

Club Member Satisfaction Survey

Reading the Report/Interpreting the Results

Two results reports have been provided to you – one is titled “Club Summary of Results” and the other is titled “Club Detailed Results.” You will primarily use the Club Summary of Results to interpret results and identify strengths and opportunities.

How Results Are Reported

- Scoring – Both the Club Summary of Results and the Club Detailed Results reports show the results as the percentage of survey participants who selected each response option.
 - **Example of Scoring of Results**
In Example Club A, 20 members of Example Club A answered the question “Overall, how satisfied are you with your membership in your Rotary club?” If ten (10) of the respondents answer “satisfied,” the report shows the following:
 - **10 “satisfied”/20 total respondents = 50% satisfied**
 - Rounding – Due to rounding, the sum of the scores for a question may not total 100%.
- Benchmarks – In addition to the results for your club, the reports also show the results for your district and for your Multi-District PETS. The district and Multi-District PETS results can be used as a “benchmark” against which you can compare your club’s results.

Interpreting Results

To begin your review process, please begin with the Club Summary of Results

The Club Summary of Results survey responses have been summarized into a favorable, a neutral, and an unfavorable score.

<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>
Satisfied + Somewhat Satisfied	Neither	Dissatisfied + Somewhat Dissatisfied
Agree + Somewhat Agree	Neither	Disagree + Somewhat Disagree
Very Likely + Likely		Very Unlikely + Unlikely + Unsure
Just Right		Too Many + Too Few
		Too Fast + Too Slow

Club Member Satisfaction Survey

1. First, look at the scores for your club in the Club Summary of Results.

General Guidelines for Evaluating Club's Scores

≥ 85% Favorable = Positive result

≤ 70% Favorable and ≥ 20% Neutral = Mixed result

≥ 10 % Unfavorable = Warning sign

≥ 10 % Unfavorable and ≥ 70% Favorable = Polarized opinions

≥ 20 % Unfavorable = Red flag

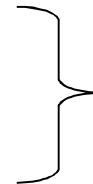
2. Next, look at your club's scores in comparison to the benchmarks, i.e., comparison to the district and Multi-District PETS scores. As people respond differently to different types of questions, these benchmarks are integral to adding to your understanding of what is a "good" or "bad" score.

General Guidelines for Comparison with Benchmarks

Club's **favorable** score is ≥ 10 percentage points
above benchmarks' favorable score

Or

Club's **unfavorable** score is ≥ 10 percentage points
less than benchmarks' unfavorable score

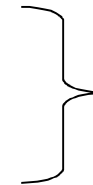


Top in class

Club's **favorable** score is ≥ 10 percentage points
below benchmarks' favorable score

Or

Club's **unfavorable** score is ≥ 10 percentage points
more than benchmarks' unfavorable score



Underperforming

3. Use the guidelines above to begin to identify your club's strengths and areas of opportunities. The Club Summary of Results helps you through this process with the Results Highlights column. The Results Highlights column indicates potential strengths and potential opportunities using calculations based upon these guidelines.

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- Of course, you should reflect upon your own club culture and experiences to further determine whether the potential strengths and opportunities in the Results Highlights are “true” for your club.

Identify Strengths to Celebrate and Opportunities to Seek to Improve

1. Further analyze your results:

- Which responses indicate strengths to leverage and sustain? Which ones indicate emerging strengths where the club is going in the right direction? Which ones are clear areas of opportunity?
 - It is to be expected that you will have some questions that are neither strengths nor areas of opportunity
 - Don't ignore the “neutral” – this can often be an area for “quick wins” where more information or additional effort can move members in a positive direction
 - Review against your expectations. Are any results better than expected? Are any results lower than expected given recent club or district initiatives?
- Too many potential strengths? Look at your club's “top box” results in the Club Detailed Results report to see where your club is really excelling. The objective is to have many respondents selecting the “top box”, i.e., most favorable response option (satisfied, agree, very likely).
 - Guidelines for “top box” scores in Club Detailed Results
Top box score $\geq 65\%$ = Outstanding results
- Too many potential opportunities? Look at your club's “bottom box” results in the Club Detailed Results report to see where your club should focus its improvement efforts. “Bottom box” is the most negative response option, i.e., dissatisfied, very unlikely, disagree, etc.
 - Guidelines for “bottom box” scores in Club Detailed Results
Bottom box score $\geq 5\%$ = Warning sign
- Look for themes within the strengths. Are there common topics and findings within your strengths?
- Group your areas of opportunity into themes. What are the common factors that these questions share? For example, do several of them relate to downward inconsistent communication?

Club Member Satisfaction Survey

2. Using the themes that you've identified, narrow your strengths and opportunities into:
 - 3 strengths to celebrate
 - These are strengths to leverage and sustain
 - May include emerging strengths (areas where you are trending in a positive direction even though additional effort may be needed)
 - 3 areas of opportunity to seek to improve
 - These are the club's chief areas of opportunity for action
 - Seek to include at least 2 areas of "quick" wins or "low-hanging fruit" – areas where easy-to-make changes with quick results can be made
 - May include mixed results or even emerging strengths
 - Exclude areas for which action is not possible. For example, the club is not able to modify Rotary International's attendance requirements.
3. Use the detailed results report to delve further into the results and determine which/where actions can be taken.
 - What actions can you take to move people into the top box? Are there any "quick wins" to easily increase their positive views of the club in that area?
 - What actions can you take to move people out of the bottom box? Are there any "quick wins" to decrease their negative views of the club in that area?

Presenting Results

1. Now that the Club Member Satisfaction Survey team has analyzed results, it is time to communicate the results.
 - To encourage a supportive, open discussion of results; consider presenting the results at a club meeting when few visitors are present
2. Consider having slides and hand-outs for members
 - Remember to allow 3 – 5 minutes per slide
 - Maintain a positive tone when presenting results
 - Avoid blaming or jumping to conclusions about causes
 - Recognize that some may feel defensive or overwhelmed by the results
 - For complex issues allow enough time for everyone to reflect upon results before discussing possible actions
 - It is better to have a longer action-planning process than jump quickly to the wrong conclusions
 - Celebrate successes
 - Highlight the strengths
 - Share the areas of opportunity

Club Member Satisfaction Survey

- Allow opportunity for questions and discussion
 - Ask audience what are they happy to see? Any surprises in the results? Is there anything missing that members expected to see?
 - Ask members to be involved in the survey action process
- Highlight next steps on the project plan
 - Include draft recommendations for member consideration
 - Consider having an action planning session at an upcoming weekly meeting
- Communicate, communicate, communicate
 - Regularly inform, update, and ask members for input

Club Summary of Results

Rotary Club of South Bend 3388

		Great Lakes Multi-District PETS	District 6540	South Bend 3388	Results Highlights
Overall, how satisfied are you with your membership in your Rotary club?	Favorable	90%	88%	94%	Potential Strength
	Neutral	5%	6%	4%	
	Unfavorable	6%	5%	3%	
My club is welcoming to all non-members (guests, family members, visiting Rotarians, Rotaractors, etc.)	Favorable	98%	97%	99%	Potential Strength
	Neutral	1%	2%	1%	
	Unfavorable	1%	1%	0%	
My club does a great job involving new members in our club's activities, projects, and programs	Favorable	86%	83%	91%	Potential Strength
	Neutral	8%	10%	8%	
	Unfavorable	6%	8%	2%	
My club cares about its members	Favorable	93%	93%	94%	Potential Strength
	Neutral	5%	6%	4%	
	Unfavorable	1%	2%	2%	
Club service projects are well organized	Favorable	89%	90%	93%	Potential Strength
	Neutral	7%	6%	7%	
	Unfavorable	4%	3%	0%	
The emphasis on fundraising in my club is appropriate	Favorable	84%	84%	86%	Potential Strength
	Neutral	9%	8%	8%	
	Unfavorable	7%	7%	6%	
My club reflects the demographic diversity of the business, professional, and community leaders in our local community	Favorable	77%	73%	74%	
	Neutral	10%	11%	13%	
	Unfavorable	13%	16%	13%	

Club Summary of Results

Rotary Club of South Bend 3388

		Great Lakes Multi-District PETS	District 6540	South Bend 3388	Results Highlights
My club actively seeks to involve each member in projects and activities according to the member's interests, skills, and availability	Favorable	80%	81%	82%	
	Neutral	10%	11%	14%	
	Unfavorable	10%	9%	4%	
Your view on the overall number of service projects conducted each year by your club	Favorable	78%	78%	82%	
	Unfavorable	22%	22%	18%	
Your view on the number of community service projects conducted each year by your club	Favorable	75%	77%	82%	
	Unfavorable	24%	23%	18%	
Your view on the number of international service projects conducted each year by your club	Favorable	71%	66%	74%	Potential Opportunity
	Unfavorable	28%	33%	27%	
My club does a good job communicating about the club to members	Favorable	90%	92%	92%	Potential Strength
	Neutral	5%	4%	4%	
	Unfavorable	5%	5%	4%	
My club does a good job listening to members	Favorable	83%	83%	81%	
	Neutral	10%	12%	15%	
	Unfavorable	6%	5%	5%	
My club seeks input and ideas from members	Favorable	86%	84%	78%	
	Neutral	9%	10%	18%	
	Unfavorable	5%	6%	4%	
My club regularly acts upon members' input and ideas	Favorable	79%	76%	70%	
	Neutral	15%	18%	27%	
	Unfavorable	5%	6%	4%	

Club Summary of Results
Rotary Club of South Bend 3388

		Great Lakes Multi-District PETS	District 6540	South Bend 3388	Results Highlights
Decisions are made in a timely manner in my club	Favorable	83%	82%	78%	
	Neutral	11%	14%	21%	
	Unfavorable	6%	4%	1%	
My club works to ensure its processes and rules are updated to meet the needs of today's members	Favorable	78%	78%	79%	
	Neutral	13%	14%	17%	
	Unfavorable	8%	8%	5%	
The pace of change in my club is	Favorable	73%	73%	78%	Potential Opportunity
	Unfavorable	28%	27%	22%	
I feel welcome in my club	Favorable	97%	95%	94%	Potential Strength
	Neutral	2%	3%	6%	
	Unfavorable	1%	1%	1%	
For my role in the club, the club provides the resources and support I need	Favorable	90%	89%	87%	Potential Strength
	Neutral	7%	8%	9%	
	Unfavorable	4%	3%	3%	
Club meetings are a good use of my time	Favorable	88%	89%	91%	Potential Strength
	Neutral	6%	6%	5%	
	Unfavorable	6%	5%	5%	
I receive more from my membership in Rotary than I could get from membership in any other civic organization	Favorable	73%	76%	77%	
	Neutral	21%	18%	19%	
	Unfavorable	6%	6%	4%	

Club Summary of Results

Rotary Club of South Bend 3388

		Great Lakes Multi-District PETS	District 6540	South Bend 3388	Results Highlights
I receive a good value for the amount of money I spend in Rotary	Favorable	82%	81%	82%	
	Neutral	11%	12%	12%	
	Unfavorable	7%	8%	6%	
I receive a good return on the investment of time I give to Rotary	Favorable	84%	82%	84%	
	Neutral	11%	12%	14%	
	Unfavorable	5%	5%	2%	
My involvement in Rotary benefits my family	Favorable	59%	53%	51%	Potential Opportunity
	Neutral	29%	34%	33%	
	Unfavorable	13%	13%	16%	
I feel that Rotary allows me to make a difference in my community	Favorable	92%	92%	92%	Potential Strength
	Neutral	6%	6%	6%	
	Unfavorable	3%	3%	3%	
Through Rotary, I make a difference internationally	Favorable	79%	72%	67%	Potential Opportunity
	Neutral	15%	20%	25%	
	Unfavorable	6%	8%	9%	
I invite my friends, family, and colleagues to join my Rotary club	Favorable	72%	73%	73%	
	Neutral	18%	18%	23%	
	Unfavorable	10%	10%	4%	
I frequently participate in my club's activities, projects, and programs	Favorable	91%	89%	76%	
	Neutral	6%	7%	17%	
	Unfavorable	4%	4%	8%	
Taking into account my financial resources, I donate generously to my Rotary club	Favorable	84%	82%	74%	
	Neutral	12%	13%	17%	
	Unfavorable	5%	5%	9%	

Club Summary of Results
Rotary Club of South Bend 3388

		Great Lakes Multi-District PETS	District 6540	South Bend 3388	Results Highlights
I am proud to be a Rotarian	Favorable	98%	97%	95%	Potential Strength
	Neutral	2%	3%	5%	
	Unfavorable	0%	0%	0%	
I am proud of my Rotary club	Favorable	95%	94%	94%	Potential Strength
	Neutral	4%	4%	6%	
	Unfavorable	1%	1%	0%	
How likely are you to . . . ? - Remain a member of Rotary for at least the next two years	Favorable	91%	89%	89%	
	Unfavorable	9%	11%	11%	
How likely are you to . . . ? - Remain a member of Rotary even if family obligations increase	Favorable	84%	82%	81%	
	Unfavorable	16%	18%	19%	
How likely are you to . . . ? - Remain a member of Rotary even if business obligations increase	Favorable	83%	80%	78%	Potential Opportunity
	Unfavorable	17%	20%	22%	

Club Detailed Results

Rotary Club of South Bend 3388

		Great Lakes Multi-District PETS	District 6540	South Bend 3388
				0%
Overall, how satisfied are you with your membership in your Rotary club?	Satisfied	64%	62%	74%
	Somewhat Satisfied	26%	26%	20%
	Neither Satisfied Nor Dissatisfied	5%	6%	4%
	Somewhat Dissatisfied	5%	5%	3%
	Dissatisfied	1%	0%	0%
My club is welcoming to all non-members (guests, family members, visiting Rotarians, Rotaractors, etc.)	Agree	86%	84%	86%
	Somewhat Agree	12%	13%	13%
	Neither Agree Nor Disagree	1%	2%	1%
	Somewhat Disagree	1%	1%	0%
	Disagree	0%	0%	0%
My club does a great job involving new members in our club's activities, projects, and programs	Agree	48%	42%	61%
	Somewhat Agree	38%	41%	30%
	Neither Agree Nor Disagree	8%	10%	8%
	Somewhat Disagree	5%	6%	2%
	Disagree	1%	2%	0%
My club cares about its members	Agree	73%	72%	74%
	Somewhat Agree	20%	21%	20%
	Neither Agree Nor Disagree	5%	6%	4%
	Somewhat Disagree	1%	2%	2%
	Disagree	0%	0%	0%
Club service projects are well organized	Agree	60%	59%	66%
	Somewhat Agree	29%	31%	27%
	Neither Agree Nor Disagree	7%	6%	7%
	Somewhat Disagree	3%	3%	0%
	Disagree	1%	0%	0%
The emphasis on fundraising in my club is appropriate	Agree	57%	55%	58%
	Somewhat Agree	27%	29%	28%
	Neither Agree Nor Disagree	9%	8%	8%
	Somewhat Disagree	6%	6%	4%
	Disagree	1%	1%	2%

Club Detailed Results

Rotary Club of South Bend 3388

		Great Lakes Multi-District PETS	District 6540	South Bend 3388
My club reflects the demographic diversity of the business, professional, and community leaders in our local community				
	Agree	46%	41%	44%
	Somewhat Agree	31%	32%	30%
	Neither Agree Nor Disagree	10%	11%	13%
	Somewhat Disagree	10%	13%	11%
	Disagree	3%	3%	2%
My club actively seeks to involve each member in projects and activities according to the member's interests, skills, and availability				
	Agree	49%	48%	46%
	Somewhat Agree	31%	33%	36%
	Neither Agree Nor Disagree	10%	11%	14%
	Somewhat Disagree	8%	7%	4%
	Disagree	2%	2%	0%
Your view on the overall number of service projects conducted each year by your club				
	Just Right	78%	78%	82%
	Too Many	5%	4%	2%
	Too Few	17%	18%	16%
Your view on the number of community service projects conducted each year by your club				
	Just Right	75%	77%	82%
	Too Many	4%	3%	1%
	Too Few	20%	20%	17%
Your view on the number of international service projects conducted each year by your club				
	Just Right	71%	66%	74%
	Too Many	5%	4%	2%
	Too Few	23%	29%	25%
My club does a good job communicating about the club to members				
	Agree	61%	62%	62%
	Somewhat Agree	29%	30%	30%
	Neither Agree Nor Disagree	5%	4%	4%
	Somewhat Disagree	4%	4%	4%
	Disagree	1%	1%	0%

Club Detailed Results

Rotary Club of South Bend 3388

		Great Lakes Multi-District PETS	District 6540	South Bend 3388
My club does a good job listening to members	Agree	54%	54%	44%
	Somewhat Agree	29%	29%	37%
	Neither Agree Nor Disagree	10%	12%	15%
	Somewhat Disagree	5%	4%	5%
	Disagree	1%	1%	0%
My club seeks input and ideas from members	Agree	60%	56%	41%
	Somewhat Agree	26%	28%	37%
	Neither Agree Nor Disagree	9%	10%	18%
	Somewhat Disagree	4%	5%	4%
	Disagree	1%	1%	0%
My club regularly acts upon members' input and ideas	Agree	49%	48%	35%
	Somewhat Agree	30%	28%	35%
	Neither Agree Nor Disagree	15%	18%	27%
	Somewhat Disagree	4%	5%	4%
	Disagree	1%	1%	0%
Decisions are made in a timely manner in my club	Agree	54%	52%	51%
	Somewhat Agree	29%	30%	27%
	Neither Agree Nor Disagree	11%	14%	21%
	Somewhat Disagree	5%	3%	0%
	Disagree	1%	1%	1%
My club works to ensure its processes and rules are updated to meet the needs of today's members	Agree	51%	49%	51%
	Somewhat Agree	27%	29%	28%
	Neither Agree Nor Disagree	13%	14%	17%
	Somewhat Disagree	6%	7%	4%
	Disagree	2%	1%	1%
The pace of change in my club is	Just Right	73%	73%	78%
	Too Fast	2%	2%	1%
	Too Slow	26%	25%	21%

Club Detailed Results

Rotary Club of South Bend 3388

		Great Lakes Multi-District PETS	District 6540	South Bend 3388
I feel welcome in my club				
I feel welcome in my club	Agree	86%	83%	80%
	Somewhat Agree	11%	12%	14%
	Neither Agree Nor Disagree	2%	3%	6%
	Somewhat Disagree	1%	1%	0%
	Disagree	0%	0%	1%
For my role in the club, the club provides the resources and support I need				
For my role in the club, the club provides the resources and support I need	Agree	71%	70%	66%
	Somewhat Agree	19%	19%	21%
	Neither Agree Nor Disagree	7%	8%	9%
	Somewhat Disagree	3%	2%	3%
	Disagree	1%	1%	0%
Club meetings are a good use of my time				
Club meetings are a good use of my time	Agree	65%	64%	72%
	Somewhat Agree	23%	25%	19%
	Neither Agree Nor Disagree	6%	6%	5%
	Somewhat Disagree	5%	4%	4%
	Disagree	1%	1%	1%
I receive more from my membership in Rotary than I could get from membership in any other civic organization				
I receive more from my membership in Rotary than I could get from membership in any other civic organization	Agree	54%	53%	58%
	Somewhat Agree	19%	23%	19%
	Neither Agree Nor Disagree	21%	18%	19%
	Somewhat Disagree	4%	4%	2%
	Disagree	2%	2%	2%
I receive a good value for the amount of money I spend in Rotary				
I receive a good value for the amount of money I spend in Rotary	Agree	58%	59%	61%
	Somewhat Agree	24%	22%	21%
	Neither Agree Nor Disagree	11%	12%	12%
	Somewhat Disagree	5%	6%	4%
	Disagree	2%	2%	2%
I receive a good return on the investment of time I give to Rotary				
I receive a good return on the investment of time I give to Rotary	Agree	62%	60%	64%
	Somewhat Agree	22%	22%	20%
	Neither Agree Nor Disagree	11%	12%	14%
	Somewhat Disagree	4%	4%	2%
	Disagree	1%	1%	0%

Club Detailed Results

Rotary Club of South Bend 3388

		Great Lakes Multi-District PETS	District 6540	South Bend 3388
My involvement in Rotary benefits my family	Agree	34%	29%	26%
	Somewhat Agree	25%	24%	25%
	Neither Agree Nor Disagree	29%	34%	33%
	Somewhat Disagree	8%	8%	10%
	Disagree	5%	5%	6%
I feel that Rotary allows me to make a difference in my community	Agree	71%	68%	65%
	Somewhat Agree	21%	24%	27%
	Neither Agree Nor Disagree	6%	6%	6%
	Somewhat Disagree	2%	2%	3%
	Disagree	1%	1%	0%
Through Rotary, I make a difference internationally	Agree	52%	48%	50%
	Somewhat Agree	27%	24%	17%
	Neither Agree Nor Disagree	15%	20%	25%
	Somewhat Disagree	4%	5%	6%
	Disagree	2%	3%	3%
I invite my friends, family, and colleagues to join my Rotary club	Agree	37%	34%	30%
	Somewhat Agree	35%	39%	43%
	Neither Agree Nor Disagree	18%	18%	23%
	Somewhat Disagree	6%	5%	3%
	Disagree	4%	5%	1%
I frequently participate in my club's activities, projects, and programs	Agree	66%	62%	48%
	Somewhat Agree	25%	27%	28%
	Neither Agree Nor Disagree	6%	7%	17%
	Somewhat Disagree	3%	3%	5%
	Disagree	1%	1%	3%
Taking into account my financial resources, I donate generously to my Rotary club	Agree	54%	52%	42%
	Somewhat Agree	30%	30%	32%
	Neither Agree Nor Disagree	12%	13%	17%
	Somewhat Disagree	4%	4%	6%
	Disagree	1%	1%	3%

Club Detailed Results

Rotary Club of South Bend 3388

		Great Lakes Multi-District PETS	District 6540	South Bend 3388
				0%
I am proud to be a Rotarian	Agree	89%	87%	84%
	Somewhat Agree	9%	10%	11%
	Neither Agree Nor Disagree	2%	3%	5%
	Somewhat Disagree	0%	0%	0%
	Disagree	0%	0%	0%
I am proud of my Rotary club	Agree	82%	82%	83%
	Somewhat Agree	13%	12%	11%
	Neither Agree Nor Disagree	4%	4%	6%
	Somewhat Disagree	1%	1%	0%
	Disagree	0%	0%	0%
How likely are you to . . . ? - Remain a member of Rotary for at least the next two years	Very Likely	77%	77%	75%
	Likely	14%	12%	14%
	Unsure	7%	8%	8%
	Unlikely	1%	2%	3%
	Very Unlikely	1%	1%	0%
How likely are you to . . . ? - Remain a member of Rotary even if family obligations increase	Very Likely	61%	59%	62%
	Likely	23%	23%	19%
	Unsure	11%	13%	14%
	Unlikely	4%	3%	3%
	Very Unlikely	1%	2%	2%
How likely are you to . . . ? - Remain a member of Rotary even if business obligations increase	Very Likely	60%	57%	61%
	Likely	23%	23%	17%
	Unsure	12%	14%	14%
	Unlikely	4%	4%	7%
	Very Unlikely	1%	2%	1%

Club	Number of Completed Surveys
Albion 3340	1
Angola 3341	10
Anthony Wayne (Fort Wayne) 3342	34
Auburn 3343	8
Berne 3344	0
Bluffton 3345	12
Boswell 3346	11
Butler 3347	0
Chesterton-Porter 3348	24
Churubusco 3349	1
Columbia City 3350	1
Concord Township (Elkhart) 22489	21
Crown Point 3351	23
Decatur 3352	12
Delphi 3353	0
Demotte-Kankakee Valley 3366	17
Elkhart 3355	77
Elkhart Morning 27163	0
Fort Wayne 3356	1
Fowler 3357	15
Garrett 3358	7
Gary 3359	0
Goshen 3360	20
Granger Sunrise 27164	2
Griffith 3361	0
Hammond 3362	1
Highland 3363	6
Huntington 3365	5
Kendallville 3367	1
Kentland 3368	19
La Grange 3370	0
La Porte 3371	14
Ligonier 3372	10
Logansport 3373	0
Merrillville 3375	12

Michigan City 3376	34
Mishawaka 3377	1
Monticello 3378	15
Munster 3379	0
Nappanee 3380	5
North Manchester 3381	4
Otterbein 24333	0
Peru 3382	0
Plymouth 3383	11
Portage 3384	7
Rensselaer 3385	3
Rochester 3386	0
Roseland 3387	2
Schererville 21988	9
South Bend 3388	109
South Gateway-South Bend 3389	1
Syracuse-Wawasee 3390	3
Valparaiso 3391	1
Wabash 3392	13
Warsaw 3393	2
Total	585