

# Thursday Morning Dialogue



## Pulse Survey 2024

Presentation to the Membership



# Second annual Pulse Survey

- Designed to take “the pulse” of our membership
- Captures member feedback and interests
- Compare results to inaugural 2023 Pulse Survey



## Results as of March 15, 2024

- 37 respondents (2023: 30)
- Shortest time to complete: 4 minutes (2023: 3 minutes)
- Longest time to complete: 49 minutes (2023: 30 minutes)



# Pulses



Satisfaction with membership



Likelihood to host a guest



Likelihood to volunteer





## Other take-aways

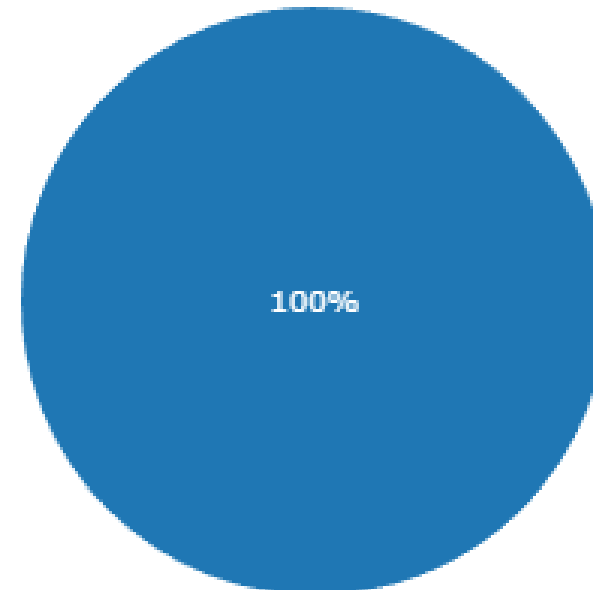
- More members are open to attending both in-person and virtual events
- More members attended social pop-up events
- Significantly fewer members reported hosting a guest in 2023, but more members are likely to host a guest in 2024

# Did you attend any monthly meetings in 2023?



All of the respondents confirmed that they attended at least one monthly program meeting in 2023

[2023: 96.7%]



■ Yes

# Did you attend a social pop-up in 2023?



86.5% of respondents attended a social pop-up, an increase of nearly 8%

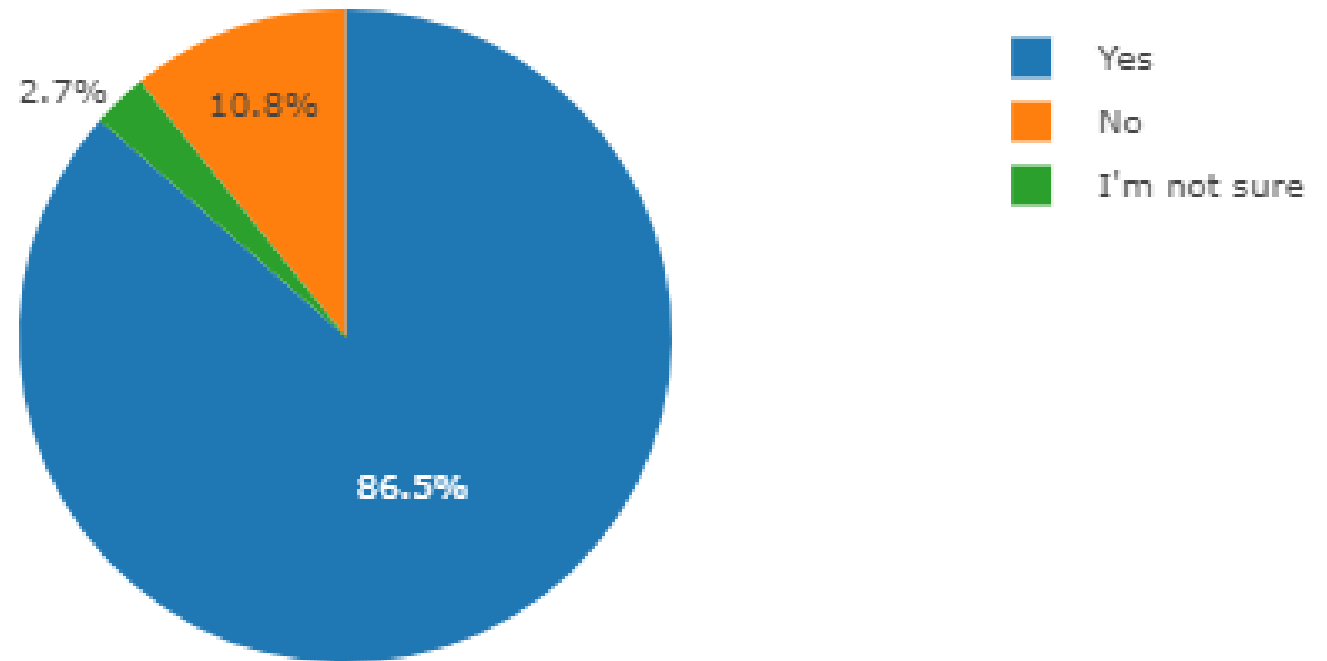
[2023:

73.3% Yes

13.3% I'm not sure

10.0% No

3.3% No answer provided]

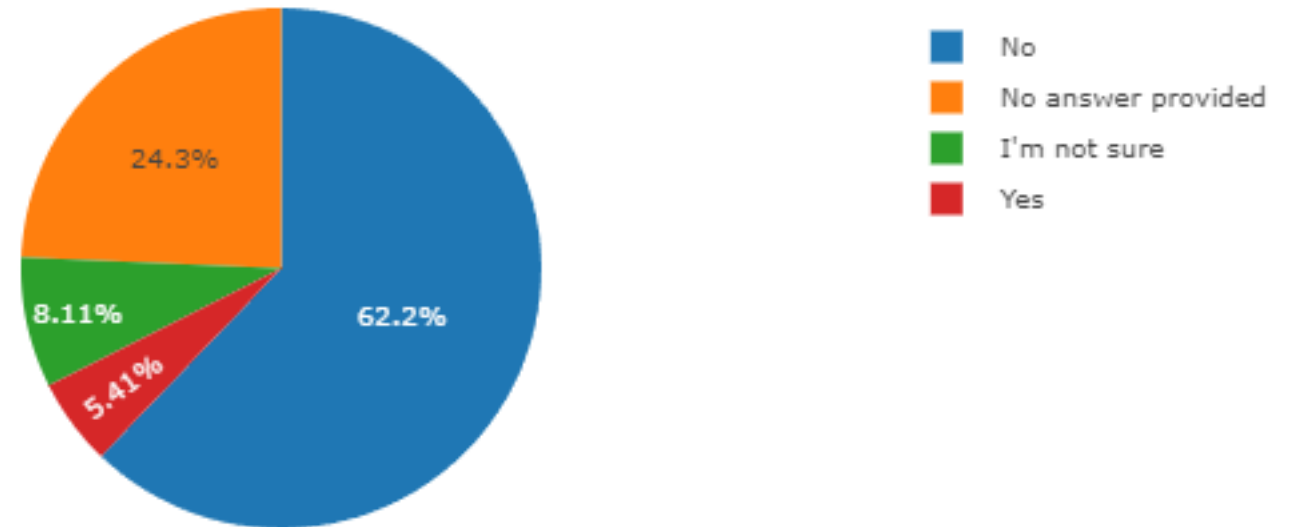


# Did you host a guest in 2023?



Only 2 respondents said they hosted a guest in 2023. This is 50% fewer than last year.

[2023: 11%]







# How likely is it that you'll host a guest in 2024?

- Only 3 members (8.11%) said they're likely or very likely to host a guest
- 8 members (21.6%) said they're somewhat likely to host a guest
- 15 members (40.5%) said they're somewhat unlikely or unlikely to host a guest

[2023:

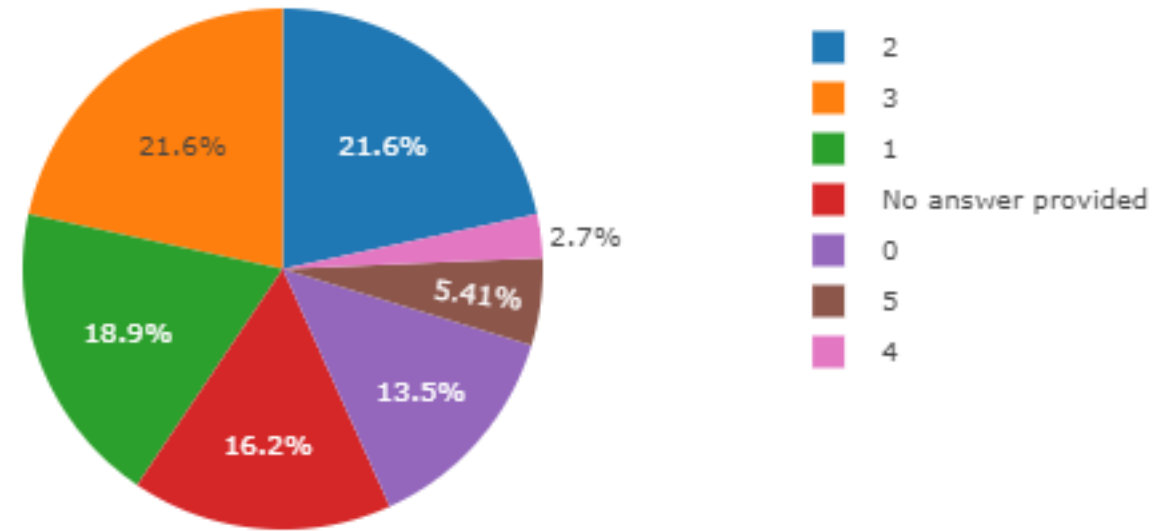
39.1% Not at all likely

30.4% No answer provided

13.0% Likely

8.7% Very likely

8.7% Unlikely

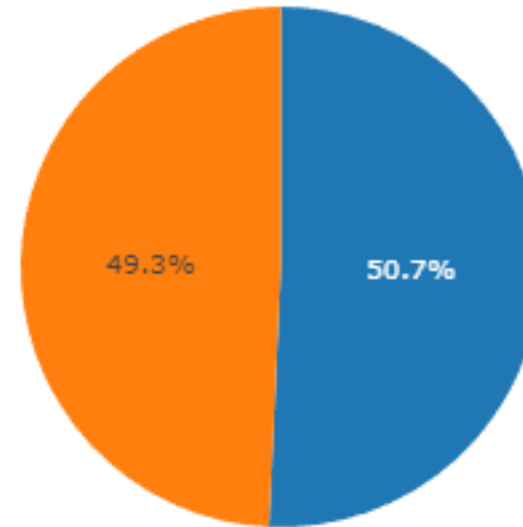


Scale:  
5 = Very likely 0 = Not at all likely



# What event format would you consider attending in 2024?

- 86.5% of respondents would consider attending both in-person and virtual (Zoom) events
  - [2023: 74.1%]
- 3 respondents (8%) would consider attending only virtual (Zoom) events
  - [2023: 22.2%]
- 2 respondents (5%) would consider attending only in-person events
  - [2023: 3.7%]



- Virtual (Zoom) events
- In-person events

Multiple choices were allowed



# When are you available to attend TMD events in 2024?

## Most popular availability:

Weekend afternoon (22.2%)

2023: 24.1%

Weekend morning (18.3%)

2023: 15.7%

Weekday morning (17.5%)

2023: 16.9%

Weekday evening (15.1%)

2023: 21.7%

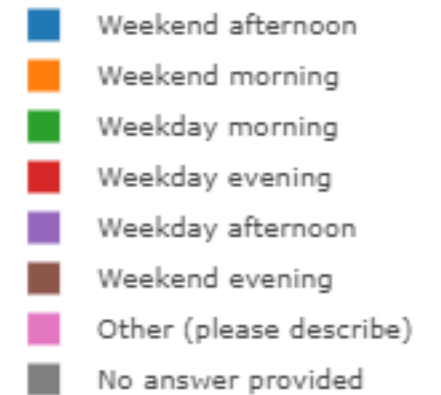
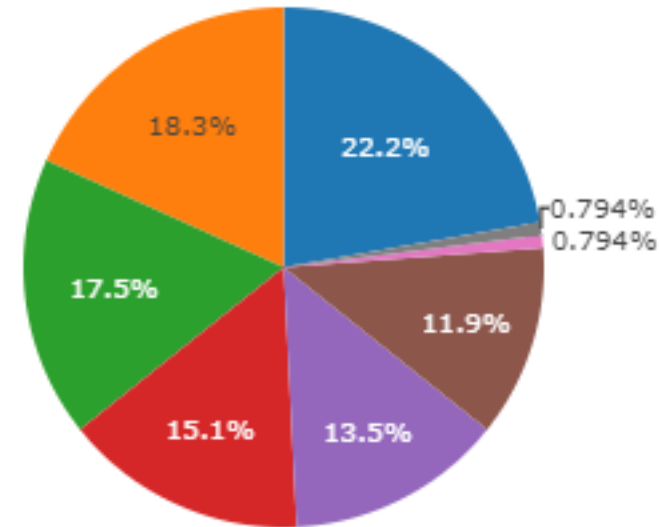
## Least popular

Weekday afternoon 13.5%

2023: 10.8%

Weekend evening (11.9%)

2023: 9.64%



## Comments

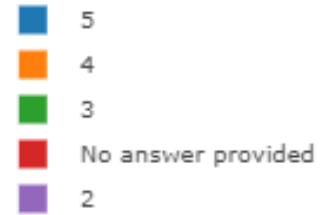
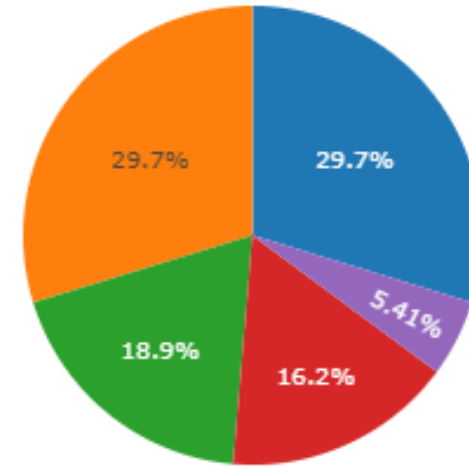
- Any date/time depending on other commitments.
- Current schedule works great

Multiple choices were allowed



# How useful do you find the TMD website?

- 11 respondents (29.7%) found the website very useful
  - 2023: 27.6%
- 2 respondents (5.41%) found the website not very useful
  - 2023: 0%
- 6 respondents (16.2%) didn't answer the question
  - 2023: 20.7%



## Comments

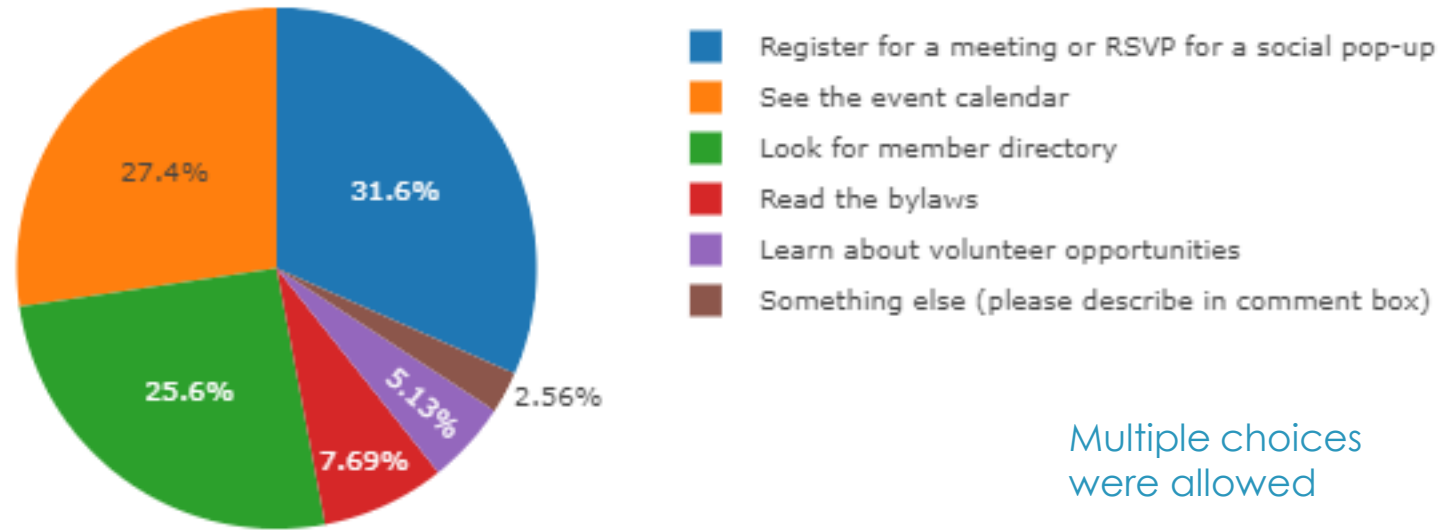
- Love it - I refer to it all the time.
- I think it is useful; I am still learning how to navigate it.
- Would like to see more on the website. For instance, the link to this survey could have been there.
- When we "buy" tickets to join an event, it would be really convenient to get a link to post it to our calendars.
- I only use it to register for events and to look up a person's email address but that was very efficient/helpful!
- Registering and remembering events.
- It's good to have all the info in once place.
- The only thing I would want -- and know it is a lot of work -- is either recordings or notes from each meeting. They can disappear after a certain period but would be great to have a chance to go over them.
- great that everything -- program info, sign-ups, payments, access to member lists, etc., is through the website.

Scale:  
5 = Very useful; 0 = Not at all useful



# Why did you visit the TMD website in 2022?

- The most common reasons a member visited the website were to register/RSVP or to see the event calendar (59%)
  - 2023: 67.8%
- 30 members (25.6%) Look for member directory
  - 2023: 19.4%



Multiple choices were allowed

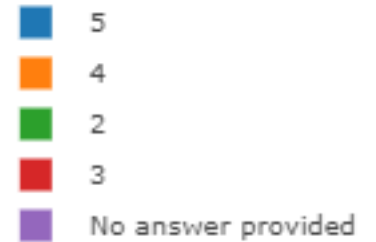
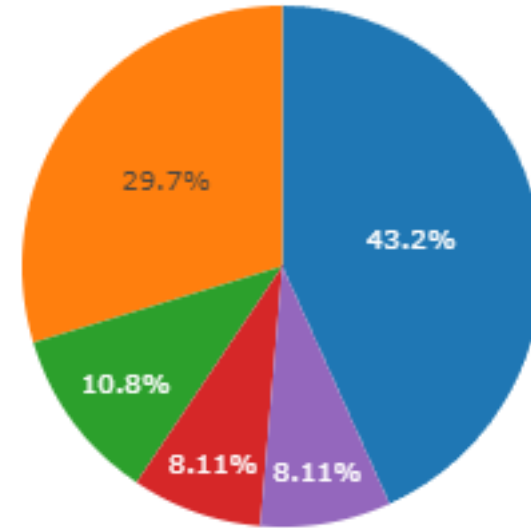
## Comments

- *Looked for event and Board member history. Also looked at the list of recommended books.*
- *Look for Member Contact List*
- *The site is great for transactions and data...less helpful on more general info about TMD.*
- *I visited often to review the write up for our Financial popup*



# If you used the online registration process, how would you rate it?

- Most respondents (72.9%) of respondents rated the online registration process as very satisfactory or satisfactory
  - 2023: 65.5%
- 10.8% of respondents rated it as less than satisfactory
  - 2023: 17.2%



Scale:  
5 = Very satisfactory    0 = Not satisfactory

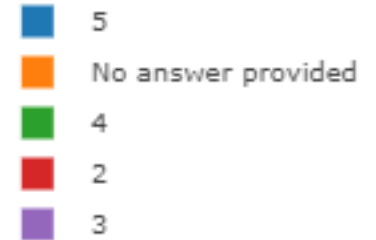
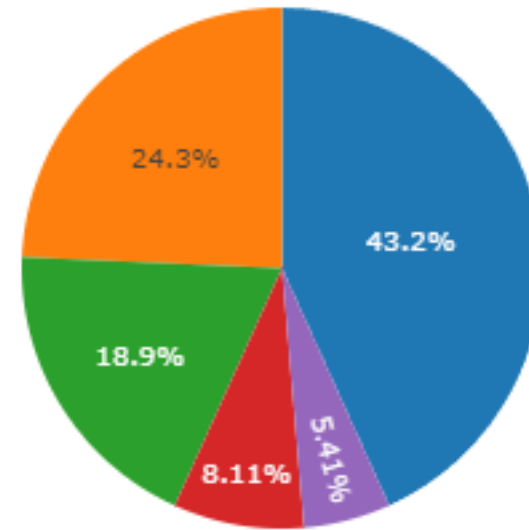
## Comments

- *Again....I'm learning how to use it. It is not always obvious; for example, that one needs to click on the event under "Upcoming Events" in order to register for it.*
- *It's much easier now than it was. Thank you! I used to go in circles trying figure out if I'd registered or not.*
- *There used to be a way to get an event to show up in my calendar. But I can't find that anymore and have to type all the info in every month. There must be something I've overlooked.*
- *why does it go through a cart when there's no charge for guests? it seems like an unnecessary step.*
- *there must be an easier way to register than this.*
- *I have no technical expertise but it would be nice if we didn't have to "buy" tickets to attend meetings.*



# If you used the RSVP function, how would you rate it?

- Most members (62.1%) rated the RSVP function highly (Very satisfactory, Satisfactory)
  - 2023: 56.6%



## Comments

- *Loved the addition of the guest's name and email address.*
- *I like seeing who else is coming. I also see right away whether I've registered or not.*
- *I haven't used it yet*

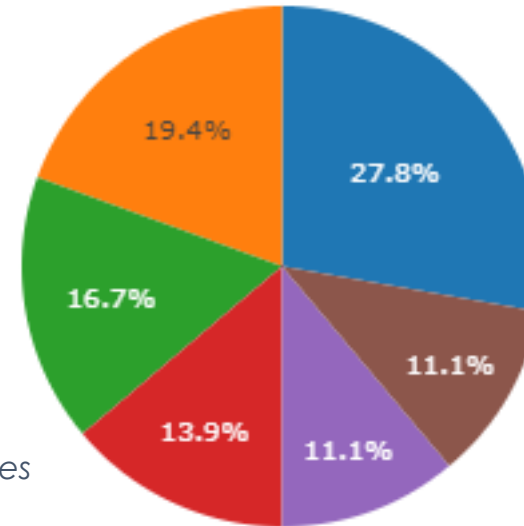
Scale:

5 = Very satisfactory    0 = Not satisfactory



# How often do you visit the TMD Facebook page?

- 17 respondents (47.2%) said they visit infrequently
  - 2023: 35.4%
- 6 respondents (16.7%) said they visit rarely
  - 2023: 30.4%
- None of respondents said they visit daily
  - 2023: 5%



## Comments

- *I wish more people used it but I look at it regularly and post pictures when I have them.*
- *I forget it's there*
- *I don't use FB---too easy to go down the rabbit hole and waste time. I would prefer a "push" to members of things that are important.*
- *I don't do Facebook anymore. I'll go up to see something if someone tells me to go look, but I try to avoid getting sucked in. I like seeing the photos when I do visit.*
- *I don't visit it specifically but sometimes it shows up in my feed*
- *Only when I get notifications of a post there...*
- *I have been off FB for a few years now. I check in every once in a while (long while ;- ) so it is not that I do not visit the TMD page, I just do not visit FB!*

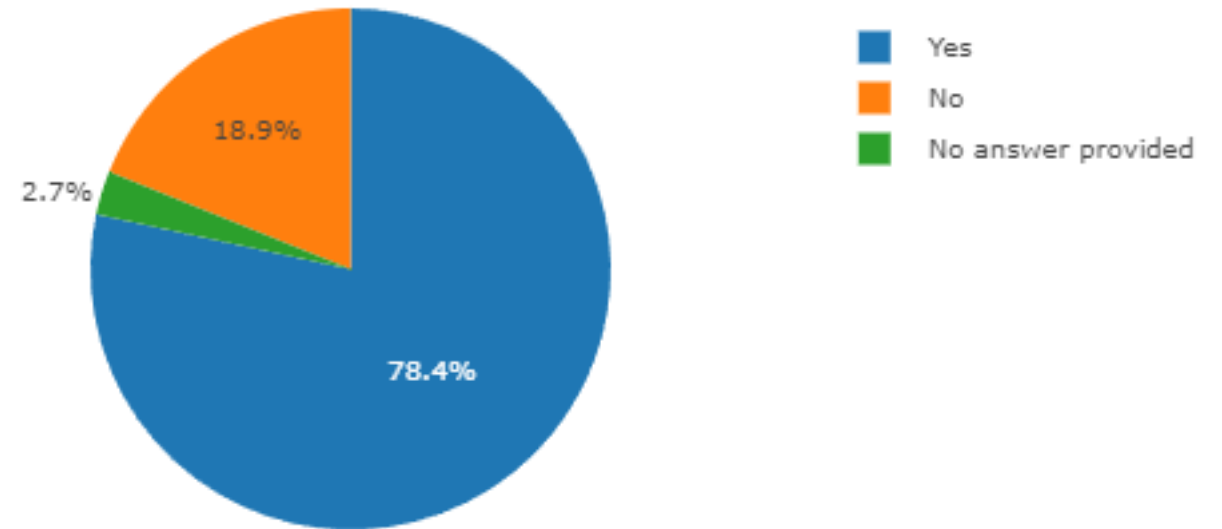
Scale:  
5 = Daily 0 = Rarely





# Did you volunteer for a committee or serve on the board in 2023?

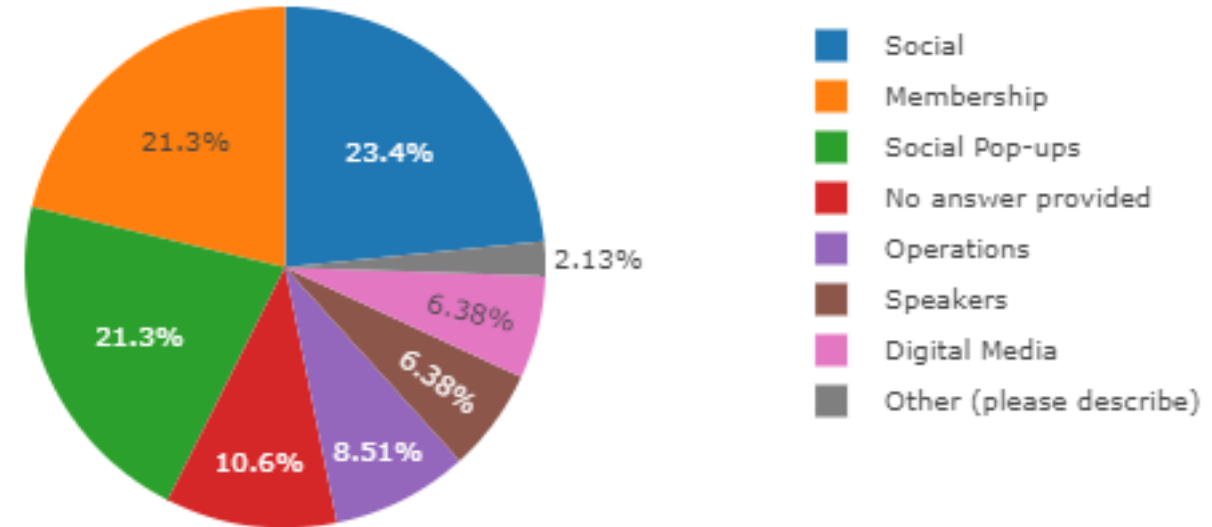
- A majority (78.4%) of respondents (29) reported serving as a volunteer or board member
  - 2023: 60%





# Would you be able to volunteer to help in 2024?

- Interest was expressed in all of the committees; the strongest with Social, Membership, Social Pop-ups, and Operations committees



Multiple choices were allowed

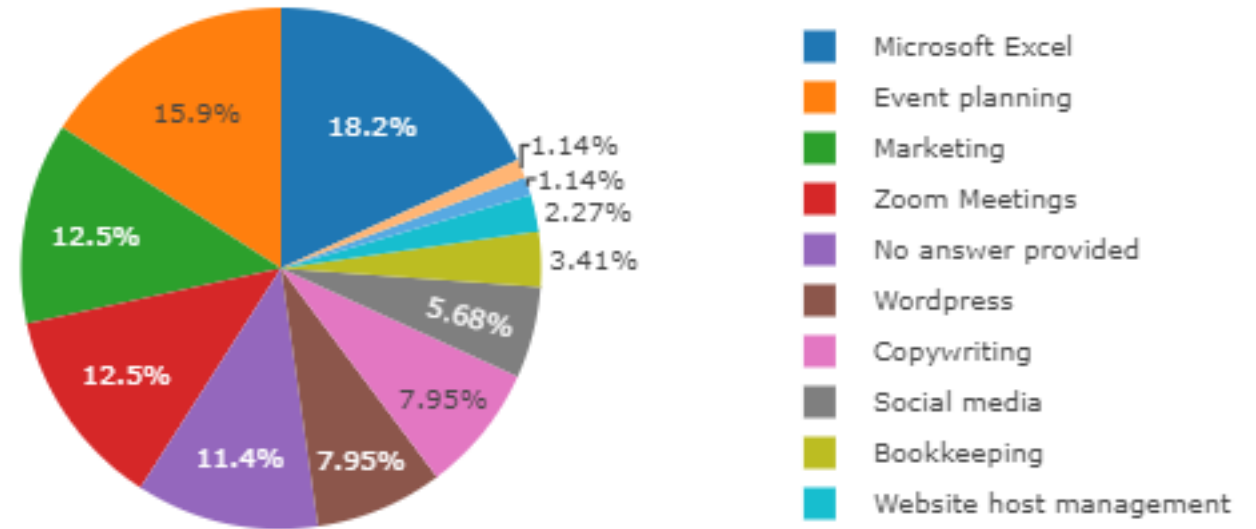
## Comments

- *I'm not very reliable these days but would like to help.*
- *Social as needed. These days I'm just tired and looking to finish up things in my life, not add more. At some point that will change, though.*
- *continuing as back-up support for Zoom committee and adviser to Speakers chair*
- *I am on the social committee.*
- *I hope to host a social pop up in Capitola when the rainy weather is pretty much done for the spring.*



# Are you familiar/experienced with any of the following?

- More members are familiar with MS Excel, marketing, event planning, and Zoom
- Fewer are familiar with Wordpress, copywriting, social media, bookkeeping and website host management



### Comments

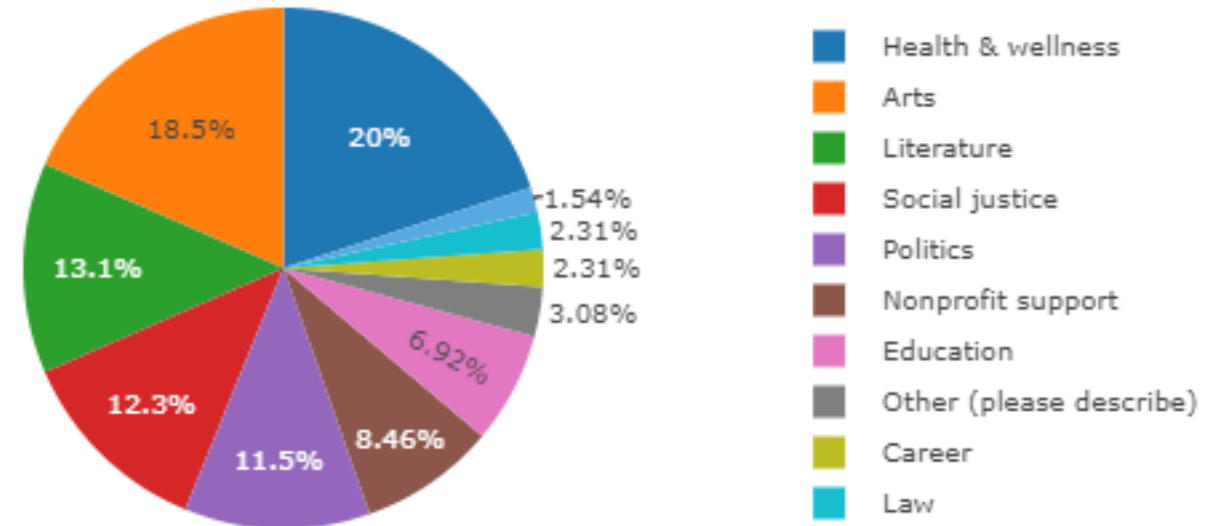
- *im not great at copywirting. but pretty good at editing.*

Multiple choices were allowed



# What are your interests or passions right now?

- Most popular:
  - Health & wellness (20%) (2023: 21.6%)
  - Arts (18.5%) (2023: 17.1%)
  - Literature (13.1%) (2023: 12.6%)
  - Social justice (12.3%) (2023: 11.7%)
- Other responses:
  - Stories from people from other cultures - their challenges and struggles and successes.
  - Solo aging and personal finance, photography and photoshop, music
  - I am working with a group of people who, like me, grew up adopted, to change legislation that seals our original birth certificate
  - Personal development, pre-/retirement
  - Transitioning to a third act (approaching 60)
  - Environment
  - Issues pertaining to Wholistic Life Design



Multiple choices were allowed

## Comments

- *honestly. this year is quite busy for me. not a whole lot of extra time to focus on other issues.*



# In what other business or social organizations are you an active member?

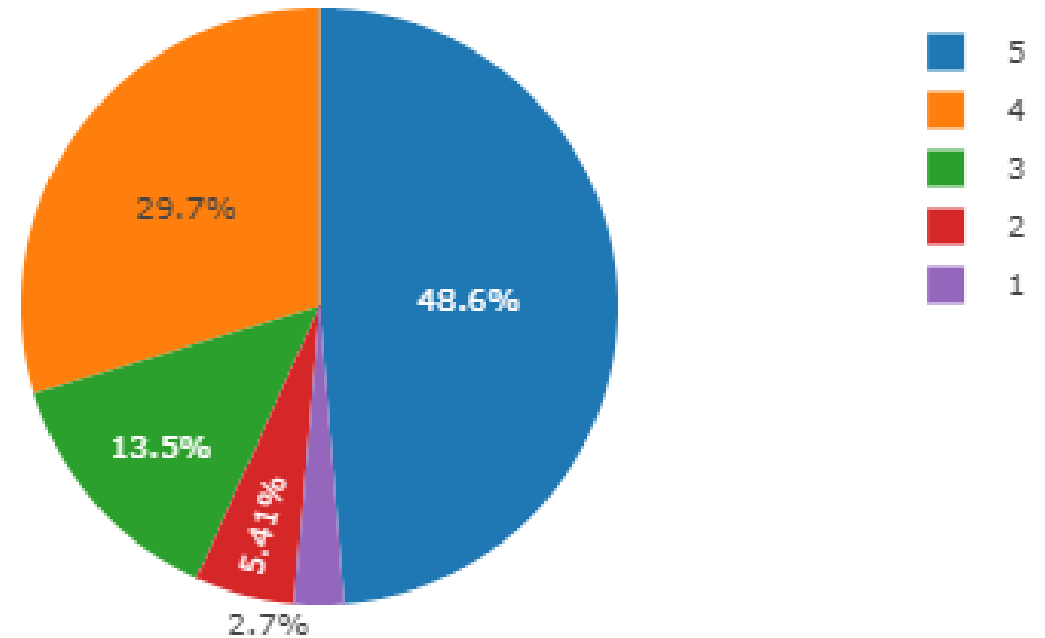
- One online one related to my LinkedIn business
- On the board of my HOA. Participate as an election lead. Active with hiking and bicycling. In a book club.
- 100 Women Charitable Foundation
- book club, HOA
- Financial Women, San Francisco, Zonta Club of Silicon Valley (Zonta.org), Sonoma Valley Womens Club
- I am an active volunteer in organizations supporting education, the environment, the arts, non-profit development and feeding the community. Most associations are not formal active memberships in organizations
- Work full-time and in 4 bookclubs
- League of Women Voters, Swing Left, Acterra
- Rotary, Women's Wisdom Group, FindingFemale Friends, a mastermind, etc.
- Women Build, part of Habitat for Humanity. Good Work Foundation. Dance community in Portland. I run my own business
- Rotary, Community Service co/chair, The Choral Project Vice Chair of the Board of Directors (chair for the next fiscal year)
- none anymore, TMD is it
- Saint Simon Parish Volunteer for homeless lunches
- California Association for Adoptee Rights
- San Mateo Horseman Association
- RepresentUs (non-profit working on fixing things that are broken in democracy), Kindness Club (local pantry that provides groceries to school kids in need), Women to Women Network (a networking group in Oregon)
- RSA, Employee Experience Board, Strategic Doing community
- Humane Society of Silicon Valley (volunteer)
- Mostly small groups of friends with common interests, book clubs, my synagogue (and social action/justice groups within), political action groups
- My own business. I am also running a weekly meditation circle. Outside of those, I am too busy to do anything else. I am spending lots of time with my granddaughters

**TMD members are active and have varied interests**



# How satisfied are you with your TMD membership?

- The majority (78.3%) of respondents (29) are very satisfied (48.6%) or satisfied (29.7%)
  - 2023: 20 very satisfied (43.3%) or satisfied (23.3%)
- 5 (13.5%) are neutral (neither satisfied or dissatisfied)
  - 2023: 7 (23.3%)
- 3 respondents are dissatisfied (2) or very dissatisfied (1)
  - 2023: 2 dissatisfied 5.41%, 1 very dissatisfied 2.7%



Scale:  
5 = Very satisfied    0 = Very dissatisfied



# How satisfied are you with your TMD membership?

- Very grateful for my TMD Sisters
- I miss being there in person. Not quite the same from a distance.
- I seldom attend anything on zoom
- It seems like there's been a significant shift in TMD. It used to be about the monthly meetings and twice-yearly socials. Now it seems like there is so much focus on pop-ups. I also feel like there is pressure to attend/participate in pop-ups to make them succeed. Sometimes that pressure makes it feel like it's my role to support/serve TMD and less like it is TMDs role to serve members. Maybe the popups are good and the majority of members are loving them... I just haven't quite figured it out.
- Everyone has been very nice, welcoming, and interesting. The infrastructure could be smoother.
- It's fine.
- The fact that we decided not to talk about "politics" took away from our spirit. Everything is related to politics. Instead of avoiding it we ought to learn to discuss it in a civilized, friendly manner.
- I am relatively new to TMD, so I don't want to critique anything that the members value; however, I don't enjoy the beginning of the monthly meetings where everyone is called upon for an update. Perhaps, only those members who wish to share should be called upon.



# What else would you like to share with us about TMD?

- I'm thrilled that when TMD was at risk, members showed their love by stepping up to help.
- I can't express how grateful I am that Sandra Clark stepped up to be a very active and visionary President for 2023 and 2024.
- I feel fortunate to have been welcomed so warmly into this organization of amazing women! I look forward to contributing to the group and keeping it strong and active.
- Reschedule our monthly zoom meetings to 7:00 PM
- It doesn't matter what the topic is, I'm happy seeing everyone, hearing what they're up to, and seeing people's comments as the meeting flies by.
- Love it!
- Grateful that the group made it through 2023 and for the leadership that is doing so much!
- Enjoy the programs very much, and enjoy meeting others at in-person meetings.
- This group is so unique and special...thank you for keeping it going!





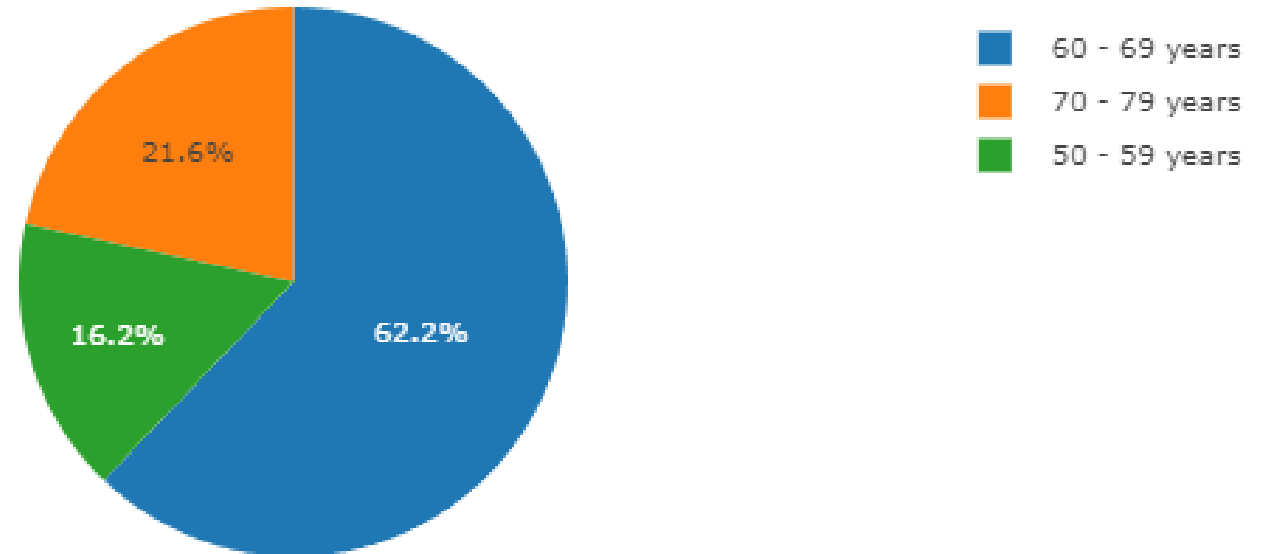
# What else would you like to share with us about TMD?

- I realized how much this tribe means to me when we came to the brink of losing it.
- I almost didn't register this year. I am too busy to come every time, play a bigger part, or go to the popups. But then I figured I would miss it. I like the friendship but I also have seen some biased behavior toward some members which I do not appreciate. Then again I try to convince myself that it is "normal" for people to treat the ones close to them differently. But I really do not think we should behave like this. Hopefully we can do better.
- Thank you volunteers for all you do!! Thanks for keeping TMD alive and moving forward!
- I am very impressed by the talented, accomplished and kind members and the long friendships among them.
- Highly value membership in TMD!

# What's your age range?



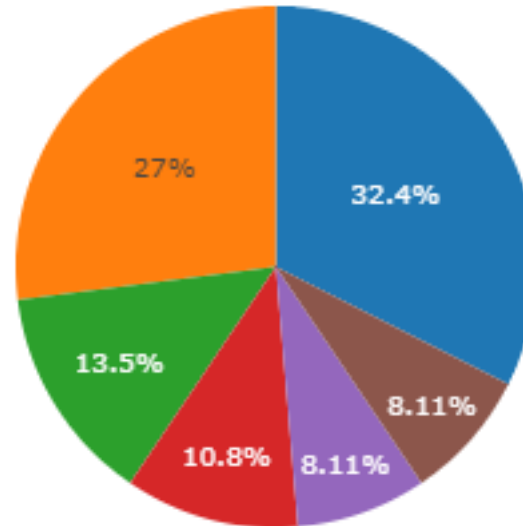
- The majority (62.2%) of respondents (29) are aged 60 – 69 years



# What's your employment status?



- 12 members are retired (32.4%)
- 13 members are employed or self-employed full time (37.8%)
- 8 members are employed or self-employed part time (21.61%)
- 3 members are unemployed (8.11%)





# What's your residential ZIP code?

- 33 members reside in California
  - Mountain View: 6
  - Menlo Park: 5
  - Sunnyvale 4
  - San Jose: 3
  - Palo Alto, Los Altos, Redwood City: 2 each
  - San Francisco, Oakland, Cupertino, Santa Clara, Capitola, Santa Cruz, Kenwood: 1 each
- 4 members reside in Oregon
- 12 members live in San Jose, Mountain View, or Sunnyvale

