**09\_Some Reflections on the Results of the Club Health Check 2019:**

**24** members or **53%** participated in the Club Health Check survey out of a total membership of 45. It would be fair to say those 24 members are the ones who have been most active in the club over the last year.

Results for each question have been coloured on the spreadsheet as follows:

0-50% Red

51-70% Yellow

70-100% Green

These cut off points are arbitrary (e.g. they could be 0-33/ 34-66/ 67-100), but the colours attempt show in general terms the areas where members believe we are struggling (red), where we're doing OK (yellow), and where we're doing well (green).

In general terms, the club experience and club image areas are seen as very positive, membership is seen as a problem area, and Service & Socials and Business & Operations are seen as OK.

Members believe we're doing really well in inviting the media to see our work, in strategic planning, in displaying banners at our meeting site, in getting articles in the local media, in encouraging spouses to attend Rotary events, in contributing to the foundation, in running our meetings well, in having interesting and varied meetings, in our induction process, in having leaders attend District training events, in being known in the community, in using various media to promote the club, in asking members to speak about their vocations, in attending District events, in having a dedicated public image group, in having an appealing online presence, in the alignment of our projects with Rotary's areas of focus and avenues of service, in recognizing and thanking members regularly, in giving members many opportunities for contributing how they wish and being made aware of Rotary's progress re. polio eradication. All of these items had over 80% of respondents tick them as being evident in the club. There were another 9 items over 75%. All of that seems very positive.

At the other end of the scale, no-one believed we had a net increase in members under the age of 40, and less than 8 respondents believe we get ideas for projects from the "Rotary Ideas" site, that we actively recruit or even keep in contact with our alumni, that we actively recruit retired professionals, that we put our projects on Rotary showcase, that we've had a net increase in members or in female members in the last year, that we have a customized brochure to give prospective members, that we hold regular get togethers for socializing, or that most of our members have a My Rotary account. One particularly concerning item is that only 10 members believe that at least 75 members are involved in hands-on service projects, leadership roles or other assigned roles.

In a small number of cases, lower scores do not necessarily indicate the real situation. They simply indicate that certain members do not know what the club is doing in the indicated areas. Such items suggest a need for the club to better communicate what it is doing.

Our hope is that members will use these results as a stimulus for some new objectives for our upcoming strategic plan. When members write their visions for the future as part of our visioning session, they are encouraged to include future examples of where some of the highlighted problems have been addressed.

PDG Geoff James (Planning committee)