

Rotary Club of [REDACTED]

March 2010 Membership Survey



Prepared: [REDACTED] (Chair of Membership Committee)

Reviewed: [REDACTED] (Members of Membership Committee)

Date: 10 March 2010

Executive Summary

Scope

In line with the Rotary Club of [REDACTED] Membership Development Plan, a second survey of Club members was carried out at the 1 March 2010 Club meeting. Being approximately six months since an identical survey was carried out in August 2009, this was considered an appropriate time to assess whether there has been any significant changes in the attitude of members towards the Club.

The questionnaire used in the survey was sourced from the August 2009 "Rotary Down Under" magazine that was endorsed by Rob Wylie, Regional Membership Coordinator (Zone 8).

All members who attended the 1 March meeting (representing 50% of the membership) participated in the survey including five Board members. An additional Survey was completed on 10 March. While the age profile, gender balance and Rotary experience of the members participating in the survey were considered to be a good representation of the Club members, it should be noted that the margin for error would be significantly greater than the first survey (probably of the order of 10-20%).

Survey results in general should always be considered with a little caution as they have the potential to either reflect the personalities of the participants instead of the performance of the Club or because of the "averaging" effect where participants don't want to express strong opinions. In addition a member's understanding of the question asked may significantly affect the result.

The Last Six Months

Since the last survey net membership has decreased from 20 to 18. Three members left the Club (two due to conflicts with work/personal commitments and one due to health issues). There has only been one new member in that period.

Results

Club Atmosphere

This survey confirmed that the members consider the Club atmosphere continues to be excellent.

Club Involvement

Club involvement in Membership Development, Orientation & Education, Local & International Projects, Fund Raising and Rotary Foundation were considered to be adequate. It should be noted that there still remains 20-40% of members dissatisfied with membership development, orientation and education.

The Club's involvement in Club Public Relations was rated insufficient and was significantly lower than the last survey.

On the other hand the Club's involvement in Fellowship was rated very high and was significantly higher than the last survey.

Member Participation

Club members surveyed indicated that there has been an increase in member participation over all areas except for Rotary Foundation and Fellowship.

Member Satisfaction

Member satisfaction has increased significantly since the last survey.

Club Costs

Club costs are considered reasonable except for Club fines. Compared with the previous survey, 30% of survey participants have now rated these fines as excessive.

Weekly Meetings

Generally most aspects of these meeting are considered satisfactory. There has been an increase in the satisfaction in the fellowship aspects of these meetings.

On the other hand the meal quality and time management continue to be issues.

Club Web Site/Newsletter

Since the last survey the newsletter is no longer considered interesting or useful

Spouse/partner/family

There has been a significant increase in the positive feeling towards Rotary from spouses/partner/family.

Themes

On analysis the following themes appear from the survey.

1. The Club "atmosphere" is well received i.e. welcoming, informal, fellowship etc..
2. The weekly newsletter is no longer considered useful or informative.
3. Membership development remains an area for improvement.
4. Some aspects of the weekly meetings may need review
5. Club public relations needs attention.

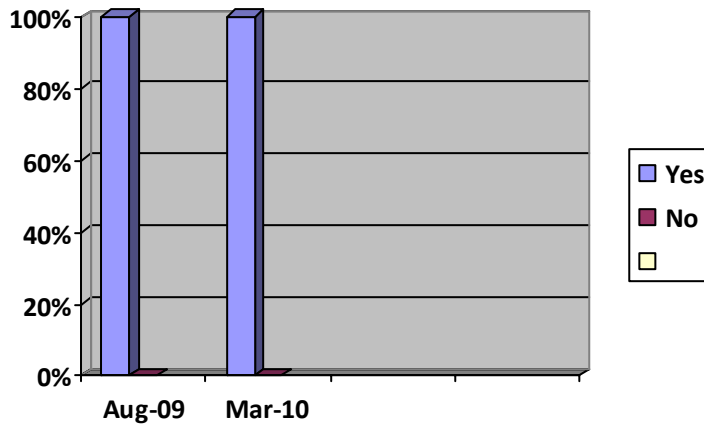
Recommendations

1. Membership development/orientation/education to continue to be given a high focus in this financial year.
2. The format of the newsletter to be reviewed.
3. A review of the format of the weekly meetings to be undertaken with particular attention to time management and Club fines.
4. Continue to review alternative meeting locations.

Survey Results

Do you feel welcome in our Rotary Club?

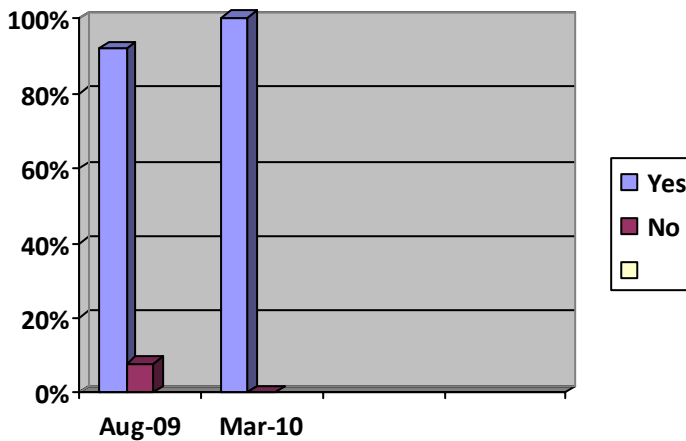
	Aug 2009	Mar 2010
No. Respondents	13	10
Yes	13	10
No	0	0



Do you feel comfortable sharing your concerns with Club leaders?

	Aug 2009	Mar 2010
No. Respondents	13	10
Yes	12	10
No	1	0

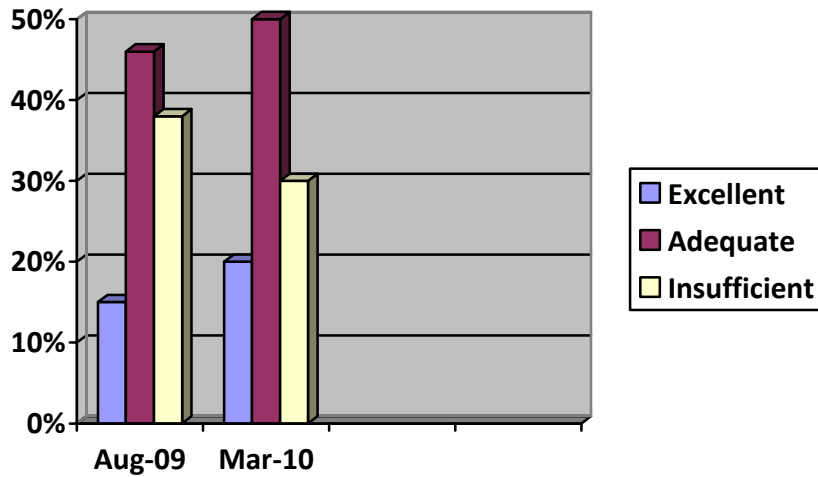
Comment Aug 2009 "Club leaders have so many responsibilities; I don't want to burden them"



How would you rate the level of the Club's involvement in the following types of activities?

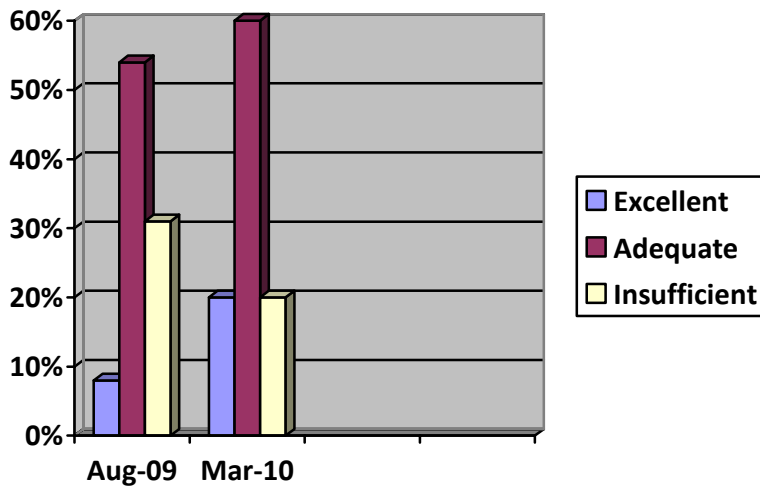
(a) Membership Development

	Aug 2009	Mar 2010
No. Respondents	13	10
Excellent	2	2
Adequate	6	5
Insufficient	5	3



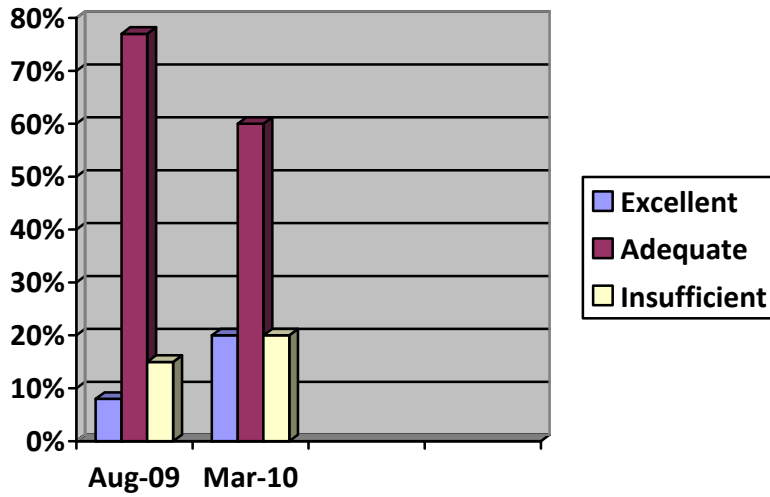
(b) Orientation and Education

	Aug 2009	Mar 2010
No. Respondents	12	10
Excellent	1	2
Adequate	7	6
Insufficient	4	2



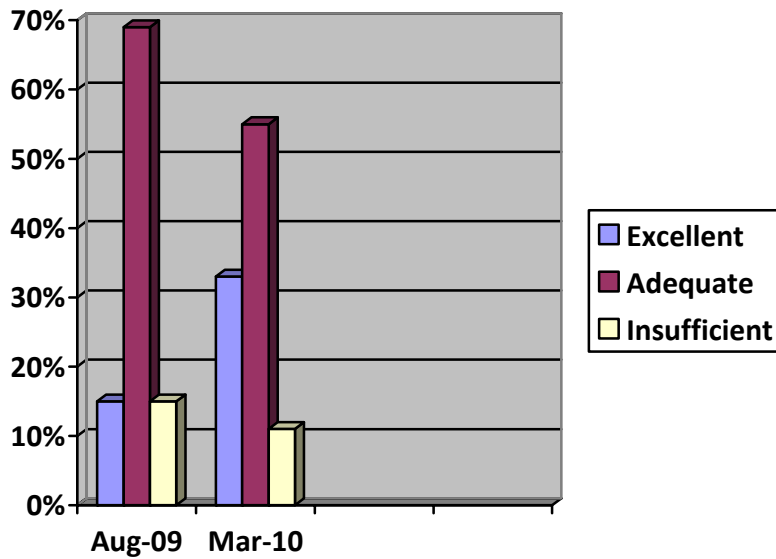
(c) Local Service Projects

	Aug 2009	Mar 2010
No. Respondents	13	10
Excellent	1	2
Adequate	10	6
Insufficient	2	2



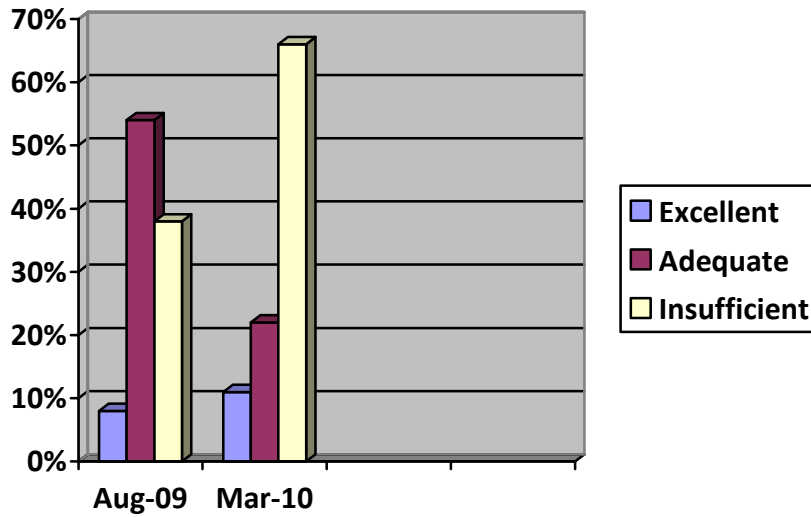
(d) International Service Projects

	Aug 2009	Mar 2010
No. Respondents	13	9
Excellent	2	3
Adequate	9	5
Insufficient	2	1



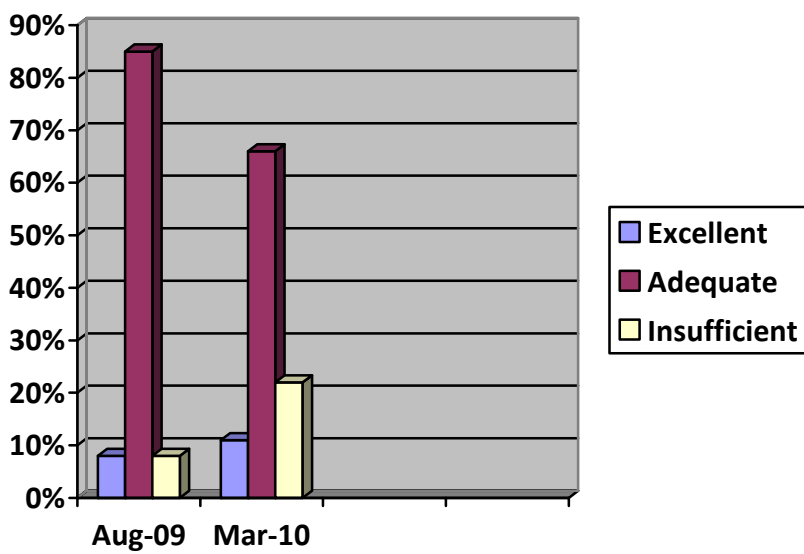
(e) Club Public Relations

	Aug 2009	Mar 2010
No. Respondents	13	9
Excellent	1	1
Adequate	7	2
Insufficient	5	6



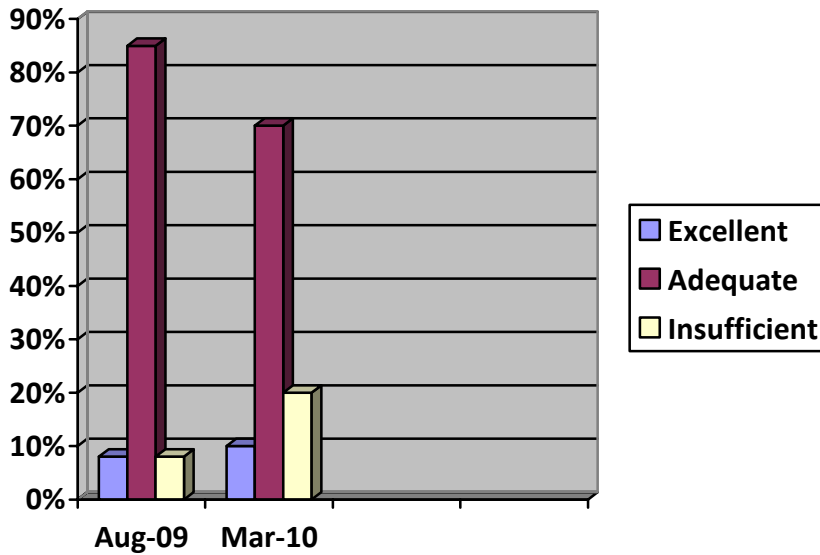
(f) Fund Raising

	Aug 2009	Mar 2010
No. Respondents	13	9
Excellent	1	1
Adequate	11	6
Insufficient	1	2



(g) The Rotary Foundation

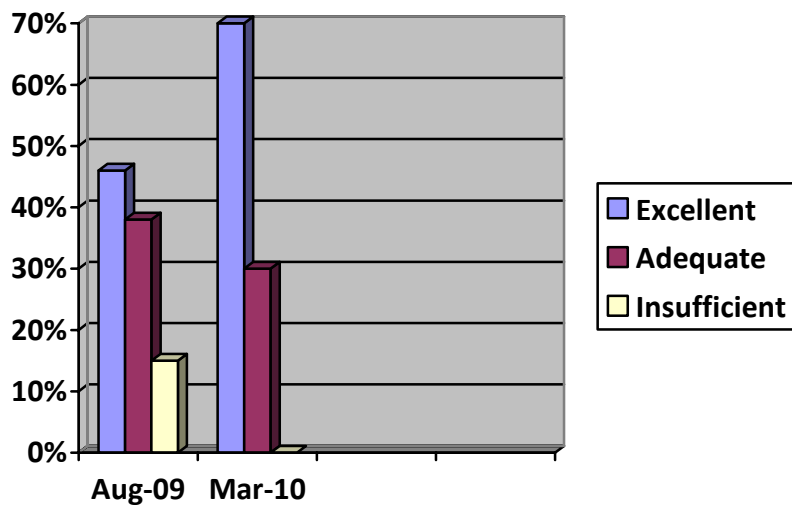
	Aug 2009	Mar 2010
No. Respondents	13	10
Excellent	1	1
Adequate	11	7
Insufficient	1	2



(i) Fellowship

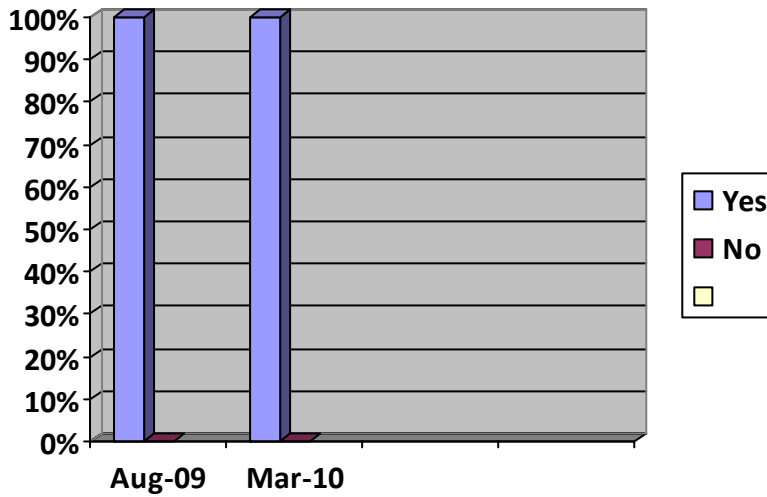
	Aug 2009	Mar 2010
No. Respondents	13	10
Excellent	6	7
Adequate	5	3
Insufficient	2	0

Comment Aug 2009 "Although more social activities would be good"



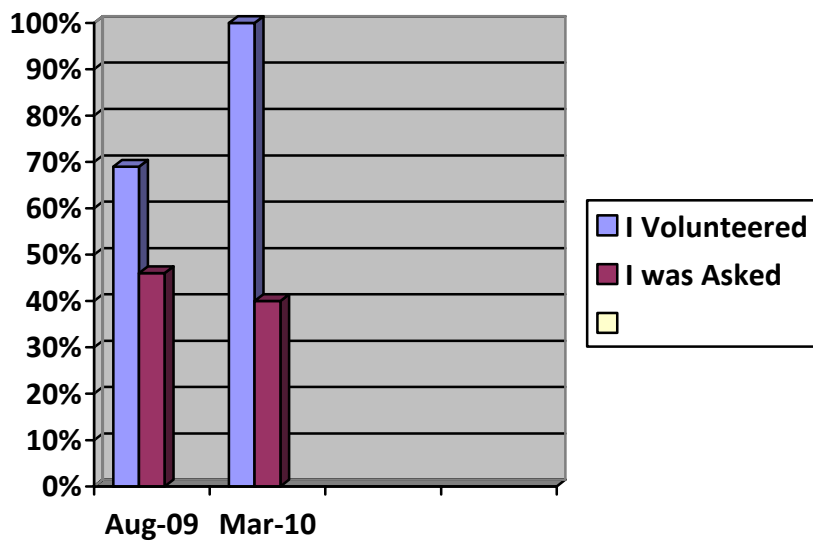
Have you participated in Club projects and activities?

	Aug 2009	Mar 2010
No. Respondents	13	10
Yes	13	10
No	0	0



If yes, how did you become involved?

	Aug 2009	Mar 2010
No. Respondents	12	10
I volunteered	9	10
I was asked	6	4

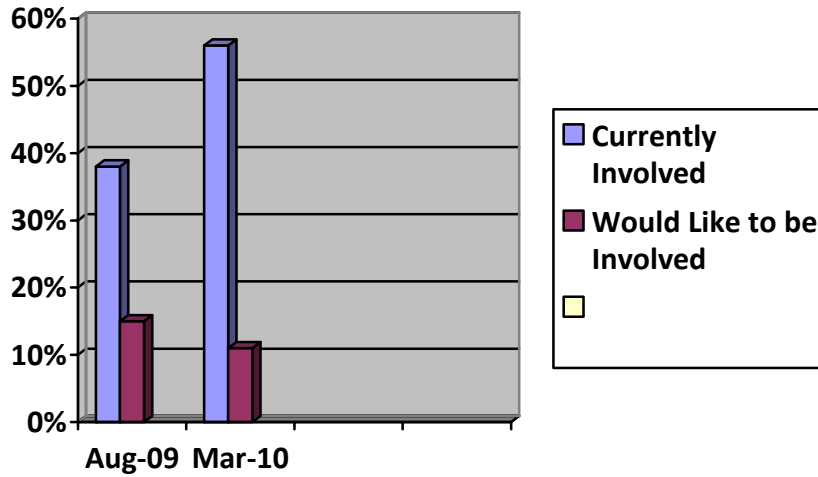


Indicate your involvement in the following types of activities

(a) Membership Development

	Aug 2009	Mar 2010
No. Respondents	7	6
Currently Involved	5	5
Would like to be involved	2	1

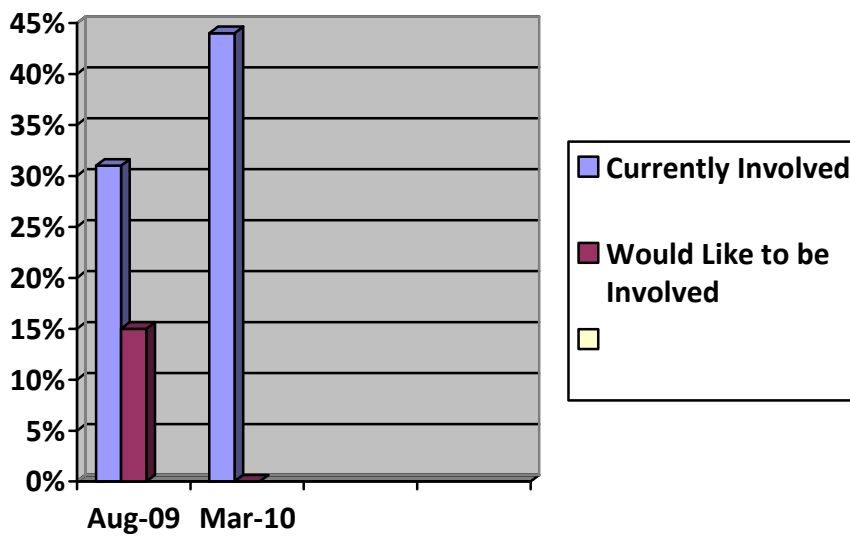
Comment Mar 2010 "Currently involved with other thing in the Club"



(b) Member Orientation and Education

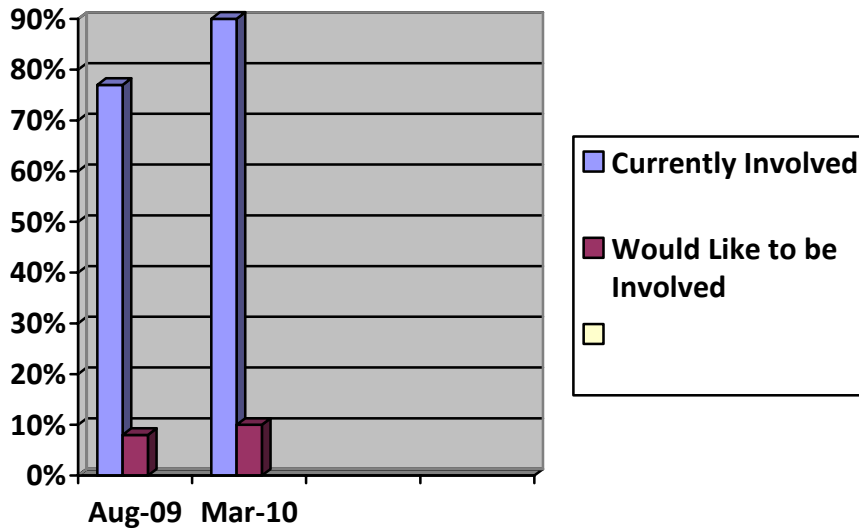
	Aug 2009	Mar 2010
No. Respondents	6	4
Currently Involved	4	4
Would like to be involved	2	0

Comment Mar 2010 "Currently involved with other thing in the Club"



(c) Local Service Projects

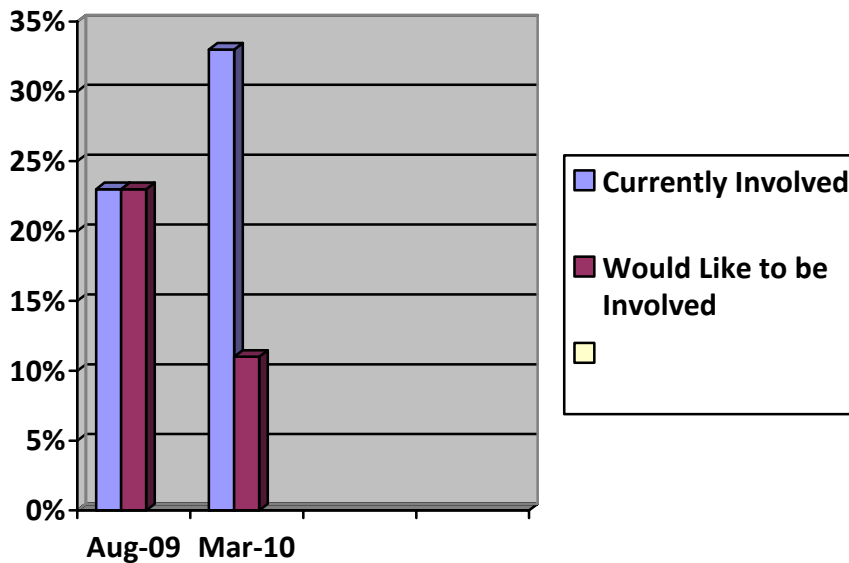
	Aug 2009	Mar 2010
No. Respondents	11	10
Currently Involved	10	9
Would like to be involved	1	1



(d) International Service Projects

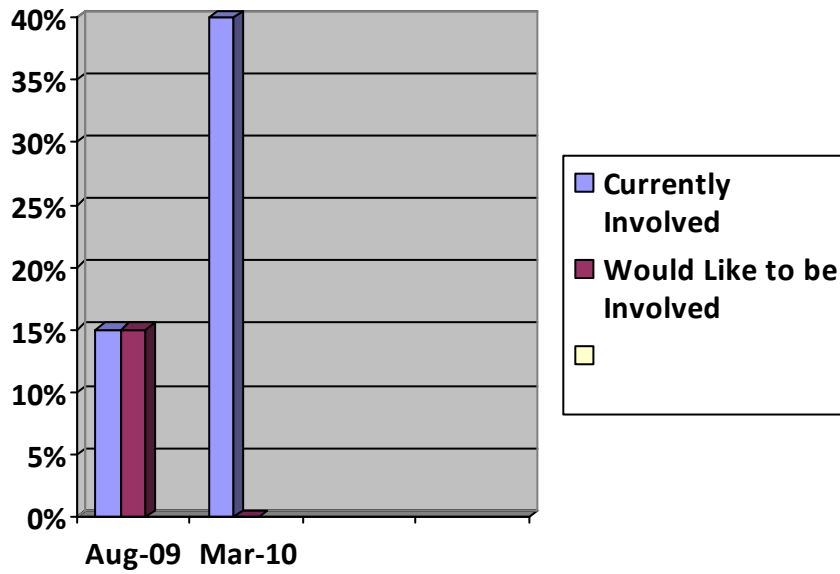
	Aug 2009	Mar 2010
No. Respondents	6	4
Currently Involved	3	3
Would like to be involved	3	1

Comment Mar 2010 "Currently involved with other thing in the Club"



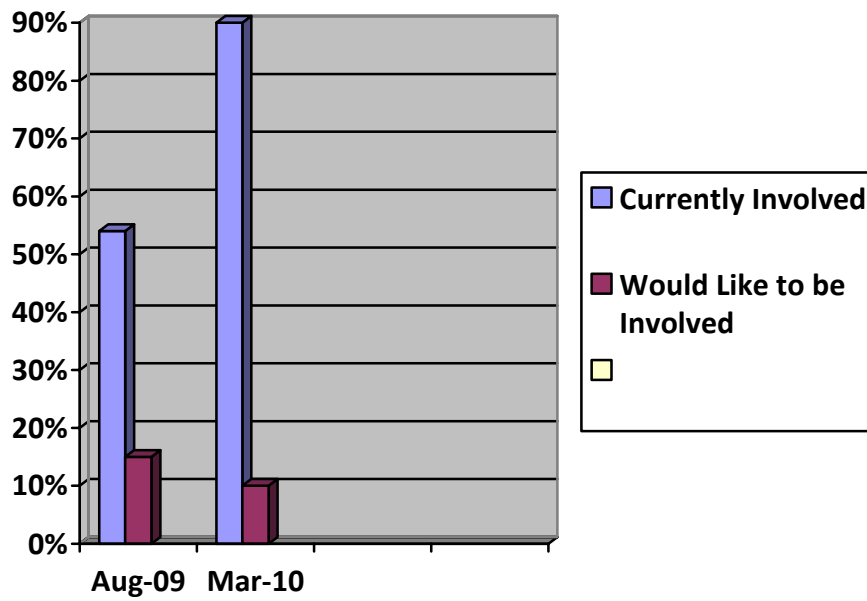
(e) Club Public Relations

	Aug 2009	Mar 2010
No. Respondents	4	4
Currently Involved	2	4
Would like to be involved	2	0



(f) Fund Raising

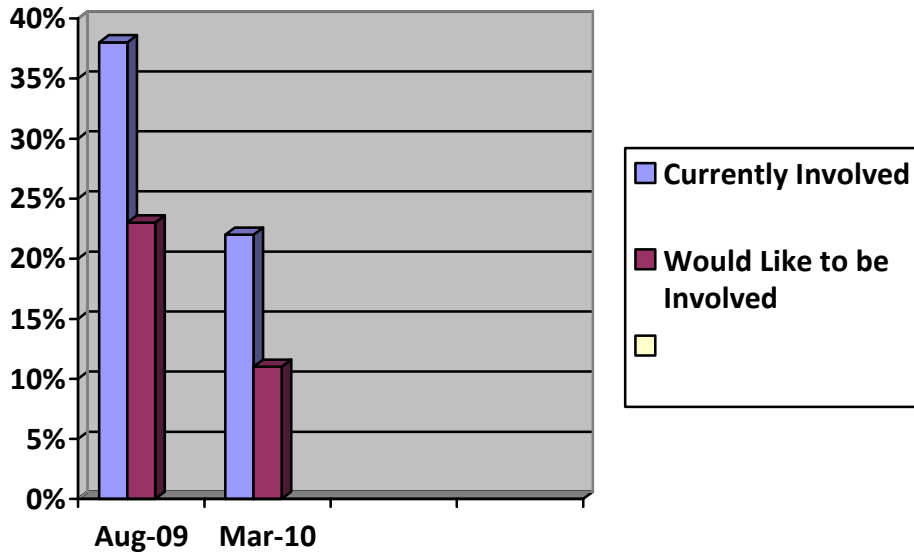
	Aug 2009	Mar 2010
No. Respondents	9	10
Currently Involved	7	9
Would like to be involved	2	1



(g) *The Rotary Foundation*

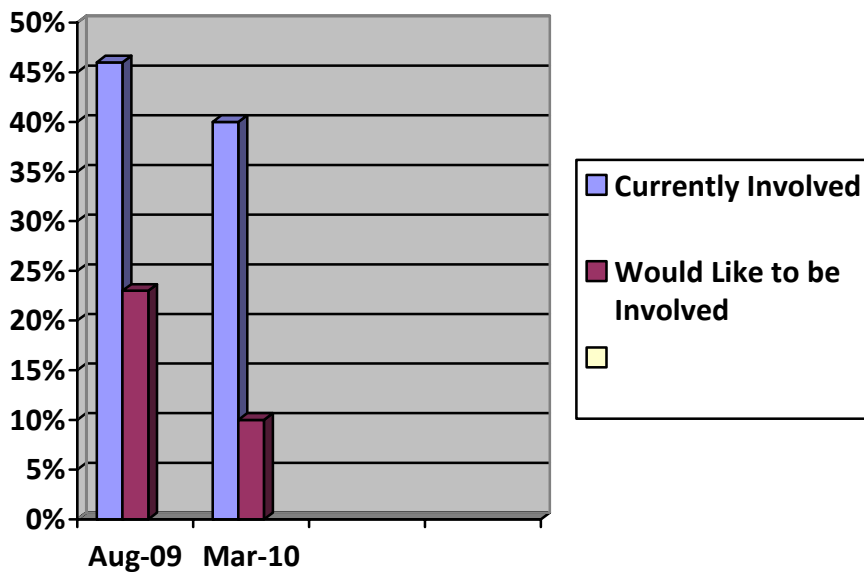
	Aug 2009	Mar 2010
No. Respondents	8	3
Currently Involved	5	2
Would like to be involved	3	1

Comment Mar 2010 "Currently involved with other thing in the Club"



(i) *Fellowship*

	Aug 2009	Mar 2010
No. Respondents	9	5
Currently Involved	6	4
Would like to be involved	3	1

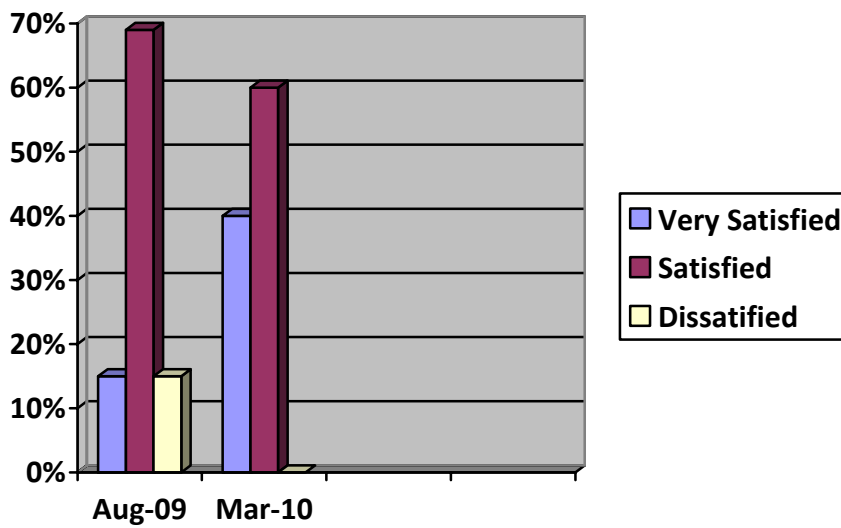


How would you rate your level of satisfaction with your participation in Club activities and projects?

	Aug 2009	Mar 2010
No. Respondents	13	10
Very Satisfied	2	4
Satisfied	9	6
Dissatisfied	2	0

Comments Aug 2009 "Lack of support from other members"
 "Personal time conflicts" – 2 responses
 Additional comments from a satisfied respondent – "Lack of quality service projects, personality conflicts"

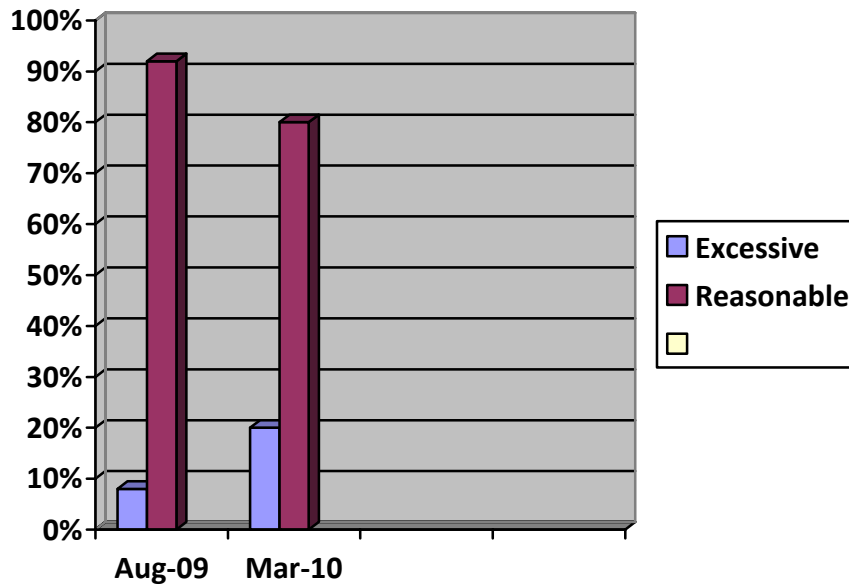
Comments Mar 2010 Additional comments from a very satisfied respondent – "How would I rate other's participation"



How would you rate the following costs associated with membership in our Club?

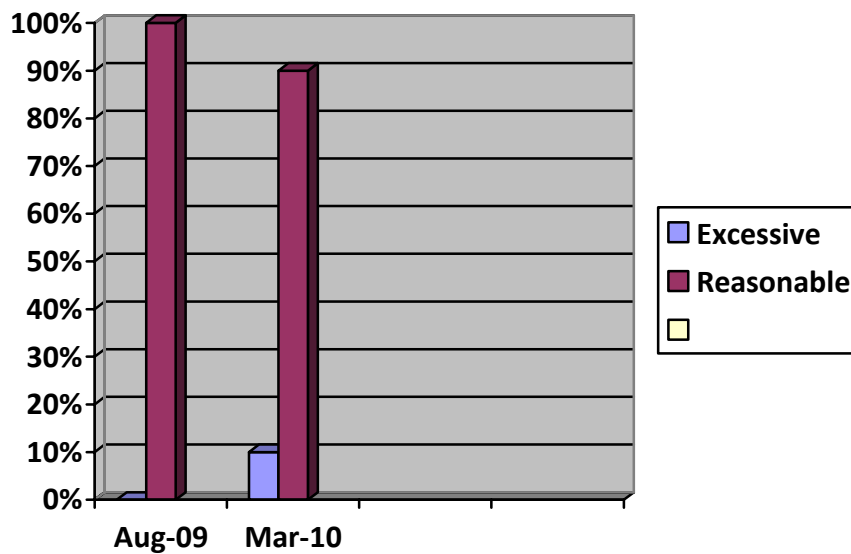
(a) Club Dues

	Aug 2009	Mar 2010
No. Respondents	13	10
Excessive	1	2
Reasonable	12	8



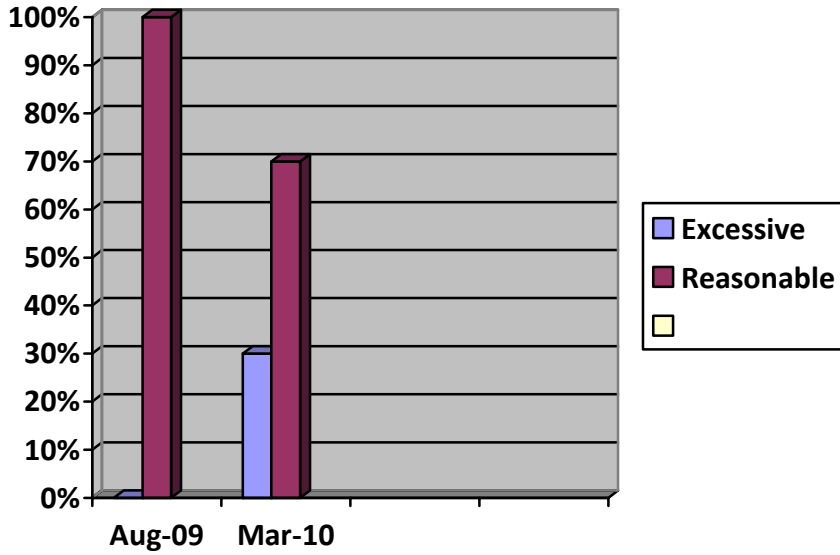
(b) Weekly Meetings

	Aug 2009	Mar 2010
No. Respondents	13	10
Excessive	0	1
Reasonable	13	9



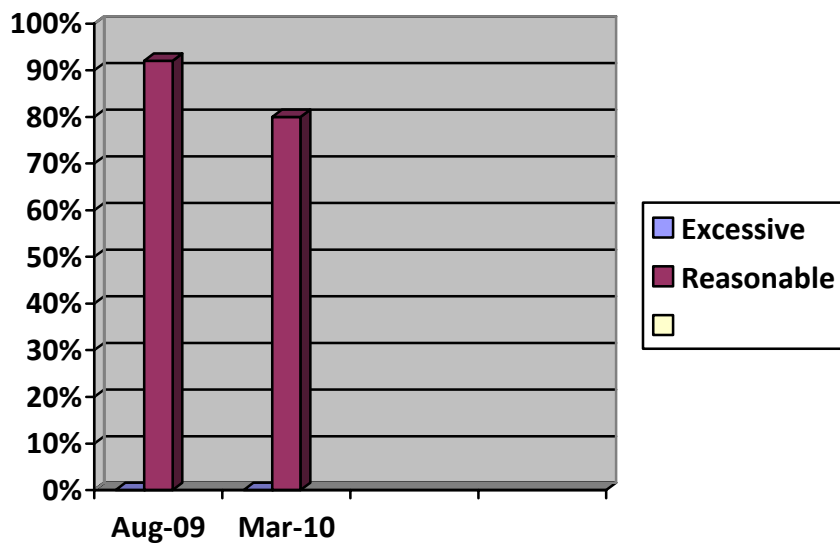
(c) Club Fines

	Aug 2009	Mar 2010
No. Respondents	13	10
Excessive	0	3
Reasonable	13	7



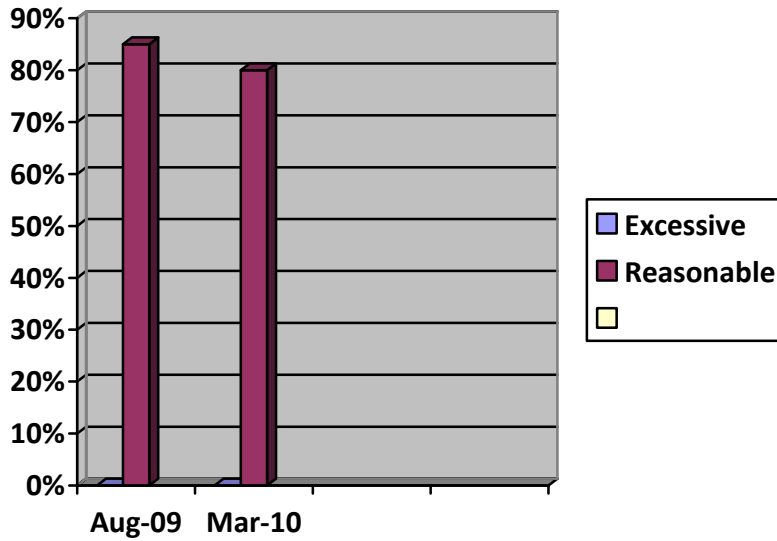
(d) Club Voluntary Contributions to Service Projects

	Aug 2009	Mar 2010
No. Respondents	12	8
Excessive	0	0
Reasonable	12	8



(e) *The Rotary Foundation*

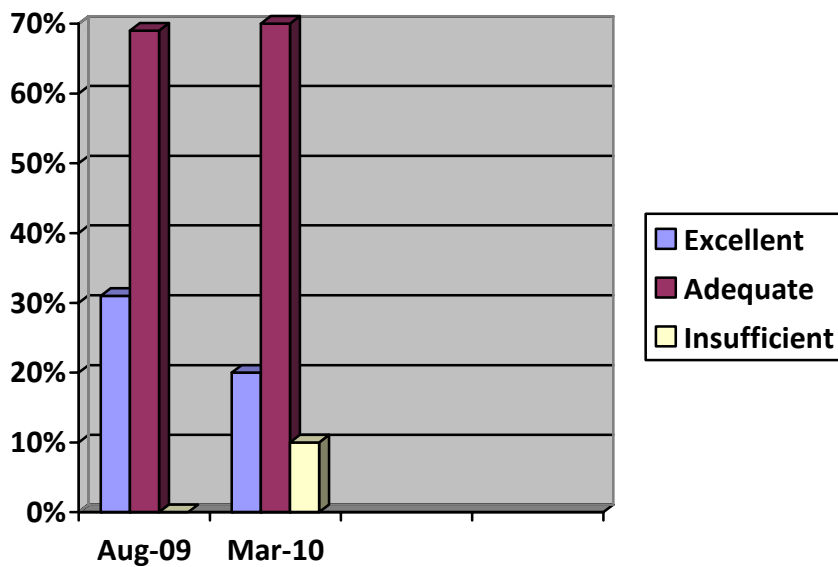
	Aug 2009	Mar 2010
No. Respondents	11	8
Excessive	0	0
Reasonable	11	8



How would you rate the following aspects of our weekly meetings?

(a) *Amount of Rotary Content*

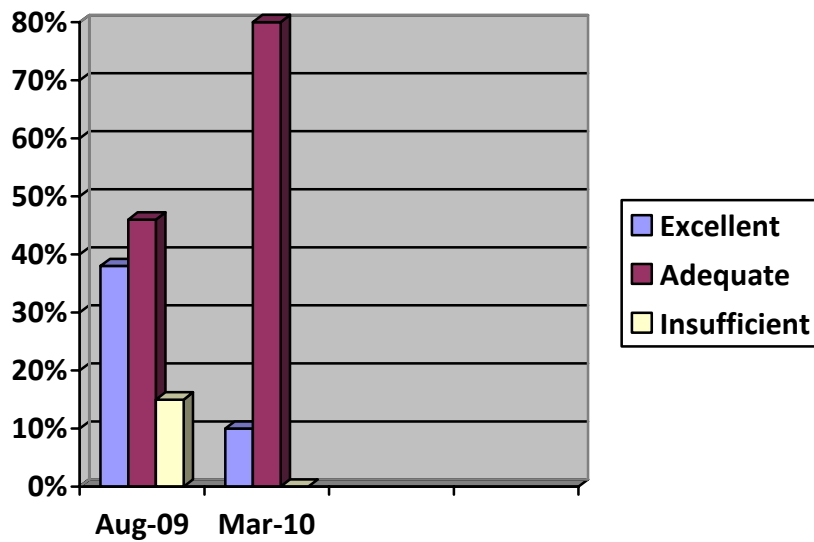
	Aug 2009	Mar 2010
No. Respondents	13	10
Excellent	4	2
Adequate	9	7
Insufficient	0	1



(b) Length

	Aug 2009	Mar 2010
No. Respondents	13	9
Excellent	5	1
Adequate	6	8
Insufficient	2	0

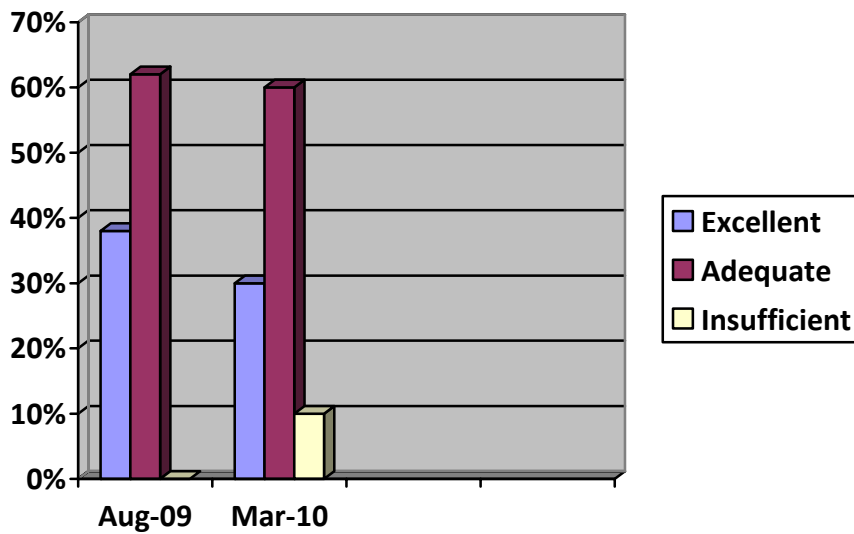
Comments Mar 2010 "Some meetings drag on too long"
"maybe shorten"



(c) Program Organisation

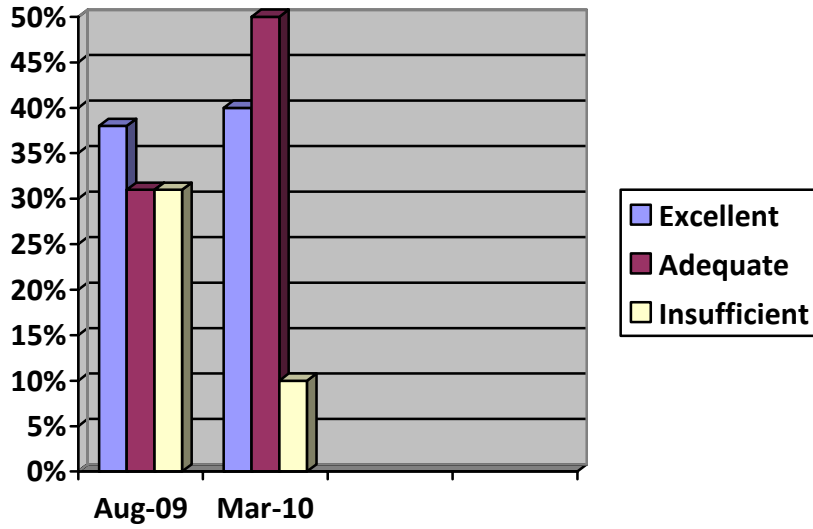
	Aug 2009	Mar 2010
No. Respondents	13	10
Excellent	5	3
Adequate	8	6
Insufficient	0	1

Comments Mar 2010 "Need more time to actually talk about the Club"



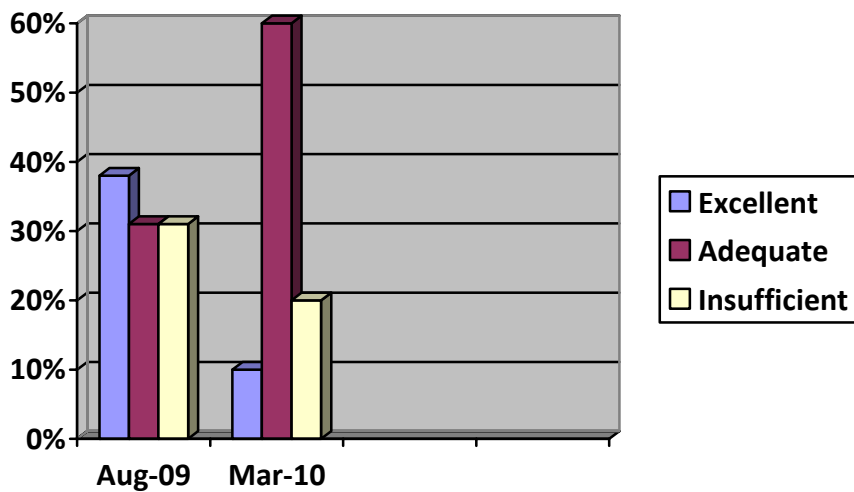
(d) Time for Fellowship

	Aug 2009	Mar 2010
No. Respondents	13	10
Excellent	5	4
Adequate	4	5
Insufficient	4	1



(e) Networking Opportunity

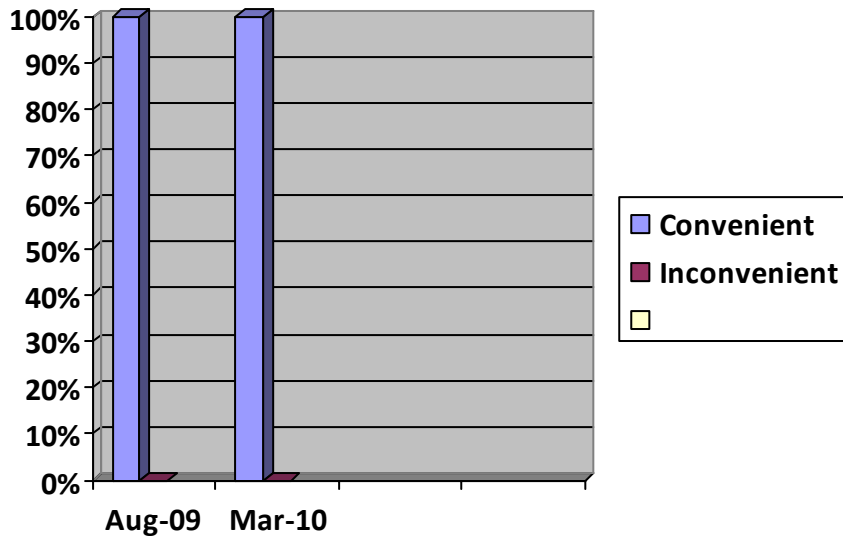
	Aug 2009	Mar 2010
No. Respondents	13	9
Excellent	5	1
Adequate	4	6
Insufficient	4	2



Location

	Aug 2009	Mar 2010
No. Respondents	13	10
Convenient	13	10
Inconvenient	0	0

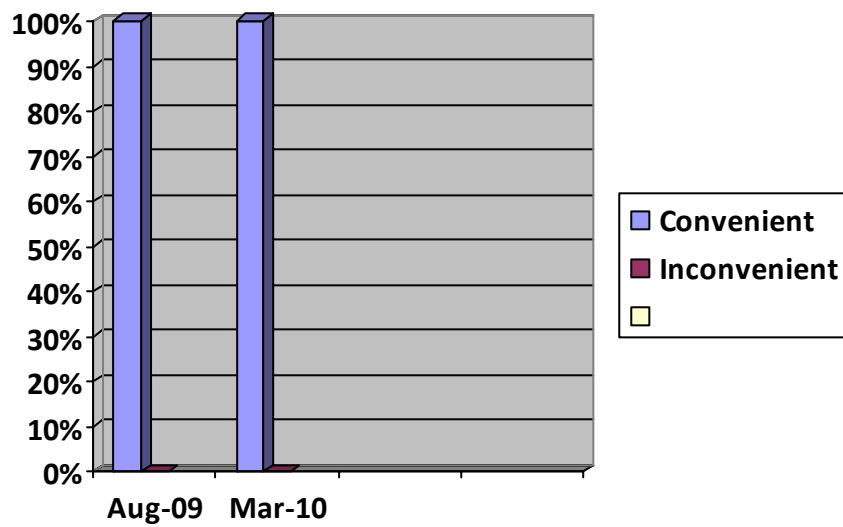
Comments Mar 2010 "Look at College for future"



Meeting Time

	Aug 2009	Mar 2010
No. Respondents	13	10
Convenient	13	10
Inconvenient	0	0

Comments Mar 2010 "Meeting time to 8:30pm"

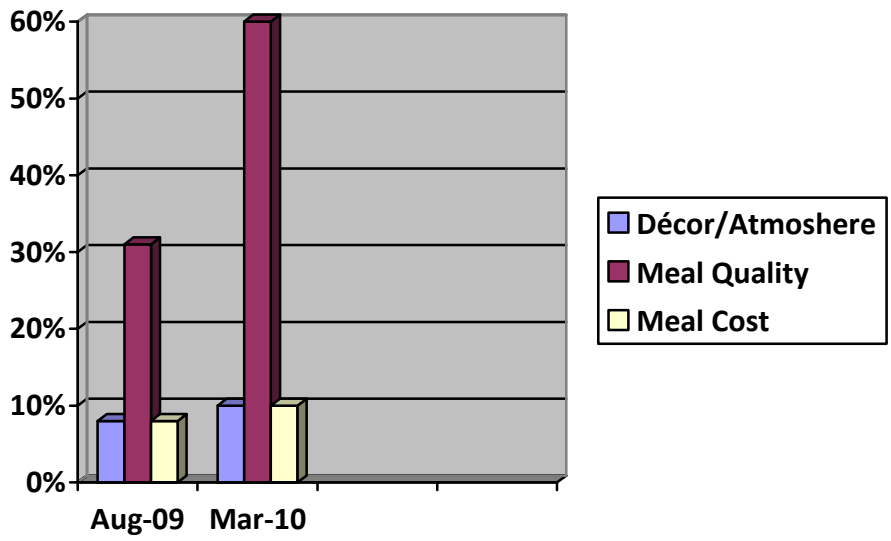


What aspects of our meeting place do you find unsatisfactory?

	Aug 2009	Mar 2010
No. Respondents	6	7
Décor/atmosphere	1	1
Meal Quality	4	6
Meal Cost	1	1

Comments Aug 2009 on Meals “sometimes, needs more variety”
Additional comment from a satisfied respondent – “is good”

Comments Mar 2010 “Pokies”
“Noise from Club at times”



Which of the following changes would improve our Club meetings?

	Aug 2009	Mar 2010
No. Respondents	8	9
Better speakers	1	1
More focus on fellowship	4	2
Increased variety of program topics	4	2
Increased emphasis on vocational information	2	1
More involvement of family	1	0
Better time management	3	5
More service opportunities	2	1

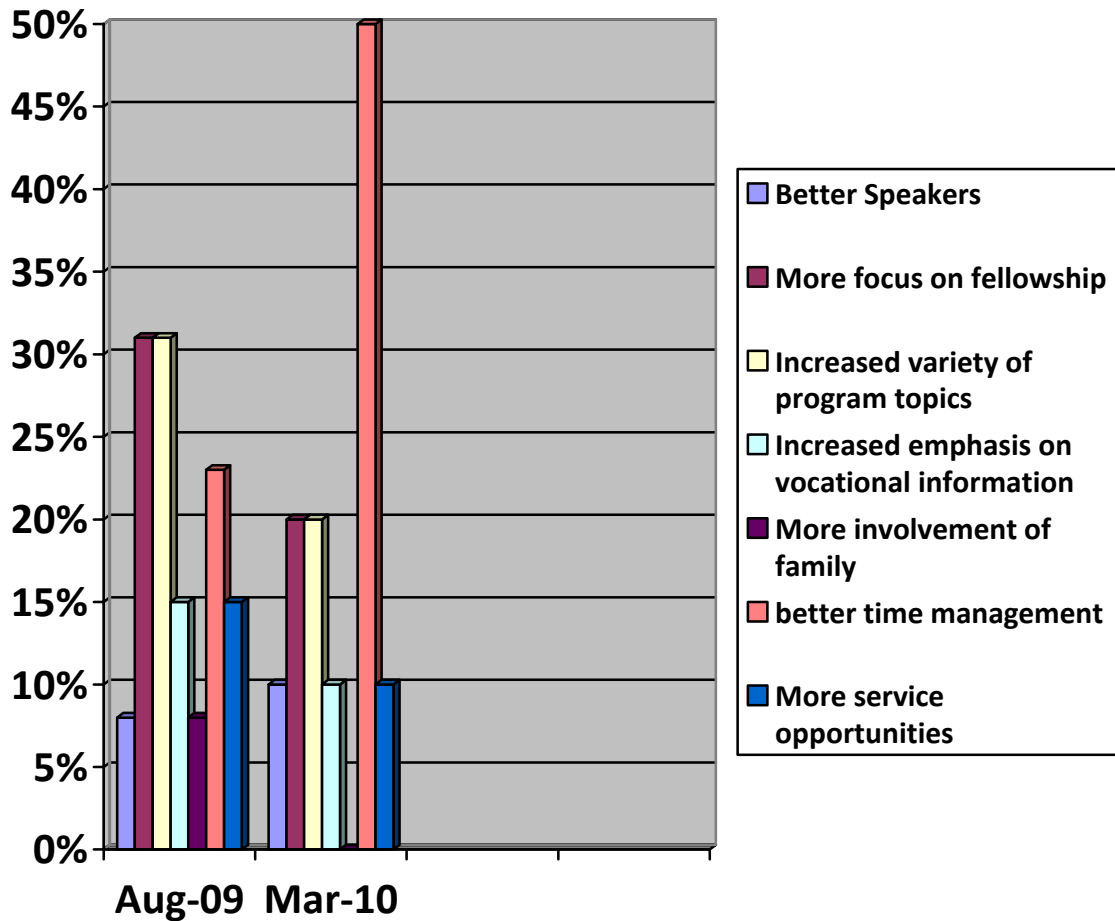
Comment 2009 on more service opportunities

“more member participation”

Comment 2010

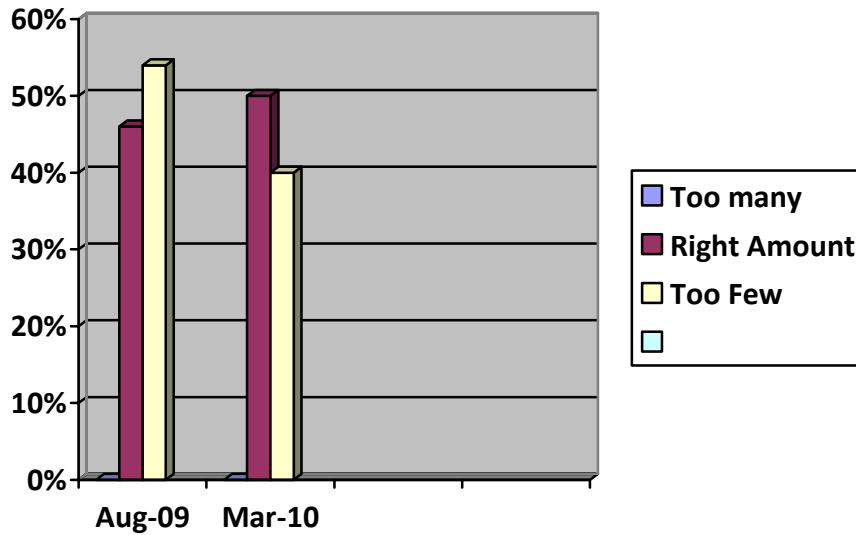
“more committee time”

“more focus on membership”



How would you rate the amount of our Club's fellowship activities?

	Aug 2009	Mar 2010
No. Respondents	13	9
Too many	0	0
Right amount	6	5
Too few	7	4

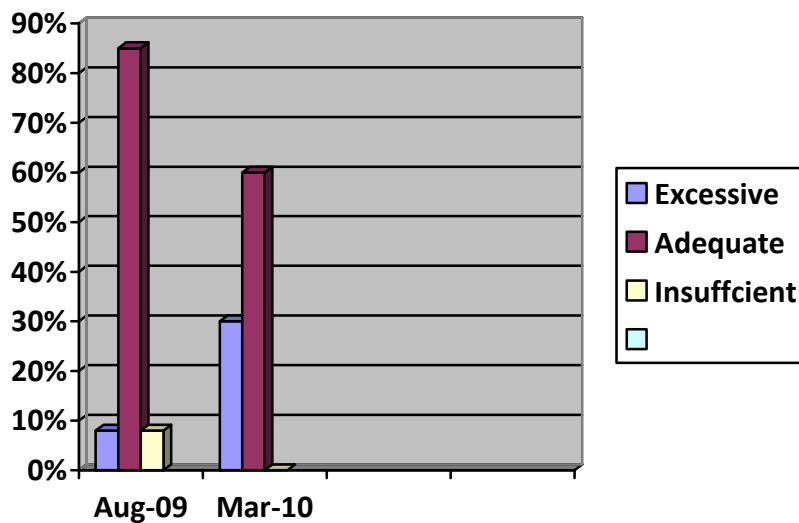


How would you rate the amount of Rotary information provided through our Club web site/newsletter?

	Aug 2009	Mar 2010
No. Respondents	13	9
Excessive	1	3
Adequate	11	6
Insufficient	1	0

Comment 2010

"not yet live"
"Looking forward to the web site"

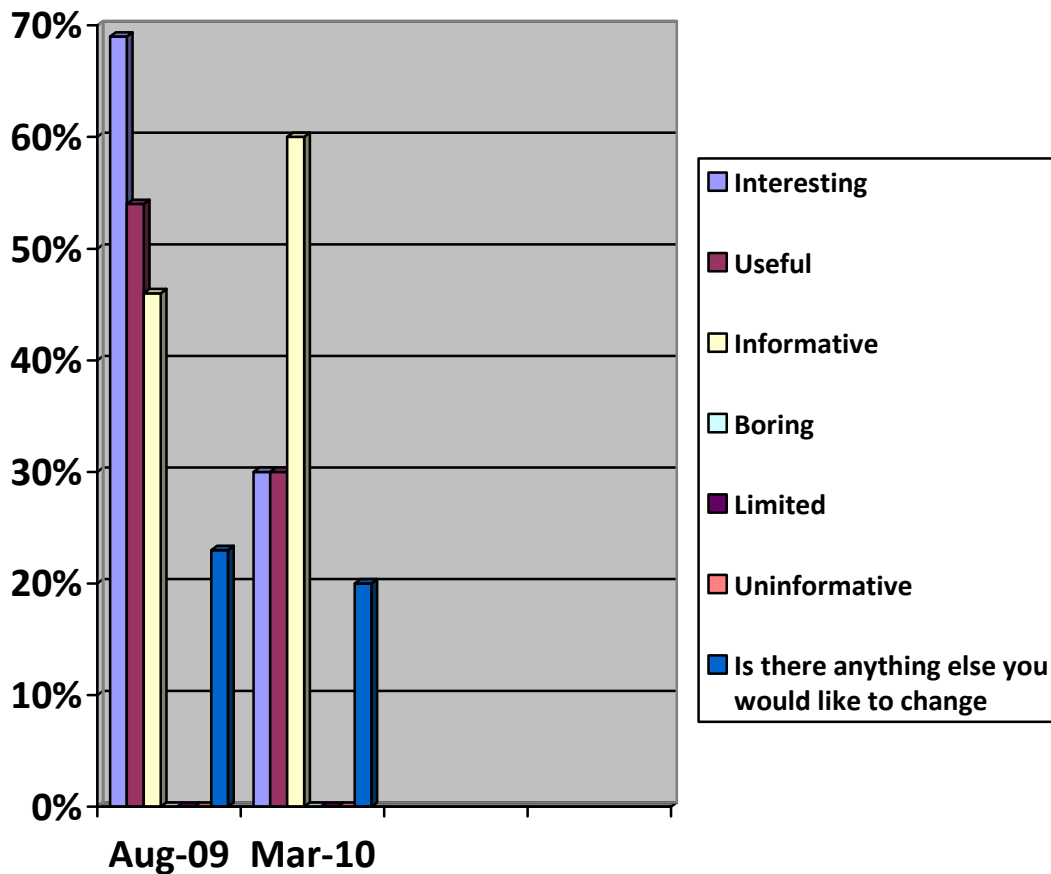


Which of the following words would you describe our Club's web site/ newsletter?

	Aug 2009	Mar 2010
No. Respondents	10	7
Interesting	9	3
Useful	7	3
Informative	6	6
Boring	0	0
Limited	0	0
Uninformative	0	0
Is there anything else you would like to change	3	2

Comments 2009 “regular section stating member positions and contacts”
 “a good web site to help membership/ archive projects activities/
 “calender of upcoming events”
 “web site for Club to provide information on Club activities and
 timetable”

Comments 2010 “Too lengthy”
 “Too much information provided”
 “less of overseas general info and focusing mainly on projects of our
 Club and activities of our members”



What response does your spouse/partner/family have to your involvement?

	Aug 2009	Mar 2010
No. Respondents	13	10
Feels proud of my involvement	7	7
Thinks Rotary takes too much time	2	3
Wants to know more/be involved	1	0
Thinks Rotary is too expensive	0	1
Wants to meet/interact with other Rotary spouses/partners/families	1	0
Would be interested in becoming a member	0	0
Other	4	2

Comments 2009 “Is a member but is finding insufficient time to be able to be an involved member”
 “Is a member also” (x2)
 “Aware I am dedicated as a Rotarian & my Club is important to me - Possibly later will become a Rotarian”

Comments 2010 “maybe later join”
 “too far to come”
 “happy”

