

Update on the 2025 National Survey of Villages: Let's Keep Going!

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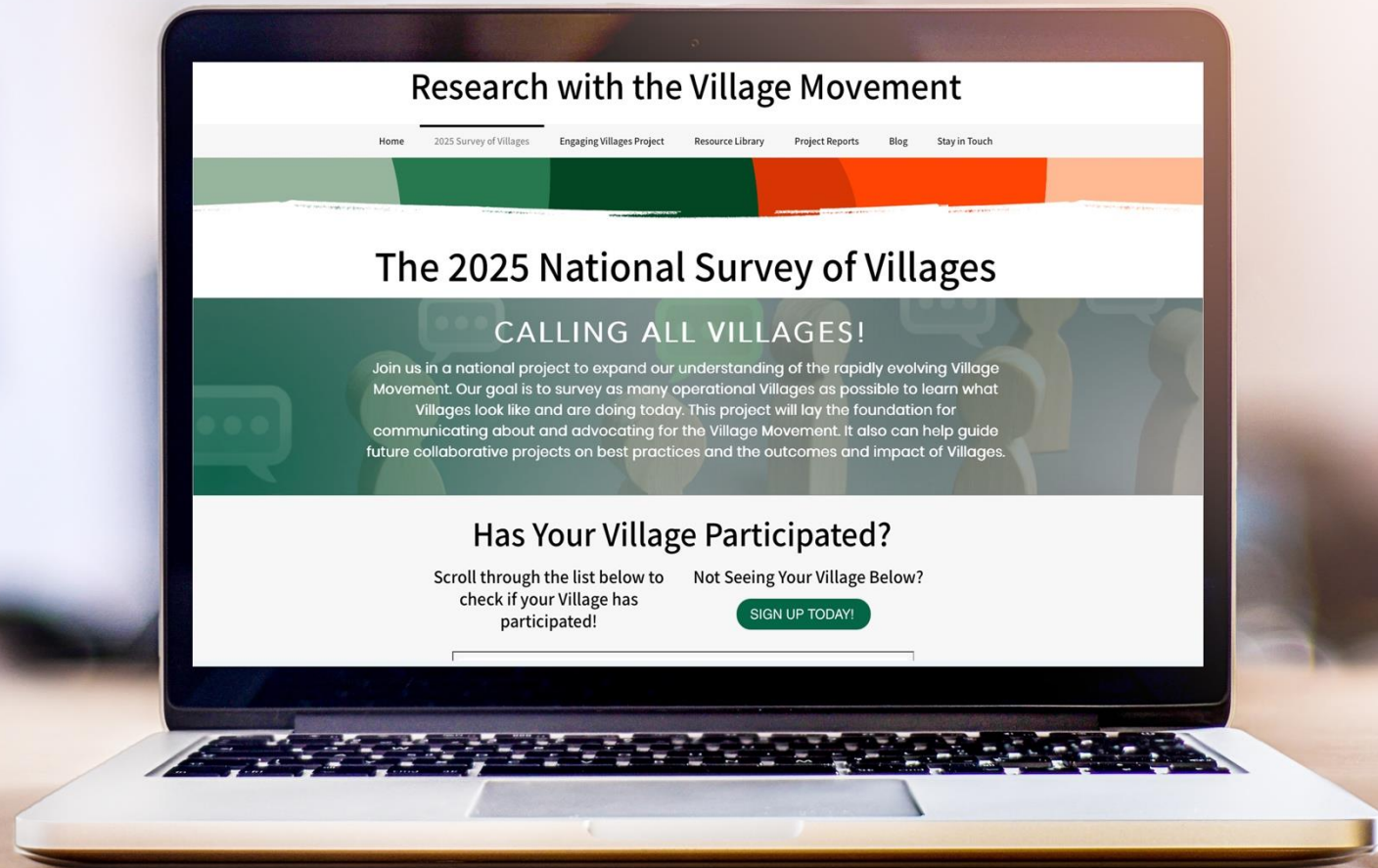


RUTGERS UNIVERSITY

Hub for Aging Collaboration

School of Social Work

The 2025 National Survey of Villages



<https://www.villagesresearch.org/villages-survey>

Survey Eligibility



Any Operational Village



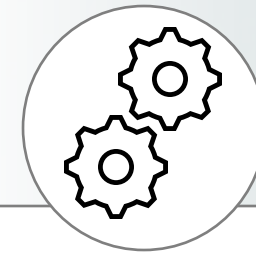
Does not have to be a VtVN member



Any geography or country



Hub & Spoke?
Yes, Let's Chat!



What is “Operational”?

For Villages with Membership = First Member Accepted

For Villages without Membership = Out of the planning phase and offering intended benefits

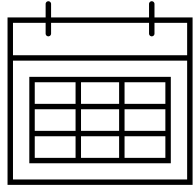
Has My Village Participated Yet?

Let's
Check!

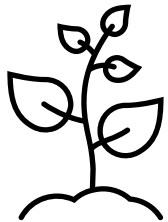


<https://go.rutgers.edu/village-survey-sign-up>

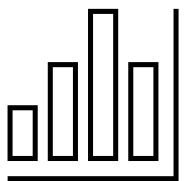
Why Bother?



National data on Villages as organizations are from about a decade ago.

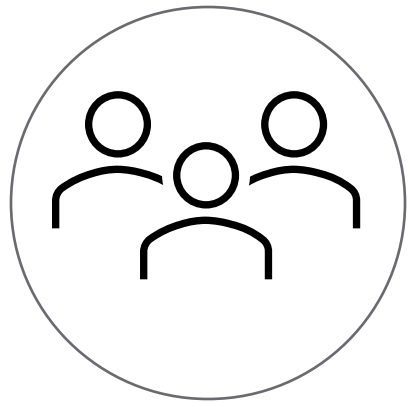


Movement has grown and evolved, and so too have our communities and the field of aging.



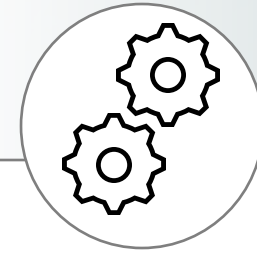
Updated data are essential for communications, funding, advocacy, evaluation, and research.

One Village, One Survey



1 Village

1 Survey



Who Should Complete the Survey?

We recommend designating a single person to serve as lead on the survey.

Survey lead can consult or work with relevant individuals to gather the information.

What Does the Survey Ask About?

- Organizational Set-Up
 - Geographic and Programmatic Scope
 - Staffing and Leadership
 - Size (Budget, Volunteers, Members)
 - Digital Tools
 - Inter-Organizational Partnerships
- 

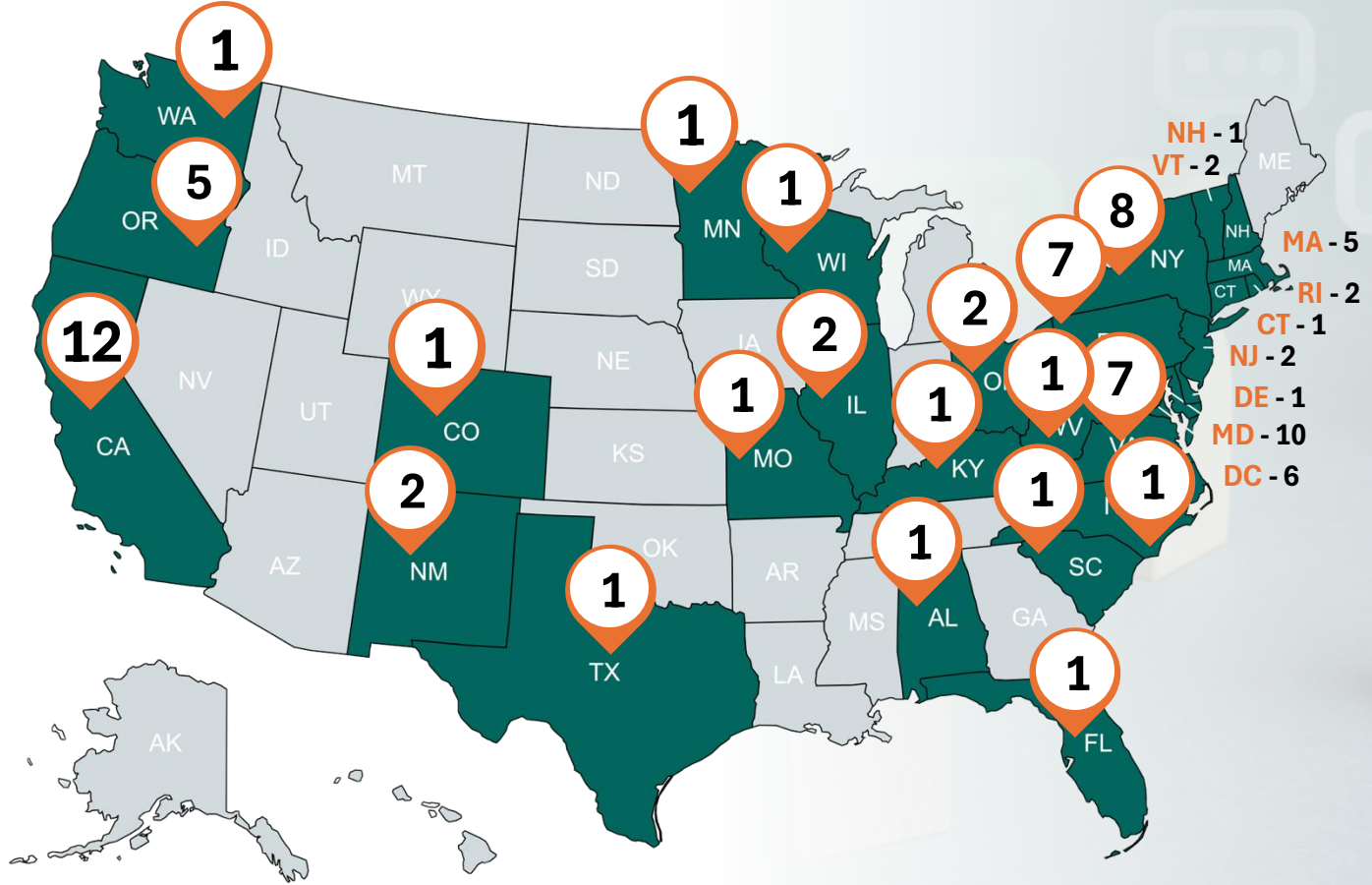
Update on Response Rates

87

Participating Villages

23% of ~375 Villages

+ Over 60 Pending Questionnaires



What are Village Leaders Saying About the Survey?

Survey Experience

“This was a very useful (and relatively easy survey). I look forward to seeing the results. Thank you!”

“The survey was not onerous (thanks for that!) and a valuable effort for the national Villages.”

Inspired a New Idea or Action

“It made me want to look into discounted services for our members from third-party businesses or organizations.”

“Engaging with this survey emphasized need for better website with more comprehensive info.”

Reflection on Village Contributions

“It made me realize how well-established we are and how much we have improved our community outreach efforts over the past few years.”

Starting Point for Future Studies

“We are really looking forward to a national survey focused on the changes in the well-being aspects of the Village Movement.”

**as of Sept. 29, at 3:00 PM ET*

Of the Villages that have participated so far...

100%

Host Events

86 of 86

99%

Offer Services

85 of 86

98%

Membership

84 of 86

84%

Freestanding

72 of 86

82%

Paid Staff

71 of 87

73%

**Urban or
Suburban**

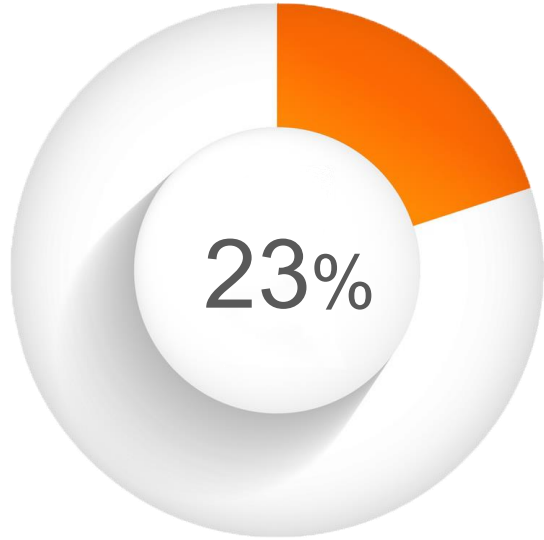
62 of 85

Key Point...

Freestanding Villages (often with paid staff) that have a membership program and that offer services and events **are most likely to respond to an organizational survey.**

Currently unable (**yet**) to say more about the potential range of Villages.

How Many More to Go?



Well Over 100!

[Has Your Village
Participated or Signed Up?](#)
[Let's Check!](#)



Sign Me Up!



<https://go.rutgers.edu/village-survey-sign-up>

One Questionnaire, Many Ways to Complete

**Yes!
Sign
Me Up**

Microsoft Word Worksheet

Complete on computer or print and complete by hand

Google Doc Worksheet

Complete worksheet collaboratively online with others

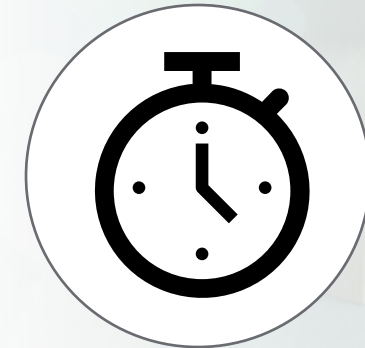
Online Fillable Survey

Unique link so you can save and come back to sections

Request an Appointment

Talk it through with a member of our team

How long will
the survey take?



**Estimated
30 mins – 1 hour**

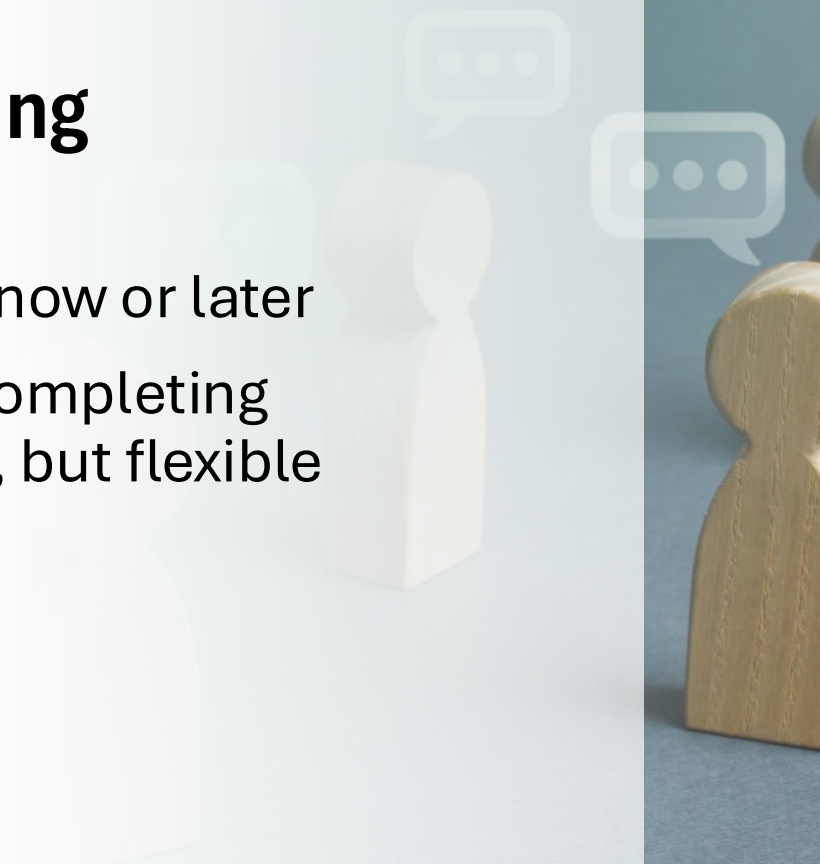
What to Expect

Who Typically Completes the Survey?

- Committee or Program Chair/Director (e.g., Program, Membership, Operations)
- Executive Director
- Board Member
- Board (Vice-, Co-) President/Chair
- Board Officer (Secretary, Treasurer)
- Administrative Staff

Flexible Timing

- Can complete now or later
- Recommend completing within 2 weeks, but flexible



What to Expect

What we are **NOT** asking:

- Not asked to provide details of member **demographics**
- Not asked to provide the **number/frequency** of services provided or number attendees at events
- Not asked to provide detailed **budget** information

Examples of Potentially Time-Intensive Questions:

- List 5-digit zip codes of your Village's primary service area
- Full-time equivalence of any paid staff
- Number of members and volunteers
- % of Board members that are Village members
- Membership fee amounts

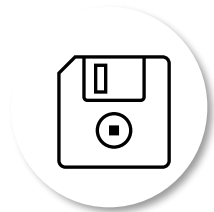
Immediate Ways the Data Will Be Mobilized



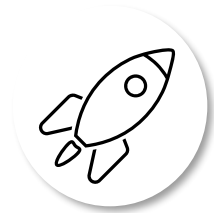
Report out with a refreshed national profile of the Village Movement



VtVN National Registry of Villages



Sharing of data with regional leads



Launching pad for future collaborative projects with data and across Villages

Meet Our Rutgers Research Team



**Emily
Greenfield, PhD**
Professor &
Hub Director



**Natalie
Pope**
Hub Program
Coordinator & PhD
Student



**Jamie
McKnight**
Research
Assistant
& MSW Student



**Uri
Amir-Koren**
Graduate Research
Assistant
& PhD Student

Village to Village Network Data and Evaluation Committee Members

- ▶ Bill Kincaid
- ▶ Anita Light
- ▶ Carolyn Ross
- ▶ Emily Greenfield
- ▶ LJ Bayliss
- ▶ Mary Jo Deering
- ▶ Suzanne Francis
- ▶ Angela Levenstein
- ▶ Betsy Clagett
- ▶ Cynthia Kemp
- ▶ Erick Larson
- ▶ Hilary Lenz Simmons
- ▶ Joan R. Kahn
- ▶ Natalie Pope
- ▶ Patrick Murray
- ▶ Robin Anthony Kouyate
- ▶ Travis Mowers





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THANK
YOU

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