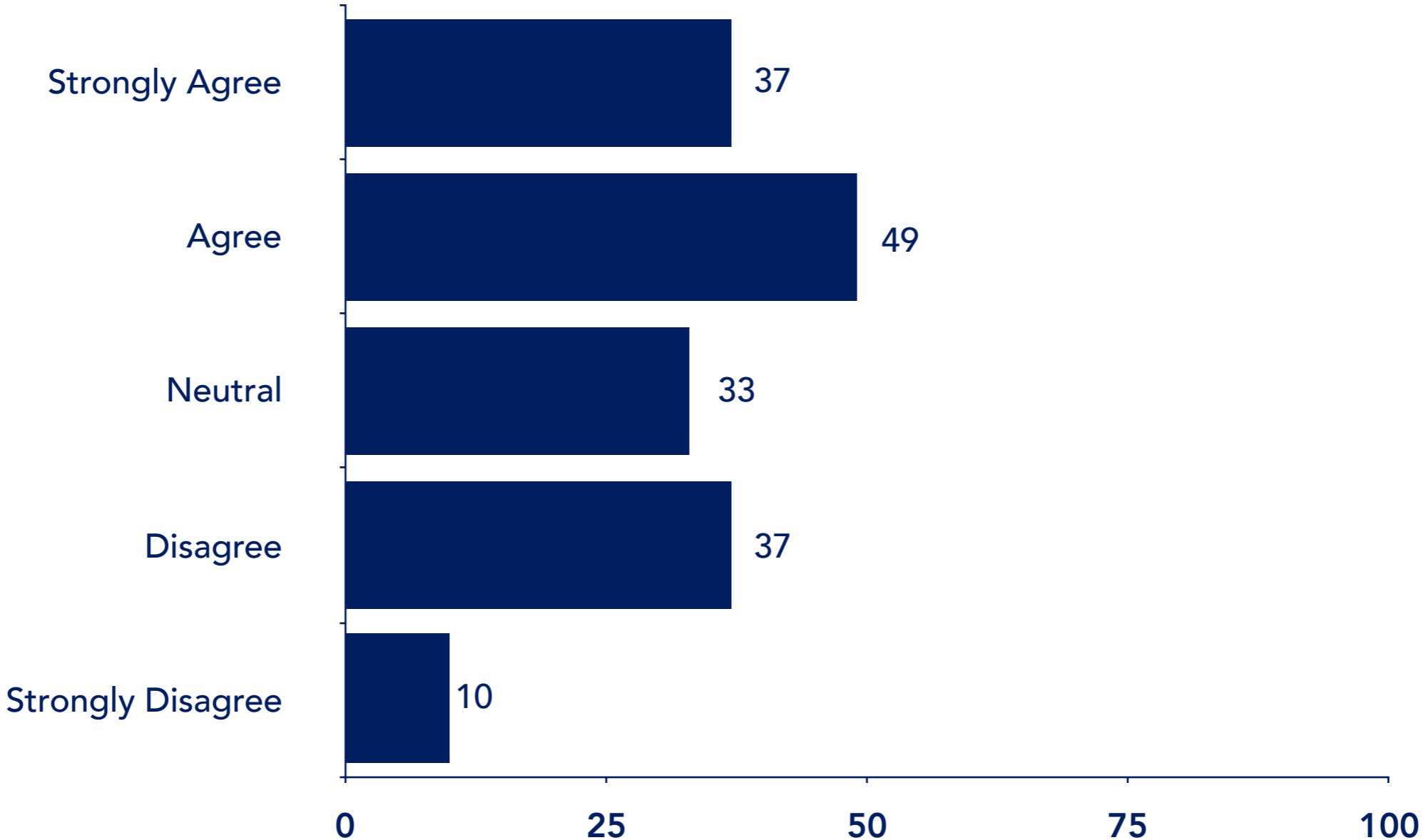
*n=168*

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

# CONNECTION

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*"I feel connected to NACURH outside of conferences"*

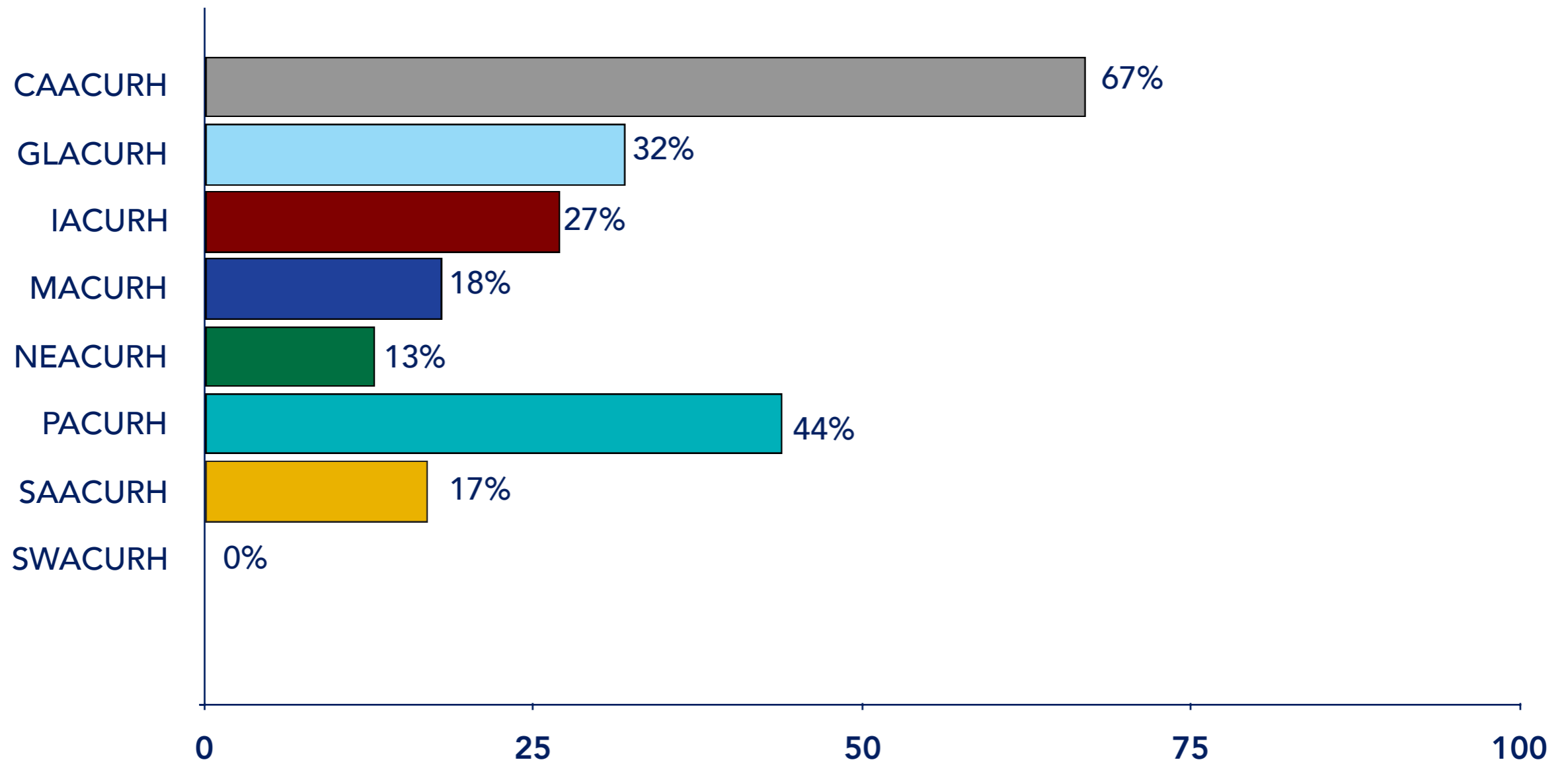


*n=168*

# CONNECTION

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*"I feel connected to NACURH outside of conferences"*



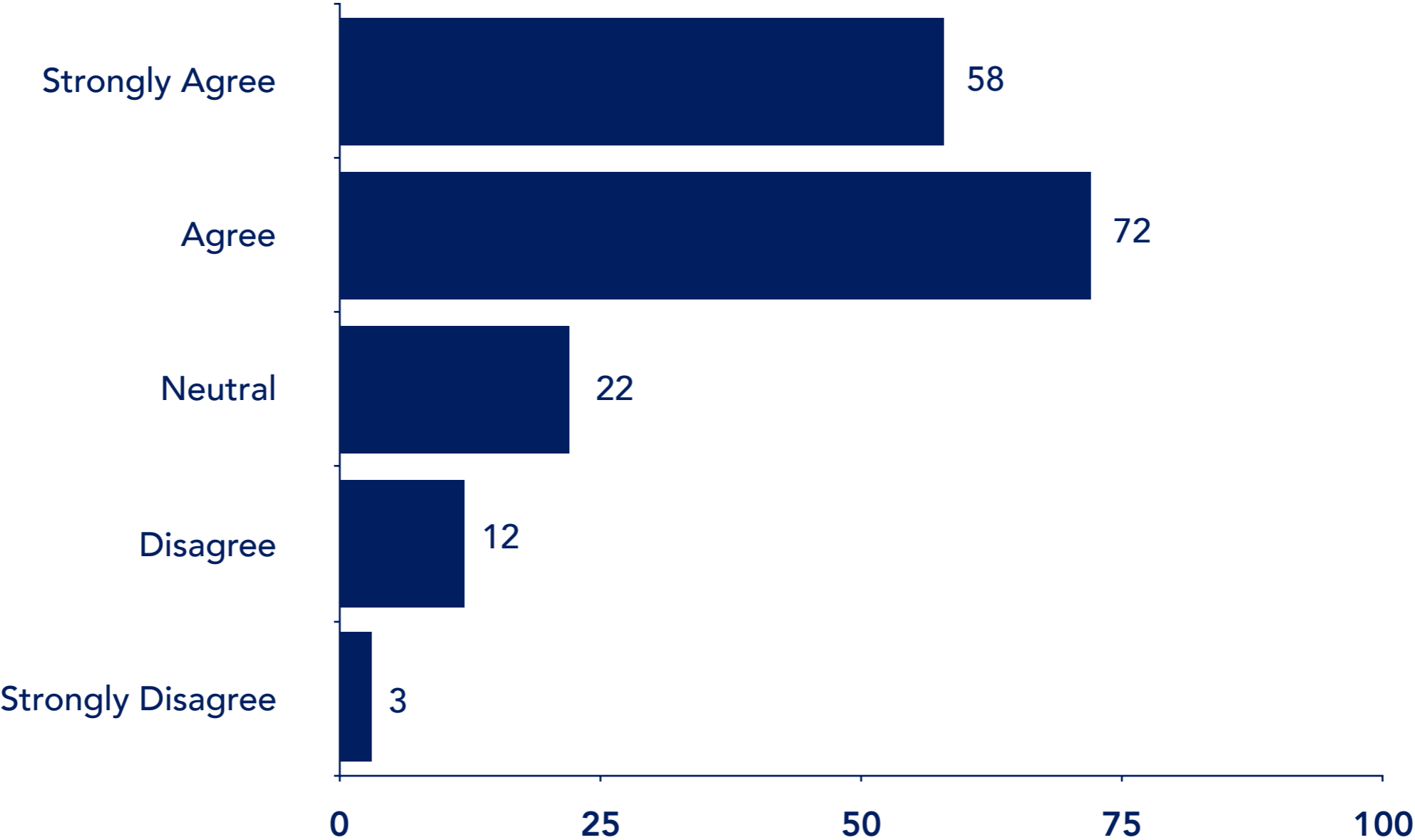
*n=168*

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

# CONNECTION

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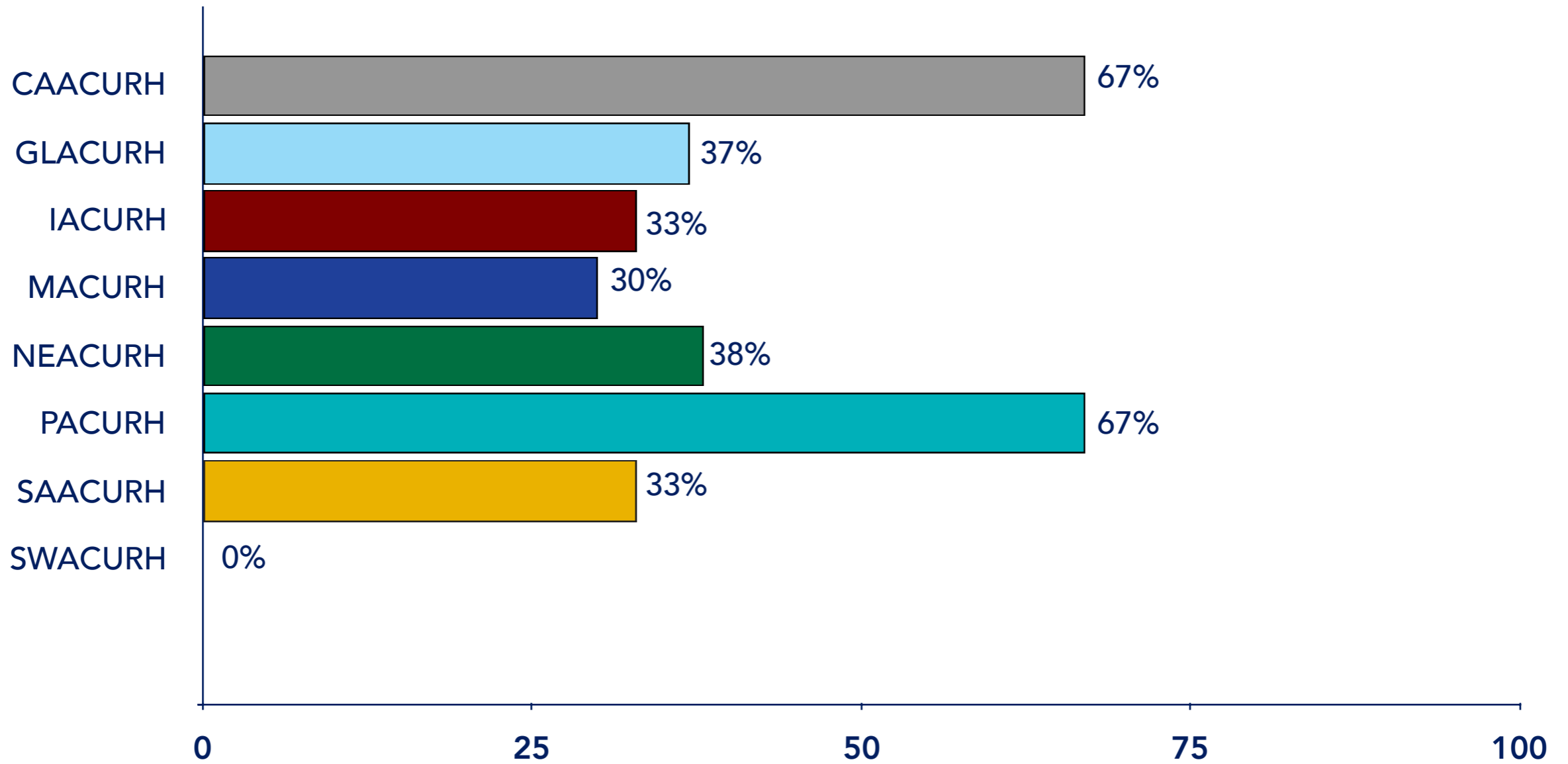
*"I feel connected to my region outside of conferences"*



*n=168*

# CONNECTION

*"I feel connected to my region outside of conferences"*



Percent of **Strongly Agree** per region

*n=168*

# FEEDBACK ON NACURH, INC.

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

"I am not sure what NACURH, Inc. does."

"I would like to have more access to communication with NACURH outside of my region."

"I hear very little from the NACURH group and only get updated when I ask about things from my region. I'd like to see more emails or resources from the NACURH level educating leaders about all of the tools available."

"I think it is interesting when we talk about inclusion we often don't talk about how inaccessible things are if things take place on Sundays and that is the day that someone observes their religious preferences."

"I feel very removed from NACURH, because the region has more applicability and accessibility"

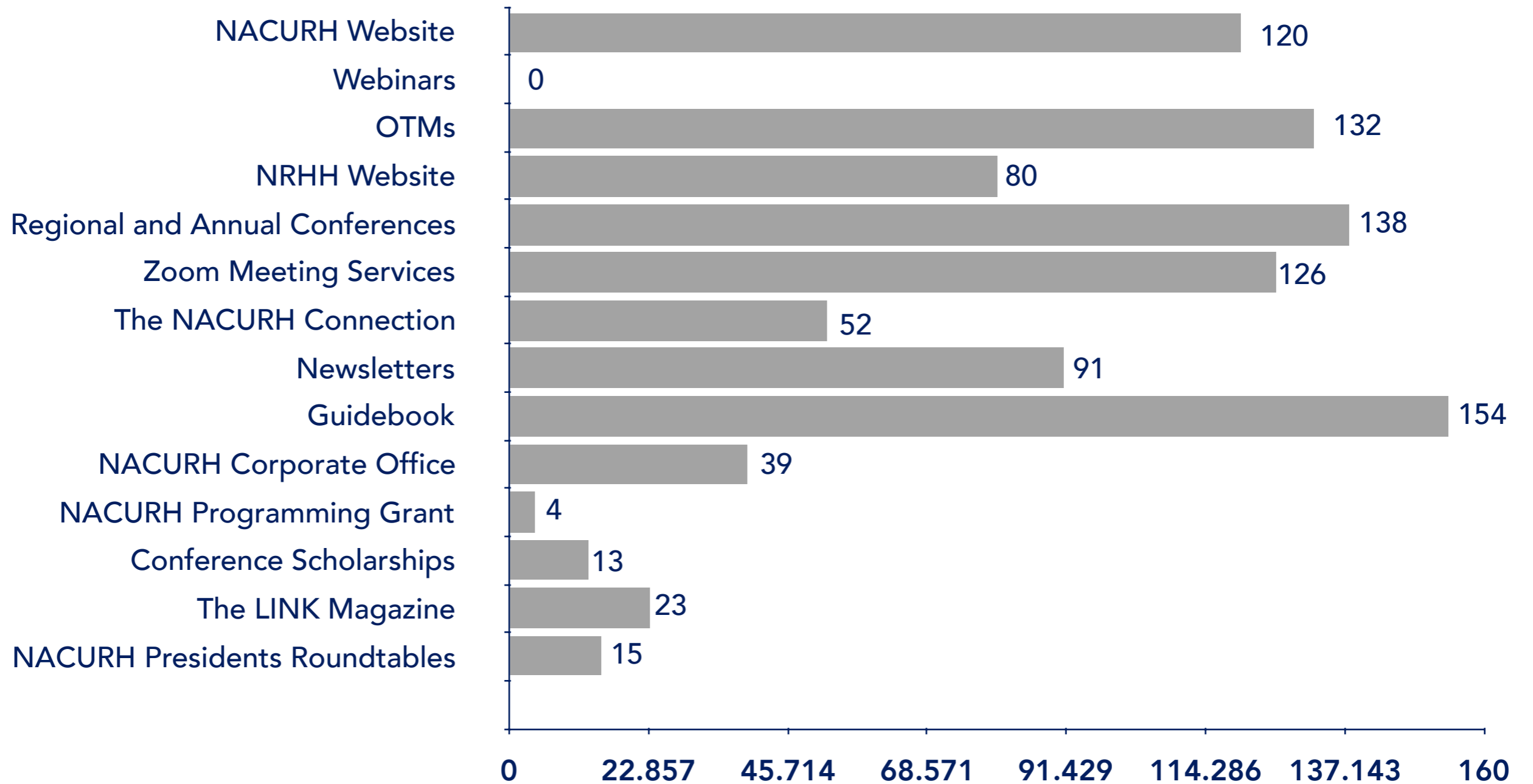
"I think that NACURH does an amazing job, I just wish that there were more ways to get involved with NACURH outside of conferences."

"There is very little support for developing chapters and RHAs. I would like more guidance on building strong campus ties and establishing purpose."



# MEMBER RESOURCES

*Which resources have you utilized in the past 12 months?*



*n=168*

# MEMBER RESOURCES

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*How can we improve member services?*

"The NACURH Connection is still really confusing."

"Increase response times. We have had a number of emails that never got a response or required a large number of follow ups!"

"Be more connected to schools - actually focus on what is important."

"It would be nice to have information on how Zoom works as it becomes more popular. It would be helpful if conferences focused a little more on what delegates can bring back to their institutions"

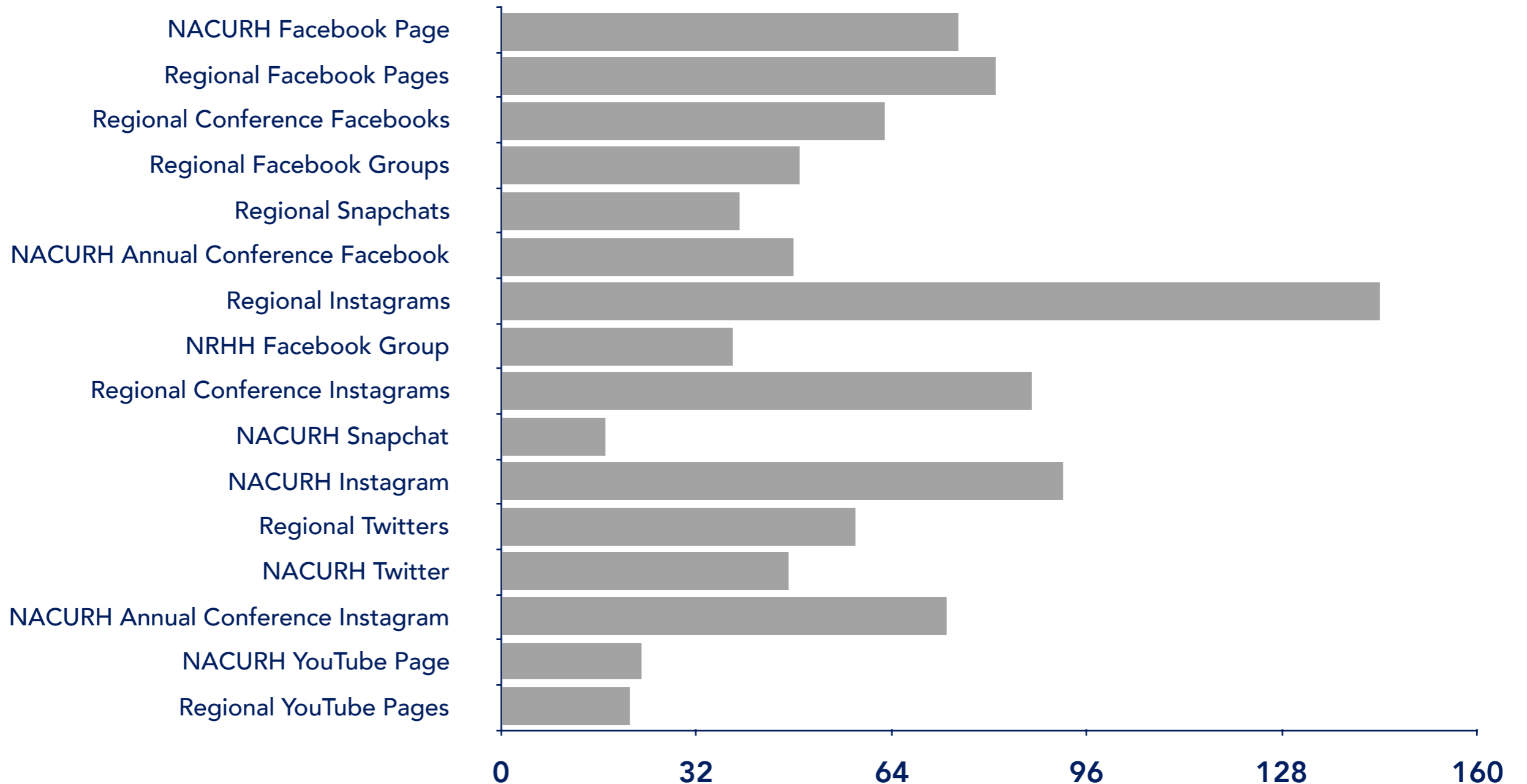
"Encouraging RBD members to communicate all of the resources that are available. I feel like I consistently don't know what is going on."

"Supporting non-representative students that are reaching out for increased involvement."

"This year particularly after the COVID-19 outbreak, I believe NACURH could expand upon resources regarding virtual engagement in programming and beyond."

# SOCIAL MEDIA

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

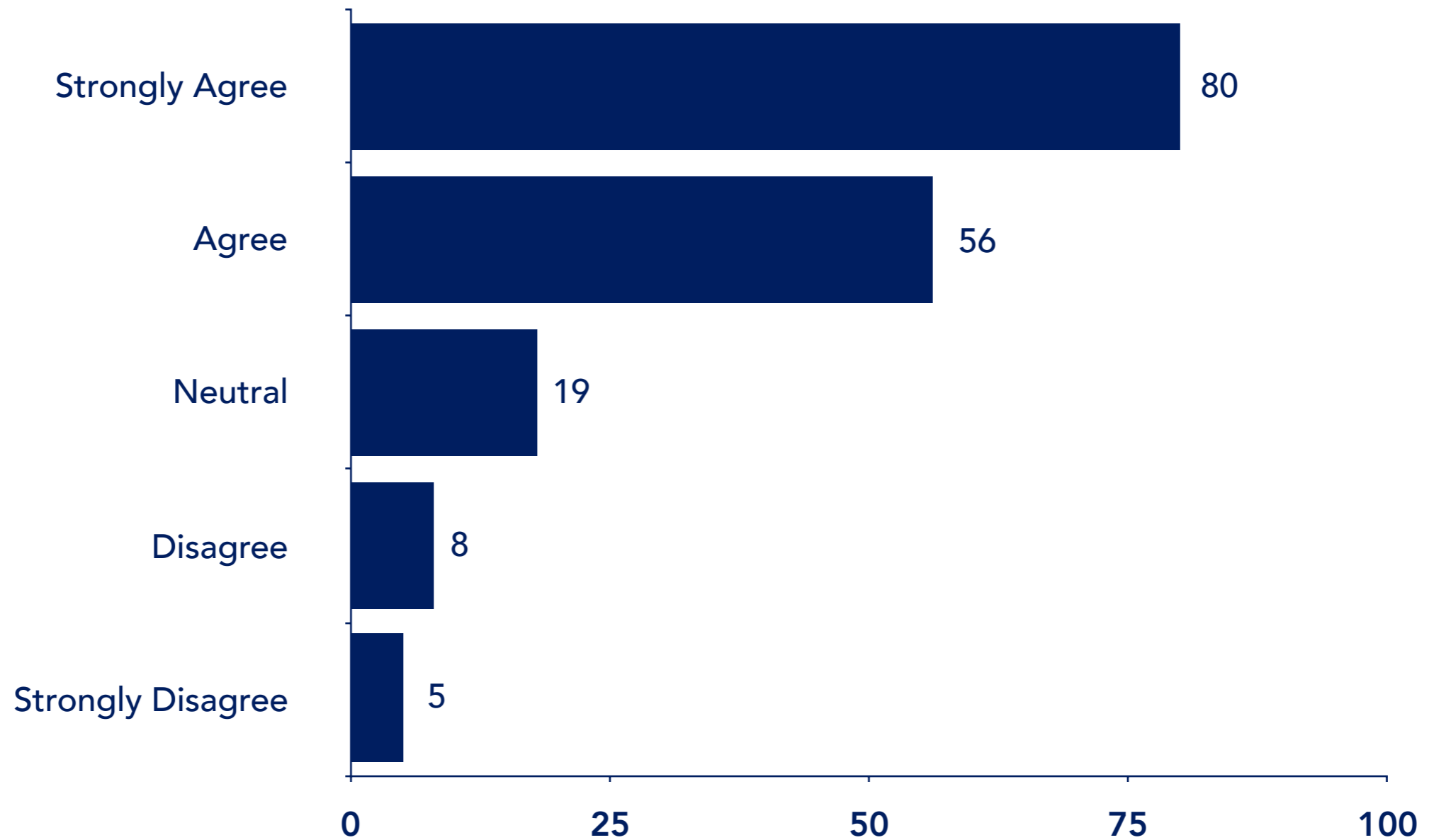


*n=168*

# COMMUNICATION

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

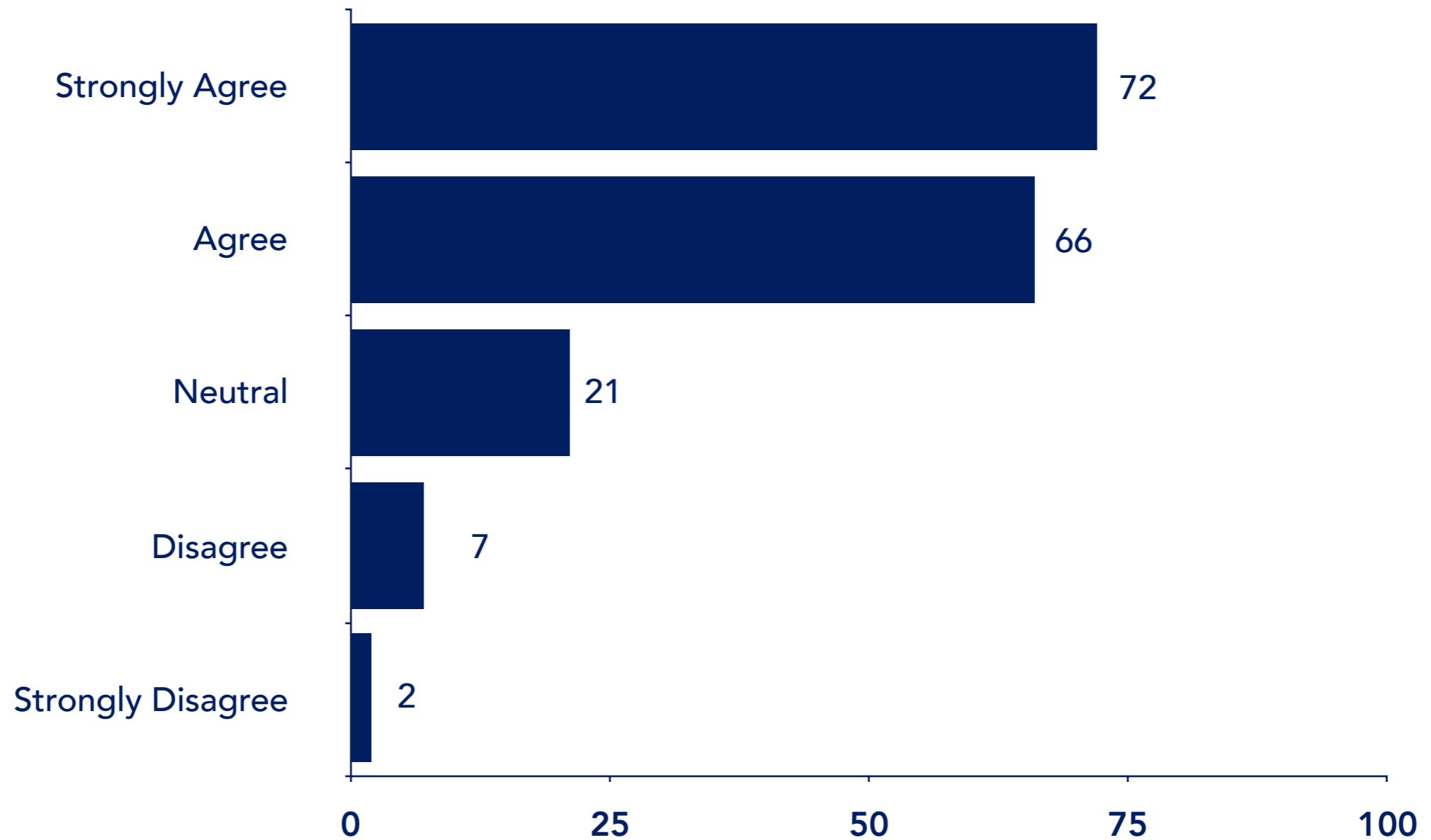


*n=168*

# COMMUNICATION

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*"I actively read all emails from my region"*

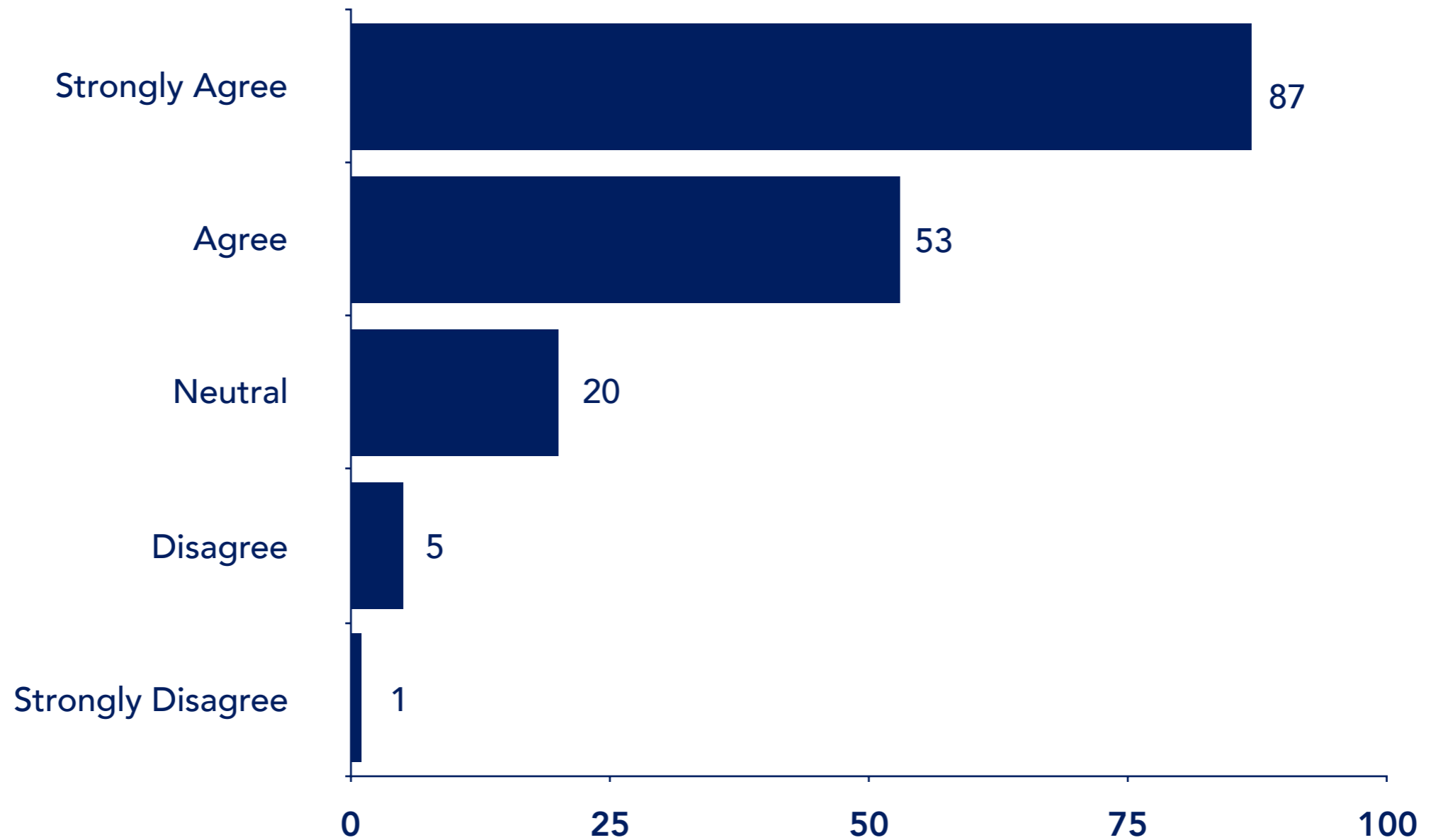


*n=168*

# COMMUNICATION

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

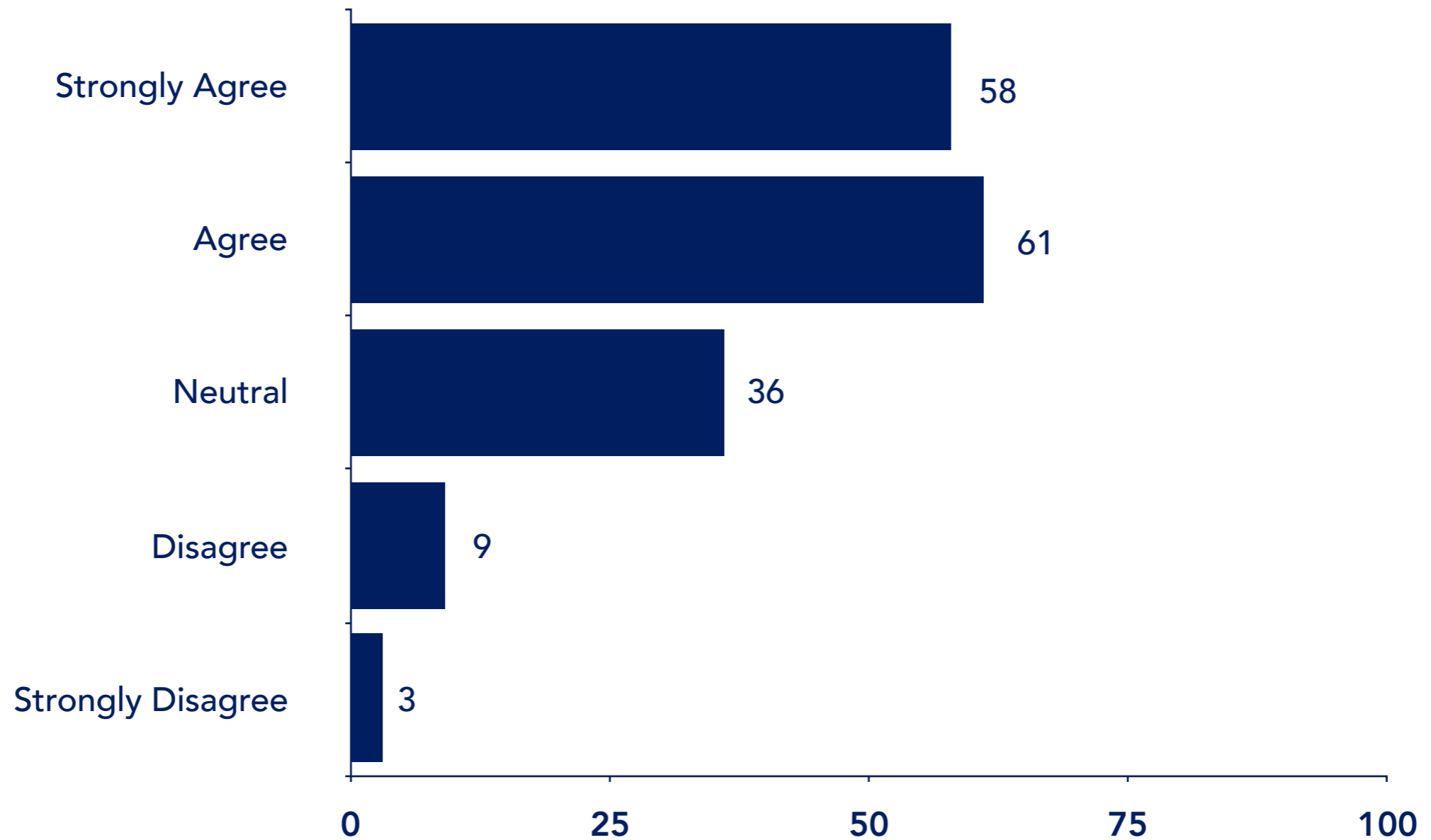


*n=168*

# COMMUNICATION

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

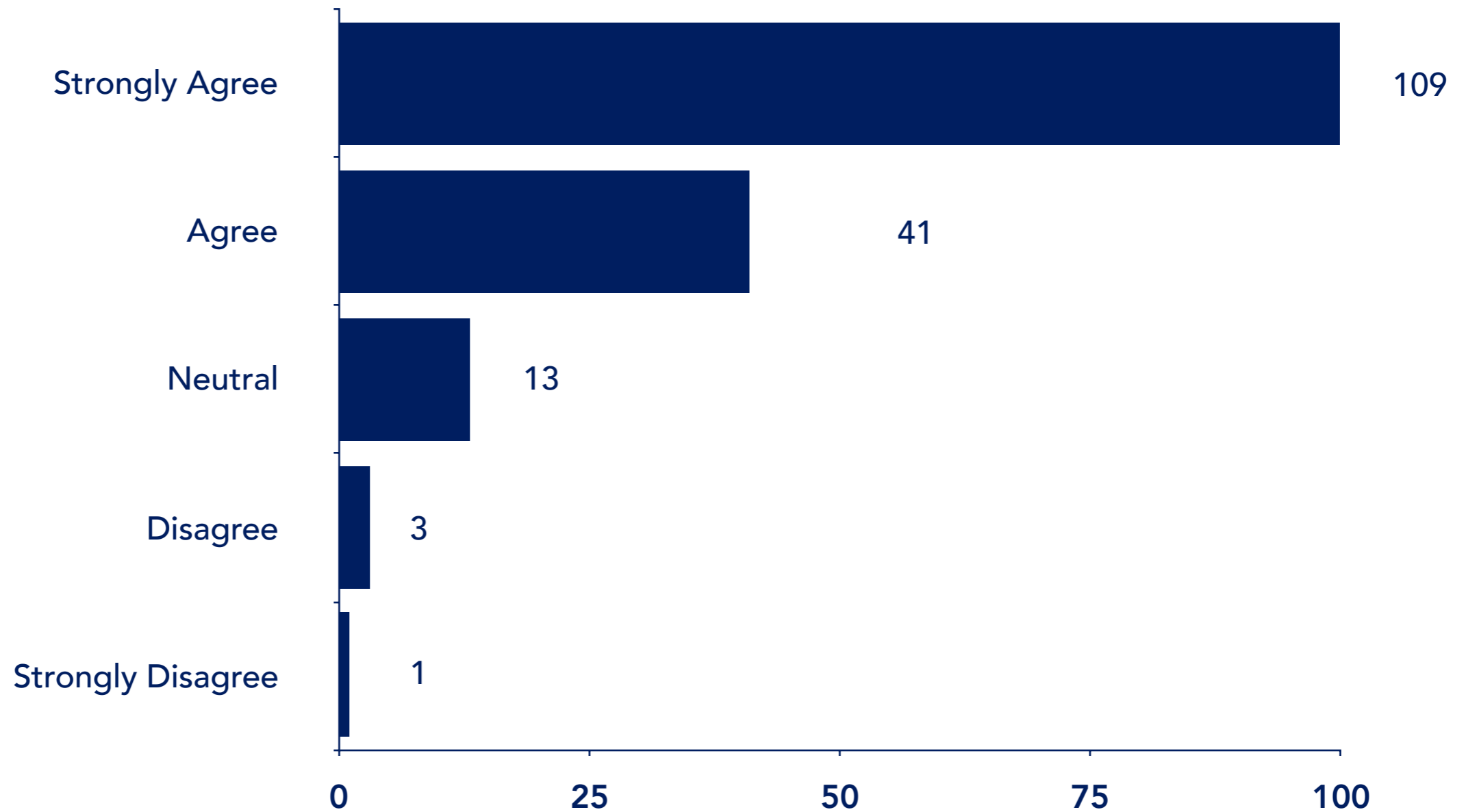


*n=168*

# COMMUNICATION

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*"Guidebook is useful at conferences"*



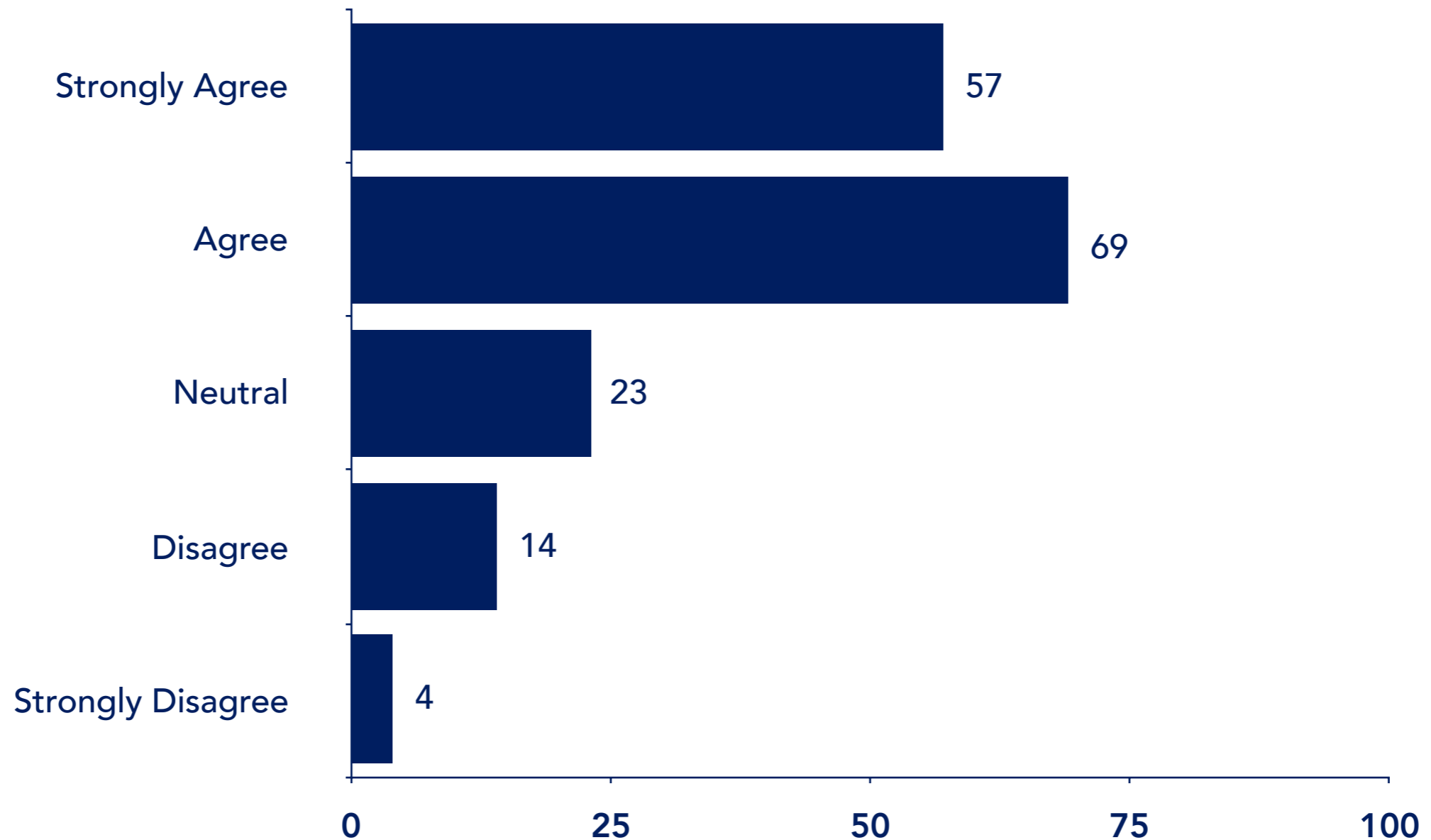
*n=168*



# COMMUNICATION

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

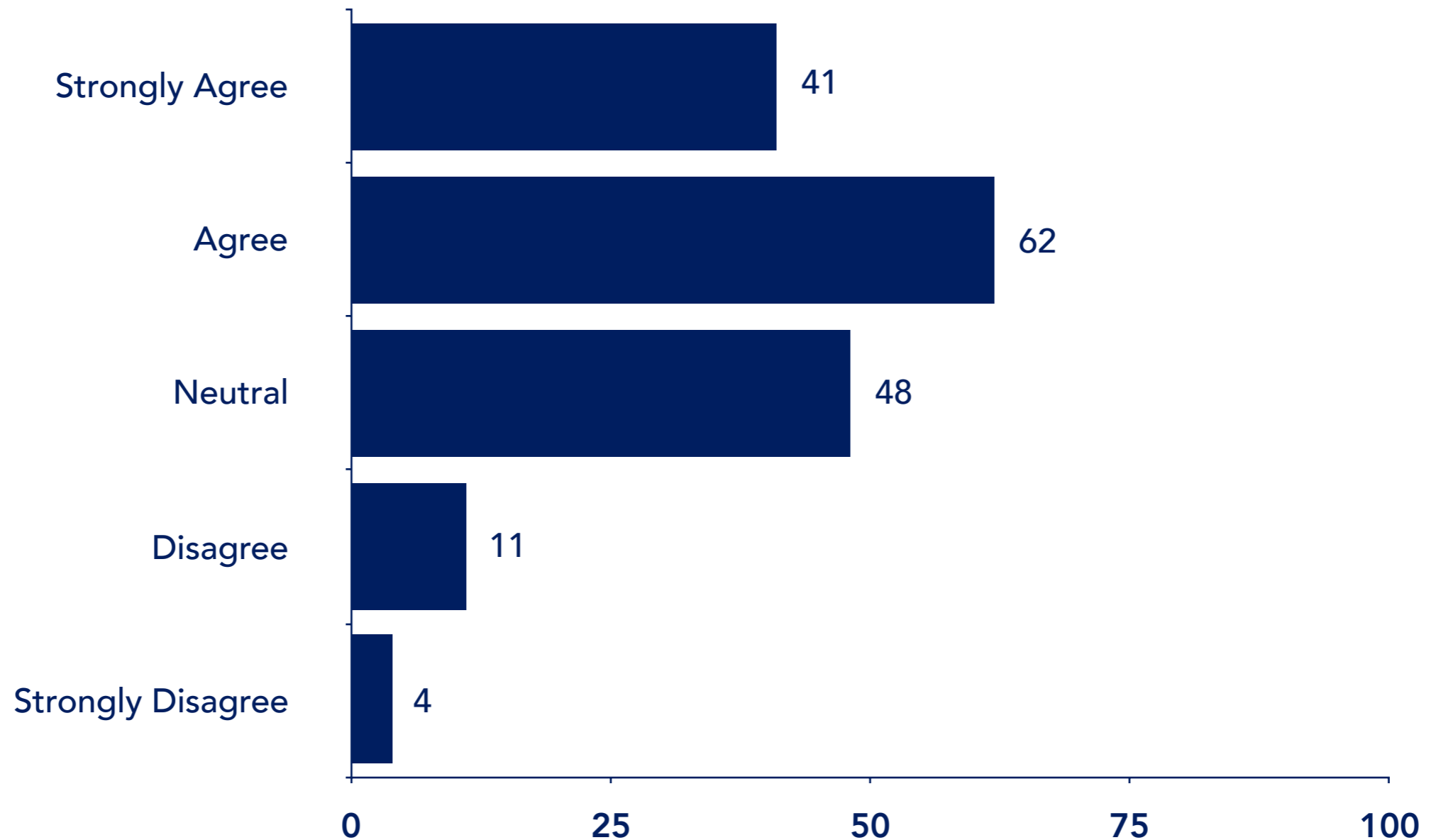


*n=168*

# COMMUNICATION

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



*n=168*

# KEY TAKE AWAYS

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- Increase education around existing resources 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

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- 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

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**QUESTIONS?**

