



Neighbors Link

BOARD SURVEY SUMMARY

October 2025

Governance Committee Review

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Key Takeaways From Board Survey (participation rate 94%)



Neighbors Link was starting from a strong base of an engaged board in 2023, yet the organization has significantly improved (10-20%) in 8 areas of board effectiveness and board individual self assessment.

Board effectiveness: 3 areas of improvement including diverse board makeup, board size, adequately representing constituencies.

Board individual self assessment: 5 areas of improvement including reading and understanding financial statements, assisting with fundraising, board meeting participation, succession planning and supporting organization events.

ED & Board Chair performance continues to be evaluated as extremely strong, with excellent relationships and support from the board.



As was the case in 2023, the 2025 survey was very positive on the board's agreement on the strategic priorities and understanding of the strategic plan.



The strides in board performance improvement appear to be solid; however, there is still room for further growth in a number of areas to be discussed in this report.

New Questions in 2025 on crisis communications, advocacy, current environment all yielded very strong scores

A. Board Effectiveness

Q7. The Board is well-informed about current political and policy developments affecting immigrants.

100%

Q8. The Board understands how the organization manages crisis and communications plans in light of the current environment.

94%

Q9. The Board discusses risks and opportunities arising from the external environment

100%

Q18. The Board considers the safety and well-being of board members, staff, volunteers and clients in its decisions.

100%

B. Individual Member self evaluation

29.6 I actively support the organization's advocacy and public communications in response to anti-immigrant sentiment.

94%

29.7 I have the resources I need to speak about the current issues facing the immigrant community.

94%

Emerging Themes

1. **Strong Leadership & Strategic Alignment**
2. **Board Diversity & Representation**
3. **Engagement & Participation**
4. **External Awareness & Crisis Management**
5. **Fundraising & Resource Development**



Emerging Themes

1. Strong Leadership & Strategic Alignment

“The ED is the reason for NL's success, and the board follows in her footsteps.”

“The Board is well-informed to carry out duties because of the highly experienced and communicative Board Chair and Executive Director.”

“Elisa is highly collaborative with the staff leadership, without sacrificing independence and responsibilities of the Board.” “She has done an excellent job of leading the board through some difficult times.”

“The Governance Committee, Board leadership and Staff Leadership have established a strong framework by which board members understand their role and responsibilities.”

10/14/25

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2. Board Diversity & Representation Could be Improved

“Diversity has improved over the years through the various initiatives of the Governance Committee, including the DEI activities with the board. Expect this to be a continually evolving focus of the board.”

Emerging Themes

“I wish there was a way to have more of an authentic understanding of our clients' lives and reality—I don't think many of us, including me, know that, especially now.”

“While efforts are made, I do think the diversity of the Board is limited. But, I also wonder if there are benchmarks we are seeking.”

“The board membership should include past client(s) of the NL.”

“I know we're trying but we're not terribly diverse.”

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Emerging Themes

3. Additional Opportunities For Engagement & Participation

Social

“I think we need to know each other better. Jelane's party was a wonderful way of getting everyone together. The better we know each other, the more effective we can be as a board.”

“Have time for socializing. Greater number of Board events outside of the meetings.”

Board Protocols

“(Board) protocols that seek to offer space for more voices.”

“While we get updated regularly and in depth from the ED and staff, it doesn't feel like open, honest conversations about policies or procedures or new ideas are encouraged.”

“A strategic planning retreat.”

Programs

“More opportunities to visit programs or hear from those in the programs.”

“I encourage all board members to observe/participate in NL programs. It is a wonderful way to see our mission and strategic priorities in action.”

“...Perhaps we can discuss how to bring more real-world reports back to the full board meetings?”



Emerging Themes

4. Increased Need For External Awareness & Crisis Management

"I'm pleased the Board has started to discuss risks and crisis management this year; transparency in this area is imperative..."

"I'd love to learn best practices from other similarly situated advocacy groups from around the country."

"Perhaps inviting outside speakers to present to board members or having board members attend Know Your Rights or legal presentations."

"The current environment is very fluid with risks and possible repercussions for the organization and for board members changing all the time. Board members are justifiably concerned, and I think would like to continue to be updated as new risks arise."

"Adding us to the communication that is going out to the public is helpful (that way we know about trainings and other updates)."

"We could use continuing updates on the staff's response to changing external threats."

"A legal analysis of the organization's current threat level."

Emerging Themes

5. Focus on Fundraising & Resource Development

“We could challenge ourselves to try to open more doors to new donors. In these difficult times, people are looking for ways to help—this is the time to reconsider who we might know.”

“In addition to skills, race, gender etc. we need to be mindful of board capabilities to help raise funds—whether through personal contributions or other means.”

“Our Board Members contribute generously to our fundraising efforts. We personally give, we attend/support events, we respond to staff requests to write letters etc.”



Recommendations & Action Items



1. Enhance Board Diversity & Representation

- Set clear benchmarks; recruit from client/community populations.



2. Increase Engagement & Program Connection

- Encourage program visits, open discussions, and social events.



3. Strengthen Fundraising Participation

- Provide training, set goals, and celebrate successes.



4. Expand External Awareness & Education

- Invite outside experts, share best practices, continue regular updates.



5. Clarify Roles & Decision-Making

- Make clear when board input is advisory vs. decision-making.

“Perhaps it could be clearer whether we are being asked to make decisions, approve/disapprove, or at least a vote of support for a proposed direction.”

“Include in each meeting an agenda item that allows for open conversation about a new idea, an emerging problem, a potential collaboration, etc.”

“More follow-up from committee staff on the results of initiatives discussed or recommended. I don't know sometimes what happens with our input—and at worst, it feels like wasted effort.”

Appendix

- Analytics
- Top2Box Score Definition

SUMMARY RESULTS (PART A): BOARD EFFECTIVENESS

Question #

Top 2 box score/ Improvement

- 15. The Board makeup is diverse with experience, skills, race, gender, age group. (88%,44%)
- 5. The current Board size is optimal for meeting its oversight role and facilitating active participation by all members.(94%, 16%)
- **16. The Board adequately represents the constituencies served by Neighbors Link. (47%, 14%)**
- 12. Board meetings (scheduled for two hours from 6pm-8pm) are long enough to accomplish the Board's work. (100%, 6%)
- 22. The Board Chair solicits input from all Board members. (88%, 5%)
- 2. The Board fully understands and is supportive of the strategic direction of the organization. (100%, 0%)
- 3. The Board regularly monitors and evaluates progress toward strategic goals and program performance. (94%, 0%)
- 4. The Board operates under a set of policies, procedures, and guidelines with which all members are familiar. (94%, 0%)
- 24. The Board appropriately utilizes its committees. (100%,0%)
- 25. The committee structure addresses the organization's areas of operations. (100%,0%)
- 27. The Board uses its members' talents and skills effectively. (94%, 0%)
- 26. The Board has an effective process for selecting, developing, and transitioning new leaders and committee chairs. (82%,-1%)
- 6. Throughout the year, the Board receives stakeholder feedback information through staff and ED reports to plan strategy and allocate resources. (94%, -6%)
- 20. The Board Chair effectively provides leadership to the board. (94%, -6%)
- 21. The Board Chair works well with the Executive Director.(88%,-7%)
- **17. The Board places appropriate emphasis on the importance of diversity and inclusiveness within the organization. (82%, -18%)**



BOARD SURVEY DATABASE

N=17 in 2025

Significantly
Improved
(10-20%)

Moderate to low
improvements
(4-9%)

Very low or no
improvements
(0-3%)

Declines

10/14/25

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Board Effectiveness Summary

(Part A of the Survey)

- The NL board has made strong improvements (10-20%) in 3 areas including adequate representation of constituencies, diverse board makeup, and board size.
- While there are 6 areas where there was no improvement, these are strong performers where the scores were at 94-100% to begin with.
- There are several areas the board could focus on to bring about further improvements: Emphasizing diversity and inclusiveness, ensuring adequate representation of constituencies, improving some aspects of perceived board chair leadership, more intentional sharing of information to plan strategy and allocate resources.

SUMMARY RESULTS (PART B): BOARD MEMBER SELF EVALUATION

Question #

Top 2 box score/ Improvement



BOARD SURVEY DATABASE

N=18 in 2013

Significantly
Improved
(10-20%)

Moderate to low
improvements
(4-9%)

Very low or no
improvements
(0-3%)

Declines

- 29.5 I read and understand the organization's financial statements. (100%, 17%)
- 30.2 I assist with fundraising for the organization. (88%, 16%)
- 31.3 I prepare for and participate in Board and committee meetings. (100%, 12%)
- 31.8 I understand the organization's current and Board approved succession plan if the ED were to experience an unexpected absence or leave the organization. (94%, 11%)
- 31.6 I attend and support the organization's events. (88%, 10%)
- 31.4 I act as a good-will ambassador and advocate for the organization. (100%, 6%)
- 31.1 I have a good working relationship with the Executive Director. (100%, 6%)
- Q29.1 I understand and support the mission of the organization. (100%, 0%)
- 29.2 I have a good understanding of the organization's 3-5 year strategic plan. (100%, 0%)
- 29.3 I am knowledgeable about the organization's programs throughout the county. (100%, 0%)
- 31.5 I find serving on the Board to be a satisfying and rewarding experience. (94%, 0%)
- 30.1 I give a personally significant annual gift to the organization. (88%, -1%)
- 31.7 I actively participate in Board meetings and express my views. (88%, -1%)
- 29.4 I follow trends and important developments related to this organization. (94%, -6%)
- 31.2 I recommend individuals for service to this Board. (29%, -9%)

Board Member Self Evaluation Summary

(Part B of the Survey)

- The NL board has made strong improvements (10-20%) in 5 areas including understanding the financial statements, fundraising participation, understanding of the Strategic Plan, participation in board meetings, understanding the ED succession plan, attending and supporting events.
- Low to moderate improvements (0-9%) were made in 2 areas: Acting as a goodwill ambassador, working relationship with ED.
- There are several areas the board could focus on to bring about further improvements: Following trends related to the organization, recommending board members.

SUMMARY RESULTS (PART C): ED PERFORMANCE

Question #

Top 2 box score/ Improvement



BOARD SURVEY DATABASE

N=18 in 2013

Significantly
Improved
(10-20%)

Moderate to low
improvements
(4-9%)

Very low or no
improvements
(0-3%)

Declines

- Q33. The ED provides leadership to the Board. (100%, 0%)
- Q34. The ED works with the Board to develop strategic goals.
- Q35. The ED develops effective strategies to ensure NL financial viability.
- Q37. The ED builds respect and credibility for the organization among its various constituencies and within the field of immigration services and advocacy.
- Q38. The Executive Director is receptive to input from Board Members.
- Q36. The ED works well with NL management and staff. (94%, -6%)

ED Performance (Part C of the Survey)

- The ED performance ratings were exceptional and small improvements reflect a very high starting score.
- The one area that the score declined was in ED working with NL Management and staff, but that might be the result of how the respondent interpreted the question.

New Questions in 2025

A. Board Effectiveness

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100%

Q8. The Board understands how the organization manages crisis and communications plans in light of the current environment.

94%

Q9. The Board discusses risks and opportunities arising from the external environment

100%

Q18. The Board considers the safety and well-being of board members, staff, volunteers and clients in its decisions.

100%

B. Individual Member self evaluation

29.6 I actively support the organization's advocacy and public communications in response to anti-immigrant sentiment.

94%

29.7 I have the resources I need to speak about the current issues facing the immigrant community.

94%

Q7. Board Understanding And Oversight

-The Board is well-informed to carry out duties because of the highly experienced and communicative Board Chair and Executive Director. Input is solicited, and debate is welcomed.

-The Governance Committee, Board leadership and Staff Leadership have established a strong framework by which board members understand the role and responsibilities of the board relative to the staff, the board members understand their individual responsibilities and commitments and are well aligned to their committee work. The Board Chair and staff leadership go to great lengths to provide needed education and insights about the organization and the broader environment in which we operate.

-Under normal circumstances, I think the planning and communication with the Board is outstanding. But under these extreme conditions, perhaps **we need even more communication to keep us informed**, and to get us together and thinking about our challenges and opportunities.

-While we get updated regularly and in depth from the ED and staff, **it doesn't feel like open, honest conversations about policies or procedures or new ideas are encouraged**.

-I do think the Board is well informed. Also, we have a great team that is collaborative and really understands the types of information a Board Member needs. I think the leadership of NL does an excellent job of presenting on each of the above issues to the board. At these presentations, the board is actively listening and asks good questions.

-Carola and Elisa are very careful to educate and include the Board in issues, concerns, plans, strategies, etc. Equally important, they listen to Board feedback AND are willing to make adjustments

-Carola and the staff have done an excellent job of communicating with the board about the present political environment. There is nothing negative I can say.

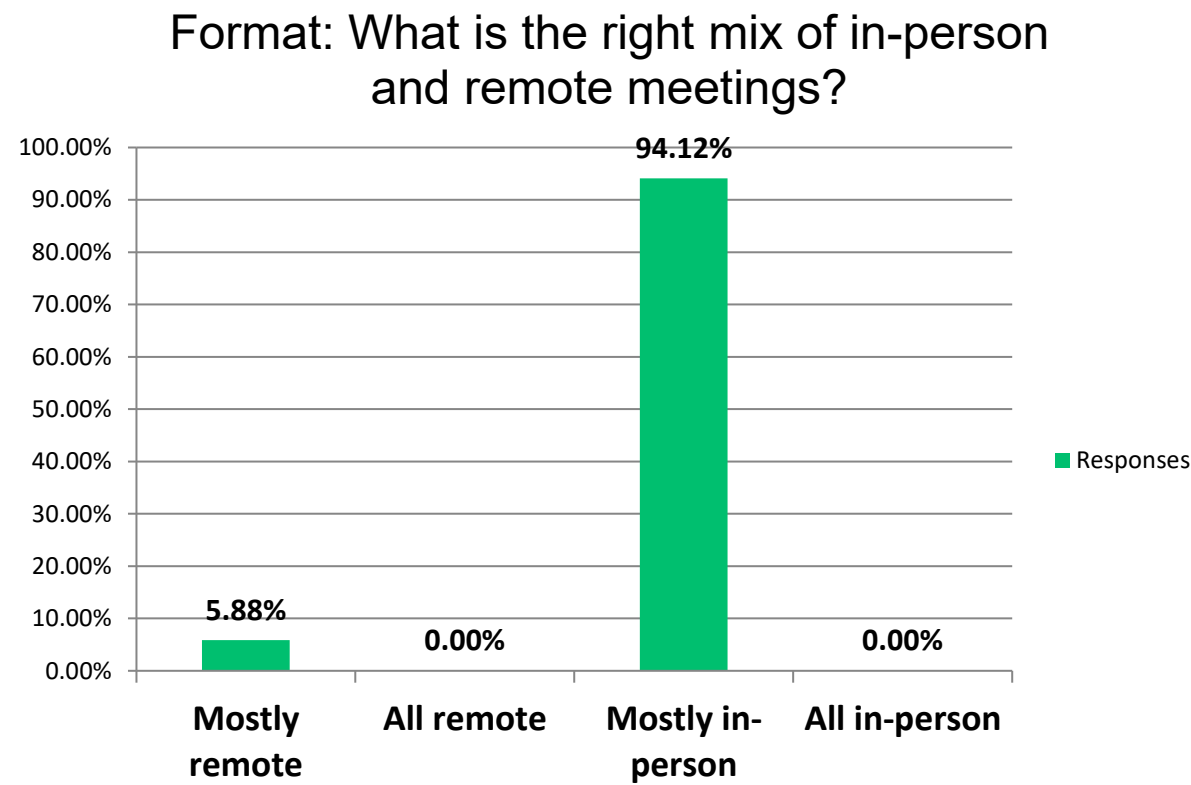
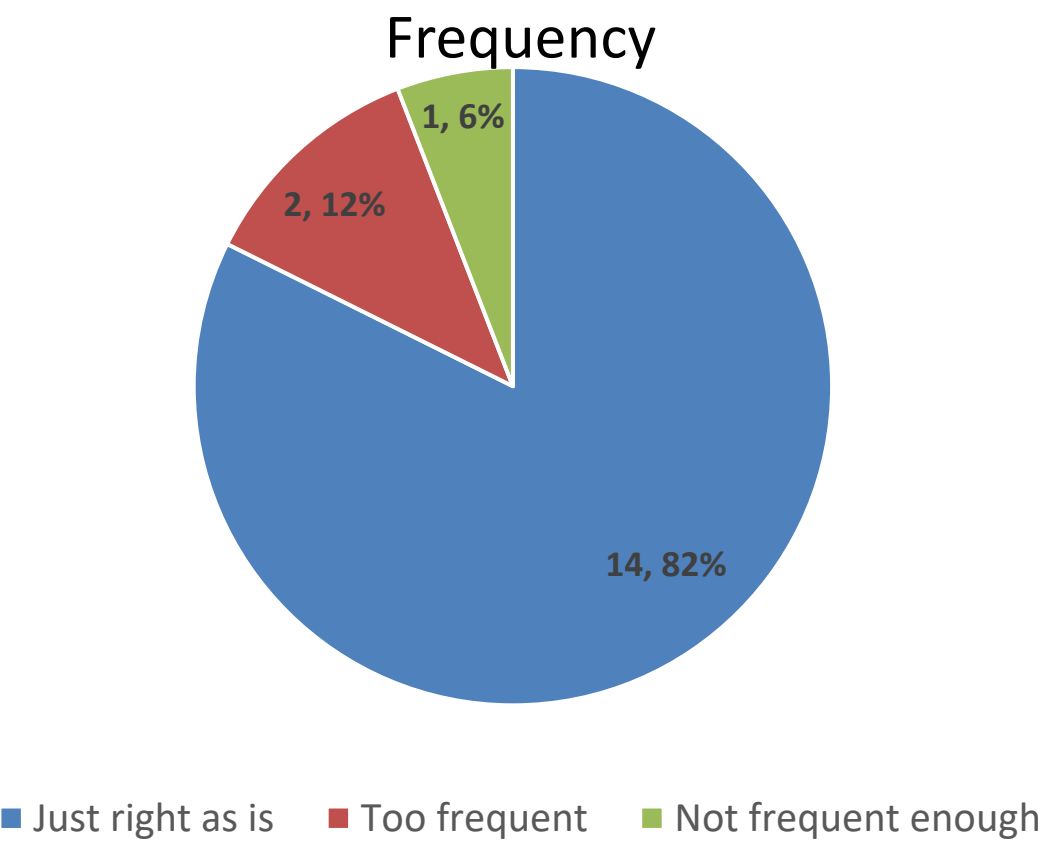
-Longer time board members are well aware of strategic priorities of the organization. I assume that these priorities are reviewed at new board member orientations and then referenced at board meetings. It would be interesting to receive feedback occasionally from other stakeholders within the community beyond ED and staff. Current risks and opportunities are a central focus of board meetings.

-I'm pleased **the Board has started to discuss risks and crisis management** this year; transparency in this area is imperative and should be a topic of discussion on almost every agenda.

-With the daily-changing environment, sometimes the board lags behind understanding the rapid responses required by staff. Sometimes I'm not quite sure where we are.

-The current environment is very fluid with risks and possible repercussions for the organization and for board members changing all the time. I think Carola has done a very good job of gathering as much advice and information as possible. Board members are justifiably concerned and I think would like to continue to be updated as new risks arise.

Q12 & 13. Board Meeting Frequency and Format



Q14. Board Meeting Frequency and Format

- Meetings are very organized, productive and timely.
- Given the current political environment, frequent board meetings are needed to keep current with impacts to the organization and community. Regular in-person meetings contribute to the good working collaboration among board members.
- We have the right mix of meetings
- Again, it's about the current circumstances. Having eight meetings a year is normally fine, but perhaps we need more frequent conversations now.
- There might be times when more time is allotted, or special meetings called to focus on critical issues.
- I think we generally get through the agendas and have enough time for discussions. I also think the in-person meetings ensure board members are engaged and actively listening.
- In person allows for better discussions as well as enhanced comraderie amongst board members
- 8 Meetings of the entire board, along with quarterly committee meetings seems like the right frequency. In addition, regular updates from our ED and regular communication to share news articles, activities etc. allows for regular communication to board.
- We shouldn't be afraid to go over time if there are pressing matters to discuss.
- In person meetings are undoubtedly more effective and interactive. Zoom meetings are a great occasional option for bad weather, illness or other unforeseen circumstances, but in my opinion the board is much more engaged when we meet in person.

Q15. Board Diversity and Representation

-I agree that there is a conscious effort to appreciate diversity on both and board and staff level. But we can always strive to do better.

-Diversity has improved over the years through the various initiatives of the Governance Committee, including the DEI activities with the board. Expect this to be a continually evolving focus of the board. In addition to skills, race, gender etc. we need to be mindful of board capabilities to help raise funds - whether through personal contributions or other means.

-We are continuing to add great new people to the Board

-I think we make strong efforts to achieve better Board diversity – it's a challenge for every nonprofit.

-I wish there was a way to have more of an authentic understanding of our clients' lives and reality - I don't think many of us, including me, know that, especially now.

-While efforts are made, I so think the diversity of the Board is limited. But, I also wonder if there are benchmarks we are seeking.

-I think the Board has a variety of members who represent our community and its leadership. For me, it's the right mix of people.

-The board membership should include past client(s) of the NL.

-I know we're trying but we're not terribly diverse.

-The makeup of the board is ever-changing. I think we have tried to achieve a level of diversity pertaining to geography, gender and experience. Each board member brings something unique to the table and I think on the whole board members have a positive outlook and are supportive of the organization.

Q23. Board Chair Feedback

-The Board Chair is extremely effective, both in formal meetings and outside.

-Elisa is highly collaborative with the staff leadership, without sacrificing independence and responsibilities of the Board. She is sensitive to the inclusion of all Board Members on any given topic. And she is willing to challenge the Board thinking and drive sensitive discussions when appropriate.

-I haven't had the Board Chair solicit a ton of feedback but I feel like she's open to whatever I'd like to share

-We're very fortunate to have Dr. Burns at the helm.

-I think the ED drives the vision, efficacy, and leadership of NL.

-The Board Chair is doing a fine job

-I think Lisa does an excellent job of keeping us on topic, making sure questions are answered, and leading us through difficult discussions. She leads by example.

-In my experience, the Board Chair has been inclusive of all members and solicits input. Based on my knowledge, the Board chair works well with the ED.

-I think Elisa is an outstanding board chair. She welcomes feedback and I appreciate that she solicits written comments at times when important decisions are being made in an effort to be sure that all voice are heard. She has done an excellent job of leading the board through some difficult times. I will be sorry when her tenure comes to an end.

Q28. Committee Utilization

- The team understands and seeks Board input and expertise.
- The Governance Committee has done a lot of excellent work on the committees and the member processes.
- The increased focus on Committee roles and leadership has been very positive.
- This is one area where I unfortunately don't have a lot of experience. I am often traveling or have conflicts when my committee meets, and I wish I could interact more with my committee and be more engaged.
- Might the board benefit from a structured process for selecting, developing and transitioning new leaders and committee chairs? If one exists, I am not aware of it.
- With so few committee meetings per year, it would be nice to seek input in scheduling so that members were more likely to be able to attend.
- The committee structure works well and mixing up committee membership every few years was a good way of exposing people to a number of different committees.

Q32. Individual Board Self Evaluation

-I would like to participate and be more of an effective Board member. I am 100% committed to the ED, Board, Team and community we serve.

-I have not recommended someone for the Board to date but believe it is an important responsibility of Board Members.

-Board member recruiting is done largely outside of the board.

-We haven't looked at the succession plan in awhile.

-As I understand the succession plan, the board would be empowered to search for a new ED if Carola were no longer able to serve. I think Jeanette has been a wonderful addition to the team and has worked hard to be a knowledgeable voice and to actively support the staff and the board.

Q39. ED Performance

- The EDs intellect and commitment to the mission and the people we served is unparalleled. We are extremely fortunate to have such an individual to lead the organization.
 - Carola is recognized by her staff, our Board, our donors, our partner organizations, the community at large and among state leaders for her extraordinary capabilities.
 - The ED is the reason for NK's success, and the board follows in her footsteps. I think this is great and as it should be, but I bet we could help her do even more.
 - Our ED is a model leader.
-
- Carola is absolutely amazing. She is incredibly knowledgeable, visible and well respected among the NFP community and among the pro bono immigration bar. NL is recognized nationally as a top run NFP, and Carola is largely responsible for this. There is very little turnover within the organization, which speaks highly to her management. I think it's difficult for her to take input from Board members when most of the meeting are around her and her team educating us on what they are doing. **I'm not sure the board has enough expertise to provide her with meaningful input on immigration topics.** We do provide meaningful input on finance or management topics.
 - Carola is incredible
-
- Carola exhibits all of the characteristics of an excellent nonprofit leader. She demonstrates a deep commitment for our mission and is a strong strategic thinker. She is a persuasive storyteller and extremely adept at fundraising. Moreover, she is empathic and has the ability to hire and lead a team and instill in them her same passion for this work. Add to that, her fiscal and operational acumen and you have the ingredients for an exceptional nonprofit ED. I could go on but suffice it to say that she has established an organization that will remain strong long after her departure because she has established a foundation and a culture of excellence.
 - Said "neither agree nor disagree" with respect to ED working well with staff because to my knowledge, we haven't done any kind of survey on this recently. **But my observations certainly suggest that the ED has strong relationships with staff.**
 - I cannot imagine a more effective leader than Carola. She always puts the needs of the organization first and is very sensitive to what those needs may be at a given time. She knows when to put Neighbors Link in the spotlight and when to step back. She has earned the loyalty of the staff and the board through her tireless efforts and thoughtful decision making. She truly is extraordinary.

Q40. What suggestions do you have, if any to improve board meetings?

- Have time for socializing
- Greater number of Board events outside of the meetings
- I have always felt the Board Chair has an open door for feedback and suggestions. I am comfortable sharing any thoughts directly.
- They've been working pretty well. Nothing that I can think of
- They are excellent. They are excellent.
- Perhaps a little point – other than budgets, perhaps it could be clearer whether we are being asked to make decisions, approve/disapprove, or at least a vote of support for a proposed direction.
- Include in each meeting an agenda item that allows for open conversation about a new idea, an emerging problem, a potential collaboration, etc.
- Protocols that seek to offer space for more voices.**
- I find them very effective.
- continue having staff educate the board at meetings; mentor them ahead of time to be extremely concise and assume the Board has pre-read their materials.
- None
- I think they are very well run.
- Happy to have in person board meetings back regularly. No recs for agenda although I find the board readings and discussions very valuable.
- I think occasionally breaking off into small groups for more intimate conversations, as we did for our discussion of Solito, could be an effective way of encouraging more feedback and creating more camaraderie among board members.**

Q41. What suggestions do you have, if any to improve board effectiveness?

-Participate in more discussions around strategic planning

-Our Board Members contribute generously to our fundraising efforts. We personally give, we attend/support events, we respond to staff requests to write letters etc. We could challenge ourselves to try to open more doors to new donors. In these difficult times, people are looking for ways to help - this is the time to reconsider who we might know.

-Nothing specific comes to mind

-As you have recently focused on, continue to move us around and review committee assignments periodically.

-More follow-up from committee staff on the results of initiatives discussed or recommended. I don't know sometimes what happens with our input - and at worst, it feels like wasted effort.

-more opportunities to visit programs or hear from those in the programs.

-I'm not sure. So sorry I don't have a good suggestion.

-None. Due to my busy schedule I am not aware of all that the Board contributes. Therefore, I cannot comment on their effectiveness.

-None

-I encourage all board members to observe/participate in NL programs. It is a wonderful way to see our mission and strategic priorities in action

-I think we need to know each other better. Jelane's party was a wonderful way of getting everyone together. The better we know each other, the more effective we can be as a board.

Q42. What information or training would help you better understand and respond to the external challenges facing Neighbors Link?

- I believe there is ample opportunity provided to understand the external challenges
- The staff does a good job of informing us and directing us to more information.
- Adding us to the communication that is going out to the public is helpful (that way we know about trainings and other updates)
- Seems very good, but are there additional ways in which we can be helpful? Help identify and train us for those.
- I'd love to learn best practices from other similarly situated advocacy groups from around the country.
- I think NL gives every opportunity for this.
- More frequent updates about what is happening locally and nationally
- None
- The current events agenda item reinforces and expands upon what we read in the press. I think it should be our primary education focus at board meetings in 2026.
- A legal analysis of the organization's current threat level.
- Perhaps inviting outside speakers to present to board member or having board members attend Know Your rights or legal presentations.

Q43. What suggestions do you have for Board information and education in 2026?

-As above, perhaps a strategic planning retreat

-Information to help the Board keep up with the dynamic environment (events and counter strategies) and needs of our community.

-If there are newsletters or other sources of news that would be helpful for us to

-I don't feel great about the contributions of the Program Committee. Perhaps we can discuss how to bring more real-world reports back to the full board meetings?

-And, I'd love to hear in-depth opinions from (anonymous ofc) from our clients AND non-clients about NL to hear about their lives and how NL fills unmet needs.

make volunteer work a requirement?

-How the board can and should respond to the present environment

-Effects of continuing crisis of mass deportations

-In addition to the current events agenda item (see above), continue offering opportunities to visit programs. Continue to encourage every board member to participate in one or two program visits -- it provides valuable learning and also demonstrates our support to staff.

-We could use continuing updates on the staff's response to changing external threats.

-I think having the entire board read and discuss a book relevant to Neighbors Link was a very effective exercise. I would also welcome other presentations from community members or organizations who could provide additional perspectives on the issues facing the immigrant community.

Q44. What do you enjoy most about being on the Board?

-The capability and Commitment of my fellow board members.

-Working with such incredible people - from staff, Board, donors, community who are all so dedicated to our shared and critical mission.

Building relationships with great people and doing impactful work

-NL is such a critically, important organization. Anything we can do to help feels good. It's also an honor to serve with such smart and committed community members.

-I love the people and the mission of NL.

-The difference we are making for all children and families.

-Working with amazing people who share my passion for immigrants.

-helps me feel like I am making a contribution to my community; love supporting Carola any way that I can

-Enjoying meeting with such committed individuals

-Contributing to the mission.

-I enjoy the exchange among board members. The knowledge that together we are playing a small part in changing the lives of our community members for the better, even in difficult times.

-Contributing to important work for the vulnerable members of our community.

-I am proud to be part of such an outstanding organization. Neighbors Link is truly unique. The caliber of the staff is exceptional, from the top down. And of course seeing what a difference Neighbors Link has made in the immigrant community we serve is very inspiring.

Top 2 Box (T2B) Score

Explanation of scoring methodology

Top 2 Box Score

Defining the Top 2 Box score

A Top 2 Box score (sometimes called T2B) is a way of summarizing the positive responses from a [Likert scale](#) survey question. It combines the highest 2 responses of the scale to create a single number. Given its simple calculation and the value it brings to your survey analysis, Top 2 Box scores are used in a variety of ways within market research.

Why use Top 2 Box scores?

- 1) It simplifies your analysis. Instead of reviewing 5+ numbers, you'll only have 1 to look at.
- 2) Comparisons are quick and easy. Whether you're comparing results across brands or stimuli (e.g. when testing concepts), Top 2 Box scores allow you to compare results side-by-side more efficiently.