



# SURVEY HIGHLIGHTS

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- Created for April 21 2012
- Rotary Strategic Planning Session
- Summarized by Anne Bermingham, 2WA Consulting Inc.

# SURVEY OBJECTIVES

- To engage those in leadership positions in the district (presidents; past presidents; incoming presidents; etc.) in the strategic planning process
- To hear what these leaders are thinking and doing when it comes to our four key strategic directions
- To gather ideas and suggestions of what the district needs to be doing to better support them in the coming year

# METHODOLOGY

- Invited much larger group to participate in survey as we invited Presidents, President Elects and Past Presidents
  - Survey sent to 200+ in 2012 versus 120 in 2011 and 83 in 2010
- Total Respondents in 2012 = **75 individuals**
- Total Respondents in 2011 = 56 individuals
- Total Respondents in 2010 = 41 individuals
- Lower response rate (37.5%) versus 47% in 2011 and 49% in 2010 – larger and more diverse sample size

# Strengths of District

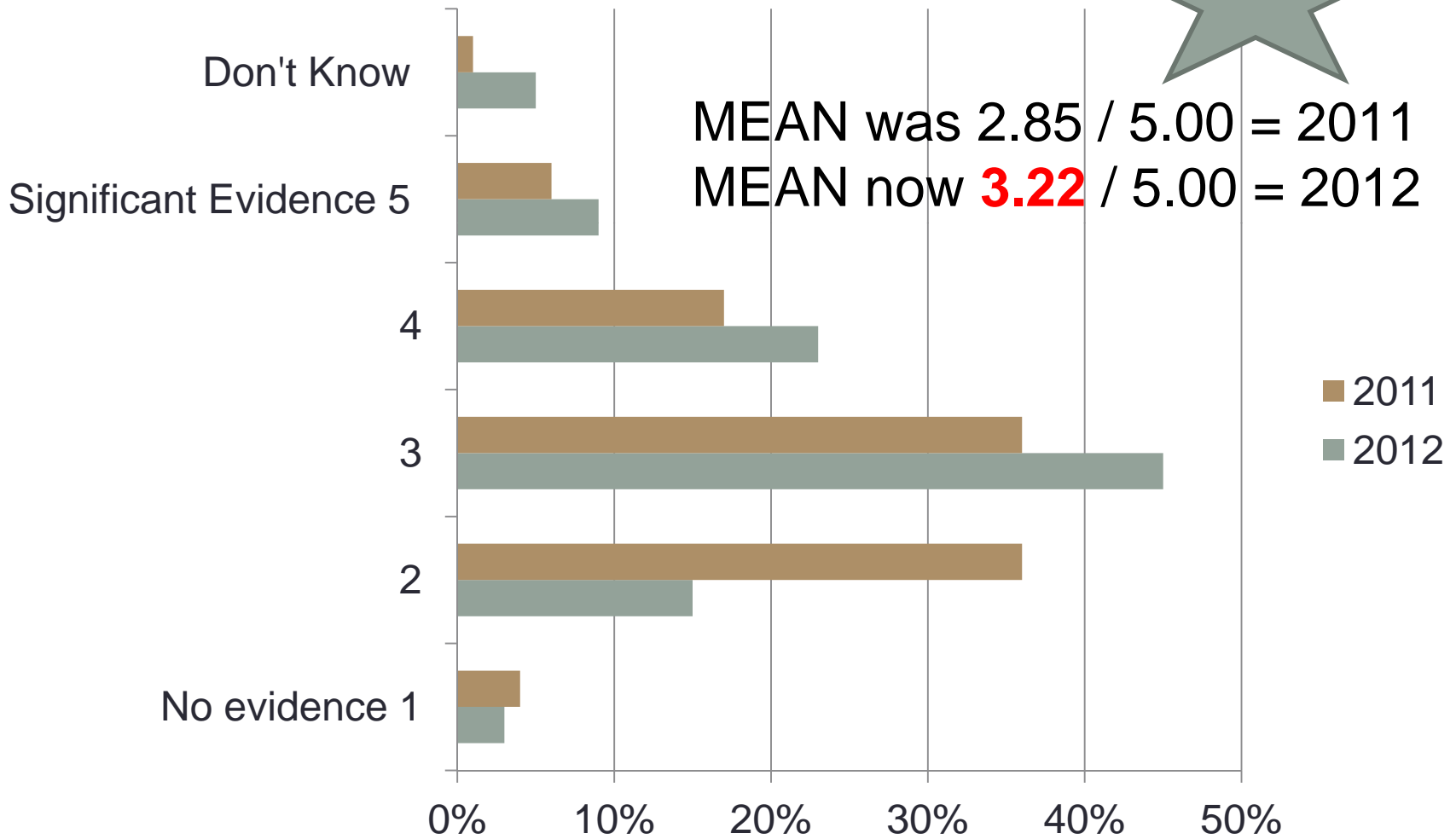
- Good leaders
- Excellent Training
- Involved in international / world community service
- Communication
- Strategic plan
- Using Go to Meeting / conference calls
- Cross border perspectives

# District 7090 Strategic Plan

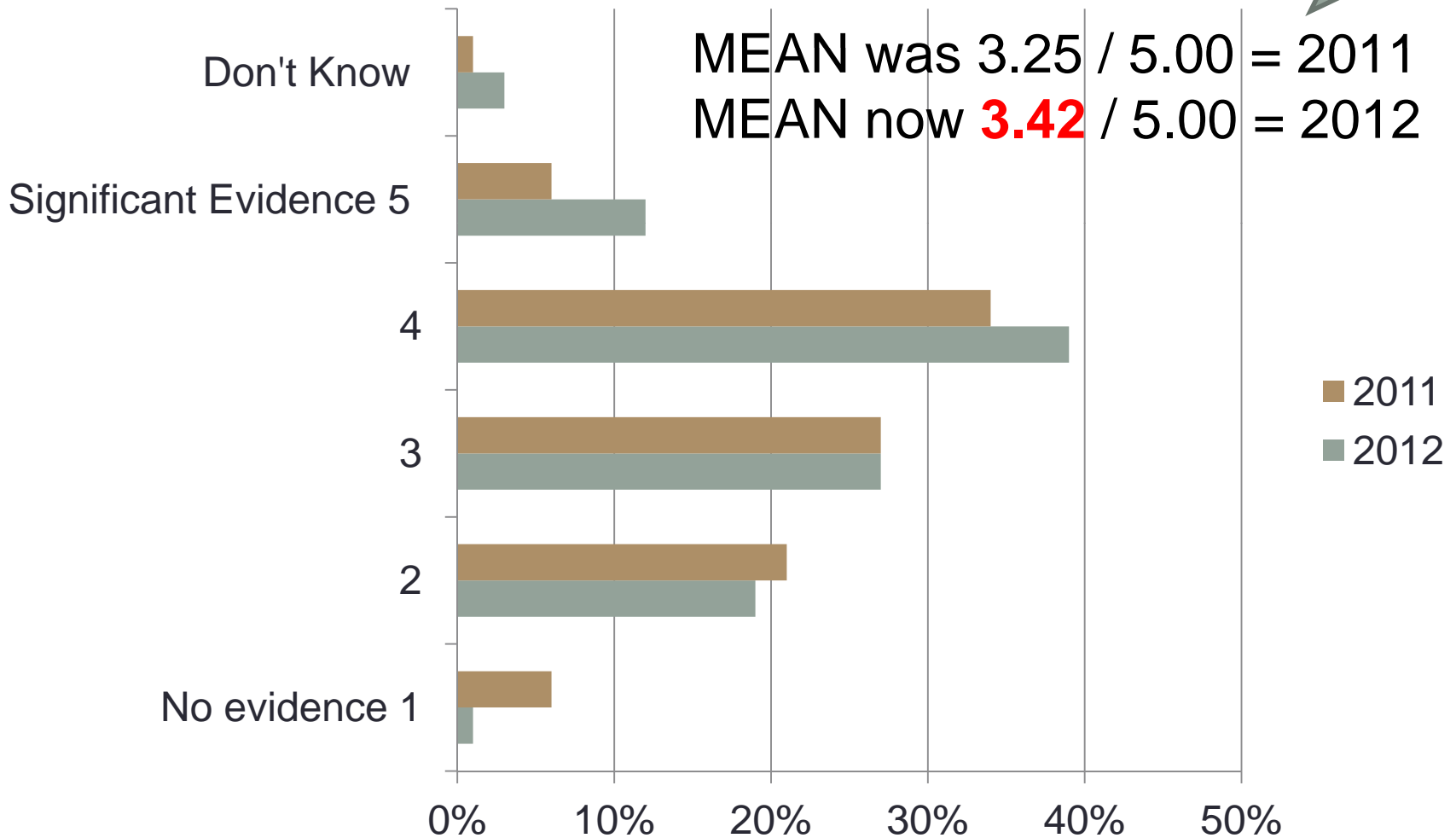
## PRIORITY AREAS

1. To find new and innovative ways to help clubs address membership issues.
2. To take new and improved approach to educate Rotarians about the larger world of Rotary and how the district is here to help each club
3. To improve the 2-way communication between the district and you – both in terms of messages and use of technology
4. To use our work with youth to excite and engage current and potential Rotarians

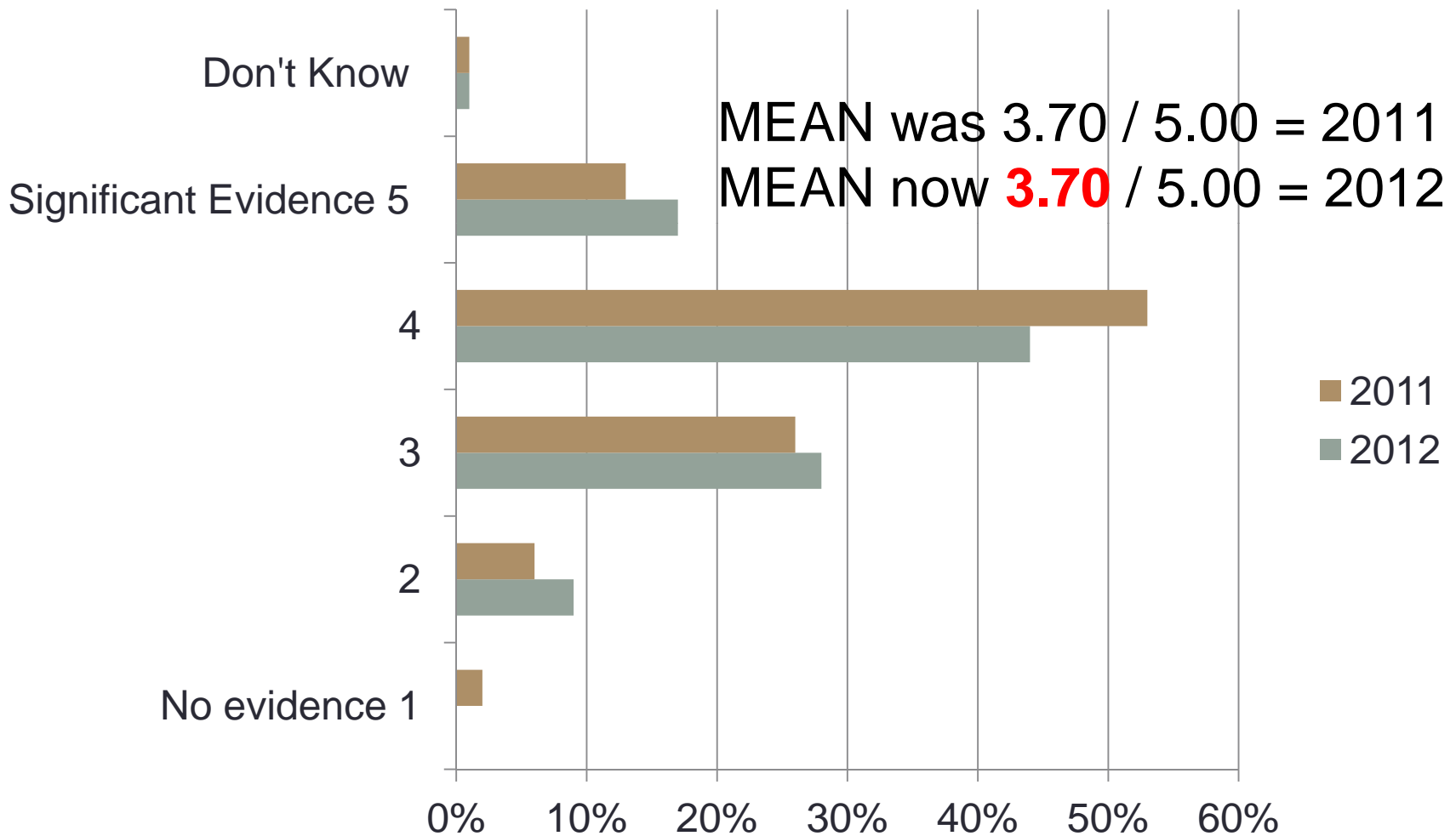
# Question 1: To what extent have you seen evidence of district making strides as it relates to membership goal?



## Question 2: To what extent have you seen evidence of district making strides as it relates to education goal?

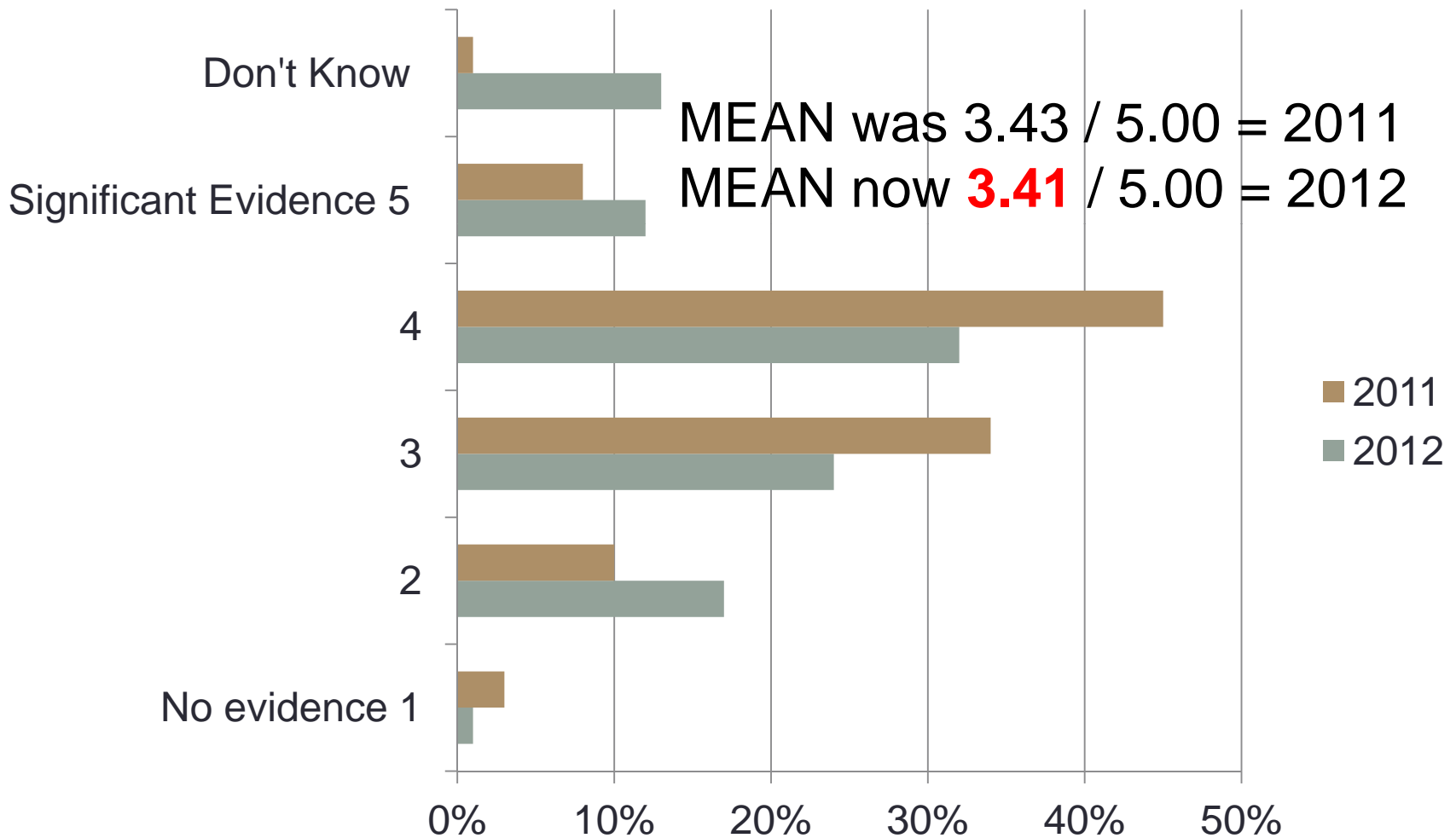


### Question 3: To what extent have you seen evidence of district making strides as it relates to 2-way communication goal?





## Question 4: To what extent have you seen evidence of district making strides as it relates to youth work to excite goal?



# Progress on District Priorities:

- “I feel there is a good effort in addressing membership goals”
- “I have received support from my assistant governor to address membership engagement and retention”
- RLI is a good way to get educated on the big picture
- “The PR grant re: Facebook is an important step as well as the expanded use of GoToMeeting”
- “I have noticed and appreciated a marked increase in electronic delivery, Facebook, Linked In”
- “Just knowing the youth goal has brought it into greater focus in my own club”
- “Much improved efforts to get these goals done but still need a long way to go”

# Progress on District Priorities:

- “I see the clubs in my area struggle with membership and I think there is little district can do beyond current effort”
- “I get the newsletter and that is all I can recall about 2-way communication”
- “I think that a big issue is getting Rotarians excited about anything”
- “Other than assemblies, I see little evidence of District leadership”
- “We are not seeing the two-way communication”
- “I think we need to do a better job connecting with the clubs on what we are doing in each of these areas – with very crisp messages of how the district can help us and vice versa”

# Membership: What Clubs are Doing

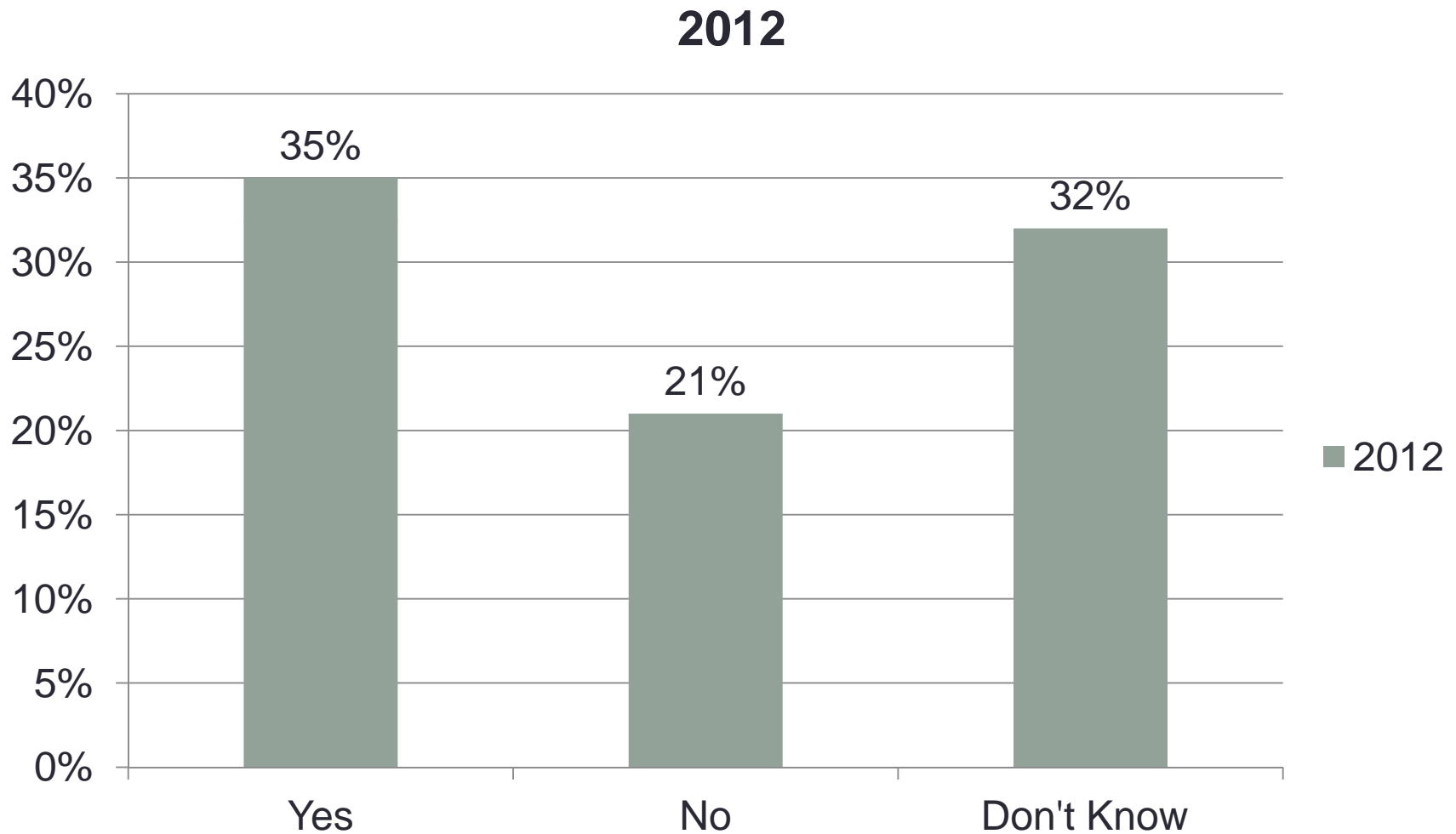
- 65% recognize friends and supporter as potential Rotarians
- 60% doing fireside chats with new members
- 46% publishing club and district events using all types of media
- 28% doing outreach program to address declining attendance
- 22% doing exit interviews to understand why people leaving

- Percentages calculated by adding together the percentage of people who answered 4 or 5 = very true
- Details are in back of this presentaiton

## What should the district focus on doing to effectively support clubs like yours in the areas of membership recruitment and retention?

- Continue to sell the clubs on using the services available
- Have district representatives meet with membership committees – help them with their plans
- Help clubs understand their unique demographics and challenges
- Continue the New members program
- Give more help on retention
- Help us with publicity – on why to be a Rotarian or how to get a clear message out
- Customize what we offer to each club – especially small and large
- Bring the district messages right to the club
- More membership surveys and more counseling for each club
- Get the AGs more involved
- Hold conference calls on membership
- Keep working on public image – PR
- Keep reminding us to focus on membership and on making out clubs so vibrant – people want to join

Our District Held 2 Membership Success Seminars in November 2011 with one on the Canadian side and one on the US side. Did someone from your club attend?



# Reactions from those who attended membership seminar

## VALUABLE

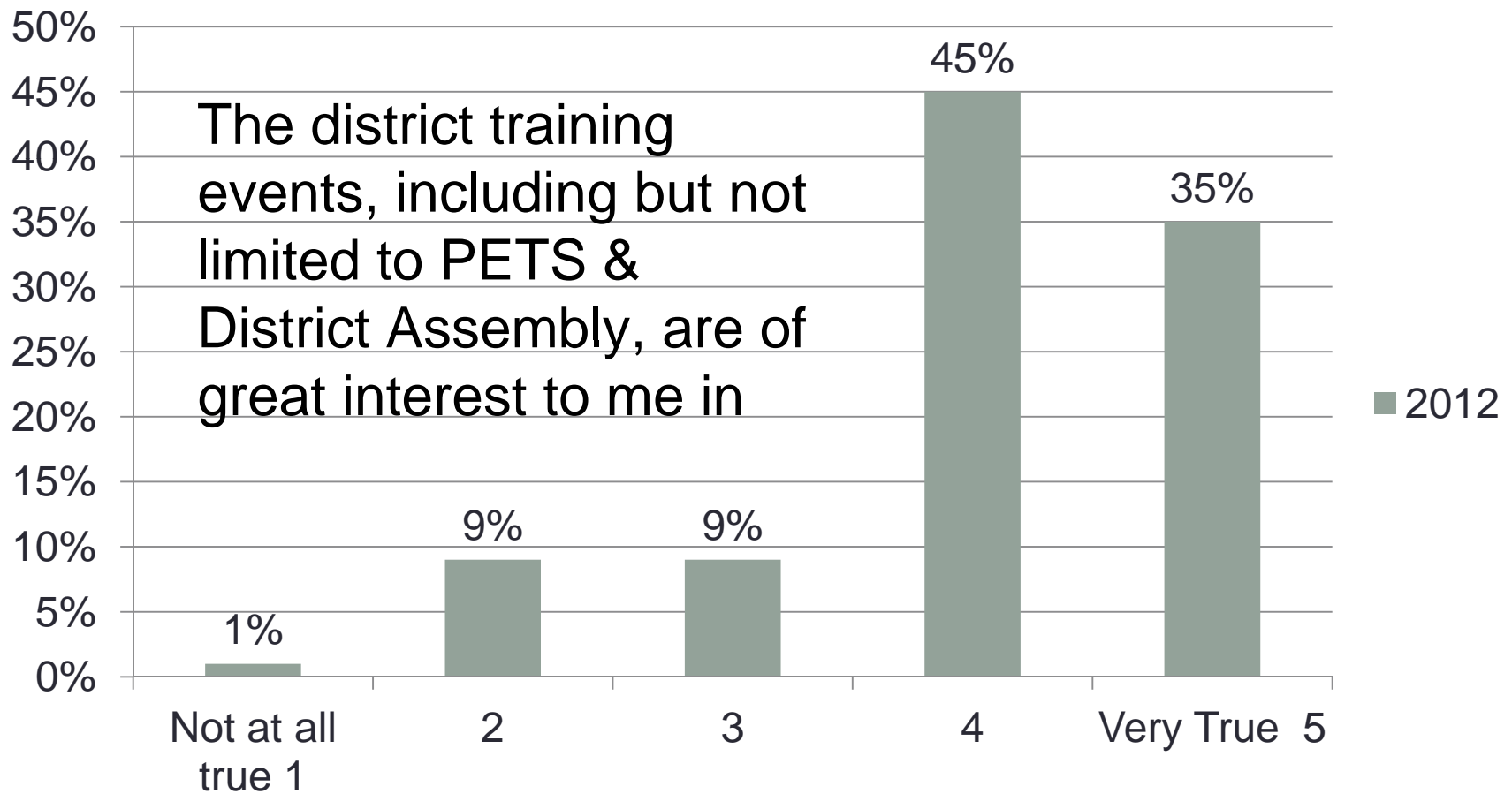
- “Always good”
- “Found some good recruiting approaches”
- “Appreciated the sample letters of follow up”
- “Great ideas to share – we should capture in article and share in district or club newsletters”
- “Great to discuss issues with other clubs”

## NOT VALUABLE

- “Did not get publicized to our clubs”
- “Did not know about it”
- “Scheduling challenges”
- “Thought ideas were old and that our club had tried all those ideas before”
- “Need a much larger team handling membership”

**More on Priority #2:** Take new and improved approach to educate Rotarians about the larger world of Rotarians and how the district is here to help

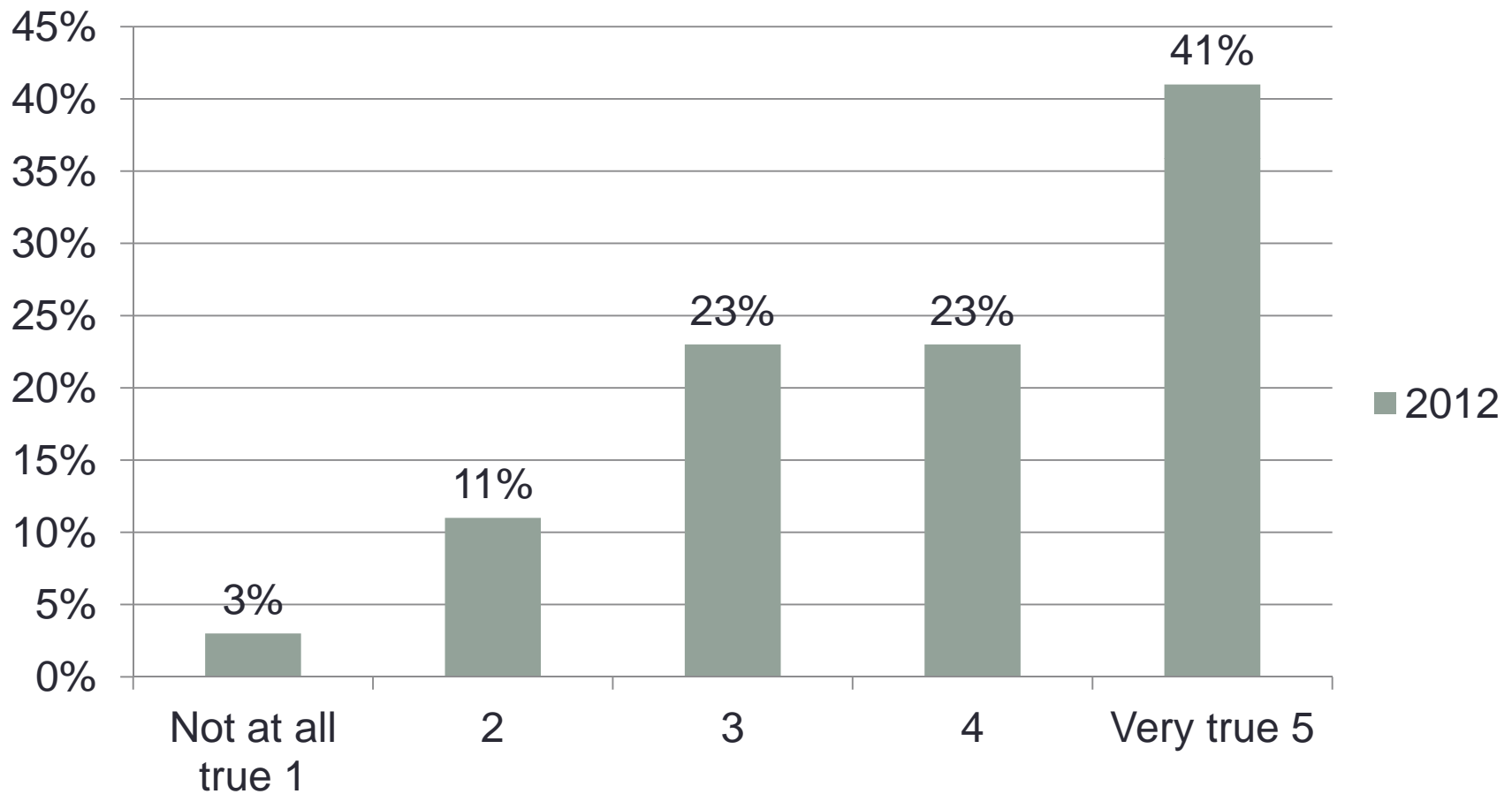
**2012**



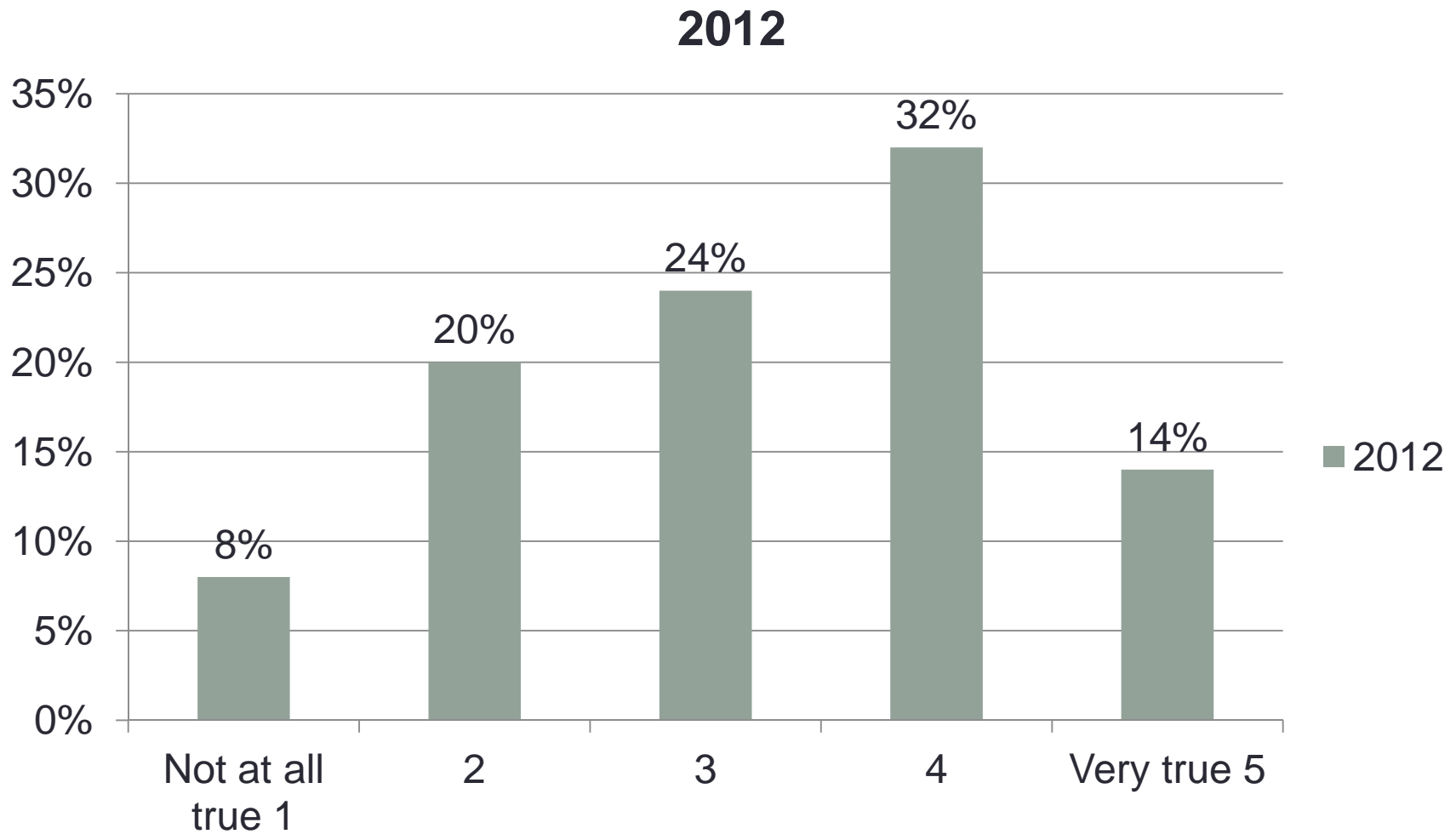


I regularly use the District and Rotary International websites as a resource and an opportunity to enhance my Rotary knowledge

**2012**

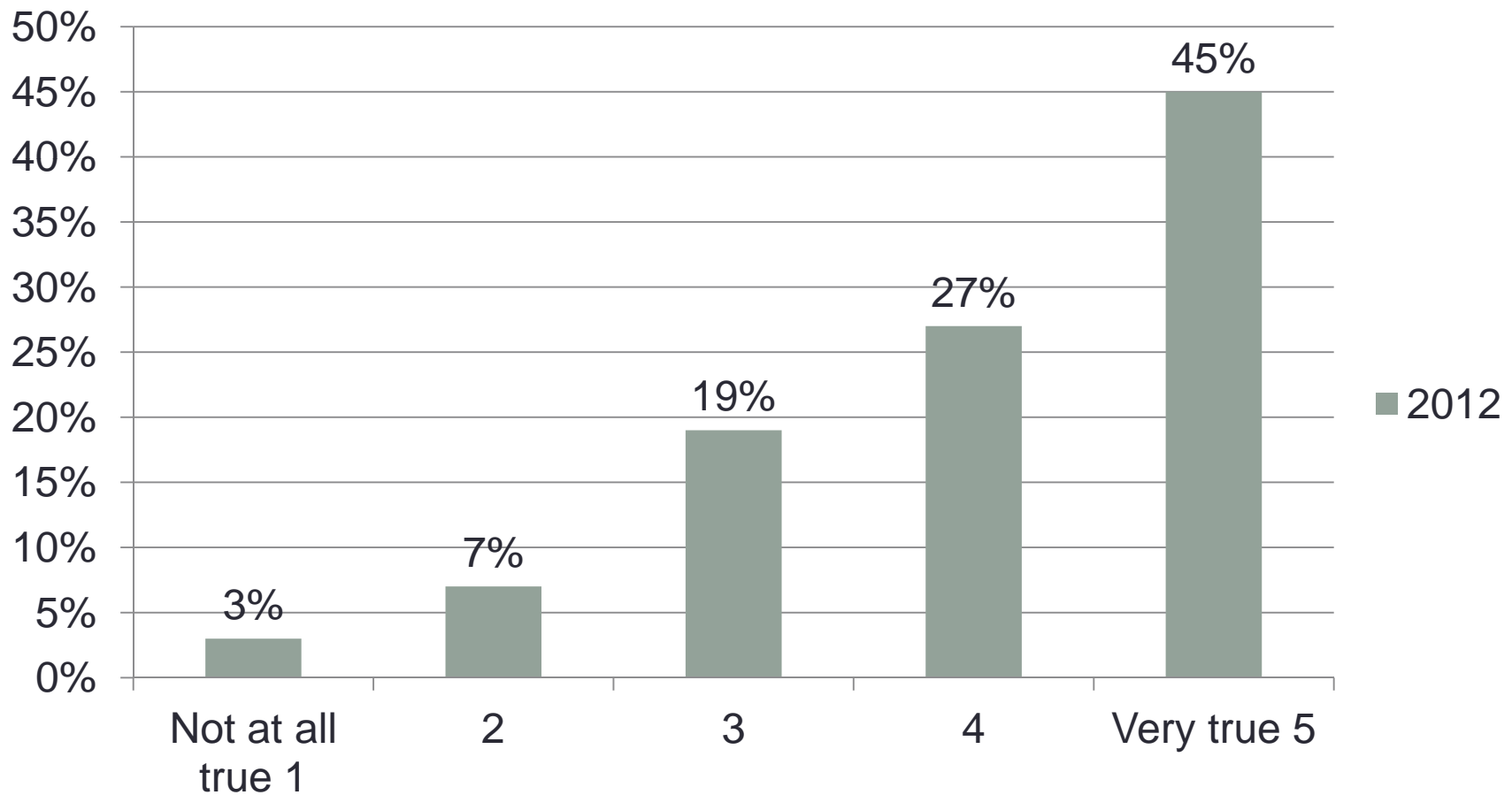


Our Club Officers regularly explain and promote both the District and Rotary International's Goals to our membership



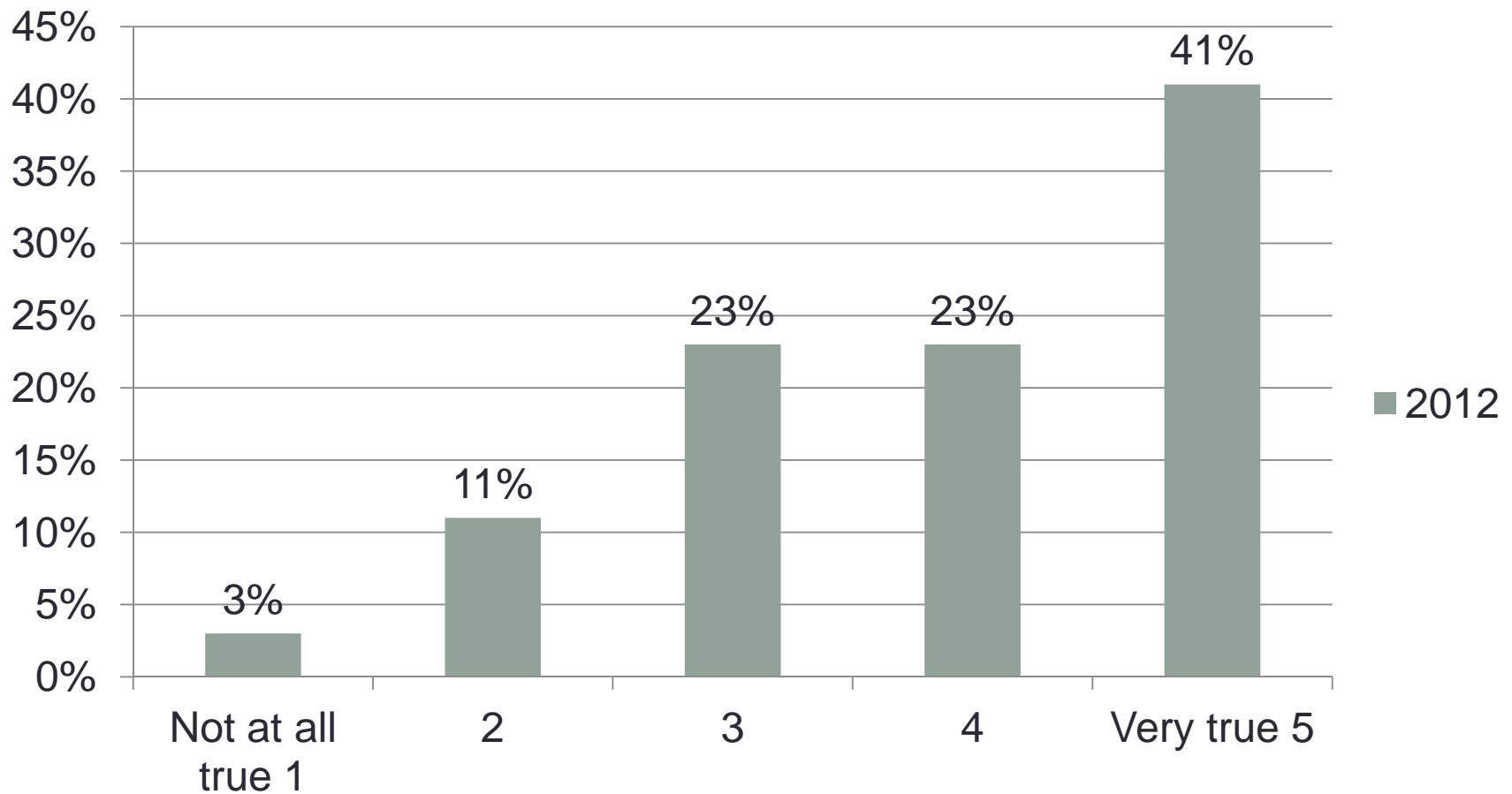
Our club encourages members to attend District Functions for the opportunity to gain further Rotary knowledge and to engage district leaders in conversation

**2012**

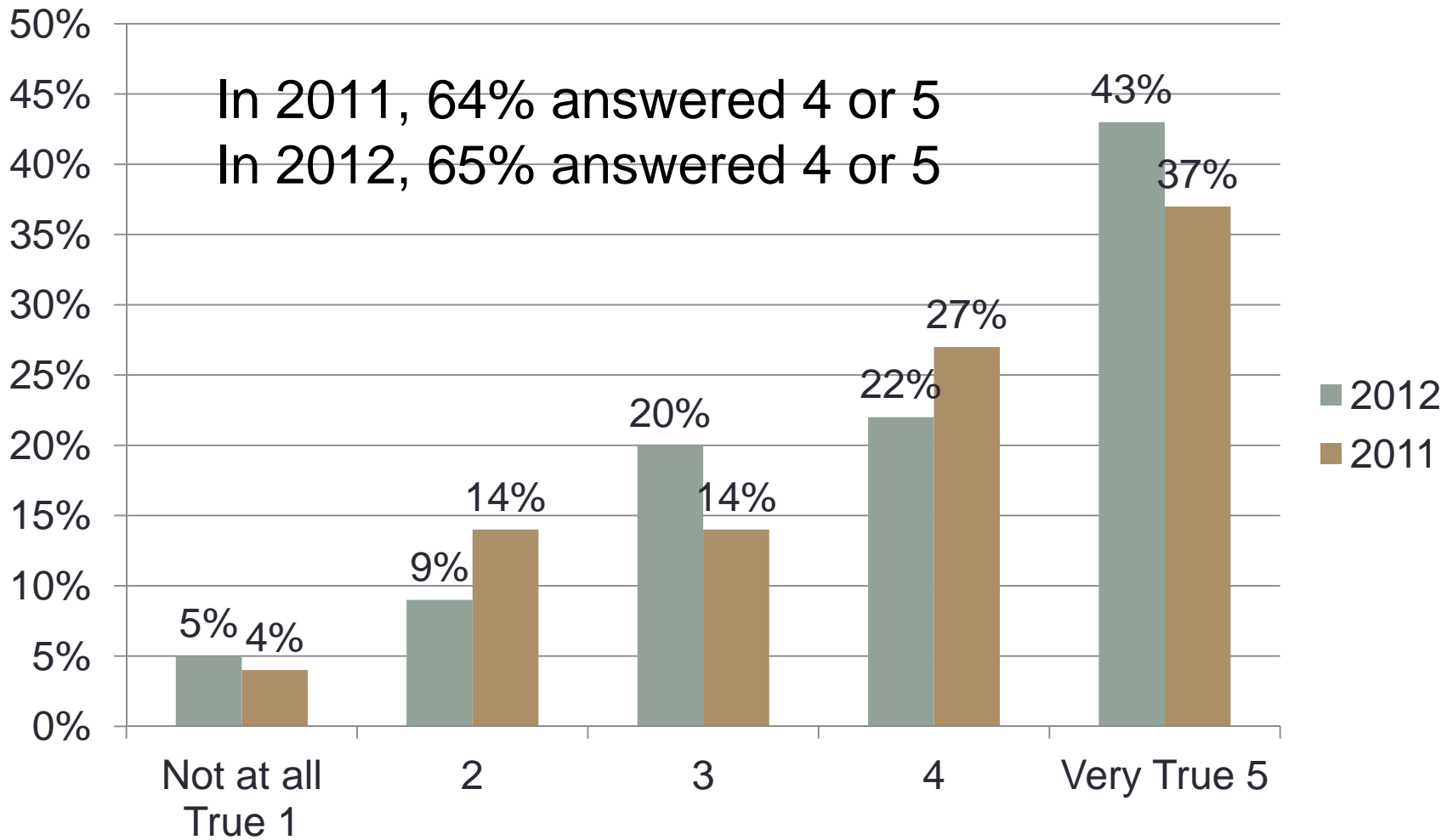


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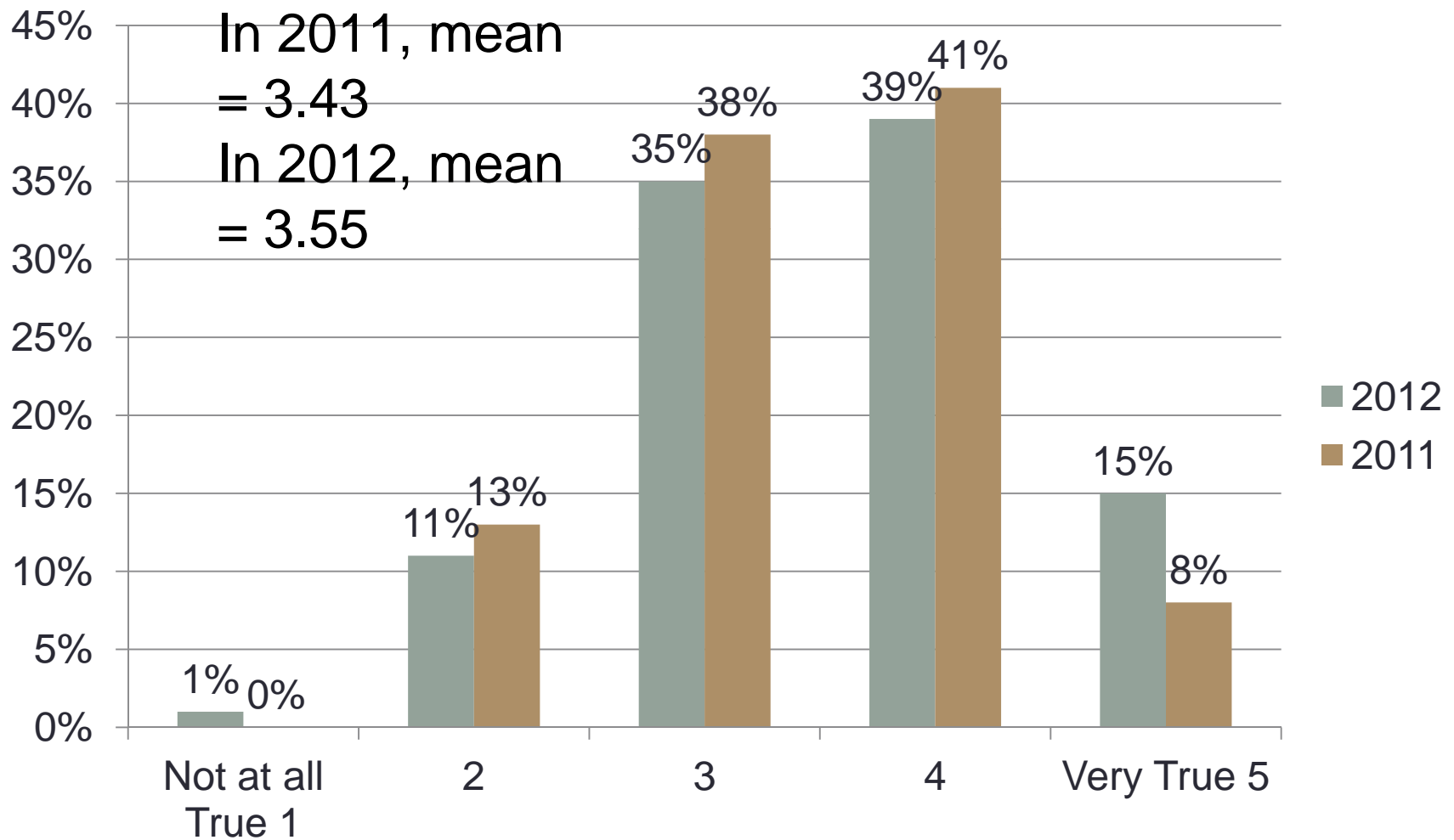
**2012**



# My district liaison, namely Assistant Governor (AG) is visible and available to our club as needed



# In your opinion, how relevant is the district today to your club and its activities

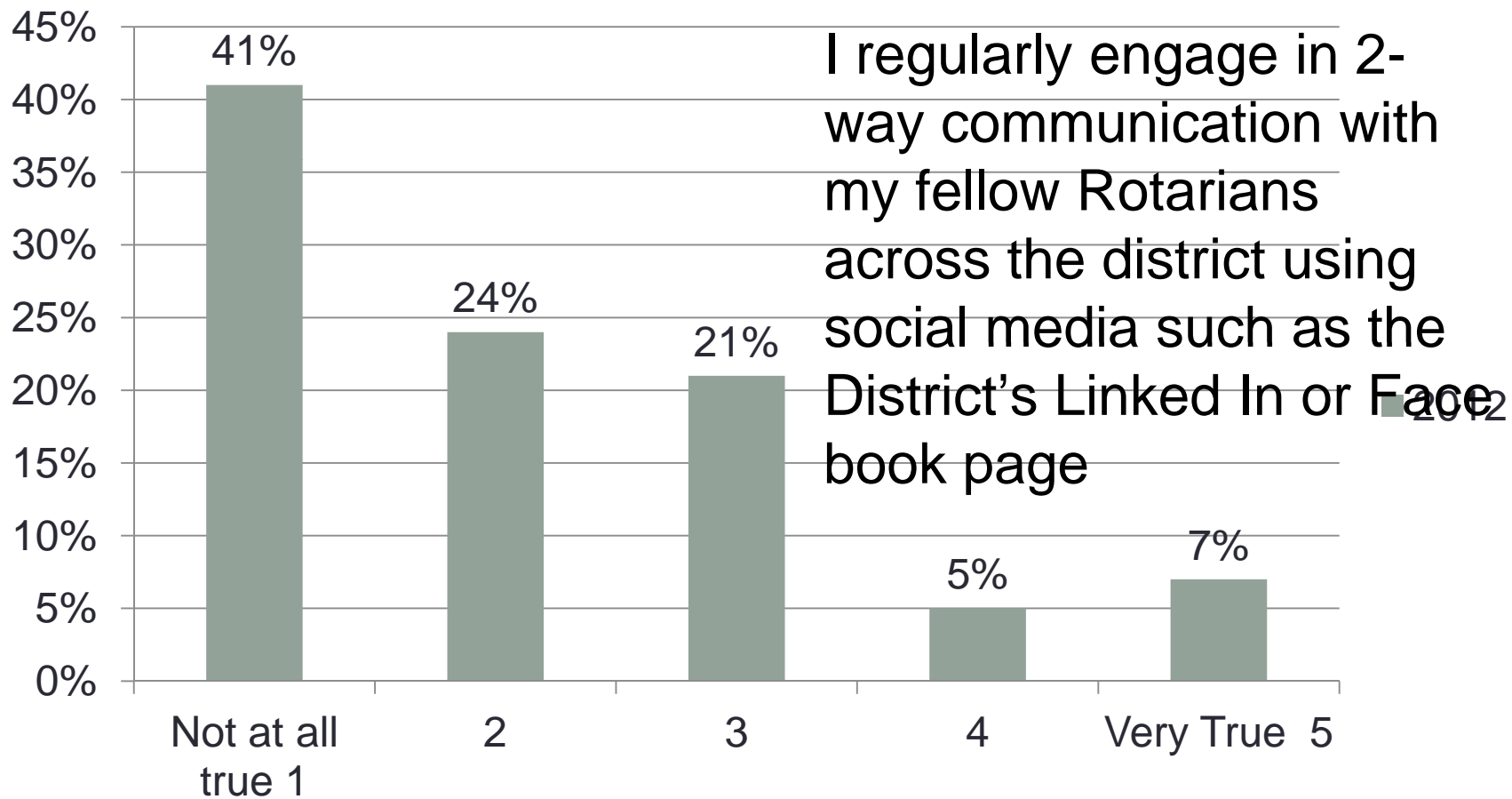


## What would you like to see the district doing to help ensure there is a new and improved approach to educating Rotarians about larger world of Rotary?

- Develop and deliver a set of resources that presidents can use (don't assume clubs have time to select them)
- District representatives should attend the clubs and talk about what the district can do
- Get every club engaged in some RI international event or foundation program like GSE
- Focus on making sure each member of club's Board is getting info they need rather than all Rotarians
- Get more experienced Rotarians to come as speakers
- Have area assemblies
- Engage us with surveys and bite-sized info right into our newsletters
- Find new messages or new ways to deliver message – we are a small club and everyone has been to district events before ... what is new and different?

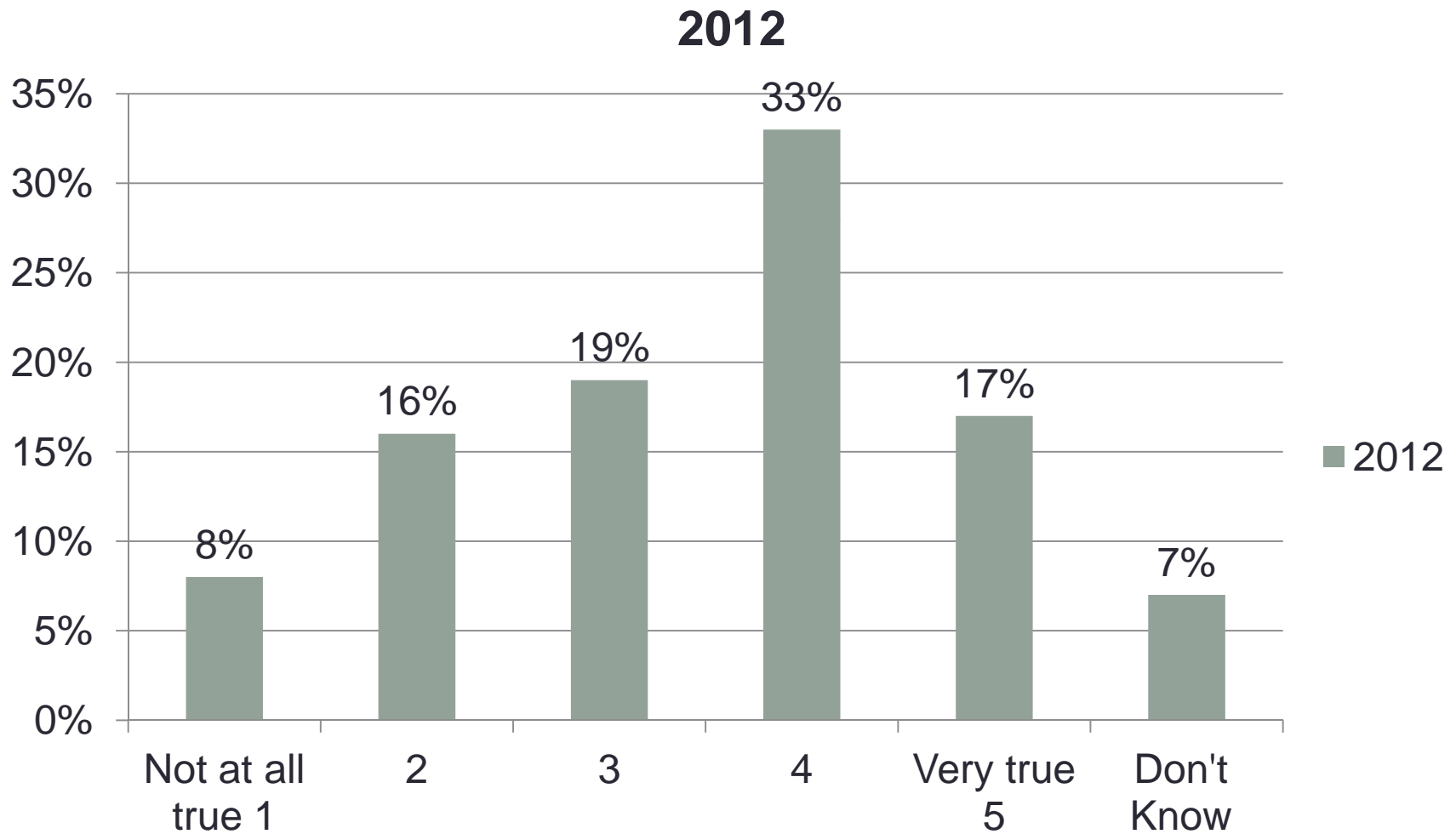
**More on Priority #3:** To improve the 2-way communication between the district and you – both in terms of messages and use of technology

**2012**



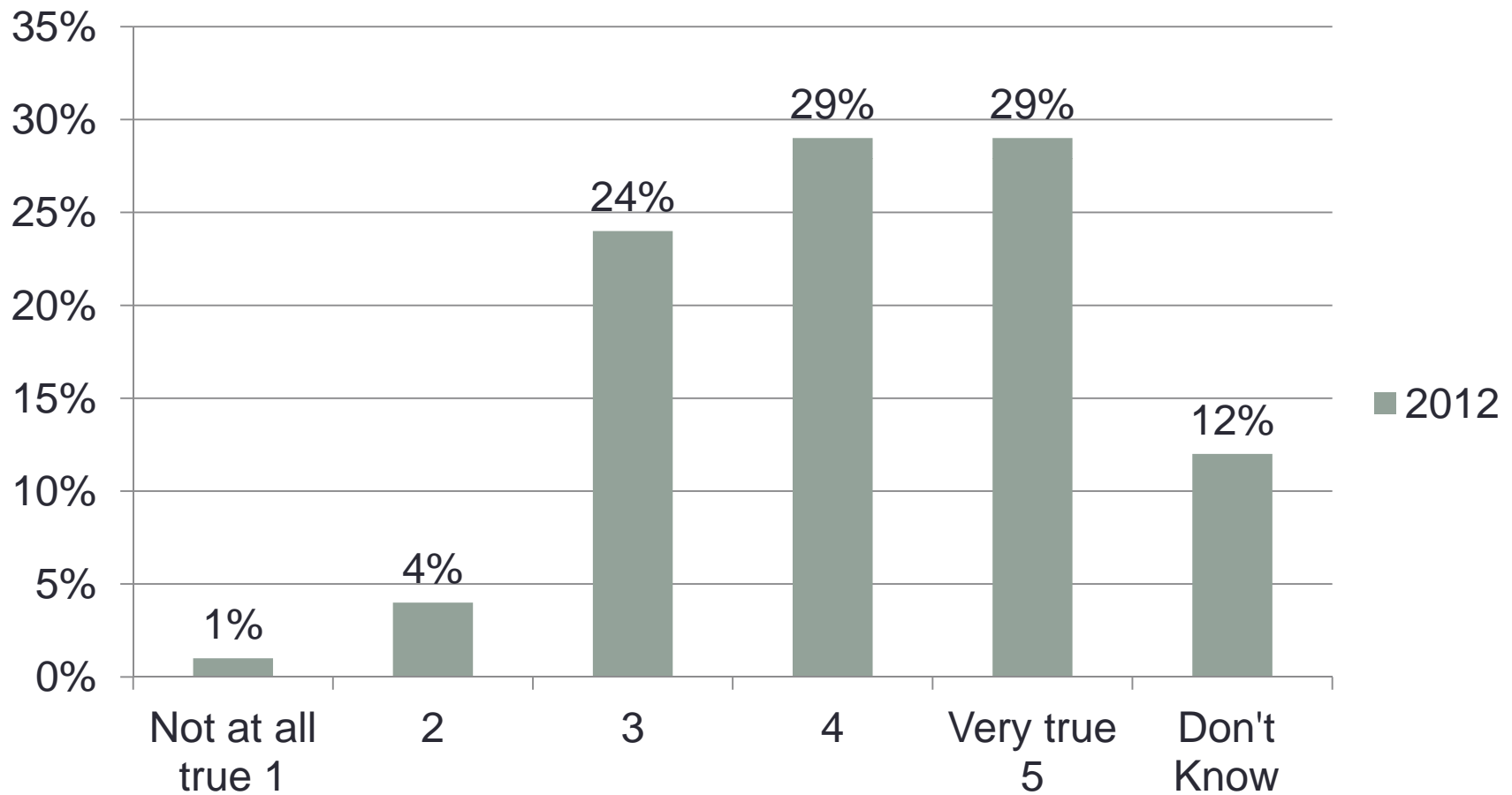


Our club president is well versed and familiar with the Rotary International website, our District website and encourages our club members to utilize the various materials available on both sites.



# I am very supportive of the 2011-2012 PR campaign that our district has in place

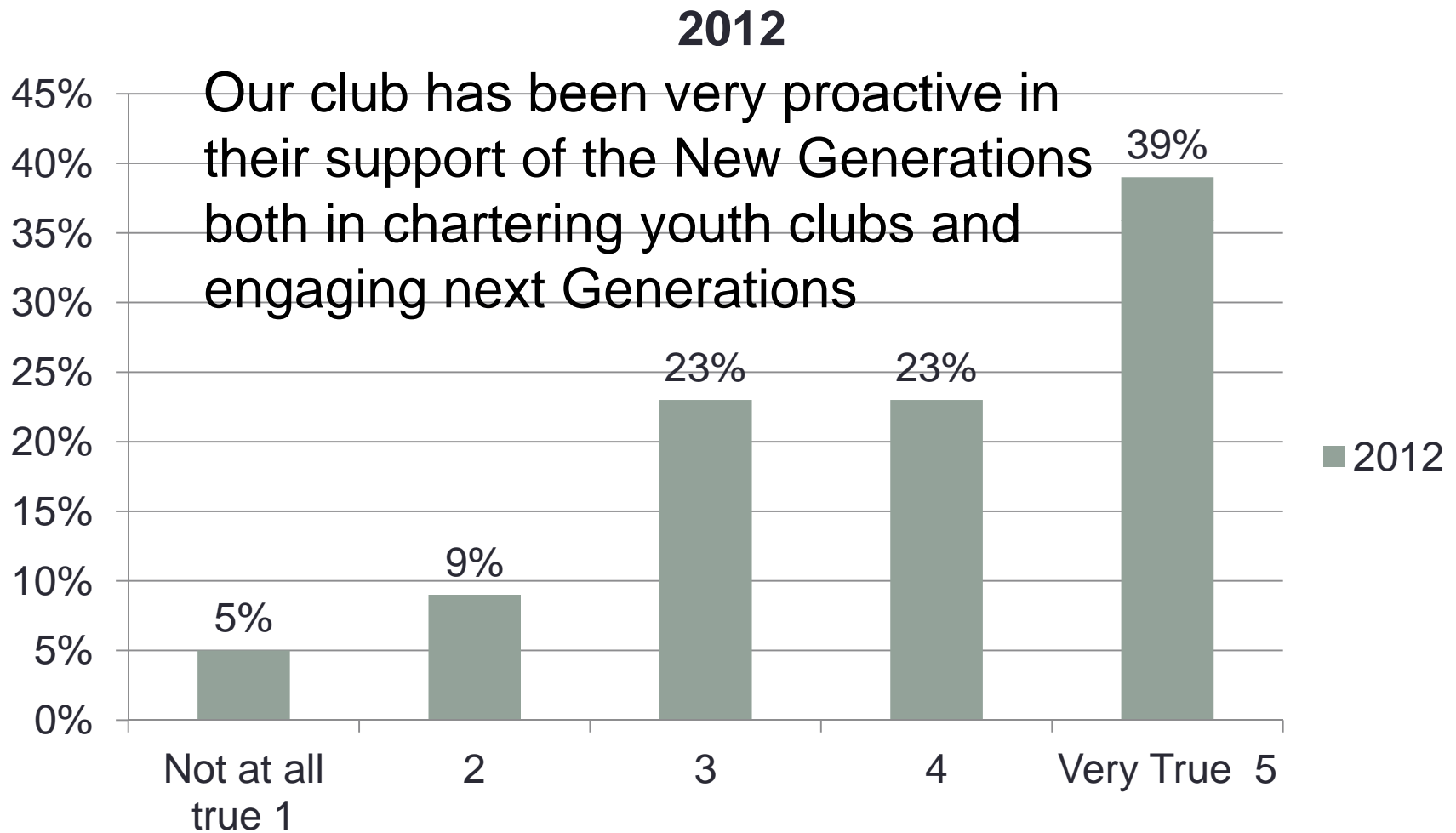
**2012**



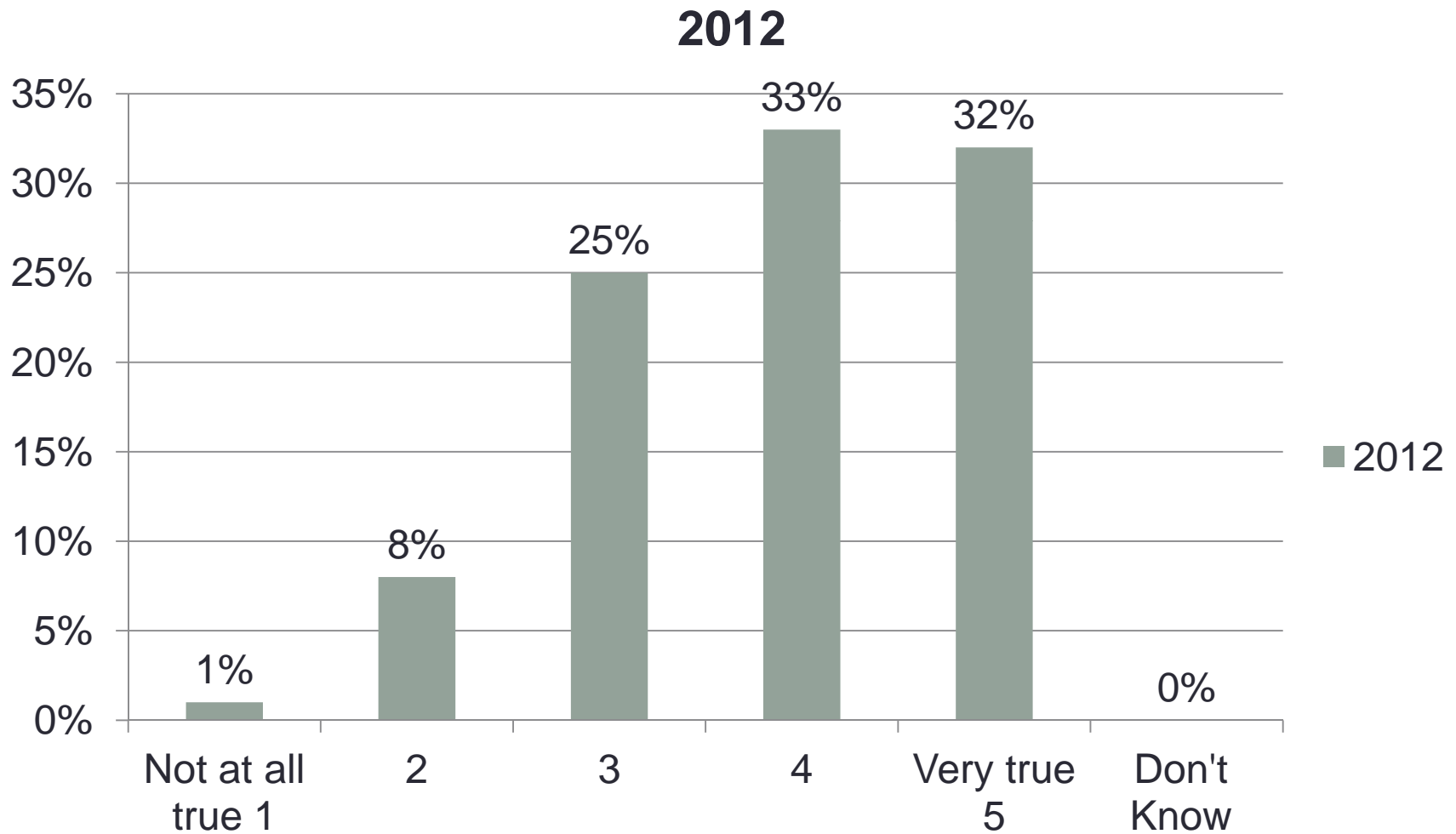
## What would you like to see district doing to advance Priority #3?

- Attend club functions to show that District is involved
- Continue to use and push us to use social media
- Have sessions at PETS and otherwise showing us how to set up FaceBook and Linked IN
- Make sure Rotary is focused in its messaging – what and how – there is something every day – it is TOO MUCH
- Keep helping us get the message out on all the good that Rotary is doing – help us with cookie cutter press releases – kinds of information to put up on our website
- District is doing fine job – need someone in club who is versed in these areas

## More on Priority #4: To use the work with youth to excite and engage current and potential Rotarians

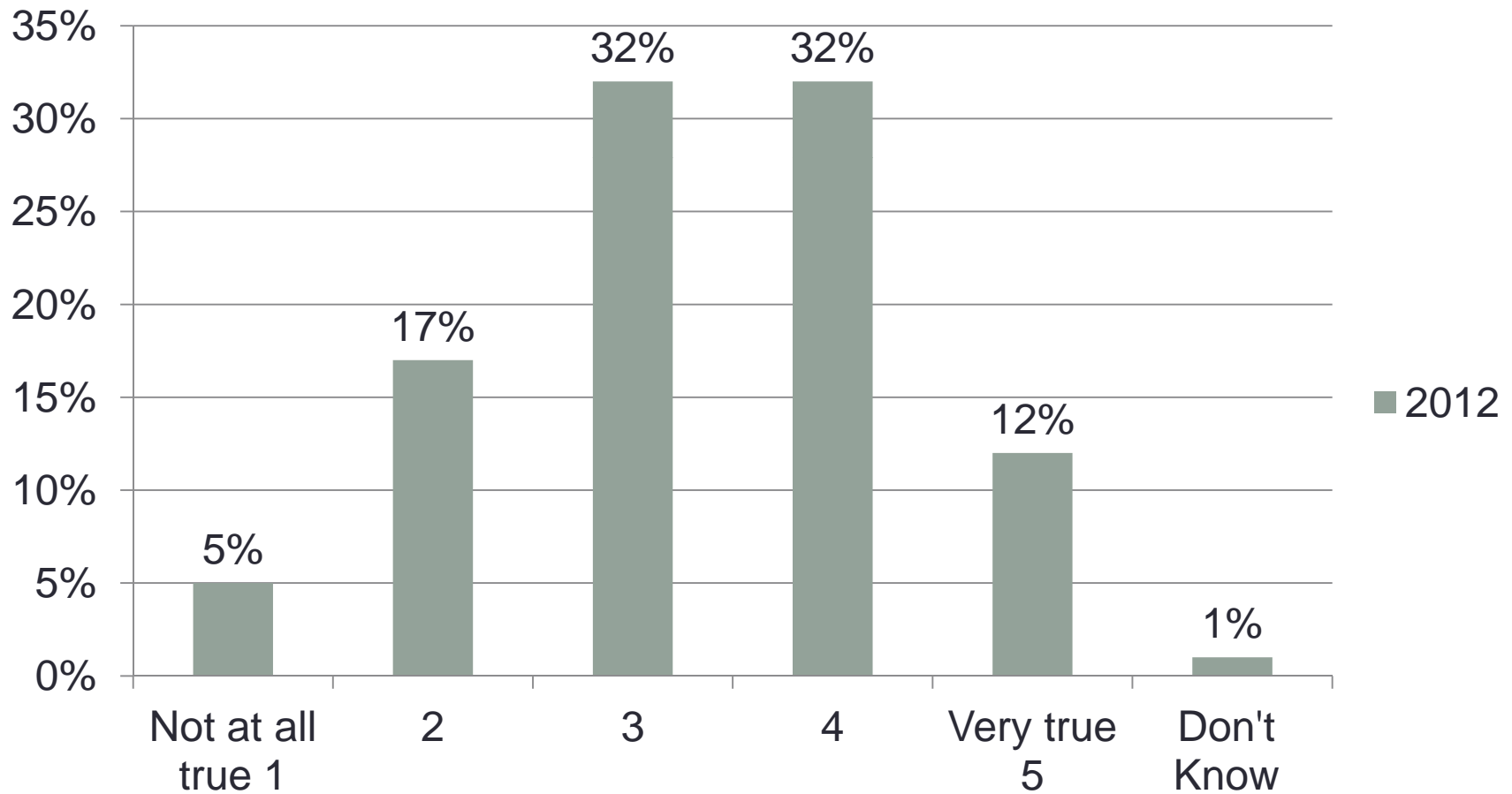


## Our club is visible in our community and we are known for our active involvement with youth



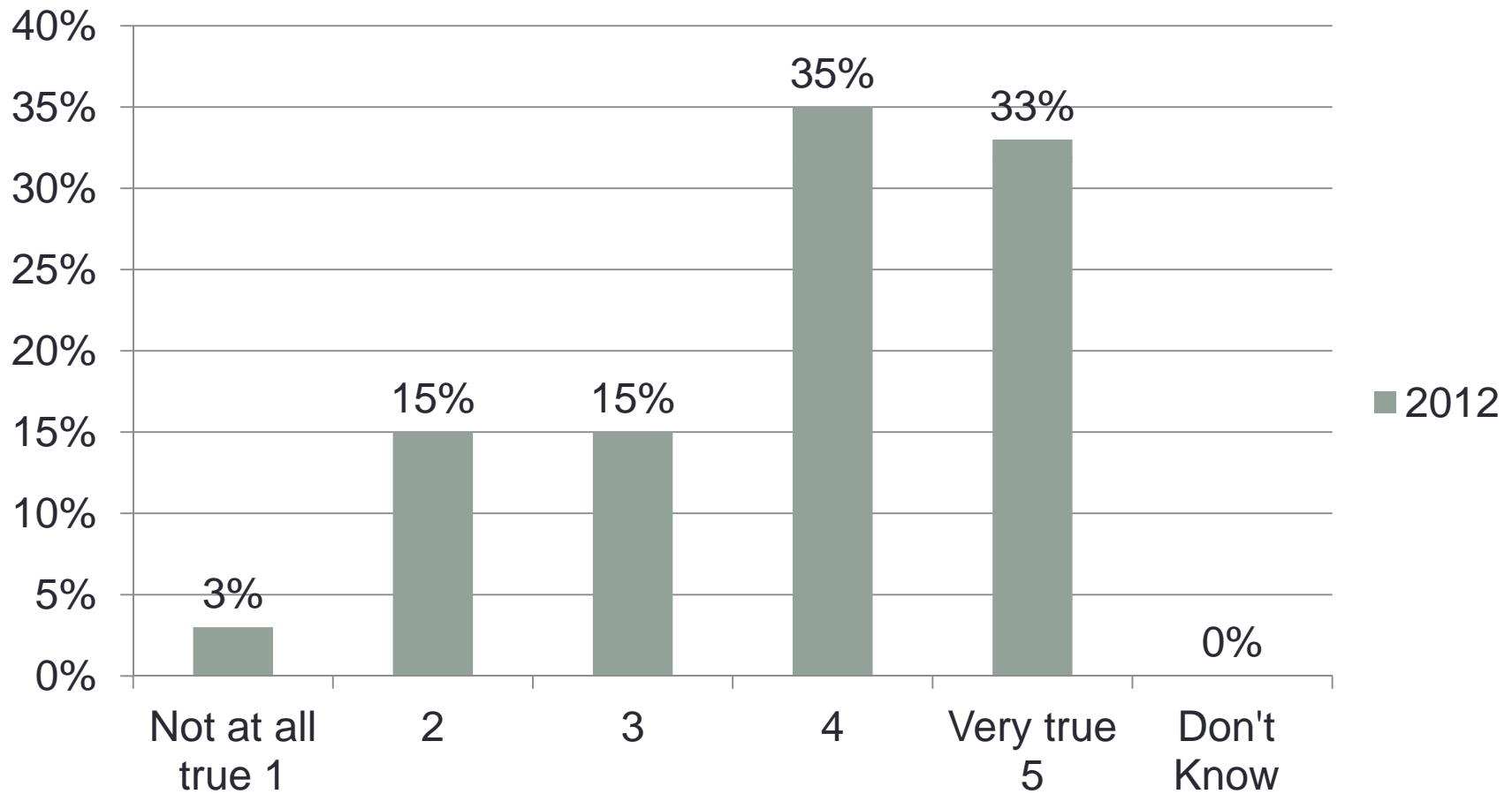
Our club does a good job at identifying and developing future leaders for our club as presidents, board members and district representatives

**2012**



Our club visibly supports “end polio now” campaign both internally and externally using RI materials to education members and community

**2012**



# What could district do better?

- More connection with clubs – especially president and boards; come to meetings
- Have seminars offered more in geographic regions
- Be helpful and involved (please get us an AG)
- Promote one specific action for each club to improve on
- Do some of the communicating to general public about what Rotary does
- Facilitate joint club socials and more interaction
- More events taking place on Canadian side
- Reduce number of broadcast events by clubs – focus messages
- Reduce number of meetings
- Provide more information and how to do things like membership, retention, club runner etc...



# Final Words of Advice as we finalize and prepare to communicate Strategic Plan

- Assign experienced members from district to be specialists who can help and support local clubs
- Actively solicit some positive stories of what our clubs are doing from us and promote to others in district
- Push us to have combined Paul Harris nights
- Target struggling clubs – don't wait for them to find the district and its resources
- Help us build bridge with other clubs in area
- Use more technology – links – social media
- Keep with the great training
- **KEEP UP THE GREAT WORK!!!!**