

ARC Board Outreach Survey

**Survey Participation · ARC Sentiment ·
Board Communication · Community Communications**

Malika Wilkins, Ph.D.
Center Director, Center for Strategic Relations

SURVEY PARTICIPATION

The online Survey was emailed to the Board on September 24, and a printed version was handed out at the September 25th Board meeting. The survey closed on October 2nd.

22 members participated

59% were elected officials

72% served on the Board two or more years

ARC SENTIMENT & UNDERSTANDING

Community's **awareness and understanding** of ARC

Not Very well
said 74% of participants

Community's **perception** of ARC's reputation

Positive
18% claimed negative and 23% neutral

ARC Board's **perception** of ARC reputation

Positive
77% said "positive" or "very positive."
One respondent said, "negative."

ARC Board Outreach Survey

BOARD COMMUNICATION

DIRECT EMAIL (64%)



36% prefer email newsletter, and 36% prefer briefings at meetings.



Only 9% prefer receiving information via social media

COMMUNITY COMMUNICATION

- ✓ **Public Meetings**
- ✓ **Live Events**
- ✓ **Newsletters**
- ✓ **Social Media**
- ✓ **Websites of Local Governments & Partner Organizations**

Public Meetings and Social Media tied for first place in ways ARC could better engage the folks in their community by a slim margin. Newsletters ranked the lowest.