

Vision 2022 Survey Results

September 2017



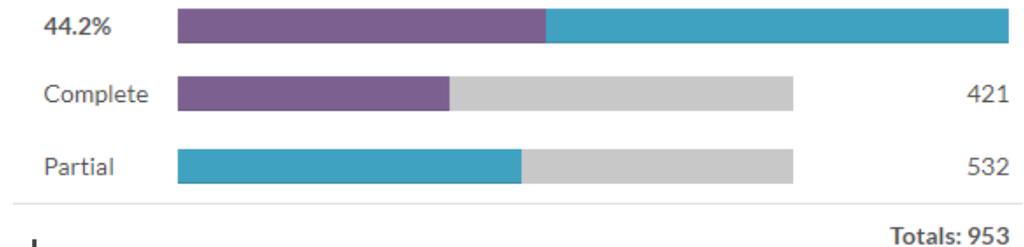
Participation

Distribution:

- 2x emails to ~30k people per email
- Included in regular Routefinder, Branch, and Leaderlines communications
- Promoted on social media

Participation

- 953 participants
- 44% completion rate
- 85% members | 15% nonmembers



Notes

- Open text responses classified by relevant categories
- Partial answers included in analysis



Based on what you know about The Mountaineers, what do you personally value about The Mountaineers? - Text Analysis

Word cloud analysis showing terms related to The Mountaineers. The most prominent words are "education" and "people". Other significant words include "training", "skills", "classes", "climbing", "opportunity", "safety", "learn", "books", "knowledge", "safely", "minded", "love", "other", "volunteer", and "advocacy".



Based on what you know about The Mountaineers, what do you personally value about The Mountaineers? - Text Analysis

Value		Percent	Responses
High quality outdoor education, skill development		50.6%	203
Welcoming community, foster connections with others		40.4%	162
Conservation and advocacy for wild places		30.7%	123
Activities to get people outdoors		27.4%	110
Safety		13.2%	53
Volunteerism		11.5%	46
Leader training and development		10.2%	41
Publishing		6.5%	26
Inclusion, attracting and serving people from diverse backgrounds		4.5%	18
Youth programs, future Mountaineers		4.5%	18
Other		4.5%	18
Access to public lands, stewardship		2.5%	10
History/heritage of organization		2.2%	9
Online education/e-Learning		1.2%	5
Safety focus		0.2%	1



Based on what you know about The Mountaineers, what do you personally value about The Mountaineers? - Text Analysis

Observations:

- Highest scores in outdoor education/skill development, community, conservation, and activities
- Volunteerism, support for leaders also score highly
- Strong alignment with values
- Surprisingly, youth programs aren't often cited

Example Comments:

- “Its a group that provides excellent training for people who want to spend significant time in nature. This training is often the difference between life and death.”
- “The opportunity to learn, hike, and meet people.”
- “The club's work to protect wilderness, particularly for outdoor recreation. The extremely useful guidebooks it publishes.”
- “The community, culture, volunteer-based, safety first mentality, enthusiastic people.”
- “I value the Mountaineers commitment to teaching more folks outdoor skills and developing leadership in those acquired skills.”



How important are the following three strategic priorities?

	Extremely Important	Very Important	Moderately Important	Slightly important	Not at all important	Responses
Leaders in Outdoor Education - we are an innovative leader in outdoor education. Count Row %	296 50.6%	203 34.7%	71 12.1%	13 2.2%	2 0.3%	585
Engage Future Mountaineers - we foster deep connections to the outdoors for future generations. Count Row %	286 49.0%	205 35.1%	68 11.6%	17 2.9%	8 1.4%	584
Advocate for our Wild Places - we fiercely defend the outdoor experience with a strong voice supporting our public lands. Count Row %	371 63.6%	135 23.2%	55 9.4%	14 2.4%	8 1.4%	583
Totals Total Responses						608



How important are the following three strategic priorities?

Observations:

- Strong support/alignment with all three priorities
- Surprisingly, Advocate for Wild Places scored highest, beating out next closest in “extremely important” by 13%
- Anything above 60% in the top two categories combined is considered hugely significant in survey analysis.
 - Fierce Advocates: 86.8% top 2
 - Leaders In Outdoor Ed: 85.3% top 2
 - Engage Future Mountaineers: 84.1% top 2



Think about The Mountaineers as an organization today. How well are we performing in these areas?

	Completely agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Completely disagree
Leaders in Outdoor Education - we are an innovative leader in outdoor education. Count Row %	155 26.5%	254 43.4%	110 18.8%	37 6.3%	19 3.2%	8 1.4%	2 0.3%
Engage Future Mountaineers - we foster deep connections to the outdoors for future generations. Count Row %	89 15.2%	255 43.6%	144 24.6%	76 13.0%	16 2.7%	4 0.7%	1 0.2%
Advocate for our Wild Places - we fiercely defend the outdoor experience with a strong voice supporting our public lands. Count Row %	118 20.2%	272 46.7%	102 17.5%	60 10.3%	22 3.8%	5 0.9%	4 0.7%

Observations:

- All three areas score well
- Performing best at Leaders in Outdoor Education (69.9% top 2)
- Bigger upside opportunities in Future Mountaineers (58.8% top 2) and Advocacy (66.9% top 2), especially given importance rating for Advocacy



The Mountaineers has five Core Values. How do you think our organization is doing to meet each of these values today?

	Excellent	Good	Fair	Poor	Very poor
<p>Adventure: We are bold explorers driven by imagination, outdoor challenge, and the spirit of discovery.</p> <p>Count Row %</p>	197 36.0%	255 46.6%	82 15.0%	12 2.2%	1 0.2%
<p>Advocacy: We protect the outdoor experience—wild places depend on our powerful voice for conservation and responsible access.</p> <p>Count Row %</p>	135 24.8%	285 52.3%	100 18.3%	19 3.5%	6 1.1%
<p>Community: We provide opportunities for all— a diverse and inclusive outdoors inspires unity, respect, and passion for the places we love.</p> <p>Count Row %</p>	154 28.2%	233 42.7%	129 23.6%	27 4.9%	3 0.5%
<p>Education: We share knowledge empowering others to safely and responsibly pursue outdoor activities.</p> <p>Count Row %</p>	263 48.3%	230 42.3%	43 7.9%	7 1.3%	1 0.2%
<p>Volunteerism: We foster connections—developing leaders who continue our legacy of outdoor education, integrity, and action.</p> <p>Count Row %</p>	182 33.3%	254 46.4%	92 16.8%	17 3.1%	2 0.4%

Observations:

- Overall scores are strong
- Performing best in Adventure, Education, Volunteerism
- Big opportunities to increase community, likely due to wording as it relates to diversity and inclusion



Thinking about the next 3-5 years, what's the single most important thing The Mountaineers should do to have the most positive impact on our community? - Text Analysis

Value		Percent	Responses
Conservation and advocacy for wild places		29.5%	104
Inclusion, attracting and serving people from diverse backgrounds		24.4%	86
High quality outdoor education		19.6%	69
Youth programs		18.2%	64
Other		15.6%	55
Leader training and development		13.4%	47
Access to public lands, stewardship		8.8%	31
Activities to get people outdoors		7.4%	26
Welcoming community, foster connections with others		7.1%	25
Lodges		2.0%	7
Online education/e-Learning		1.7%	6
Volunteerism		1.4%	5
Publications		0.3%	1



Thinking about the next 3-5 years, what's the single most important thing The Mountaineers should do to have the most positive impact on our community? - Text Analysis

Observations:

- Sustained focus needed on classes, supporting volunteers
- Significant support for relatively new priorities such as Youth and Inclusion
- Double-down our commitment/focus on Conservation & Advocacy

Example Comments:

- “Due to the political climate, you should focus on being a powerful Advocate for the outdoor experience. If we lose public lands everything else becomes irrelevant.”
- “Continue to maintain high standards in education about wilderness travel and respect for the importance of an unharmed natural environment.”
- “Collaborate with all other outdoor activity organizations throughout the NW to work toward a common outdoor vision that will serve the majority of people.”
- “Invest in and support the volunteer leaders and educators who are the backbone of mountaineers programs.”
- “I have had a great experience with the mountaineers in terms of education but I am continually dismayed to see that it is not diverse or fully inclusive. It's essential to take on a social justice approach and build community to make the programs more inviting and accessible to communities of color, women, younger persons, and especially those who are lower income. The more we can do to become more accessible, inviting, diverse, and inclusive the better!”



Do any actions give you cause for concern? Select all that apply.

Value		Percent	Responses
Expand Physical Infrastructure Capacity		27.4%	114
Climate Change Strategy/Roadmap		23.1%	96
Other - Write In (click to view)		22.8%	95
eLearning Support For Courses		16.8%	70
Position Publishing As A Conservation Centerpiece		16.1%	67
Develop A Summer Resident Camp At Meany Lodge		13.0%	54
Build Stronger Cultural Competency		12.3%	51
Expand Youth/Family Focused Publications		10.1%	42
Leadership Development For Volunteers		9.1%	38
Streamline Website Tools		8.9%	37
Leadership Progression		8.2%	34
Integrate Books Content With Courses		8.2%	34
Expand Family Programs To Include "Gateways"		7.7%	32
Deepen Partnerships And Support For Mountain Workshops		7.2%	30
Provide Conservation Advocacy Education		7.0%	29
Deepen Stewardship Partnerships		6.5%	27

Observations:

- Concerns related to when, how, and where we would expand physical capacity
- Strong concerns for approach and scope of climate change
- Volunteers want to maintain ownership over courses, opportunity to build bridges with eLearning if approached correctly

