

TO: Regional Directors and Chapter Presidents
FROM: Linda Harlan and the Eta State Membership Committee
RE: CHAPTER PROFILE SURVEY MATERIALS
RETURN DATE: JANUARY 1, 2010

DATE: September 28, 2009

ENCLOSED are the **Chapter Profile Survey materials** Linda Harlan and Maxine McCall spoke to you about at the Executive Board meeting at Elon:

- (1) Announcement of the "SHOE-IN Challenge"
- (2) List of Regional Directors and State Membership Contacts
- (3) Chapter Profile SURVEY Sheet -- TO BE RETURNED -- ELECTRONICALLY , IF POSSIBLE -- TO YOUR REGIONAL DIRECTOR NO LATER THAN JANUARY 1, 2010.

NOTE: You may download an electronic version of the Chapter Survey Sheet from the Eta State Website.

- (4) Chapter Profile Sheet TEMPLATE -- for OPTIONAL USE to gather data from members

Steps in the Process:

- . Each chapter collects and compiles the membership data called for on the Chapter Profile Survey Form.
- . Send your chapter's completed Profile Survey form to your Regional Director by January 1, 2010.
NOTE: Send the form electronically (by E-mail) if possible OR mail her the enclosed hard copy.
- . Regional Directors will collect Profile Survey Forms (electronic and/or hard copies) from all chapters in your region and will then pass them on to your region's State Membership Contact.
- . Your Region's State Membership Contact will compile the data from your region and send that summary along with all of your region's Chapter Profile Surveys to Margaret Church.
- . The State Membership team will produce the analytical graphics for State, Region, and your local Chapter – all of which will come back to you at the Eta State Convention in April.

The graphics that come to you, based on the information you send in on the CHAPTER PROFILE SURVEY SHEET will give you an immediate and comprehensive look at your chapter's membership profile to compare with Regional and State profiles. With these charts and graphs, you and your membership team will see at a glance where you can strengthen the balance of your membership as you select new members. The profile may also be an aid in program planning, setting up committees, mentoring, and other practical applications.

You may use any method you wish to collect the data. Possibilities:

- (1) You may post the enclosed SURVEY TEMPLATE at a chapter meeting and have members put dots, stars, check marks, or whatever in the boxes for each section applicable to them. NOTE: The Template Sheets may be enlarged to poster size and mounted on walls or easels for easier use. (KEEP TRACK OF ABSENTEES to collect data from them separately.)
- (2) You may make copies of the Chapter Profile Sheet and have members fill them out, each putting her name where the Profile sheet says "Chapter name." (KEEP TRACK OF FORMS RETURNED SO THAT YOU GET INFORMATION FROM ALL MEMBERS.)
- (3) If your chapter has the necessary information readily on file, the Membership Chair, members of your Membership team, or the Chapter President may simply compile and transfer that information to the Chapter Profile Survey Sheet. (BE SURE THAT YOU HAVE INFORMATION IN EACH CATEGORY FOR ALL MEMBERS.)

Whatever method you choose for collecting the data, IT IS VITAL THAT INFORMATION FOR EVERY MEMBER BE INCLUDED IN THE SURVEY.

To expedite getting graphic information back to you in April, IT IS VITAL THAT YOU MEET THE DEADLINE
DATE: JANUARY 1, 2010.

Address questions about the survey to

The State Membership Committee member serving your Region

(See enclosed Regional Contact Information for phone number and E-mail address.)