



Fall 2011

Membership Survey Report

Florida Forestry Association

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Center for Public Issues Education
IN AGRICULTURE AND NATURAL RESOURCES

UFIFAS

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Introduction

In the summer of 2011, the Florida Forestry Association (FFA) approached the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) about conducting a membership survey. The purpose of the membership survey was to help the organization identify how to better serve the needs of their current members and potential members by understanding the perceptions, barriers and benefits of membership in the FFA.

Methodology

This research was conducted with a quantitative survey method utilizing a researcher-developed questionnaire. Once the survey questions were developed, the survey was distributed to the FFA staff for review. The staff reviewed the instrument and offered suggestions for modifications to the survey. Revisions were made as suggested by the FFA staff. Once finalized, the instrument was reviewed by a panel of university experts for face and content validity.

The survey was distributed to both current and past members of FFA. Those members with a valid email address were sent the survey via email; the remaining members were mailed a hard copy survey with a pre-addressed and stamped return envelope. A cover letter written by FFA Executive Vice President, Jeff Doran, was sent along with the surveys. The cover letter explained the purpose of the survey and included a call for member participation in the survey.

On November 16, 2011, the survey was distributed to 1,907 current and past members of FFA; 946 surveys were sent electronically and 961 surveys were mailed to participants. The following week, on November 22, 2011, a postcard reminder was sent to mail participants and an email reminder was sent to those participating electronically. Surveys were collected both in written and electronic form until December 23, 2011. During the data collection period, seventeen mail surveys were returned to the PIE Center undeliverable, reducing the mail sample size to 944 and the total survey sample size to 1890. Once the surveys were returned, data were entered into statistical software for analysis.

Results

As of December 23, 2011, 149 participants started the online the survey and 97 began the mailed surveys. Of the 246 (13.0%) surveys started by participants, 234 were completed and 12 participants answered some questions but did not complete the survey.

Demographics

Eighty-seven percent of respondents were over the age of 46 (n=198) with only ten respondents reporting to be below the age of 35. Of the mentioned 87%, 30% (n=68) of respondents were over the age of 65. Only 9% (n=21) of those surveyed were women; 91% (n=204) were men. Seventy percent (n=160) of those surveyed had obtained a bachelor's degree or substantive four-year degree or higher. The highest degree obtained by forty seven percent of the total respondents (n=107) was a bachelor's degree, while twenty three percent (n=53) had obtained a master's or doctoral degree.

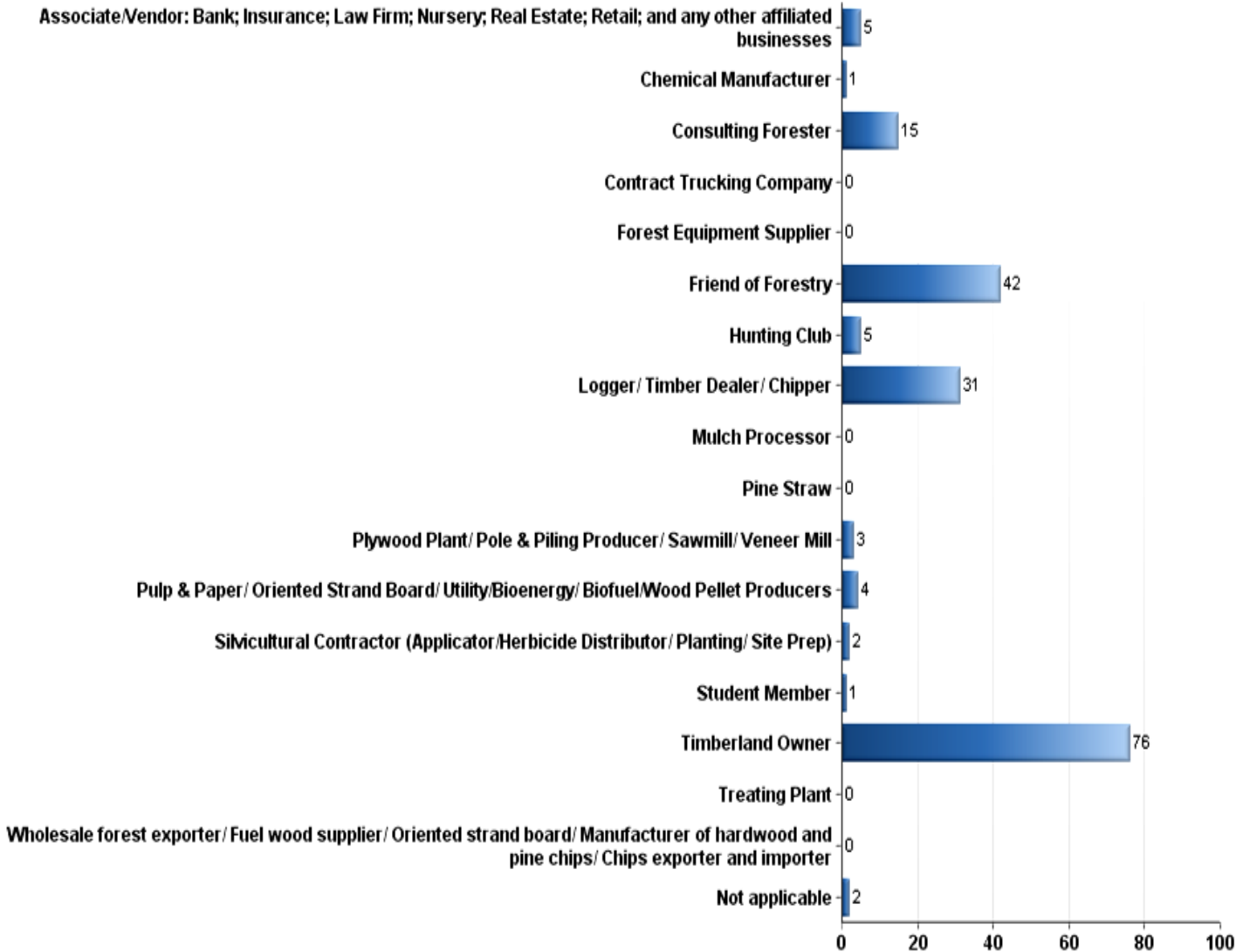
Of the respondents who agreed to participate in the survey, 192 (79%) reported being a current member of the Florida Forestry Association and 52 (21%) participants reported not being a current member.

Florida Forestry Association Membership Characteristics

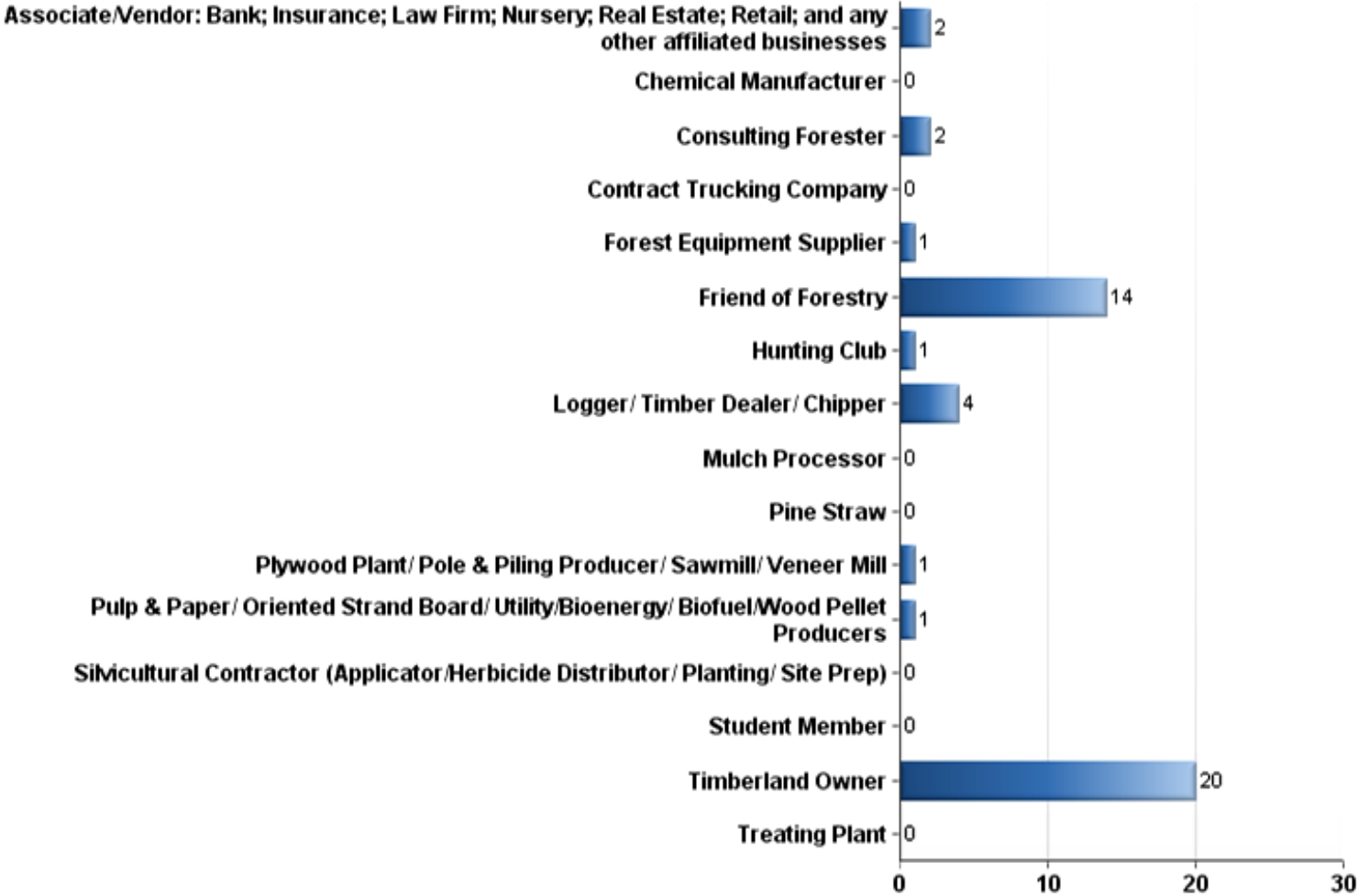
Membership Type

The majority of current FFA members (41%, n=76) identified themselves as timberland owners, followed by 22% (n=42) as a Friend of Forestry, and 17% (n=31) as a logger/timber dealer/chipper. The majority of past FFA members (43%, n=20) also identified themselves as timberland owners, followed by 30% (n=14) as a Friend of Forestry.

Current FFA members



Past FFA Members



Length of Membership

Thirty-seven percent (n=68) of current FFA members have been members for 20 years or more. Thirty-one percent (n=58) have been members for more than 10 years. Of past FFA members, 44% (n=20) indicated being a member in FFA for more than 10 years before leaving the organization and 46% (n=21) indicated being a member five years or less.

Current FFA Members

Length of Membership	Responses	%
1 year or less	9	5%
2-3 years	12	6%
4-5 years	18	10%
6-7 years	9	5%
8-9 years	11	6%
10 years or more	58	31%
20 years or more	68	37%
Total	185	100%

Past FFA Members

Length of Membership	Responses	%
1 year or less	5	11%
2-3 years	4	9%
4-5 years	12	26%
6-7 years	2	4%
8-9 years	3	7%
10 years or more	10	22%
20 years or more	10	22%
Total	46	100%

Leadership Positions Held

Of the current FFA members, the majority of respondents (86%, n=156) indicated they were not currently holding a leadership position within the Florida Forestry Association. In addition, 89% (n=136) have never held a leadership position in FFA. Twenty-five respondents are currently holding a leadership position in FFA and sixteen respondents held a leadership position in the past.

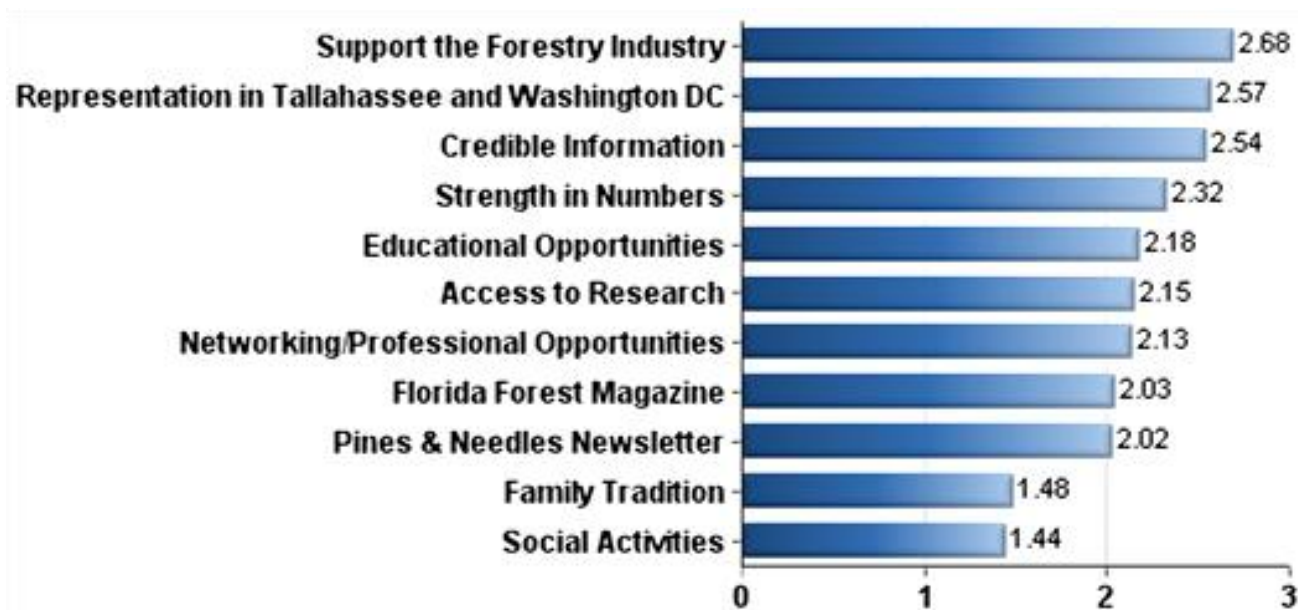
Leadership Position	Response	%
Yes	25	14%
No	156	86%
Total	181	100%

Perceptions of Membership in Florida Forestry Association

Reasons for Becoming a Member

Respondents were asked to rate the reasons they became a member of FFA on a scale of one to three scale based on levels of importance. Based on the mean scores of responses (n=207), participants indicated supporting the forestry industry ($M=2.68$) as the most important reason for becoming a member of the Florida Forestry Association, followed by representation in Tallahassee and Washington D.C. ($M=2.57$), and credible information ($M=2.54$). Respondents felt social activities ($M=1.44$) and family tradition ($M=1.48$) were the least important reasons for joining FFA.

Other important reasons listed for joining FFA include access to insurance (i.e. liability insurance), information, and forestland conservation.



Reasons for Remaining a Member

Current members of FFA (n=192) were asked to rate the reasons they have remained a member of FFA on a scale of one to three based on levels of importance. Based on the mean scores of responses (n=164), participants indicated supporting the forestry industry ($M=2.73$) as the most important reason for remaining a member of the Florida Forestry Association, followed by representation in Tallahassee and Washington D.C. ($M=2.63$), and credible information ($M=2.55$). Once again, respondents felt social activities ($M=1.42$) and family tradition ($M=1.49$) were the least important reasons for remaining in FFA.

Other important reasons listed for remaining in FFA include access to insurance (i.e. liability insurance, property insurance), to influence legislation, information, greenbelt, the news clips, price of timber, still in logging business and being a timber dealer.



Reasons for Leaving the Association

Past members of FFA were asked to rate the reasons for leaving the FFA on a scale of one to three based on levels of importance. Based on the mean scores of responses (n=31), respondents indicated dues being too high ($M=1.87$) as the most important reason for leaving the Florida Forestry Association.

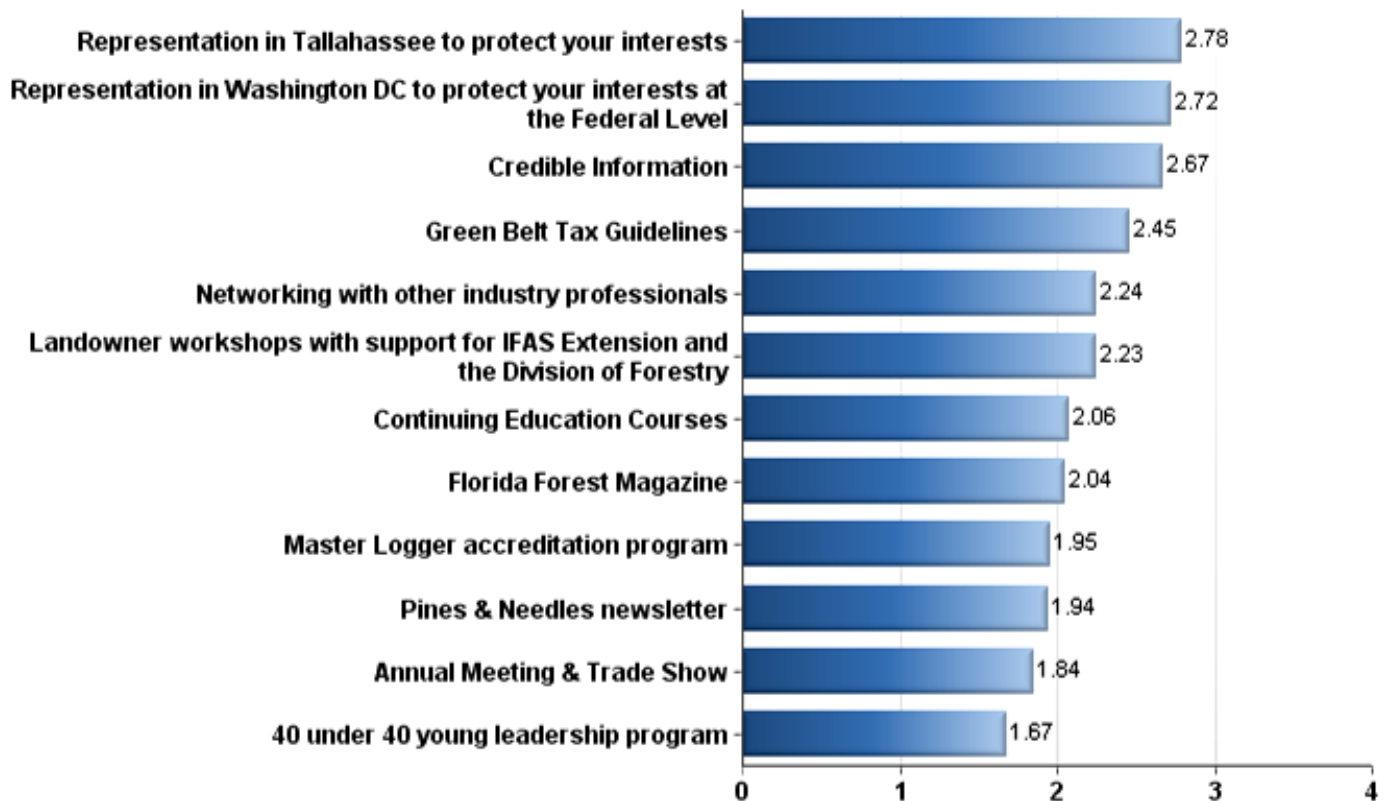
Other important reasons listed for leaving the FFA include: transitioning to one income; changing positions within a company; the lease was sold; forestry industry in Florida is dead; FFA does not benefit members' business and favors big business members; excessive coverage of issues that aren't of interest (i.e. truck weight limits); less expensive insurance alternatives; and too much emphasis on social activities.



Opinion of Membership Benefits

Current members of FFA were asked to rate the most important benefits to membership in the Florida Forestry Association on a scale of one to three. Based on the mean scores of responses (n=179), respondents felt that representation in Tallahassee ($M=2.78$) and DC ($M=2.72$) were the most important benefits to membership. Respondents felt the annual meeting and trade show ($M=1.84$) as well as the 40 under 40 young leadership program ($M=1.67$) were the least important benefits of FFA membership. In addition, a few respondents did not know FFA offered green belt tax guidelines (n=16), the 40 under 40 young leadership program (n=10), offered representation in Washington, D.C. (n=9), representation in Tallahassee (n=7), or credible information (n=7).

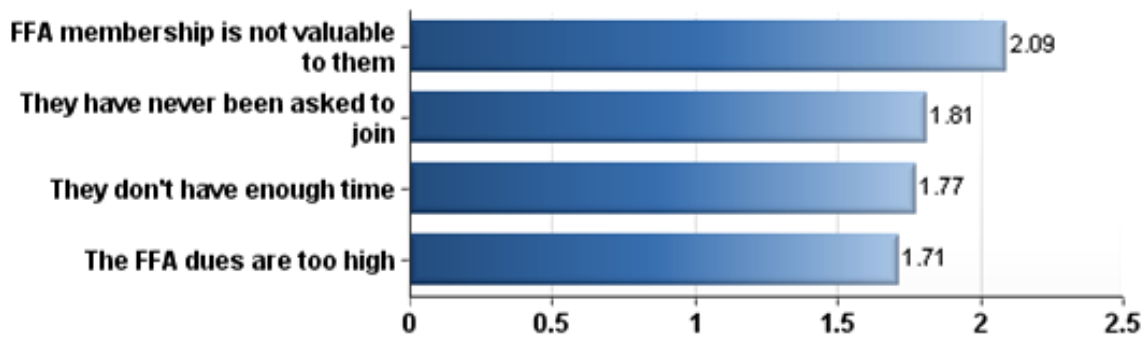
Other FFA membership benefits listed include access to insurance, influence legislation, forestland conservation, forest Friday and news clips, and voice for forestry in media.



Barriers to Membership

Current FFA members were asked, on a scale of one to three, their opinion of what barriers exist for forestry professionals who are non-FFA members to join FFA. Based on the mean scores of responses (n=200), the largest perceived barrier to membership is that FFA membership is not valuable to non-members ($M=2.09$).

Other large barriers identified by respondents include the perception that non-member interests are not a priority to FFA; free information is available; private property rights; FFA is a “clique” association; policy conflicts; FFA has a split agenda that tends to side with industry; FFA does not work in partnership with members; and there are too many constituencies.



Outreach to non-member Forestry Professionals

Participants were asked how FFA should reach out to forestry professionals not involved in the Florida Forestry Association. Based on the mean scores of responses (n=205), respondents felt the best way to reach out to potential new members was to ask individuals to join in person ($M=2.66$). Sending non-members issues of the Florida Forest Magazine was the second highest suggestion ($M=2.35$). Respondents indicated that asking individuals to join over the phone ($M=1.83$), and through social media ($M=1.86$) were the least recommended types of outreach.

Other suggested outreach methods include: increasing awareness of political efforts and successes (i.e. weight, greenbelt, etc); clearly communicating the benefits of membership to non-members; fighting outspokenly about important issues (i.e. truck weights, county harvest permit issues, etc); working with other associations (like SWPA) rather than against them in areas like education; protecting private property rights; involving more members in activities important to forestry; truly representing loggers, not just demanding money; when soliciting members discuss targeted benefits by member type; reducing the dues for small private landowners; targeting content specific regional/local meetings; publishing newspaper articles; and convincing non-members how membership can increase profit.




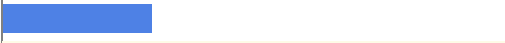



Communication in Florida Forestry Association

Most Valued FFA Communication Vehicle


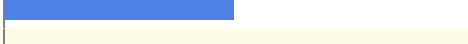


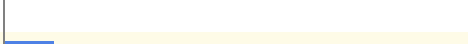
When asked what Florida Forestry Association communication vehicle individuals value the most, participants indicated Forestry Friday (27%, n=58) as most valuable and *FLORIDA Forests* magazine (16%, n=35) as the least valuable. However, as shown in the graphs above, the most valuable communication vehicle varies among online and mail survey participants. Online survey participants indicated Forestry Friday (43%, n=56) as the most valuable, while mail survey

participants indicated *Pines and Needles* (30%, n=25) as the most valuable communication vehicle. Other valuable communication vehicles that participants suggested include newspaper clippings and daily emails.



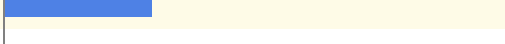


Combined Respondents

FFA Communication Vehicle		Responses	%
Pines and Needles		47	22%
Forestry Friday		58	27%
Florida Forests Magazine		35	16%
Legislative and Congressional Alerts		45	21%
Other		28	13%
Total		213	100%

Online Survey Respondents

FFA Communication Vehicle		Responses	%
Pines and Needles		22	17%
Forestry Friday		56	43%
Florida Forests Magazine		13	10%
Legislative and Congressional Alerts		27	21%
Other		12	9%
Total		130	100%

Mail Survey Respondents

FFA Communication Vehicle		Response	%
Pines and Needles		25	30%
Forestry Friday		3	4%
Florida Forests Magazine		22	26%
Legislative and Congressional Alerts		18	21%
Other		16	19%
Total		84	100%

Topics of Interest in FFA Publications

Participants were asked to identify topics in FFA publications that they were most interested in. The majority of respondents were interested in either legislative issues (35%, n=76) or market information (29%, n=64). However, many online and mail respondents (14%, n=30) selected “other” and indicated an interest in all of the topics listed or a combination or 2 or more topics.

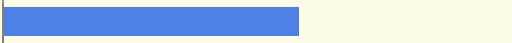


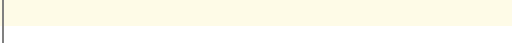

FFA Publication Topic	Responses	%
Market Information	64	29%
Legislative Issues	76	35%
Silviculture Tips	35	16%
Tax Info	15	7%
Other	30	14%

Preference for Receiving FFA Information & *Pines & Needles* Newsletter

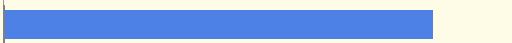




When asked how participants preferred to receive information from the FFA, the majority of respondents prefer to receive information via email (58%, n=130) or the U.S mail (38%, n=85). Participants were also asked how they preferred to receive the *Pines and Needles* newsletter. Based on the total average responses, participants prefer to receive the *Pines and Needles* newsletter by mail (M=1.54), then by email (M=1.71) and the lastly on FFA website (M=2.75).

However as shown in the graphs below for each, the preferences between online and mail participants vary greatly. Online survey participants prefer email for receiving FFA information (84%, n=113) and the *Pines and Needles* newsletter (M=1.42) to mail distribution, while mail survey participants prefer mail for receiving FFA information (75%, n=68) and the *Pines and Needles* newsletter (M=1.24).

Combined Respondents

Communication Method for FFA Information		Responses	%
Email		130	58%
US Mail		85	38%
Social Media (facebook, twitter)		1	0%
On the FFA Website		3	1%
Other		6	3%
Total		225	100%

Online Survey Respondents

Communication Method for FFA Information		Responses	%
Email		113	84%
US Mail		17	13%
Social Media (facebook, twitter)		0	0%
On the FFA Website		1	1%
Other		4	3%
Total		135	100%

Mail Survey Respondents

Communication Method for FFA Information	Response	%
Email	18	20%
US Mail	68	75%
Social Media (facebook, twitter)	1	1%
On the FFA Website	2	2%
Other	2	2%
Total	91	100%

Internet Usage

When asked to describe the capacity participants use the Web/Internet to seek information, the majority of respondents (29%, n=66) indicated using the Web/Internet both at home and work to seek information, followed by 25% (n=56) of respondents who use the Web/Internet at work, home and on their smartphone. Nineteen percent (n=43) of respondents do not use the Web/Internet at all. Of the mail respondents (n=91), 45% (n=41) indicated not using the Web/Internet at all; accounting for 95% of the total respondents who indicated they did not use the web/internet.

Type of Internet Use	Responses	%
I do not use the Web/Internet	43	19%
I use the Web/Internet at work to seek information	18	8%
I use the Web/Internet at home to seek information	31	14%
I use the Web/Internet on my smartphone to seek information	6	3%
I use the Web/Internet both at work and at home to seek information	66	29%
I use the Web/Internet at work, at home, and on my smartphone to seek information	56	25%
Other	4	2%
Total	224	100%

Frequency of Internet Use

Respondents who reported using the web/internet in some capacity (n=181), were asked how often they use the Internet to find information. An overwhelming majority (75%, n=137) of total respondents indicated that they use the Internet more than five days a week. Fifty-seven percent (n=104) of the total respondents use the Internet daily basis. Respondents were also asked how often they access the Internet, aside from email, on a daily basis. The majority of respondents (33%, n=57) reported accessing the Internet 1=2 times per day.

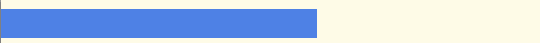

Frequency of Internet Use	Responses	%
1-2 days per week	17	9%
3-4 days per week	27	15%
5-6 days per week	33	18%
Daily	104	57%
Total	181	100%

Daily Internet Use (# of times accessed)	Responses	%
None	7	4%
1-2 times	57	33%
3-4 times	41	24%
5-6 times	29	17%
More than 6 times	37	22%
Total	171	100%

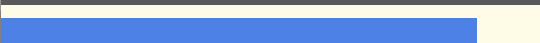
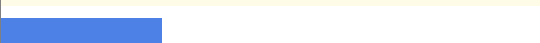
Internet as a Source of Forestry Information

Sixty-two percent (n=125) of participants indicated that they use the Internet to search for information regarding forestry, while 38% (n=78) stated they do not. However, as shown in the above graphs, online participants and mail participants greatly differ in their Internet usage. Online participants (75%, n=98) indicated using the Internet to seek forestry information, while the majority of mail respondents (62%, n=45) do not use the web/internet to seek information about forestry.



Combined Respondents

Use Internet for Forestry Information		Responses	%
Yes		125	62%
No		78	38%
Total		203	100%

Online Survey Respondents

Use Internet for Forestry Information		Responses	%
Yes		98	75%
No		33	25%
Total		131	100%

Mail Survey Respondents

Use Internet for Forestry Information		Responses	%
Yes		28	38%
No		45	62%
Total		73	100%

Frequency Using Internet as a Source of Forestry Information

Participants who indicated using the Internet to seek information about forestry (n=125) were asked how often they did so. Of those participants, the majority (78%, n=97) indicated they seek forestry information more than two to three times a month.

However, variations in responses were identified between mail and online survey respondents. When comparing the frequency of internet usage between online and mail survey participants, the majority of online participants seek forestry information on the internet 2-3 times a week (24%, n=24) while the majority of mail participants seek forestry information only 2-3 times or less a month (79%, n=22).

Combined Respondents

Frequency of Internet Use for Forestry Information	Responses	%
Never	0	0%
Less than Once a Month	11	9%
Once a Month	17	14%
2-3 Times a Month	27	22%
Once a Week	25	20%
2-3 Times a Week	25	20%
Daily	20	16%
Total	125	100%

Online Survey

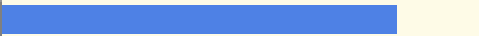

Frequency of Internet Use for Forestry Information	Responses	%
Never	0	0%
Less than Once a Month	7	7%
Once a Month	7	7%
2-3 Times a Month	20	20%
Once a Week	22	22%
2-3 Times a Week	24	24%
Daily	18	18%
Total	98	100%

Mail-Paper Survey

Frequency of Internet Use for Forestry Information	Responses	%
Never	0	0%
Less than Once a Month	4	14%
Once a Month	10	36%
2-3 Times a Month	8	29%
Once a Week	3	11%
2-3 Times a Week	1	4%
Daily	2	7%
Total	28	100%

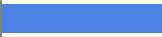

Florida Forestry Association Website

Participants who indicated using the web/internet were asked if they have ever visited the Florida Forestry Association Website, 83% (n=150) indicated that they have and 17% (n=31) stated that they have never. Ten respondents who have never visited the FFA website are from the online survey group and the remaining 30 respondents were mail survey participants.

Visited FFA Website		Responses	%
Yes		150	83%
No		31	17%
Total		181	100%

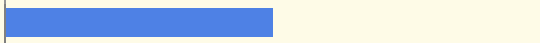




Use of Social Media

Of the participants who indicated using the web/internet in some capacity (n=181), 66% (n=119) do not use social media while the remaining 34% (n=61) use social media. Of the 61 respondents who use social media, only 18 (30%) are mail survey respondents.

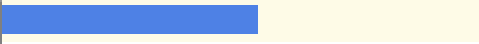
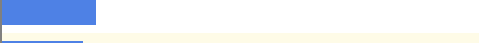
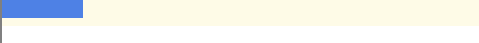

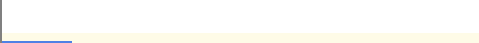
Social Media Use		Responses	%
Yes		61	34%
No		119	66%
Total		180	100%

Preferred Social Media Sites


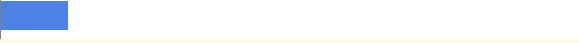
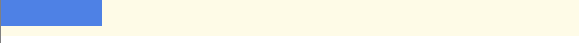


Participants who indicated using social media (n=61) were asked if they would follow the Florida Forestry Association on one or more of the listed social media sites. The majority of respondents (50%, n=29) indicated they would follow the FFA on Facebook. Another preferred social media site was LinkedIn. Forty-three percent (n=25) of respondents who use social media said they would not follow FFA on social media sites.

Social Media Preference		Response	%
facebook		29	50%
Twitter		10	17%
YouTube		10	17%
I would not follow FFA on social media sites		25	43%
Other		6	10%

Online Survey Respondents

		Responses	%
facebook		22	54%
Twitter		8	20%
YouTube		7	17%
I would not follow FFA on social media sites		16	39%
Other		6	15%

Mail Survey Respondents

Social Media Preference		Responses	%
facebook		7	41%
Twitter		2	12%
YouTube		3	18%
I would not follow FFA on social media sites		9	53%
Other		0	0%

Use of a Smart Phone to Scan QR Codes

Participants, who indicated using the web/internet on their smartphone to seek information, were asked if they had ever used the device to scan QR codes. Thirty-four percent (n=20) indicated that they had scanned QR codes, however the majority of respondents (66%, n=39) indicated that they had not. Of the 20 respondents who indicated using QR codes, 3 (15%) were mail survey respondents.

Use of QR Codes		Responses	%
Yes		20	34%
No		39	66%
Total		59	100%

Voting & Political Involvement

Number of Registered Voters

Ninety-eight percent (n=221) of the participants reported being a registered voter while only 2% (n=4) were not registered.

Registered to Vote		Responses	%
Yes		221	98%
No		4	2%
Total		225	100%

Voting History in Most Recent Presidential & Florida Elections

When asked if participants voted in the 2008 presidential election, an overwhelming majority (98%, n=203) of respondents indicated voting. Participants were also asked if they voted in the 2010 Florida election. Eighty-six percent (n=190) of respondents indicated they had voted in the Florida election, while 14% (n=32) did not vote.

Voted in 2008 Presidential Election		Responses	%
Yes		220	98%
No		4	2%
Total		224	100%

Voted in 2010 Florida Election		Responses	%
Yes		190	86%
No		32	14%
Total		222	100%

Spectrum of Political Involvement

Participants were asked to describe their political involvement by indicating their level of agreement with three statements. Response items ranged on a scale of one to five, with five indicating strongly agree and one indicating strongly disagree. Forty-three percent (n=91) of total participants agreed or strongly agreed to being actively involved in politics at the state level. Forty-one percent (n=86) of participants also agreed or strongly agreed to being actively

involved in politics at the federal level. When asked if they would contact elected officials if asked, 41% (n=85) of participants agreed or strongly agreed while 34% (n=70) either disagreed or strongly disagreed with this idea. Based on the mean scores of the responses to each statement, participants neither agree nor disagree to being politically active in politics at the state and federal level and to contacting elected officials if asked to assist.

Type of Political Involvement	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Responses	Mean
I am active in politics at the state level.	35	31	54	67	24	211	3.07
I am active in politics at the federal level.	38	28	56	64	22	208	3.02
I would assist if called upon to contact elected officials.	44	26	53	72	13	208	2.92

Conclusions

- The majority of current and past members of FFA were timberland owners who had not held a leadership position within the organization. While the survey was equally distributed through the US Mail and online, only 97 (10.26%) of the individuals mailed the survey responded while 149 (15.75%) of the individuals emailed the survey responded, suggesting that FFA members who are proficient with the Internet and on FFA’s email contact list are more active in the organization.
- The top three reasons for becoming a member and remaining a member of FFA were the same: to support the forestry industry, to maintain representation at the state and federal level, and to receive credible information. These three reasons were also rated as the most important benefits to membership within the organization.
- While the cost of membership dues was rated the most important reason for leaving FFA, none of the response options were selected that frequently, indicating that there may be other important reasons for leaving the organization that were not listed in the survey.
- Based on the qualitative responses regarding barriers to joining FFA, current members believed that non-members have different views on policies, leading them to believe that FFA would not represent their interests and that perception kept them from joining. Other suggested barriers to membership included that FFA heavily favors industry over forestry and that there is a lack of understanding about the importance of the organization.
- Several major differences existed between online survey respondents and mail survey respondents.
 - Online survey respondents use the Internet much more frequently as a source of information about forestry, are more likely to follow FFA on social media sites, and prefer to receive *Pines and Needles* via email while mail survey respondents prefer to receive *Pines and Needles* via US Mail.
 - Mail survey respondents prefer *Pines and Needles* as a communication tool and value Forestry Friday the least while online survey respondents overwhelmingly prefer Forestry Friday. However, equal proportions of both groups prefer the legislative and congressional updates.

- Though the majority of participants did not use social media, both online and mail respondents indicated they were most likely to follow FFA on Facebook or not at all.
- Almost all of the participants were registered voters and voted in the 2008 presidential election as well as the 2010 state election. Even though the participants voted at a much higher proportion than the general public, they did not view themselves as politically active at the state or federal level and did not feel comfortable contacting elected officials.

Recommendations Membership Benefits

- Since the reasons for becoming a member, remaining a member and the most important benefits of FFA membership were the same, FFA should focus its attention and resources on those reasons and benefits. FFA should consider streamlining programs and events not listed as important to the membership to increase efficiency and focus on the priorities of the membership.
- Some members were unaware of current programs and benefits offered by FFA including the 40 under 40 leadership program and Green Belt Tax guidelines. Using available communication tools, FFA should make sure all members are aware of all the activities and perks the organization offers..
- Since none of the reasons for leaving the association were overwhelmingly selected, FFA staff should follow up with more past members of the organization to discover why they discontinued their membership. This follow up would determine if there are any other reasons for leaving FFA that were not listed in the survey.

Forestry Professional Outreach

- When encouraging individuals to join the organization, FFA's premier strategy for recruitment should be one-on-one, in person conversations with FFA staff or FFA members.
- FFA should create a potential new member packet that clearly defines the membership types and communicates the benefits of membership by type while deemphasizing the cost of dues. This strategy has been effective for other organizations with whom the PIE Center has worked.
- Targeting regional and local forestry meetings and advertising membership could also increase the total membership in the organization. Collaboration with other similar organizations, like the Southern Wood Producers Association, on events and education or leadership programs would increase the visibility of FFA to others in the industry and may also increase interest in joining FFA.

Communication & Publications

- The communication tools most valued by online and mail survey respondents differed greatly between online and mail survey respondents. The difference between the survey respondents suggests that FFA's communication strategy may have to be two fold. One communication plan should be developed for members who depend on the Internet for communication and information while a second plan should be developed for members who depend more on US Mail.
- Overall, the *FLORIDA Forests* magazine is the least valued communication tool that FFA uses. FFA should consider packaging some of the communications tools for more efficiency and focus on the membership's preferences.
- FFA should focus the content of the *Pine and Needles* newsletter on legislative issues and market information. Though these two topics are of the most interest to members, FFA staff should solicit more feedback about specific legislative issues and topics that are most important.

- The vast majority of online survey respondents preferred to receive *Pines & Needles* via email while the vast majority of mail survey respondents preferred US Mail delivery. Therefore, FFA should use both delivery systems to distribute the newsletter.
- Since there is such a wide variety of internet usage among the members of FFA, the FFA staff should allow each member to decide how they would like to receive information from FFA. FFA could send out cards with the next general mailing asking if the member prefers email or US mail. The members could mail back the card and preference could be tracked by FFA staff.
- FFA should continue to use the website as a source of information for members. While most of the participants did not use social media and indicated that they would not follow FFA on social media, there was a clear preference for Facebook among social media sites. Therefore, if FFA decides to enter the realm of social media, the site chosen should be Facebook. However, when posting to social media, FFA should try to consistently link back to the website.
- FFA should refrain from using QR codes in publications and other printed material since only 8% (n=20) of survey respondents indicated they had scanned one in the past.

Political Involvement

- While almost all of the participants had an active voting history, overall they did not view themselves as politically active. With such mixed feelings about individual activism, FFA should offer multiple opportunities and methods for members to engage in legislative issues. By offering a variety of ways to participate (i.e. writing a letter to elected officials, submitting op-ed articles, calling elected officials, or in person visits with officials), FFA could increase its members' participation in the legislative process.