

2026 Board Pulse Survey Follow-Up Report

Area Agency on Aging of Pasco-Pinellas

Prepared by The Carter Firm | July 2026

Introduction

Purpose of the Pulse Survey: The pulse survey was conducted as a short follow-up to the 2026 Board Survey. The goal was to ask board members for practical input on what would make board service more effective and what would make them more likely to recommend board service to a colleague or friend.

Methodology: The survey included two open-ended questions and was distributed to all board members. The Carter Firm reviewed responses confidentially and summarized the results by theme. A total of 12 valid responses were reviewed. Because confidentiality was emphasized, this report does not include raw comments or attribute feedback to individual board members.

Data Note: The findings below are qualitative and should be interpreted as directional themes rather than statistically weighted results.

Executive Summary

Key Findings:

- **Deeper Service Understanding Was the Strongest Theme:** Board members want a clearer and more firsthand understanding of the agency's programs, services, clients, vendor relationships, and community impact.
- **Board Members Want to Be Better Advocates:** Several responses focused on spreading the mission, increasing community awareness, telling the agency's story, and aligning around legislative or community priorities.
- **Recommendability Is Tied to Impact and Clarity:** Board members appear more likely to recommend service when they can clearly explain the agency's essential role, see positive results for older adults, and understand the board's current needs.
- **Meeting Access Remains a Practical Issue:** A smaller but clear theme involved participation logistics, including online attendance/quorum and centrally located meetings.

Overall Performance Highlights:

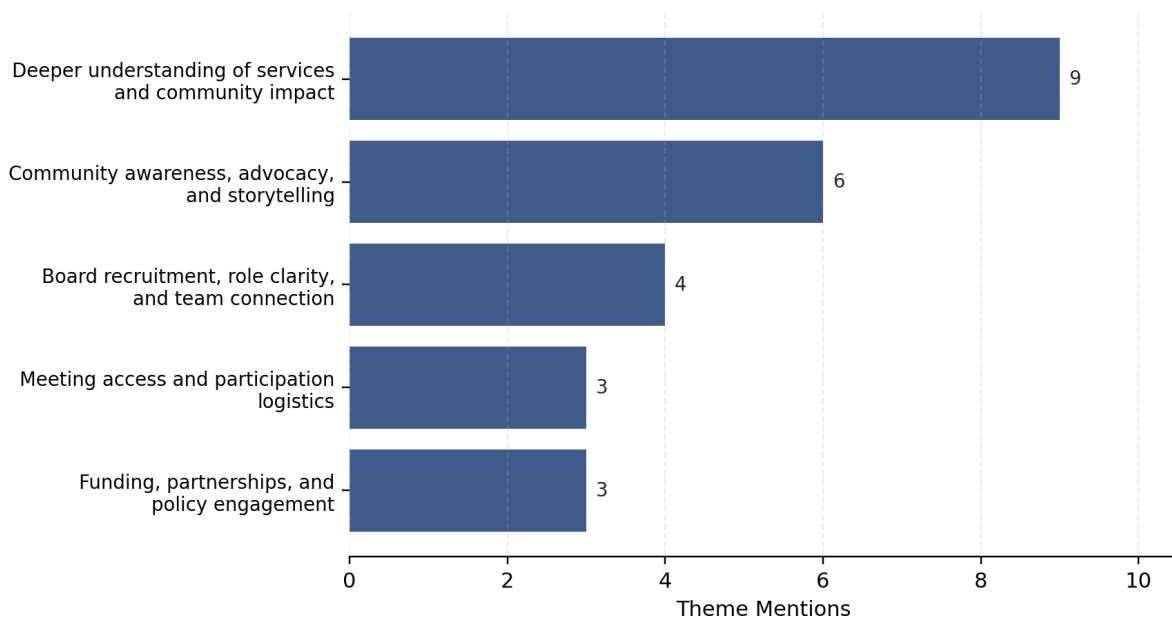
- Responses were generally constructive and mission-oriented.
- There was little evidence of broad dissatisfaction; feedback centered on how to make board service more informed, useful, and connected to impact.
- The comments provide clear, practical next steps rather than vague concerns.

Theme Snapshot

The table below summarizes the most common themes identified across the two open-ended questions. Counts reflect coded theme mentions across responses; comments could be coded to more than one theme.

Theme	Mentions	Practical Interpretation
Deeper understanding of services and community impact	9	Board members want more exposure to programs, clients, service delivery, vendor/direct-service roles, and outcomes.
Community awareness, advocacy, and storytelling	6	Board members want to help communicate the mission and value of the agency more clearly in the community.
Board recruitment, role clarity, and team connection	4	Respondents pointed to clearer needs, desired expertise, candidate selection criteria, and stronger team identity.
Meeting access and participation logistics	3	Online participation/quorum and meeting location were practical issues worth reviewing.
Funding, partnerships, and policy engagement	3	Responses connected board effectiveness to resources, partnerships, legislative engagement, and community support.

Pulse Survey Theme Snapshot



Note: Counts reflect coded theme mentions across open-ended responses. Comments could be coded to more than one theme.

Detailed Analysis

Question 1: What would make board service more effective?

The most common response pattern focused on helping board members better understand the agency's services, the people served, and the practical impact of board decisions. This included requests for clearer explanations of programs, better understanding of what the agency supports, more exposure to services in action, and more clarity around services provided directly versus through vendors.

A second theme centered on advocacy and visibility. Several responses suggested that board service would be more effective if members were better equipped to spread the mission, increase community awareness, identify partnerships, and align around legislative priorities.

Question 2: What would make board service more recommendable?

Responses suggest that board members are more likely to recommend service when they can clearly see and communicate the value of the work. Members pointed to the importance of understanding the agency's essential role, seeing positive results for the local elderly population, and being able to explain the critical resources available to the community.

Respondents also connected recommendability to board preparation and recruitment clarity. Better training for new and existing board members, clearer understanding of the board's current needs, and more specific candidate selection criteria would make it easier for members to recommend service to the right people.

Finally, a few comments focused on the board experience itself, including the ability to work as a team and the convenience of centrally located meetings. These are not the dominant findings, but they are easy to address and may improve the overall board experience.

Recommendations

Based on the pulse survey themes, the following actions would help translate the feedback into practical improvement:

- **Build a Board Education Cadence:** Add a short service or impact spotlight to regular board meetings. Rotate topics such as core programs, vendor relationships, funding streams, client needs, and community outcomes.
- **Create Firsthand Service Exposure:** Consider an annual site visit, program walkthrough, partner briefing, or client-journey presentation so board members can connect their governance role to the agency's real-world impact.
- **Equip Board Members to Advocate:** Develop a one-page board ambassador brief with mission language, key services, impact points, common referral needs, and current legislative/community priorities.
- **Clarify Recruitment and Board Needs:** Create a simple board needs profile that identifies desired expertise, experience gaps, candidate selection criteria, and the types of community connections most valuable to the organization.
- **Review Participation Logistics:** Examine whether virtual attendance can count toward quorum and whether meeting locations create unnecessary barriers. Any changes should be reviewed for consistency with bylaws, policy, and applicable requirements.

How The Carter Firm Can Help

The Carter Firm helps organizations translate feedback into practical governance and leadership action. Based on these findings, The Carter Firm can support the organization by:

- Facilitating a focused board education or board engagement session.
- Developing a concise board impact brief or ambassador toolkit.
- Helping design a board service exposure plan, such as a site visit, program briefing, or client-journey discussion.
- Creating a board recruitment profile, skills matrix, and candidate criteria document.
- Building a simple follow-up process to track progress before the next annual board survey.