

Wednesday 09-20-2017 Meeting "Club Survey Report" - Carol Russell

56 people participated which is about 50% of the club. The purpose was to gain greater understanding and to examine opportunities for improvement.

Key findings:

- 46% joined for networking, but once involved stayed for service opportunities.
- Attendance has fallen off with most attending only 3 meetings/month
- Rotary after Dark is not just young people, but all ages groups.
- Some have suggested that we combine Rotary After Dark and Happy hours.
- Older members prefer text for communications while younger prefer social media
- MCOL Foundation & Rotary International Foundation perhaps need a separate focus
- Likely to recommend: 71% enthusiastic, 20% passive, 9% detractors
- We care about each other - 94% agreed
- Rotary is worthwhile - 94% agreed that membership has value
- 86% plan to continue membership

A few Results of table conversations about the survey:

- We get to know people at events
- Please don't sit at the same table - meet other members
- More family activities
- On the comment about Rotary being a "politics free zone" ; many responded this was not an issue because members with very divergent political views get along beautifully.
- Service activities is the heart of our efforts
- Attendance is key to member retention
- Don't water down programing!
- Mentors might be helpful

The Club survey results will be posted on the website for those who want more detail.

David Wheeler, Reporter