

Survey Results for the Mission Statement



Germany Carolina Club

Annual National Meeting
Frankfurt, May 28, 2016

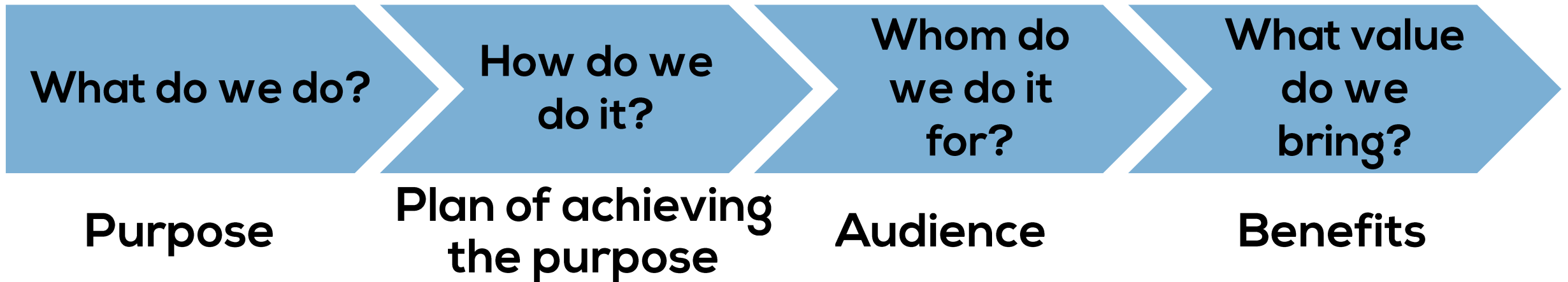
Why a Mission Statement?

Give direction to recurring discussions about what the club is

Increase attractiveness for prospective members

Professionalize structures

What Should Be in the Mission Statement?



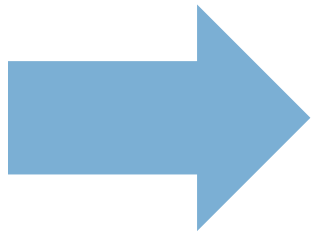
Purpose of the Survey

Find out what club members think about...

... what the club's goals should be.

... what events work best for them.

... what structure the club should have.



Development of mission statement

Key Survey Results: Club Goals

All respondents (100%) view club as way to casually stay in touch with UNC alumni

only minority for community service, fund raising

High support for database access, offline club events (incl. annual meeting)

moderate support for online services/networking; minimal support for fund raising

Words from free comments: "connect", "platform", "network", "raise awareness for UNC"

Key Survey Results: Club Events

Vast majority (89%) for current set-up of annual national meeting

only minority for community service, fund raising;
some openness for excursions/visits (~40%)

Majority willing to pay for events (11-50€); volunteer help with organization

Help offered: finding venues (66%), money (55%), finding speakers (50%)

Maximum of 1-3 events per year (>80%); preference for close proximity

moderate support for online services/networking; minimal support for fund raising

Words from free comments: "social events", "personal meetings"

Key Survey Results: Club Structure

**Almost everyone (94%)
prefers e-mail
communication**

support for website; little interest
in LinkedIn/Xing/Twitter

**Most support to establish club
leader (83%), communications
coordinator (66%), co-leader (50%);
majority for positions for 2 or more
years (61%)**

little support for treasurer

**No respondent willing to be
club leader/co-leader**

1/3 can't envision any leadership
position; help offered: volunteers
for events (50%)

**Words from free comments:
"continuity", "permanent
leader", "no centralization"**

Suggestion for Mission Statement

The Germany Carolina Club is the official network for alumni and friends of the University of North Carolina at Chapel Hill in Germany.

As a transatlantic volunteer organization, we serve Carolina alumni, students and officials by providing opportunities to network at our annual meeting and online.

Suggestion for Mission Statement

The Germany Carolina Club is the official network for alumni and friends of the University of North Carolina at Chapel Hill.

part of UNC club network

key function (survey)

highlighting non-profit volunteer nature (survey)

As a transatlantic volunteer organization, the Germany Carolina Club provides opportunities to network with Carolina alumni, students and faculty at our annual meeting and online.

two highest ranking event types (survey)

Suggestion for Mission Statement

The Germany Carolina Club is the official network for alumni and friends of the **benefit** University of North Carolina at Chapel Hill in **audience** Germany.

As a transatlantic volunteer organization, we serve Carolina alumni, students and **purpose** officials by providing opportunities to network **plan** at our annual meeting and online.

Questions and Comments

*Thank you for your participation!
Thank you for your comments!*



Germany Carolina Club

<http://germany.unc.alumnispaces.com/>



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