

MINUTES
SURVEY AD HOC SUBCOMMITTEE – UNDERSERVED
June 12, 2018

Posting Approved by Sandra Thornton Sunday, June 17, 2018 10:47pm
Pending Committee Approval

Present: Sandy Rockowitz, Steve Wilhelm, Carol Crothers, Charlie Sieck (by conference phone), Sandra Thornton (Leader).

Guests: Kathi Bachelor, Gail Vanderhoof, Nina Campfield, Clarke Lambert, Jerry Humphrey

Subcommittee reviewed the definitions of the two groups of GVR members defined as Underserved:

1. Underserved defined per NRC criteria: not drive a car, use a wheel chair, use assistive mobility device, have a caregiver; attend adult day care; need assistance with basic household expenses such as food or utilities; annual household income less than \$25,000/year; age 85 or older.
2. Underserved defined by answering survey question 4a "I am getting good value for my GVR dues" with the response of "Somewhat Disagree" or "Strongly Disagree".

Subcommittee briefly discussed NRC's newly provided survey data in the form of crosstabs for the two Underserved groups.

Charlie Sieck explained/reviewed the three sets of tables he has developed based on survey results for the two Underserved groups as well as the total member survey results. He will develop another set of tables for the Underserved respondents whose answers to the survey questions overlapped.

Steve Wilhelm presented a list of possible solutions to provide more value for GVR dues such as social activities, reduced costs for classes, and therapy pools, especially for GVR members who are older or with physical limitations. Sandy Rockowitz noted that GVR dues have been increasing substantially. Kathi Bachelor pointed out it is sometimes assumed that GVR members with limited incomes and increasing expenses can easily afford to move.

Subcommittee discussed how to address the member responses provided in the NRC verbatims for the open-ended survey questions for the Value for Dues Underserved group. We have decided to focus initially on reviewing and analyzing the verbatim responses to Questions 13 and 25. Responses to Question 10 are relevant to the Board of Director's survey subcommittee. Responses to Question 23 are relevant to the Communication survey subcommittee.

NRC will be providing the verbatims for the NRC defined Underserved within the week.