

*NARBW National
Membership Survey Results*



NARBW National Membership Survey Results

- There were 99 respondents to the survey and we had at least 1 respondent from each chapter and 3 members-at-large.
- Albany (7), Atlanta (1), Central FL (5), Chicago (14), Houston (9), Indianapolis (7), Jacksonville (12), Kansas City (4), MAL (3), Omaha (10), Philadelphia (5), Pittsburg (4) Roanoke (13), Southern California (5)



NARBW National Membership Survey Results

- 69% of respondents have served as a chapter or national officer
- 71% of respondents have attended a convention.



NARBW National Membership Survey Results

- Why did you join?
 - Support the railroad industry.
 - Networking, connecting to women like me
 - Encouraged by railroad executives
 - Personal invitation from co-worker, friend
 - Support community projects, charity, scholarship



NARBW National Membership Survey Results

- Why did you join? (continued)
 - NARBW mission
 - Gain confidence, growth, empowerment
 - Sisterhood, fellowship, friendship
 - Learning opportunities
 - Convention



NARBW National Membership Survey Results

- Why do you continue to be a member?
 - Sisterhood, fellowship, friendship
 - Networking, connecting to women like me
 - Support community projects, charity, scholarship
 - Support the railroad industry.
 - NARBW mission
 - Gain confidence, growth, empowerment
 - Learning opportunities



NARBW National Membership Survey Results

- Ways to increase membership
 - Volunteer projects (72%)
 - Social activities (68%)
 - Industry-related events (49%)
 - Fundraising projects (38%)
- All of these activities provide bonding opportunities and serve as a way to get to know one another better



NARBW National Membership Survey Results

- Other membership comments
 - Adjust the bylaws to understand that women are no longer working the traditional 9 - 5.
 - Mentoring young females in the industry.
 - Have a more robust purpose; have educational and meaningful discourse
 - Tap into the minds of the younger railroad generation find out what makes them tick and promote that thing that they're interested in so that they can join and stay and grow with this organization.



NARBW National Membership Survey Results

- Other membership comments
 - More timely updates to website
 - We need more social media presence, implement communication committee
 - Virtual membership drives with multiple chapters, guest speaker
 - More personal and professional growth opportunities



NARBW National Membership Survey Results

- Other membership comments
 - Nominating NARBW ladies as Women in Rail for the RR newspapers puts us on the map.
 - More coordination with chapters
 - Different leadership
 - Try and visit with ladies that cannot afford to go, possibly add a social fund account where individuals contribute and draw a name of someone to attend convention



NARBW National Membership Survey Results

- Other membership comments
 - Add scholarships for non-members
 - Send letters to RRs requesting to host membership drives.
 - Be open and receptive to new ideas
 - Dedicated team to increase memberships, maybe with part-time paid chair.



NARBW National Membership Survey Results

- What did you like about Convention?
 - Meeting women from around the country
 - Experience sisterhood, camaraderie
 - Fun activities, social events
 - Learning opportunities, learn about other chapters
 - Guest speakers
 - Travel
 - Motivation, inspiration



NARBW National Membership Survey Results

- What did you not like about Convention?
 - Want more rail specific or personal or professional learning opportunities
 - Lost membership and dissolution of chapters
 - Did not enjoy skits
 - Convention theme should be related to women, could help drive membership when promoting events. Fun night can be separate theme.
 - Chapters should do more related to industry
 - More time to catch up with members



NARBW National Membership Survey Results

- What did you not like about Convention?
(contd)
 - Formal procession outdated, use time for business to give more time for speakers or breakouts
 - Board at head tables outdated with small number of attendees
 - Public affairs presentation should be positive for all
 - No bashing of railroad bosses or rules
 - Not directed to particular religion, race, etc.



NARBW National Membership Survey Results

- What did you not like about Convention?
(contd)
 - Welfare projects should reflect women and members' needs
 - Add day for prospective members who pay with speakers and topics of interest to entice them to join



NARBW National Membership Survey Results

- Next steps
 - The Board will review and consider the feedback received in their plan of work
 - Emeritus Council will be available for support and feedback as requested.
 - The Board will report back on actions, considerations taken as a result of this survey at the next convention.



NARBW National Membership Survey Results

- Winners of \$50 gift cards (selected by random prior to the meeting)
 - Katy Davidson, Jacksonville
 - Sue Clancy, Member-at-Large
 - Sharon Slaton, Chicago

