

NACAR

Executive Summary

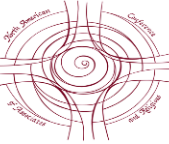
Communication Survey Results

November 2018

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The DAH Group

Executive Summary



- The most critical question is “Who does NACAR serve?”
 - That answer is not clear. Associates look for some things and Leadership of Associates look for other things.
 - All items evaluated have different responses based on this fundamental question.
- There is inconsistency in language and focus among the board
 - Without an Executive Director to ensure consistency, this contributes to the confusion experienced by members
 - Strategic decisions and direction is needed for core entity questions (Such as male/female; North America implications, etc.)
- There is a large amount of “churn”, new individual members for an Order becoming involved with NACAR
 - A robust database is needed that can handle the member changes
- There is a lack of awareness of NACAR and its tools and resources – even by those who are already members.
 - This speaks to limited marketing as well as the need for clarity regarding the target audience
 - Resources are being asked to do double “duty” as a resource and as a marketing tool.
- Most items scored higher for helping someone individually, than for their applicability to their Order.
 - This may be a reflection of the confusion between whether things are for leadership or associates.
- **NACAR DOES provide value.** It is just different for different groups of people. That is difficult to sustain with this size of an organization.