

Rotary Pulse Survey

What is our Rotary club doing well?

- Group 1: Community involvement very good | Diversity of opportunities | Diversity of membership | Good programs | Comfortable, fun | Good leadership | Lyn is great – lucky to have her | Good that we moved the program up in the meeting – do not need to rush the speaker
- Group 2: STAR Training, newsletter (communication), variety of opportunities for new member list to get involved | Having administrator welcoming (especially as new member – also Inga) | International student program – quality of students – how it operates – good student attends Rotary meetings
- Group 3: Our group had three members less than 3 years and 3 members more than 8 years. | All felt Rotary was very worthwhile and value membership | Age is not a factor in value | The new members especially appreciated the onboarding and communication of the club.
- Group 4: Onboarding – STAR Meeting | Communication from Lyn | Publicizing ourselves is getting better | Programs are good
- Group 5: Past Presidents are Uniform in running meetings – aware of time | Fellowship opportunities are positive | Attendance is good | Programs are well done and interesting | Doing the program in the middle was a good decision | Lyn :) |
- Group 6: Membership – steady growth, good members | Programs are consistently outstanding. | Flow of interaction is good, diversity of careers and ages | Stay on time with meetings | Supporting generational change
- Group 7: Fellowship monthly | Diverse professions/network | Doing well overall |
- Group 8: Really like the Rotary only announcements at the beginning of the meeting | Tremendous support for STAR committee | A lot of support for our participation with Student exchange program |
- Group 9: The meetings; like how the meetings have evolved. Like that they're once per week, for one hour, and that there's an agenda and we start/end on time. | Like Tami's inspiring / thought-provoking message | Excellent programs the last few years - like that it's not just a call for a donation; we don't promote speaking at our meetings as, "go speak to Rotary and ask for money" | Like the social greeting at the beginning of the meeting | Liked having more classification talks this year | Like that we send the leadership to PETS 2x - that provides better cohesion from year to year; it allows the next president to build on the previous president's plan vs just doing their own standalone plan | We've gotten better at gathering district matching funds - taking advantage of "big" Rotary | Like having the 4 Way Test at the end of meetings. | Sometimes the old "response to the speaker" was good, but glad we eliminated it. Tami does a nice job of recapping.
- Group 10: Inflow of new Rotarians, showing them the avenues of service and the 4 way test, most of all highlighting service above self
- Group 11: Warmth and commitment, more than other clubs people have visited | Our members are very involved | We do most everything stressed by the PETS

Rotary Pulse Survey

- training | Like the 11:30 start to get the meal | Very good service and value from the Radisson staff | Mentoring and Star committee | Fellowship committees are a good start and we should do more | Profound support of the foundation, one of the best clubs in the country.
- Group 12: STAR Program is fantastic | Love our club and like the fellowship opportunities once a month | Love classification talks | Like IFeed because it shows the youth the power of Rotary | Like fruit baskets, it's "hands on" | Meetings are well run – good to be done on time at 1:00 p.m. | Weekly meals are important, don't change that |
 - Group 13: Fruit Baskets & youth involvement | Club socials | STAR | Youth Exchange | Main projects
 - Group 14: Very community orientated | Cameroon Park Project noticeable to public (International) | Recent start ups are good, monthly fellowship social | Enjoy program and good variety | Has improved welcoming new member specifically announcing name at mic | On it for classifications – Sarah | Support of local non-profits

What can we improve?

- Group 1: Partner with other clubs internationally | Lack of diversity – ethnicity | No subsidy for cost of membership for someone who might need a little help to be – stay a member | Are we doing enough internationally?
- Group 2: Additional fundraisers | The workday/team building freshen (modernize)- | Mix up fruit basket fundraiser, other options | Environmental concerns | Liked buy out option for fruit baskets
- Group 3: A lot is packed into the program | Fruit basket, felt heavy handed | Recruiting younger members | More from members on what they do
- Group 4: Are there businesses/areas not represented in the club that we should seek out? | Rotary updates/news can get way too long | Last year's food has been poor |
- Group 5: Lack of minorities | Improved fellowship | History committees telling more about the club | Classification talk at table to assist in getting to know people and assist people | Announcements and activities volume is too high sometimes | Upgrade or improve fruit baskets | Add more bell ringing
- Group 6: Diversity | Various ages | Education | Religion awareness | City government
- Group 7: Provide more awareness on our existing committees, groups and fellowship committees | Remind people to use Club Runner. Make sure members have it downloaded. | Discussion on people wanting to have input on speakers. People want to be asked if they have a potential speaker, need to communicate this better.
- Group 8: We're doing a good job at generating more members, but we need to have a more *diverse* membership in terms of different *types of companies*, especially downtown companies (like LHI). We used to have a committee to identify prospective

Rotary Pulse Survey

members. Want to become more balanced, not just bigger. | We have a terrific array of committees, but we don't hear about everything they're doing. Need to inform the membership more about whether the committees are active, and if they're inactive, discuss whether they should be dismantled. Perhaps we could post reports from committees on the website? Maybe we should have the committees give a short report in a meeting every 3 months, and a full report once per year? Also need to make sure new members know about all the committees and fellowships (need a well-maintained list of committees in the orientation PPT). | Have members who have been long term members give their classification talk again because all the new members haven't heard it. | Make sure the speaker isn't left to their own devices - perhaps assign someone to sit with them, maybe the person introducing the speaker? | Should we look at attendance and follow up with people who haven't been here in a while? We want people to be physically here. If they're behind in payment, cut 'em! People know what the membership requirements are; let's contact them before it becomes a big problem. | It's an honor to be a part of Rotary but there are requirements and they should be met/followed. | Don't like that when someone brings a guest, they announce that "they will be a Rotarian" because they're still subject to the application / board review.

- Group 9: How to keep costs low so we can engage potential Rotarians that may have to pay for Rotary themselves or show the value of Rotary for the cost? | Ask members what motivates you to be in Rotary? | Use the response to build on it
Are we getting too big? | At what point do we say we are a good size club?
- Group 10: Members and committees need to step up and take more responsibility instead of simply relying upon Lyn. Worried that we're stretching her too far. *Especially on any new ideas listed below.* | Need to improve financial reporting to the members, where does our money go? | Communicate how much value we are getting for our money. We're unlikely to find another place with a \$15 lunch that includes adequate meeting space and set up space for all we do | Since a significant amount of our annual funding goes to retain our Administrator, we may be able to consider a revised job description and part-time position if members did more. We may not find anyone willing to work as hard as Lyn when she retires | It would be nice to break the 190 member barrier | But then others said we need to focus more on retention and appreciation of current members, not only recruitment | And maybe 190 is too many for our current meeting space, if our attendance were to improve above the 55%-60% level | We should follow-up with members who aren't attending, or resign to try and keep them. Use the following words: "I miss you at Rotary" | Would a breakfast option be a way to keep people engaged?
- Group 11: Transparency of Fruit Baskets, what do we make for projects | Rotarians should try to sit at different tables to meet more members | Share more information

Rotary Pulse Survey

about mobile meals, Come to Supper and other volunteer opportunities | Be more specific with the presenters, they should know the time-line of our meetings | One meeting a month to start with Braggers and Squealers | Keep Rotarians in the News but sometimes members are missed | Share more information about our fellowship groups | There is something special about this club, we've seen other clubs but our club has something unique |

- Group 12: Awareness of committees and their role | How to initiate a project | More communication | Recognition of one's gifts or service
- Group 13: Challenged by growth, need special effort to be cohesive and coordinated | Program specific – high level of view, more general | Re-do classification talks of older members | Too many projects looking for \$ many in short period time | Evaluate President started programs: evaluate do we continue, give Board change to say yes or no |
- Group 14: Share what other clubs do regarding individual donations to RI, Rotary Works & Polio Plus?

Is there anything we should start doing? Stop doing?

- Group 1: Tracking "engagement" hours | Talk about the time the members spend in the community = a good aspect of being a Rotarian | IF we do not do fruit baskets anymore – we need to find something to replace the fellowship (do not want to be just a "donation" club) | Maybe cancel some of the fellowships if there is not an interest (but try another push to get members involved in the fellowship committees)
- Group 2: Fundraising certain times of year – two mandatory fundraisers | Everything else ala carte | How is the money used?
- Group 3: Fruit Baskets discussion – what else? Fun event? Service auction? | Buy out option was good. | Fruit baskets is more of a fellowship rather than selling.
- Group 4: Add another fellowship maybe over noon hour or at another time | Float for Rotary Lights opening night | When introducing a speaker be concise and not doing the presentation | Door prize for Deans Marbles
- Group 5: Central calendar for area clubs | Lottery tickets not associated with exchange student " | Discontinue fruit baskets | Change fundraiser to cheese, sausage box with syrup | "Sunset projects" | Club mandatory interaction occasionally | Mixer
- Group 6: Completely eliminate singing | Schedule in time for braggers and squealers at every meeting | Have the President or Board members take a new member out for a meal | Eliminate political comments | Provide a list of businesses associated with our membership so members can frequent those businesses. | Consider company names on name tags
- Group 7: Audit whether there are things in Lyn's job description we can do differently? How can we make it less onerous / less complicated? We have lots of heads of companies who are used to having staff to do things; but everything shouldn't fall on Lyn's shoulders - give others a chance to shine! Are there things

Rotary Pulse Survey

we can automate? We should encourage people to do things for themselves; rather than asking Lyn. They can CC her so she's in the loop but she shouldn't have to do it. | Between Thanksgiving/Christmas there was way too much going on in the lobby. | Should we give a speaker gift? (Mentioned that we give the coin and there was some discussion about that not being really meaningful/useful to the speaker. Would rather give them something like a Rotary mug so when they use it they can go, "oh yeah, remember when I spoke at Rotary.") | Perhaps fruit baskets have run their course. There was some discussion about not liking the \$20/per buyout, comment was "why should they pay less?" Could we ask Steve Doll for a vehicle at cost and sell a set number of raffle tickets? Maybe we need to do more communication about the point of fundraising - what does it take to run the club? What is the budget? Where is the money we fundraise going? Maybe we're not asking "big" enough - too many \$5, \$10 asks. People like to give to a good cause and don't have a problem spending \$200 if it's a good cause. | Salvation Army bell ringing - seems like the days filled up fast, maybe we should do more days?

- Group 8: Clearly define a single local project and a single international project each year | We should prioritize our projects and those who lead them should take the major responsibility for the follow through | Board should report on what they are doing and working on periodically | Call a Past Presidents Council for advice and mentoring | We should recognize and appreciate the Radisson staff more
- Group 9: Set up a "pay it forward" account | We should have a "mentorship" program where tenured Rotarians spend time with newer Rotarians | Have a Fellowship Classification presentation, each chair shares a minute or two about each fellowship | Offer a "senior" discount |
- Group 10: Cost prohibitive to new members | Consider a "work study" offering "club shadowing" | Sing more |
- Group 11: Consider reducing # of projects at Christmas time | Learn about impact of our projects | How to draw line or choose local non-profit to benefit? Is there a criteria? | Programs for us to hear about political candidate platforms? Give equal time – model Madison clubs efforts with this | More programs that are focused on our members, show their personality not a presentation, variety of members – not the same characters | Start following the rules for Rotarians in the news

1. Overall, are you satisfied with your membership in our Rotary club?

Rotary Pulse Survey

- **Are club meetings a good use of your time?** | Yes – confirmed a number of times | Too rushed | Not fun | Happy Birthday | Yes, very informative, great programming | Overwhelming yes
- **Are we doing a good job of involving new members?** | Yes (from 4 new members), Onboarding and communication the top two responses, | New members hook easy | Easier to ask people you know | Red badge program is smart | Demographics is older, need younger members, cost may be a factor – highest in the area! Seek advice from our younger members, can we interact with After Hours directly? | Do we need to grow? | Yes, new members are engaged rigorously with orientation, STAR, earning their blue badge | The opportunities are there, could do better | Opportunity given depends on sponsor and personality of new member |
- **Do you feel as if members care about one another?** | Yes, sincere people, sending cards, giving rides, greeters at door, greeting in beginning of meeting | Yes, all felt members care about each other. | Should we reach out to people who have low attendance? | Yes, even though the club is large, there is a family feel to the club | If called upon people say yes in general yes |

Do you feel the club reflects the demographic profile of our area's business, professional, and community leaders? | Yes, we reflect our community but our club could be leaders in racial diversity | Yes and no, we have members from top positions. We struggle to bring various ethnicity to our club – need to fight stereotype “it’s all old white men” | Good mix of local businesses. Also a good mix of gender and age groups. Could add more diversity in the club, add reminders to invite community members, cost may prohibit membership of non-profits that could benefit from being Rotarians | We need to be proactive | Very white and very old | Yes, but not of our community in general by definition selective because of expense

Do you feel the club actively seeks to involve all members in projects and activities according to their interests, skills, and availability? | Yes, as much as people can do. | Yes, personal interest and schedules availability, good job of getting information out online and at meetings. | Yes, good balance. | A variety of projects and events are available to all different interests. Would like to see more events geared towards the older demographic which may not be as spry as the younger members. Mobile Meals and Come For Supper are two examples of

Rotary Pulse Survey

activities that are less strenuous for the older demographic | Fellowship groups may not work because we don't have time

- **Is the amount of fundraising activities appropriate?**

Happy no more baskets on the table. | Too much especially for younger members, Younger members of After Hours said " Can't afford our club w/ fundraisers" | Somewhat, sometimes it feels like there are too many asks at meetings but understand that is the nature of Rotary due to Rotarians need to help a cause no matter how big or small | As long as it's voluntary | Could be a monthly | In this last quarter too many | Liked the fruit basket buy out

2. What do you think about the following aspects of our weekly meetings?

Lyn makes this club run, really has improved the club. She is wonderful and very responsive.

- **Length** | Good | Appreciate sticking to a time schedule as we all have things to do after meetings. | Good.
- **Time for socializing** | Weekly too frequent, we think the socials are handled well | Good | Must arrive early to socialize |
- **Professional connections and networking** | Good | Great for connecting with others in the community, would like to see some time limits on guest introductions similar to new member introductions (about 30-45 seconds) | It was suggested that new members who receive their red badges and introduce themselves at the podium be provided a template to talk about themselves so Rotarians can learn the basics about this person
- **Location** | Good central location | Perfect, likes moving around on occasion when parking is good, not too often but once in a while | Location is good but maybe there is a better location | Limited to locations due to size of club | Parking can be an issue |
- **Meeting time and day** | Good, - mentioned a number of times
- **Meals** | Good variety | Zucchini too much | Price seems high for what we get, don't mind paying more but want more quality (meal at Piggy's was great) |

Rotary Pulse Survey

Sufficient but not great for the price that is being paid. Most of the time could get a better meal for same price at another restaurant | Does not like salad and steamed vegetables

- **Speakers and programs** | Very good programs and appreciate the diversity but make sure when people are giving a program it is not to advertise their business. | Good, this has improved over last few years, like committee doing it. | Great job with programs in the last couple years, like that they are apolitical and not religious in content.

3. **What are your opinions about our club's service projects?**

More could be done to tie to an emotion. |

Is the total number of service projects appropriate? | Mix of projects is good (district, international local – impressed) | Projects are great, would be interested in more, earlier in the year. | Event fatigue | Yes, good number. Would like to see more involvement from members but understand that there are 5 avenues of service and each member may only have an interest in one or two of these avenues. | Yes, we seem to give more money than time | Yes but still a lot of need in community

- **Number of international service projects?** | Not sure | Over the years strengthening international connections and projects. | Yes and no, would like to see or hear updates on projects that are ongoing and maybe see more international involvement | Not enough but complexity is intense
- **Are service projects well organized?** | Yes | Need committees to do more work | Yes, felt that the projects are well thought out. | Would like to see more media coverage of events and projects | IFeed, Fruit Baskets seem very organized and International Garden

- **Do they make a difference in the community?**
Absolutely, it shows the community that Rotary cares about our community |

- **Are they meaningful to you?**

Collaborate with other service organizations or a competition – teams - expand on our connections with Rotary or other service organizations | Most are but not every project will inspire every person | Depends on person, yes, so so |

Rotary Pulse Survey

4. Thinking about communication and responsiveness in our Rotary club, does the club:

- **Do a good job of communicating to members?** | Lyn is marvelous, President is responsive | All agreed the communication is very good and inclusive. | Like the newsletter | Yes, Lyn des it well | Yes, good clarity on items using meeting time and newsletter to share information | Would like more updates on upcoming projects or potential projects | Yes, Lyn does an excellent job
- **Listening to members?** | Definitely! | Today is a huge improvement
- **Does the club seek input and ideas from members?** | Yes, and it is appreciated. | Doing it now but not sure if we ask enough | Yes, ideas and projects are encouraged |
- **Does the club regularly act on members' input and ideas?** | If possible, yes. | Yes, ideas and new projects are supported |
- **Are you comfortable with the pace of change in the club?**
Yes, change is good as long as it is thought out and receives input |
- **Does the club work to update processes and rules to meet the needs of members?** | Yes, if appropriate. | Rotarians in the News, more variety of people doing the news | Yes, it keeps itself updated |
- **Committees?** | Committees, some need to be standing | Orientation committee, Fellowship committee | Friendship Exchange | Group Study |

5. What do you think about the value of your membership? | It's what you put into it |

- **Do you feel welcome in the club?** | Good quality of people, grown professionally and as a person, lot of talent in our club | All felt welcome but a few tables are

Rotary Pulse Survey

still not welcoming. | All members feel like we have good connections and can rely on members if needed | Yes |

- **Do you make valuable connections in the club?** | Yes. Outstanding networking/resources are good, building relationships, no “cookie cutter” Rotarian, people can be involved at different levels. | Each week get to see old friends and make new ones |
- **Does the club provide opportunities to use your talents and skills?**
Yes. There is an opportunity to inquire more with existing members and learn of talents from new members.
- **Does your experience as a member feel worth the money you spend?** The time you give to Rotary? | Yes. Most have memberships paid by business, younger members might not be if they had to pay out of pocket. | Expensive enough that you have to want to do it – investment | Do we need lunch every meeting? Alternatives? | Very much. Valued asset to the community.
- **Does your family see value in your Rotary membership? Your friends?** | Yes, some friends do not but that’s okay. | For the most part, older children are starting to become involved in Interact and local Rotary clubs | Youth exchange huge value
- **Do you feel you make a difference in the community through Rotary? In the world?** | Yes, mentioned many times | Yes, we have made the community a better place not only in our community but in the world | Living the 4 Way Test matters |
- **Do you invite friends/family/colleagues to club events? Why or why not?** | Bring kids to see bigger world | On occasion but it depends when the event occurs. Time may be the issue |
- **Do you invite qualified prospects to join Rotary? Why or why not?** | Yes, cost is a barrier to join | With all that we have going on you would see it in participation membership if we were not a valued club | Yes, but they may not be able to make the time work or the cost prohibitive if the business doesn’t pay for it.

Rotary Pulse Survey

- **Do you frequently participate in club projects and activities?** Why or why not? | Yes, as much as schedule allows | Same people always involved in Rotary Lights | If the project aligns with my views or interests. This is why it's good to have a variety of projects/events. Per one Rotarian, a Rotarian should always say "yes" and then ask what they need to do.
- **Do you feel proud of our club?** | Yes! | There is a sense of pride with each service project completed.

6. **How do you feel about the costs associated with club membership?**

Funding the exchange students, end of the year trip? | Stigma of not giving our exchange student the tickets for the raffle drawings.

- **Club dues, meals, fines, requests for donations, service projects, requests for contributions to the Foundation?** | Show budget to members | Annual meeting, dues and fruit basket fund = too close | Value is there | Market supports the cost | Cost seems to work. | Costs are OK because memberships are paid or are a business expense. | Recruitment – offer a discounted membership rate | Send information to companies represented about the importance of Rotary, shy they should support. | They are worth the value but it maybe difficult if not for corporate membership | Meal costs? Is it too expensive for many? | Costs are creeping up and getting too high for those that pay for themselves. Keep costs low for potential Rotarians | Fruit baskets are expensive, is there something else we can do as a "service activity" to make up the cost? | The club has expenses, need to pay expenses. | Scooter basket – purpose not well expressed
7. **Recruitment** | Educate the younger generation on the role service clubs play in a community. | Encourage members to identify the generations of employees below them to be Rotarians.