

# WNPS Communications Strategy Survey

## Q31 Comments ...

Answered: 181 Skipped: 381

#	Responses	Date
1	I live in Hansville and the local chapter I belong to is in Port Townsend -- so I don't participate in Chapter activities.	2/2/2017 3:06 PM
2	Q 11 Taxonomy articles, articles that highlight interesting botanical areas, conservation issues Q 22 I like the way the Herbarium newsletter is sent - easy to use - not sure how it is done. Q 31 I am one of the original members of WNPS. While I prefer reading printed material (don't read E-books), I totally support the electronic version of Douglasia to reduce costs. For instance I read BEN and WTU herbarium newsletter and would read Douglasia online too.	2/1/2017 5:08 PM
3	Q 28 can't tell if respondent meant N/A or of importance, but checked support for grants, support conservation, Douglasia, local mtgs., Stewardship, local conservation, & Fellowship Q 29, same problem, checked same items.	2/1/2017 4:28 PM
4	Q 28 rated all items equally	2/1/2017 4:18 PM
5	I only rarely attend meetings since I moved to Oregon. I really enjoyed the Study Weekends I went to but that hasn't been since the late 1980's-early 1990's.	2/1/2017 3:02 PM
6	one of my hobbies is woodworking. Several years back my favorite magazine "Wood Magazine" sent out a questionnaire about changing to alternate format. As a result, you can get their magazine in digital only, paper only, digital and paper. It might be useful to look at how they have chosen to price these options.	2/1/2017 2:46 PM
7	I appreciate being able to give my opinions using a "paper survey," as I trust it will actually be read. Thank you for the opportunity. What a great organization WNPS is! Q 27 I go to the library to use a computer.	2/1/2017 11:44 AM
8	Q 19 at large	2/1/2017 11:03 AM
9	I am pleased to be a member of WNPS/Salal and participate in as many activities as possible.	2/1/2017 10:53 AM
10	The Facebook page would be a LOT more useful if it were more accessible to interact with... to add seasonal photos, and occasional items of interest. We have a community "nature" page on Facebook that's Very active and enjoyable. Maybe the page would require an "admin" of some kind... and that would be a useful query in a future questionnaire.	1/31/2017 10:58 PM
11	I am also a member of Oregon Native Plant Society and in general think they handle communications better, a key factor being their print monthly newsletter. WNPS does better with plant lists and I am very pleased with the Suksdorfia Chapter newsletter, hikes, etc.	1/31/2017 10:51 PM
12	q 13 I do receive written notice of Koma Kulshan & read it for interesting tidbits Q 17 I have never used your website but it must be helpful to active members. Q 17 You will have to consider me as inactive, 92 years and problem knee. Not a botanist but interested in Whatcom native plants. But gardening is just in pots and larger planters these days. Q 21 I cannot respond as I am not searching for such material Q 22 I am not involved Q 23 I am glad you are active in wanting to widen knowledge of WA native plants and what is endangering them and habitats. Q24 Not sure but I signed up many years ago as member and the cost to be a life member was affordable. The President or Director was Antineau (sp) at the time. I bo't the 2000 2nd printing of Kruckeberg's Gardening with Native Plants & have used it as a reference many times. Q 25 Glad to say, 92, but there is a price to pay physically Q 27 We only have an iPad Q28 The prime reason, the other choices NA Q 30 I leave this question for active members to respond Q 31 Please continue keeping WNPS active for all those who enjoy botanizing & for continuing attention to WA native plants and dangers to HABITAT.	1/31/2017 5:27 PM
13	The officers of So. Sound keep me informed by using snail mail and announcements at meetings. they are wonderful!	1/31/2017 2:37 PM
14	Q 4: I read erratically then add to my pile to be passed , where it can reside forever Q5 only as often as there is enough material of interest (or need) Q6 Don't have ready access to an electronic version and would be unlikely to read. Q 7 I use public computer and don't often remember to check website for updates. Q8 I virtually couldn't without notification Q10 Reducing the size of the print wouldn't reduce cost in proportion, pay attention Q !2 unaware of Q 18 re blog: are there trip tales? Q 22 I wouldn't have access unless (?) on web page and I'm would only rarely think to check Q 23 a knowledgeable amateur botanist (minimally qualified)	1/31/2017 2:28 PM
15	re Douglasia : read most when delivered and remainder as time permits. re question 16: do not use any social media	1/31/2017 2:10 PM
16	enjoy reading a hard copy at breakfast and rereading again to post important information.	1/31/2017 2:01 PM
17	I stopped attending local meetings because of time and place changes, but mostly because the content of the meetings seemed geared to the professors and professional information. I was looking for information about native plants for the common person to enjoy during hikes, walks etc.	1/31/2017 1:54 PM

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18	I think your publications are the best environmental news I receive. Continue articles on mountain flora and marine algae. Keep up the good work!	1/31/2017 1:46 PM
19	As a founding member at first meeting, enough time has passed that I am no longer involved in a meaningful way.	1/31/2017 12:14 PM
20	I would like to see us be more effective as a voice for plant and plant community conservation. I do volunteer, but I feel like my volunteer activities take time away from where my energies should really be focused. I think we should have a role in education. We need to educate young people about the importance of native plants and wild places. I also feel it is important to provide stimulating education for our membership through programs, field trips and informative articles in Douglasia. These are the things that are supposed to provide the spark to get involved and stay involved. I support the Study Weekend and Botany Washington, but rarely have a chance to attend. I have many friends who are stewards, but this has not been a focus for me and is not likely to be one in the future. It does seem to inspire a lot of members. Are the results of the survey going to be made available to the membership?	1/31/2017 11:11 AM
21	WNPS needs to coordinate with other organizations to see how it best fits into the environmental/conservation communities. Then it needs to emphasize its niche and develop a "brand" for the key areas.	1/30/2017 4:01 PM
22	Now that I know about the WNPS facebook page and blog, I will subscribe. (Should have known about them before, but somehow I missed them.) Thanks!	1/30/2017 12:49 PM
23	More notice of field trips and training to become a trip leader. I have some midweek days off and would love to participate in the field more. I live in N. Puget Sound.	1/30/2017 11:54 AM
24	Seems you do lots more than I know about so your word is not getting communicated. Teaser emails to a blog or web page might help.	1/29/2017 7:14 PM
25	too many choices. So just chose a few	1/29/2017 2:52 PM
26	Most questions above re Top Down communication. Need to enable/promote more Bottom Up com: sharing multigenerational botany/ecology discoveries w/ family, C&NN, Schools, Camps, Day Camps, etc. shared in publications to inspire emulation.	1/28/2017 3:25 PM
27	Please maintain the print version of Douglasia. It goes well with a cup of coffee. I'm concerned that WNPS membership has decreased in recent years. I wonder if this is because all the information on field trips and meetings is available on the computer -ie you don't have to be a member to find out or participate. How do we combat this and what incentives can we find to increase membership?	1/28/2017 1:45 PM
28	I'm not sure how much my comments should matter since I am not heavily involved, but I greatly appreciate what you do and I esp. love your plant sales.	1/27/2017 9:14 PM
29	Thank you	1/27/2017 4:43 PM
30	After completing 5/6th of the questions, the survey dropped me, so I am not sure whether my previous answers were submitted. I don't have time now to re-enter all of my answers. I prefer to get printed chapter newsletters and Douglasia.	1/27/2017 3:04 PM
31	I like the printed Douglasia, would not mind if it was only published twice per year, if the content quality remained high	1/27/2017 10:30 AM
32	Thank you for the opportunity to provide feedback. I look forward to the improved count cation and outreach.	1/26/2017 9:36 PM
33	I have struggled to participate in this community. The communication channels are disconnected and not transparent. I find it very difficult to get help, find out when and where things are and communicate with members. I continue to support but very dismayed at the apparent lack of reaching out... too much information 'pull' and not enough 'push.'	1/26/2017 9:05 PM
34	We have an active chapter and I don't have reason to go to state website that often. I think it is fine as it is.	1/26/2017 8:15 PM
35	South Sound Chapter was excellent, but since moving back to Central Washington (although we joined 2 chapters) we have never received anything from either in almost two years.	1/26/2017 5:55 PM
36	For over 25 years I have lived out of Washington, but maintain my membership to support the organization and to keep in touch with what is happening. However, since I live out-of-state many items in this survey are irrelevant since I can not attend local meetings or study weekends.	1/26/2017 12:24 PM
37	WNPS is a great organization. Thanks to our leadership for their excellent work.	1/26/2017 11:18 AM
38	I rarely get a newsletter at all, either hard copy or email. I'm not sure if I did something wrong but I rarely know when meetings are	1/25/2017 6:11 PM
39	I work on our local chapters Facebook page. Some help on developing a website would be great! Mollyboyter@hotmail.com	1/25/2017 5:51 PM
40	I enjoyed being involved in field trips involving native plants in years past. Availability of those trips and related activities has declined in recent years.	1/25/2017 5:08 PM

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41	I wish the survey would have had "don't know" or "not familiar with" for a response - I do wish Washington native plant society would advocate more....in these times we need more voices for environmental protection, plants have so little protection as it is	1/25/2017 2:53 PM
42	Can the organization be honest in its communications at plant sales - If a plant grows only in California it is not a native plant at our plant sale - we are not supposed to be the botanical society - we are supposed to be restoring our environment.	1/25/2017 2:05 PM
43	thank you for asking. I would appreciate more of an electronic presence in the Society's communication. I think I would take more advantage of opportunities if I heard about them more readily through a newsletter and if I would going to the website (haven't been receiving many, if any emails or prompts to website)	1/25/2017 9:52 AM
44	Dr. Kruckeberg was a very special friend and when I was coordinating the formation of western Native Plant Societies, he was very supportive....Mitch Beauchamp	1/25/2017 9:14 AM
45	Our Olympic Peninsula chapter is very active in Port Townsend. I won't drive to meetings there, especially at night, so I'm seldom connected. They do try for summer field trips further west, which I appreciate even if I don't manage to get there. I would love to have some of their programs in Port Angeles!	1/24/2017 11:02 AM
46	It is good to be around knowledgeable people who are happy to share.	1/23/2017 5:42 PM
47	We are members because of our mission to preserve , develop, and protect native plant ecology and habitat.	1/23/2017 3:01 PM
48	Thank you to all you volunteer leaders who have made WNPS such a wonderful organization! Your dedication to plant conservation is very very appreciated!	1/23/2017 1:56 PM
49	Actually it would be nice, if possible, to increase the number of pages and length of articles in Douglasia. Probably I am asking too much here but WNPS should support a revision of The Flora of the Pacific Northwest. Would be really great to see it updated.	1/23/2017 11:58 AM
50	WNPS is late in coming to a discussion of using electronic media as the spine of its communication strategy. The vast majority of organizations (both non-profit and for profit) have already realized the power and cost-efficiencies of doing so. I hope you don't waste much more of your time--and member benefit--debating this. As an example, consider that the Native Plant Society of Oregon's publication strategy uses electronic distribution of both its flagship publication and a monthly statewide newsletter with time-sensitive information. Over the two decades I've been an NPSO member, I note this works well for at least these reasons: 1. Communication: All time sensitive material is made available to all members all the time; many or most of members are not necessarily interested just in the goings-on of the local chapter, but also seek opportunities to participate in lectures, field trips, and conservation issues beyond their local chapter affiliation; 2. Cost: Potentially it reduces the (direct and volunteer) costs of publication by centralizing publication/communication efforts of the Chapters; 3. Chapter Support: It effectively supports those smaller chapters or chapters struggling with membership or governance by providing a substantial and on-going membership benefit; 4. Quality: It allows a focused editorial board effort in ensuring high quality, well-edited content in a publication that is archival in the best sense of that word; 5. Legacy: Modern non-profits and other orgs build on their narratives, authority, and leadership by carefully crafting assets having archival value. WNPS should, as its highest priorities, change publication delivery immediately to all-electronic (on-line) distribution; separate time-sensitive info into a monthly newsletter; reduce Douglasia to a single annual issue having truly relevant archival information; devote resources to getting all past issues of Occasional Papers and Douglasia into a complete electronic, on-line archive; and revive Occasional Papers as a critical tool in building a lasting WNPS legacy.	1/23/2017 8:13 AM
51	I didn't know about the blog. I just read an entry and it looks very interesting. Maybe when a new one comes out, it could be previewed in the email newsletter.	1/22/2017 10:27 PM
52	Would help to have an option in the survey that is neutral	1/22/2017 5:16 PM
53	I no longer get regular information about WNPS so answers my not reflect accurately	1/22/2017 11:08 AM
54	thanks for your work for native plants!	1/21/2017 10:46 PM
55	We have considered unsubscribing from the yahoo site several times. The discussions seem to be usually be the same dozen individuals bickering and additional input we have sent on technical issues has been edited out on two occasions. Not sure who is moderating this but it has become most annoying to the point we delete the email without opening in increasing frequency. In terms of Douglasia, when we have finished reading we donate our copy to the local library. Slightly older publications are sold for a 25 cent donation. They are snatched up quickly and we have always looked at that as a casual recruitment mechanism.	1/21/2017 6:27 PM
56	I skipped question 30 because have not been active enough in my 1 year to judge.	1/21/2017 4:27 PM
57	The Yahoo discussion group is most helpful in getting help when stumped by a flower ID.	1/21/2017 12:16 PM

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58	I wish I could be of more help. I originally joined with the goal of attending classes/meetings and going on field trips to learn more about native plants and incorporating them in my yard as a habitat for native birds and animals. I also wanted to impart my knowledge to my young students to get them interested in the environment and conservation at an early age. As a 1962/1978 alumna of the UW, I thought it would be great to get to know the horticulture area at the UW. It was not there when I was a student. But it turned out that I was to spend my time being a care giver to several family members over the years. I still wanted to support WNPS and so I joined as a life member and send a small contribution every year. Although I prefer printed material (since I can sit in a comfortable chair and read it over time, and then save it), I understand that many people appreciate all that social media stuff that is merely a time-wasting irritation to me. My larger desk-top screen is far easier for me to use. Please continue all your good work in any form that works for you. Thanks for all you do.	1/21/2017 8:28 AM
59	More outreach to community at large including schools and tribes.	1/20/2017 6:38 PM
60	I think if WNPS needs to economize -indicated by moving Douglasia money to other communication vehicles, should consider other options like moving staff out of a rented office and having them work from home or moving the state office to somewhere cheaper, like Ellensburg. should think about -what are members getting for their dues? If you take away Douglasia what tangible product do they get for being a member? Counting on altruism -donating to a good cause, is not likely enough to sustain the organization. Meetings and field trips are free -people can find on web, Study weekend only has 100 to 150 people. Douglasia is something people can look to -see a solid return on their donation. That has value and I think we should really ponder whether removing will help the organization	1/20/2017 4:06 PM
61	This was a well thought out questionnaire. Some of the more important issues like activism were not emphasized in my answers because everyday issues require tons of work beyond a volunteer network. One or two major environmental campaigns a year is about max, but maybe it is a matter of giving chapter activists committee status for petitioning the state WNPS?	1/20/2017 10:51 AM
62	Can't WNPS do some advocacy or ask for grants or hire folks for conservation or restoration. I thought some chapters were actually making some funds that could support this?	1/20/2017 9:19 AM
63	I am new to the state and WNPS, so my answers regarding how you are doing so far or how you could improve aren't well informed. That said, I think the website calendar of activities could be improved by making it an actual calendar with links to information pages about each activity. That's all I've really had experience with so far.	1/19/2017 9:42 PM
64	Question 30 needed a "Do not know" option (I think).	1/19/2017 12:20 PM
65	Survey a bit long, some overlapping questions	1/18/2017 1:10 PM
66	Because of my remote location I am unable to participate in most chapter outings. I have enjoyed the study weekends and Jim Riley's annual hike on a number of occasions.	1/18/2017 9:53 AM
67	Ranking in general is very arbitrary and doesn't really indicate a ranked level of interest or importance as multiple things may be of equal interest.	1/18/2017 9:42 AM
68	The main reason I got into WNPS was Art Kruckeberg. The main disappointment I get from WNPS is what I see the OR and CA groups doing, compared to what happens here.	1/18/2017 7:49 AM
69	I wish we had a stewardship training program in Pierce county area	1/17/2017 6:37 PM
70	Thank you for doing what you do.	1/17/2017 2:31 PM
71	The last rating part was not easy to use. Couldn't keep the order of choice very well. Also, hard to rate things I haven't used or have little experience with.	1/17/2017 1:58 PM
72	#30 didn't allow for "don't know" or "no opinion" -- so I just left those blank.	1/17/2017 12:28 PM
73	Native Plant Society of Oregon shifted its annual, the Kalmiopsis, to electronic several years ago. I supported that change. I can read the document and save it on my hard drive for future reference.	1/17/2017 11:38 AM
74	Not sure I like the idea of a combined newsletter for all chapters and state news. It would be nice for field trips and maybe for meetings, but not as useful for some other info. If you want to try it, perhaps just the headline and the first line or so with a read more link. You may bolster a sense of community among chapters with a comprehensive newsletter, but it may not bolster the local chapter's sense of local community.	1/16/2017 6:40 PM

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75	Re the question: "How do you use each of the following devices to read e-mail or browse the web?" I use my hand held more and more as a phone, camera, and contact/address book, and less/less as a reading platform. Too small, too easy to be distracted when I should be paying attention, can't print, and usually I send items that my palm devices can't open or readily see to my desk-top, which then proliferates the madness. I've begun to opt out of newsletters for the sake of regaining my own time from having to respond, or file (even in the e-trash can) materials that are not personal, and/or which keep begging me to do something that I don't have enough time to pursue, or \$ that I no longer have to donate! It's a hard choice b/c I'd like to stay in touch, but really, how many newsletters do each of us receive and respond to every single day?? Choose to be in the realm of organizations that target effective publications to an appreciative list of recipients. Use links to give up the option of faster connection to the meaty stuff, and make it meaty, maybe w/ some gravy on the side...!	1/16/2017 5:19 PM
76	I spend as little computer time as possible due to vision problems & lack of computer skills. Would like local meetings. Love everything WNPS represents.	1/16/2017 2:02 PM
77	More time in notifications about trips, some of us still work and need to put it into our schedules at least a month ahead.	1/16/2017 11:42 AM
78	note that i do not come to chapter meetings, etc. medical issue	1/16/2017 11:24 AM
79	I'd rather be at the beach or on a prairie, then looking at a smartphone or tablet.	1/16/2017 10:20 AM
80	none	1/15/2017 10:56 PM
81	I spend most of my time working at GSP sites to restore native habitat. I value my WNPS forest steward training very highly. I am not very engaged in other WNPS activities. I can no longer walk very far so no longer go on field trips, and I don't attend the monthly chapter meetings. However, I do support WNPS through membership contributions and have volunteered for every WNPS sale since I joined in 2013.	1/15/2017 8:18 PM
82	If Douglasia goes electronic I might read it more than expected. I love the paper copy, but am learning to read more electronically.	1/15/2017 7:48 PM
83	hello- I have been very busy this year and have not had time to take advantage of all that WNPS offers. I also am in the Olympia Peace Choir which meets on Monday eves so I never get to come to meetings. This made it difficult for me to fill out the survey but I hope to become more involved in the future.	1/15/2017 7:31 PM
84	More education needed at the less than expert level.	1/15/2017 3:18 PM
85	Limited free time, long weekday work commutes limit particularism	1/15/2017 12:41 AM
86	Since I am not a professional and do not have advanced education in these fields, sometimes I feel inadequate when trying to learn with such talented people.	1/14/2017 6:27 PM
87	Please continue or even increase print mailing since I don't do computers. In fact, I'm in favor of increasing the budget for communications even if it means taking money from other areas of the budget.	1/14/2017 3:55 PM
88	You guys know best who your membership is and how you would like to see it expand. :) With that said, here's my two (three?) cents: #1 Create an Instagram account and focus your social media efforts between Facebook and Instagram. There's a fair number of folks who post native plant photos on Instagram, and a lot of people on Instagram who post nature / hiking photos. #2 Spend more time soliciting and posting reader/member submitted photos. It appears to me that many people interested in native plants are also amateur photographers. Even if the submitted photos are not "professional" quality photos taken with expensive cameras, you can use the filters on Instagram to make them look great! I bet members/readers would love to be recognized and featured by an organization they highly respect. #3 Feature the stories / profiles of more WNPS volunteers and board members. Share with us why native plants matter to you! The social media stuff is really quite easy. I would guess you could have a much more active social media presence with maybe just a half an hour of volunteer time per day. I became aware of WNPS when I was planning my new garden. Your website was an invaluable resource as I planned my native plant shopping list! And I love going to your native plant sales. I actually first purchased my membership with you guys so I could start shopping at the early 9:00am members-only plant sale presale! I'm happy to continue to support you guys because you do amazing work and you seem like great people. Keep up the great work :)	1/14/2017 2:35 PM
89	I am hoping to become more active now that I have recently retired.	1/14/2017 2:07 PM
90	Ideas: WNPS can be the go to organization for plants appropriate for rain gardens (filtering rain water prior to reentry to Puget Sound)	1/14/2017 10:51 AM
91	I belong to 3 chapters and will continue until I achieve my goal of moving to Wenatchee. At that point I may drop Seattle, but will decide when the time comes.	1/14/2017 10:42 AM
92	A professional ecologist, I like to support WNPS. I would be a more active member if programs were on a different day of the week and time allowed. Look forward to participating in more study weekends and Botany Washington in the future when professional duties and responsibilities (i.e., work) don't take up so much of my time.	1/14/2017 10:33 AM

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93	We need to be more visible, have reps on pop TV shows that people other than "us" might watch. Not scientific. Everyone now knows about global warming because a lot of talk was generated.	1/13/2017 10:58 AM
94	Difficult to answer many of the questions since I am just a novice and have not really explored those issues or subjects.	1/13/2017 8:32 AM
95	Fewer Douglasia would be OK too - 4 is nice but 3 would be fine too	1/12/2017 10:55 PM
96	Although my time is limited for volunteering and reading Douglasii, WNPS is an organization I strongly support. Whenever organizations switch from hardcopy to electronic newsletters, I find that my time spent reading them is cut by more than 1/2. I spend my days on the computer at work and I simply enjoy a hardcopy with a good cup of tea. Nothing tires me more than increased electronic reading. And I retain little of it electronically. I know I'm becoming a relic that way, yet you gave me the space to share it.	1/12/2017 10:10 PM
97	Note that I was very much involved in activities in another state before moving to WA eleven years ago. There were many smaller numbers of persons involved in Native Plant issues so it was much easier to become involved. It might help if there were a few activities for newcomers to get people more involved at introductory levels. levels ter	1/12/2017 9:48 PM
98	I didn't rate the study and Botany weekends as I have never been. I've heard they are great.	1/12/2017 8:53 PM
99	I joined WNPS as a professional duty in part, not for professional advancement. It has been hard to find time to participate, given my work schedule, but I value the organization's goals.	1/12/2017 5:36 PM
100	Please continue an intensive stewardship training and working on conservation issues.	1/12/2017 5:07 PM
101	This would be a great time to visit the newly elected Commissioner of Public Land to express support for the plant conservation program and seek stronger support and funding for the program	1/12/2017 5:02 PM
102	Keep growing and going	1/12/2017 4:37 PM
103	Taking survey helped me realize that I place people and their conservation actions ahead of Douglasia!	1/12/2017 4:32 PM
104	Due to age & inability to drive, I.m not very active	1/12/2017 3:23 PM
105	In view of the upcoming administration WNPS needs to take a more passionate stand regarding environmental issues, i.e. the Children's Trust lawsuit, oil trains. It's time to stop being so politically timid. The Winter Koma Kulshan newsletter with articles by Abe Lloyd and Jim Kling are examples of what WNPS should be.	1/12/2017 2:24 PM
106	This survey is leading and bias.	1/12/2017 2:14 PM
107	I feel there is very little contact for people such as I am who are devoted to native plants; either at local level or state. Need more education for the amateurs rather than catering to a more elite group.	1/12/2017 2:02 PM
108	electronic Douglasia could have color pictures more on plants and climate change in Washington more self-guiding field trips	1/12/2017 1:37 PM
109	Thank you for the mug offer, but I have too many; hope someone enjoys it! I seem to recall that Douglasia used to have more research articles, or pieces based on research. Not that I'm particularly into the finer points of botany. I do especially enjoy articles concerning the diversity of Washington native species, their distribution and role in their environment.	1/12/2017 1:35 PM
110	I miss the mailed newsletter, but know cost is an issue. Instead you make us print it. Have no interest in blogs, or other social media.	1/12/2017 12:52 PM
111	Doing a fine job. My answers are not meant to be critical.	1/12/2017 12:05 PM
112	I want to make a study weekend sometime! :D	1/12/2017 11:45 AM
113	I support the encouragement, propagation and dissemination of interesting native plants in the landscape in order to conserve resources and avoid noxious infestations of invasive plants.	1/12/2017 11:43 AM
114	There were strengths and weekness that I wished I could have marked not sure or don't know	1/12/2017 11:34 AM
115	It might be a good idea to somehow attract / provide educational resources / articles / activities for non-botanist plant-enthusiasts. When I look around at chapter meetings, I think I see about 35-40% non-botanists present, including me. I've learned by looking plants up in Pojar, etc. going on hikes, etc. Also, as a Mason County Master Gardener, I see an increased interest from the general public in native plants at our plant sale, WSU training & elsewhere. Perhaps, an educational opportunity for WNPS??	1/12/2017 11:31 AM
116	Would like to see the chapter sell a colorful, attractive long sleeve sweatshirt or t-shirt and a fleece vest.	1/12/2017 10:59 AM

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117	The last two calendars - possibly the most public face of WNPS other than social media - have featured plants that raise concern about the commitment and direction of WNPS. 2016 featured a head of an Erigeron that looks very much like oxeye daisy. This year starts out with two invasive beach plants. From the perspective of our mission, broadening communication avenues is pointless if we're no longer fully committed to native plants. It may be time to amend our mission and the name of the society, as well.	1/12/2017 10:58 AM
118	Information about local chapter's various communication options is very severely limited. It should be a standard item in every newsletter. How is a new member supposed to find these things out?	1/12/2017 10:55 AM
119	Douglasia is a bit too dense for me. More lay articles would be appreciated. Chapters are too far from where I live to participate. :-(	1/12/2017 10:46 AM
120	Most helpful communication for me would be a reminder email to Central Puget Sound chapter members one week prior to the monthly meeting. Could also appreciate reminder email about upcoming field trips.	1/12/2017 10:46 AM
121	Difficult to rank items 1-12, but I gave it a shot	1/12/2017 10:20 AM
122	(1) The reason I remain a member is that years ago I bought a lifetime membership. (2) Your questions are inconsistent. If I do not use social media, why ask me to rank it?	1/12/2017 10:17 AM
123	I've been a member for several years and it is telling that I didn't even know a lot of the online resources were available. Communication needs to be improved in that regard.	1/12/2017 10:03 AM
124	A few things I've been unaware of, so not sure my ratings were fair. Since I joined, I've wondered how to be "connected", seems like I never hear about events, but I didn't realize you had Facebook pages or email lists, I just got a welcome postcard and the Douglasia. I will be checking those out soon! Would like to see a master calendar on the website that shows all events around the state, rather than having to go to individual chapter pages. Also, would like to see events updated more frequently. I've tried to follow up on a few that were listed, but they are out-dated or no longer exist? Thanks!	1/12/2017 9:29 AM
125	As much as I like a printed copy, I think a move towards a digital Douglasia makes sense. If I were to need a printed article, there are numerous ways to get one (i.e., home printers, print shops, etc.). I belong to another organization (American Whitewater) that essentially keeps its main publication online in electronic downloadable form. Members can access both current and past issues by simply logging in. I realize this creates more work at the state level with concomitant costs of maintaining a more complicated website and membership database, but I think you should take a look at this model as an alternative.	1/12/2017 9:28 AM
126	I am an out of state member, so my answered are definitely skewed.	1/12/2017 9:02 AM
127	Very unhappy with myself for not currently participating in WNPS activities and programs. I continue to maintain my membership and occasional donations because being a member is a part of my personal identity. Always thinking I might become active again. I do admire and appreciate others' work.	1/12/2017 8:54 AM
128	We support electronic communication rather than paper mailings. Thank you.	1/12/2017 8:39 AM
129	Mary Ann Simmons of Columbia Chapter is WW'S link. She is awesome. In March 2017 the WW Union Bulletin will have a special article in its monthly magazine on Native Plants. We hope we can grow membership via that article. Too few active members here. Need new blood.	1/12/2017 8:04 AM
130	3 years ago we got monthly meeting announcements at Urban Hort. Center, UW but now for 2 years we never hear about the meetings. Disappointed. Anne Matsen	1/12/2017 7:39 AM
131	I could not answer all of these questions. I partly became a member because I wanted to learn about native plants (not for professional development). I don't know how frequently Douglasia should be shared, however I do know that WNPS doesn't share information in a timely way a the state level. On the blog and state listserv, I've just not taken the time to subscribe - not sure if I want more email. Thank you for asking questions.	1/12/2017 5:53 AM
132	Thank you for publishing this survey.	1/12/2017 2:25 AM
133	Half of WA state is on the eastern side of the mountains, and I would like to see a lot more classes, conservation, study, and Douglasia articles related to shrub-steppe. The shrub-steppe is an endangered habitat, and there ought to be greater effort in conservation! Considering how it may be quickly gone it needs to be on the highest priority.	1/11/2017 11:25 PM
134	I love the Botanical Rambles blog. If you reduce the number of issues of Douglasia it would be nice to increase the number of Botanical Rambles.	1/11/2017 11:09 PM
135	Previous question needed a N/A category for answers	1/11/2017 10:57 PM

## WNPS Communications Strategy Survey

136	Keep up the great work. Raise dues if you need to, but consider a senior rate. Seniors have valuable contributions to lend to our botanical history and knowledge. In return it is an excellent opportunity to be active and social in our communities. Also, many old fingers and technology or social media do not work well together. Holding onto a document is much easier reading than trying to figure out how to update to the latest version of your browser before you can even attempt to read an article on a computer screen. Try to find a balance between fixed incomes and membership dues.	1/11/2017 10:44 PM
137	I burnt out on chapter stuff. Don't have time for it. Fellowship was disappointing. WNPS is a resource for me. I use the email group list, though I've met only one or two of them. I maintain a budget membership at large.	1/11/2017 10:43 PM
138	Your questions have certainly motivated me to go to the websites more often. I've never figured out the 'blog' stuff, nor some of the other electronic wonders, so my answers are not fair to you. I'm the weak link - but I so appreciate your efforts!	1/11/2017 8:40 PM
139	More information on cultivation of native plants.; where to obtain seeds.	1/11/2017 8:27 PM
140	It was not mentioned but by partnership of WNPS with other conservation groups I found joy in learning & working in the different ecologies of the state	1/11/2017 8:12 PM
141	It would be great if WNPS hosted a few field trips for novices or even co-sponsored a class in wildflower ID.	1/11/2017 8:04 PM
142	More advocacy will be needed during Trump's dynasty.	1/11/2017 7:59 PM
143	I strongly support moving to all electronic communication and publication. It saves you money.	1/11/2017 7:52 PM
144	Expand WNPS membership demographic by targeting groups under-represented. Create communications for children and dedicate part of the website to children. Present budget allocations (% or \$) based on different communication strategies.	1/11/2017 7:52 PM
145	I realize that WNPS operates under a tight budget. I would prefer to pay higher dues and see WNPS, both at the state and chapter level, update the website and make greater use of social media. Given how difficult it can be to enlist volunteers, I wonder if there are areas where state and chapter communications can be consolidated.	1/11/2017 7:41 PM
146	the Society is not a big part of my life. Others I relate to seem to think it is very important	1/11/2017 7:31 PM
147	Facebook pages, like blogs, need to be updated often, and have lively content. I will read an "open" Facebook page - one that does not require having an account on Facebook. Also, the ranking questions about what we like about WNPS are not helpful, since I would rate some of those items at the same level. Forced ranking will give those who analyze the survey a false picture.	1/11/2017 7:20 PM
148	keep up the good work.	1/11/2017 7:19 PM
149	Thank you for existing. It is now more important than ever to have organizations like the WNPS. As a student in college, I value this organization as an educational, and social resource.	1/11/2017 6:57 PM
150	I'm very happy with the benefits of my membership, and appreciate the great work everyone does. Feel a little guilty I don't contribute more.	1/11/2017 6:51 PM
151	I haven't been able to make chapter meetings because of work and a long commute. Perhaps we could record various meetings of chapters across the state and have them available on youtube (ask for donation) or subscribe. I'd like to have more events that bring people together that are affordable and within 1-2 hrs drive. I said I've been a longtime member, but it's been on and off for years due to various circumstances. Some of us want to keep botanizing semi-casually, for stress relief, personal education and fellowship, but it's difficult to get away for a whole day or weekend. I often visit the WNPS website for individual chapters to see what field trips are planned, or what's in bloom at that time . It might be nice to have a real time website or place where people can go to be interactive and share what is going on in their area - share pictures, hikes. (like eBird). Maybe more trips to National Parks (get people from the state together). Just rambling. I love plants, and hiking, but go out alone most of the time (for convenience, travel distance, time, etc.)	1/11/2017 6:42 PM
152	We were made honorary members due to some database work we did, so I don't think most of these questions apply.	1/11/2017 6:24 PM
153	I am a Life Member of WNPS but am 90 years old and do not participate in its activities.	1/11/2017 5:30 PM
154	I appreciate everything WNPS does and excited for looking into how best to go forward. I am at such a distance, Grand Coulee, so all the outreach is very important for us in the hinterland. Thank you!	1/11/2017 5:27 PM
155	As a new member I am not aware of much of what was mentioned here so the ranking was difficult.	1/11/2017 5:25 PM
156	I have been a member only 4 months so I am not knowledgeable in most of these benefits so my input should be taken with a grain of salt	1/11/2017 5:15 PM



## WNPS Communications Strategy Survey

157	I would like some governmental agency or NGO to make a strong effort to educate the public about the maintenance (cut back new ivy growth annually), removal and negative effects of noxious weeds, esp. English ivy types and butterfly bush.	1/11/2017 5:01 PM
158	Thanks for your work. Seems a good idea to give attention to this outreach and update.	1/11/2017 5:00 PM
159	It is hard to answer some of the questions and give my suggestions because I feel you are doing a great job. But I guess there is always room for change.	1/11/2017 4:53 PM
160	Question: I'm not tech proficient and it looked like my check marks were disappearing as I advanced through the questionnaire. There are many different expectations among the membership. As an older member, I'm still in the poster & bumper sticker age of publicity but think they have their place. We need to reach out to students in community colleges, colleges and universities and communities. Perhaps members could volunteer/offer a one day class through their respective parks & rec program.	1/11/2017 4:53 PM
161	In terms of survey design, having to rank a list of 13 items that don't all fit on my laptop window at once was a pain. Thanks for reaching out to the membership.	1/11/2017 4:51 PM
162	Native plants are favorite for all species whether NS or South America , etc	1/11/2017 4:51 PM
163	Too long and cumbersome -- you will have lost some folks along the way	1/11/2017 4:47 PM
164	My husband and I joined to learn more about native plants and support their use. Douglasia has kept me a member and I enjoy it greatly. I get so much email, I don't read every email. I do like WTA's format for emails, but they still have a print magazine.	1/11/2017 4:44 PM
165	I don't get to meetings often - don't drive at night as much now. I will support WNPS whatever you decide about communications. I intend to read the blog but just forget to do it.	1/11/2017 4:36 PM
166	I use WNPS to learn about upcoming King County Plant Salvage events.	1/11/2017 4:34 PM
167	I hope the WNPS continues and increases its involvement in rare species protection, habitat preservation, and land conservation efforts in general. I think this is THE most important issue in which we should be involved.	1/11/2017 4:33 PM
168	I stopped being a member a few years ago and the answers I gave were based on the time I was a member.	1/11/2017 4:31 PM
169	I have not received much information from Salal since we joined last year. We went on a couple hikes. We would like to be more active in field trips.	1/11/2017 4:30 PM
170	Life member, still enjoy keeping in touch.	1/11/2017 4:30 PM
171	I'm surprised that WNPS considers Douglasia a communication device. I regard it as primarily a quasi-scientific publication. I know that news about upcoming events like Sudy Weekend are included but I often miss this kind of news. Emails from my local chapter are what I consider the primary communication from WNPS. I would also like to register to receive emails from WNPS "headquarters" on topics that I select. This would include field trips, lectures at other chapters, plant sales, and other similar events. I don't have the time to read "gossipy" information. You CAN do better in communicating with your members!	1/11/2017 4:28 PM
172	great group - love the education aspect	1/11/2017 4:27 PM
173	I have not been active because I have not noticed that there is an active group on the olympic peninsula	1/11/2017 4:26 PM
174	As well as a being a professional botanist, I also own an estate liquidation company. There are far too many mugs in every home I liquidate. A more relevant drawing prize (like a good hand lens) would be a much better prize.	1/11/2017 4:19 PM
175	The reason I joined WNPS is to LEARN! (not one of the choices you listed) The website should be kept up to date. I live on Whidbey Island and am a member of both Salal and CPS chapters. So far I have attended one event in each chapter and found both rewarding.	1/11/2017 4:17 PM
176	A great organization! Proud to be a member	1/11/2017 4:11 PM
177	You didn't ask a thing about the #1 reason I joined -- the native plant sales. Also, I had no idea what most of the programs are. Maybe if I knew what Botany Washington was, I'd give it higher priority.	1/11/2017 4:08 PM
178	Please get the organization technically accurate	1/11/2017 4:05 PM
179	I can't answer the last two questions, as I never really became involved due to time and money constraints, and I had to let my membership lapse.	1/11/2017 4:04 PM
180	Keep up the great work!	1/11/2017 4:04 PM
181	I am too new to be much help, I am afraid...	1/11/2017 3:51 PM