

**IFA Director Survey**

**\* CONFIDENTIAL \***

Name: \_\_\_\_\_

For communication between meetings, I prefer:

- a. \_\_\_\_\_ Email
- b. \_\_\_\_\_ Telephone at \_\_\_\_\_ Best time of day to call: \_\_\_\_\_
- c. \_\_\_\_\_ Other: \_\_\_\_\_

For meetings, I prefer:

- a. \_\_\_\_\_ In person at a central location
- b. \_\_\_\_\_ Conference calls
- c. \_\_\_\_\_ Other \_\_\_\_\_

What is your comfort level with the following tasks, where 1 = most comfortable, willing, able and 10 = no way

- a. \_\_\_\_\_ Individual member recruitment – people I know
- b. \_\_\_\_\_ Individual member recruitment – approaching or calling people I don't know
- c. \_\_\_\_\_ Use of Wild Apricot member database
- d. \_\_\_\_\_ Mailing letters to lapsed or potential members
- e. \_\_\_\_\_ Organizing and/or attending meetings with my fellow regional directors
- f. \_\_\_\_\_ Organizing an educational event for members in my region
- g. \_\_\_\_\_ Assisting with an educational event in my region
- h. \_\_\_\_\_ Serving on a statewide IFA committee (see page 2 for committee choices)
- i. \_\_\_\_\_ Serving on two IFA committees
- j. \_\_\_\_\_ Active service within my region, representing and serving members in my area
- k. \_\_\_\_\_ Making a presentation about IFA to a small group that includes potential members
- l. \_\_\_\_\_ Meeting with my District Forester to discuss IFA and learn about potential members
- m. \_\_\_\_\_ Contacting my state and/or federal legislators on an issue of concern

Regarding the Wild Apricot system used to manage members, events, and communication:

- a. \_\_\_\_\_ I am able to log in and perform basic member inquiries
- b. \_\_\_\_\_ I have prepared event fliers
- c. \_\_\_\_\_ I know how to send out an email to members in my region
- d. \_\_\_\_\_ I am willing to learn more, but need some guidance and step-by-step instructions

Please rate your interest in the following committees: 1=best fit for my interests/skills and 10=not a good fit

- a. \_\_\_\_\_ Legislative/Policy Committee
- b. \_\_\_\_\_ Marketing Committee (public relations)
- c. \_\_\_\_\_ Membership Committee
- d. \_\_\_\_\_ Finance Committee
- e. \_\_\_\_\_ Nominating Committee
- f. \_\_\_\_\_ Landowner Advisory Committee
- g. \_\_\_\_\_ Represent IFA on an external partner organization's committee

Would you be willing to lead a committee? Yes \_\_\_\_\_ No \_\_\_\_\_ Maybe \_\_\_\_\_

Do you have any special skills that might help IFA? \_\_\_\_\_

**Membership**

*Understand/engage members and increase membership.* Assess member needs through interviews and surveys. Address lapsed memberships. Seek opportunities to share IFA recruitment materials through partner agencies and organizations. Reach prospective members with information that encourages and facilitates membership. Provide opportunities for members to engage more fully in IFA activities as volunteers.

**Marketing**

*Educate members and the general public.* Develop effective messaging that brands IFA as a recognizable source of valuable and credible information. Develop/deliver content that results in a more complete and accurate popular understanding of forestry and forest management. Communicate in a variety of ways to share useful information with members and the public. Prioritize efforts to maximize growth in IFA membership while making the best use of scarce resources. Increase landowner awareness of IFA through promotion of the Purple Paint Law.

**Legislative/Policy**

*Policy advocacy for IL Forests.* Monitor state and federal legislative activity relevant to Illinois forests. Recommend appropriate response strategies to the Board. Lead organization of a member alert/response system for use in responding to legislation relevant to member interests. Proactively influence state and federal programs relevant to Illinois forests by representing IFA interests during events/activities of partner agencies. Develop, review, and update IFA position statements on issues of concern.

**Technical Advisory**

*Promote forest management and help landowners manage forests.* Share existing technical resources (expertise, print media, videos, etc.) through IFA channels. Identify gaps in existing resources and develop new tools to fill them. Deliver helpful information in a variety of formats appropriate for the material. Assist the Legislative/Policy Committee with position statements.

**Landowner Advisory**

Periodically advise on topics of interest for newsletter, email blasts, publications, webinars, programs, etc. Engaged on an ad hoc basis as needs arise for consultation.

**Annual Meeting**

Local arrangements, speaker recruitment, program planning, silent auction, and hosting of the IFA annual meeting.

**Finance**

Stewardship of IFA's finances, including investment strategies, budgeting, and financial reviews.

**Nominating**

Seek out and secure a steady succession of qualified candidates for the Board and elected leadership positions. Improve upon documentation and message shared with potential recruits.

**Executive** – Mike McMahan, John Edgington, Susan Romano, Dave Gillespie, Bill Gradle, Stephanie Brown (ex-officio)

Focused on IFA governance, strategic priorities, advancing progress between meetings, etc. This committee is comprised of elected officers plus the Executive Director.