

ROTARY SURVEY 2021 (23 responses)

We want to get the pulse of current members of the Rotary Club of Webster Groves as to how you'd like to see the club governed and where you'd like to see it go. Please take time now to complete this survey, but feel free to forward any comments or talk further with any member of the Board at any time. (Use the back of the sheet if necessary.)

Mission of the Club –

Please mark your top three choices for club emphasis areas for this year:

- _9_ Fellowship/Networking
- _8_ Fundraising for scholarships and other charitable purposes
- _20_ Community Service/Projects (public benefit)
- _12_ Community Awareness of Rotary (media, July 4th Parade, sponsoring concerts, etc.)
- _2_ Member Leadership Development and Support
- _1_ Ethics in Occupation and Accountability
- Exposure to Other Occupations
- _5_ Scholarships
- _7_ International Service
- _8_ International Youth Exchange

Please list your preferences and share comments for consideration for each of the following:

Club Service (activities associated with the effective operation of the club e.g. fundraising, social, etc.)
Pancake Festival _18___ In-person traditional _4___ Drive-through _1___ Take a year off

Comments/Ideas for improvement:

- *Contact with the community is essential for both Rotary and the community.*
- *Build a community*
- *Needs to be on a Saturday morning*
- *When it's safe for all, it builds common bonds with members and the community.*
- *Encourage members to aggressively sell tickets to business and personal contacts. This should not be depending on member "donations" only!*
- *If conditions are favorable*
- *I hate to say it, but the time for Pancake Dinners has come and gone*

Trivia Night _15___ In-person, traditional _4___ Virtual _3___ Take a year off

Comments/Alternative ideas and suggestions for prospective donors of silent auction items:

- *When it's safe for all, it builds common bonds with members and the community.*
- *Members to canvas local businesses, encourage individual auction item donations from members*
- *If conditions are favorable*
- *Use last year 2021 Trivia person*
- *We should be asking MAJOR businesses for donations, not small retail shops. Ask Webster University to donate the space.*

Rotary Coffee/Rotary Happy Hour 21 In-person 2 Virtual

Comments/Alternative ideas:

- *Neither. Not essential and may be detrimental to club re regular attendance*
- *Fun to see people in casual environment*
- *Great way to exchange ideas, build friendships and understanding*
- *Promote as an added benefit; encourage attendance at regular meetings*
- *I do not attend either, so it really does not matter at all to me!*

Progressive Dinner 17 In-person, traditional Virtual 2 Take a year off

Comments/Alternative ideas:

- *(Assuming it is safe)*
- *May be tough this year with such short notice*
- *When it's safe for all, it builds common bonds*
- *Suggest "Holiday Party" format; One location, appetizers, beverages, socialization. No dinner.*
- *Don't know given circumstances (? Hard to read writing)*
- *If people are vaccinated*
- *In-person, but at small gatherings only*
- *Option: The "progressive" part is that you're dining at a different residence, mixing up the groups from month to month, but it's only one stop for hors d'oeuvres, drinks and desserts (e.g. four groups of 10 randomly assigned each month. Spread out the hosts as well, so it's not so much on any one couple.*

Installation Dinner 18 In-person, traditional Virtual 1 Take a year off

Comments/Alternative ideas:

- *(Assuming it is safe)*
- *Great way to exchange ideas, build friendships and understanding*
- *Continue event as previously held. Change nothing!*
- *(can't read) by June 2022*
- *If people are vaccinated*
- *People who are not vaccinated should not attend, and that might make others feel safer.*

Family Barbecue 16 In-person, traditional Virtual 4 Take a year off

Comments/Alternative ideas:

- *Great way to exchange ideas, build friendships and understanding*
- *If people are vaccinated*
- *We need to promote this several months in advance to use for recruiting new members.*

Intercity Visitation 9 Interested 11 Not interested at this time

Comments

- *Great way to exchange ideas, build friendships and understanding*
- *Intercity is a great idea, but so poorly attended, no matter how great the speaker. I think its time has come.*

Additional Ideas for Club Service, fundraising and members socials:

- *Selling car wash vouchers or Webster restaurant vouchers like the football team does*
- *Club picnics for meetings. Restaurant meetings outside club boundaries (i.e. "The Hill area", "The Foundry")*
- *Raffles (e.g. barbecue pit, donated car, riding lawnmower, big screen t.v., trip, etc.)*

Suggestions for enhancing existing procedure or practices:

Membership Recruitment, Onboarding, Retention and Activation:

- *Nominator responsible for following up with his/her friend. Board assigned to committee*
- *Everyone knows Recruitment and Retention, of course, but WHAT is "Onboarding"? WHAT is "Activation"? This is institutional jargon of the worst kind. ☹️ Our Membership Committee needs to function properly on two primary levels: recruitment first, then retention. However, we also need to hold "exit interviews" with members who leave the club...heart to heart conversations that go way beyond checking a one-word box as to their reasons for leaving, and we should use these conversations as opportunities to learn how to offer a better Rotary experience.*
- *Inventory of local business ___ - F___ & system___(can't read the rest of the comment)*
- *Maybe once a month or quarter we could rotate some of our members with one of the other clubs and theirs with ours in order to share ideas.*
- *Each one bring one, invite a friend or relative, convince your spouse to come.*
- *I know it's been discussed and we're limited here in Webster, but the meeting space is a challenge for recruitment in my opinion. I know parking, costs, etc. are roadblocks we face with moving the meetings elsewhere though. We're between a rock and a hard place on this one.*
- *Perhaps onboarding should include drinks, coffee, etc. with peers of similar age.*
- *Essential to emphasize if we are to exist. Without new and dedicated members, we will cease to be any more than a club for senior citizens.*

PR Print and Digital Media:

- *Newspaper (for community service and awareness activities). You have to go after this!*
- *Continue emails*
- *Save money on directory, but have a directory*
- *Our existing print materials are fine, but they need to be distributed in places likely to be seen and read, such as Library, Rec Plex, grocery bulletin boards, churches, etc. Facebook is MUCH more widely accessible than our website, although we could promote the website ON Facebook.*
- *Get all members into the MY Rotary to find like-minded Rotarians around the world*
- *Enhance social media presence*
- *A "Get to Know Your Rotarian" series on Facebook with spotlights on individual members answering five questions (e.g. How did you come to join Rotary Club of Webster Groves? What's your occupation (or what did you retire from)? What's your favorite thing about being a Rotarian? What is your favorite community service event and why? What are your hobbies?)*
- *The focus needs to be on what we do, not who we are. Everyone, for the most part, has heard of the Rotary Club. Very few know anything about what we do.*
- *Few really know what we do outside the club. This is our fault. Every time a Lion burps, we know about it.*

Other ideas for community awareness of Rotary, outreach to prospective members, public relations:

- *If you want publicity, you have to put a picture/article on desk of right person at newspaper.*
- *Sell tickets to Public*
- *Light post banners*
- *Rotary clock*
- *Sponsor some teams besides Robotics*
- *Sponsor a Chamber luncheon (inexpensive and exposure to types of people we're after.)*
- *Sponsor parents clubs, etc. at the high school level. If a spouse is involved in something at the school, then perhaps the other spouse would be willing to get involved on a civic level.*
- *Follow up personally to recruit new members by visiting businesses, etc. Recruiting via Chamber is not enough.*
- *Pancake Fest and Trivia Night street banners (Old Webster, Old Orchard)*

Community Service (educational, humanitarian and community service projects to improve quality of life.) The following fall under this category: 4th of July Parade, CAP Grant, Community Projects (e.g. Make-a-Difference Day, Art & Air, Jazz Festival, Hawken Concert Series).

Suggestions for existing programs and projects/Additional Ideas for Community Service and projects:

- *Continue; make programs as interesting as possible.*
- *We should keep our focus very local, emphasizing service PLUS promoting Rotary and recruiting new members. We should NEVER take on a program or project that does not have an underlying recruitment component. (e.g. We have squandered many opportunities to promote Rotary at the Hawken House Concert Series.)*
- *[Circled Jazz Festival and Hawken Concert Series]*
- *[Circled 4th of July Parade, Make a Difference Day]*
- *10K Pavers(?)*
- *Need to stress importance of every member participation.*
- *Read and follow ByLaws, establish chaired multi-year multi-member committees with succession plan*
- *They are all good events to participate in.*

International Service (advance international understanding, goodwill and peace by fostering acquaintance with people of other countries, their culture, customs, accomplishments, aspirations and problems, support Rotary Foundation through financial contributions and program participation.) The following fall under this category: Foundation, International Cultural Exchange, International Projects, Volunteer Events, Shelter Box, Polio Plus.

Suggestions for existing programs and projects/Additional Ideas for international service projects:

- *Youth exchange*
- *International projects are certainly worthwhile, but with few exceptions, only a few members participate.*
- *We do a good job*
- *Read and follow ByLaws, establish chaired multi-year multi-member committees with succession plans*
- *Until pandemic is under control, de-emphasize*

Youth Service (activities for youth and young adults through leadership development activities, involvement in community and international service projects and exchange programs.) The following falls under this category: RYLA, Student Scholarships, Interact and Robotics.

Suggestions for existing programs and projects/Additional Ideas for youth service projects:

- *Continue*
- *Focusing on youth is the most important of our local programs.*
- *We do a good job*
- *Continue current programs.*
- *Read and follow ByLaws, establish chaired multi-year multi-member committees with succession plans*
- *Give presentations on RYLA, Interact, Scholarships in spring at Webster Groves High School*

Vocational Service (programs and activities promoting high ethical standards and service as it relates to businesses, occupations and vocations.) E.g. Career Day.

Suggestions for existing programs and projects/Additional Ideas for vocational service projects:

- *This is the one focus of Rotary that I find utterly boring and inconsequential...yes, I fully understand the origins of Rotary and the emphasis on ethical behavior. I suggest our time would be better spent by having teams of related professions visiting high school classes to talk about various vocations, rather than having the kids come to us one Career Day.*
- *Mock Interviews at Webster Groves High School*
- *Need another activity. Sponsor an ethical standard symposium.*
- *Re-create Career Day with heavier younger member participation.*
- *Focus on more non-traditional and digital age careers for Career Day*
- *Read and follow ByLaws establish chaired multi-year multi-member committees, with succession plans*
- *Continue outreach to high school for Career Day*
- *Participate in mock interviews at WGHS*
- *Career Day is very good.*

You're almost done!

Meeting Format: (Check all for which you'd be in favor)

Frequency: _18__ Weekly _3__ Bi-Weekly (every two weeks) _3__ Monthly

Format:

_10__ At the church (lunch provided) ___ At the church (bring your own lunch)

_3__ At different local restaurants _1__ By Zoom with one meeting per month in-person

_14__ At the church with 5th Friday at a local restaurant

_1__ Alternating in-person at the church and Zoom, with 5th Friday at a local restaurant (e.g. first and third Fridays at the church, second and fourth Fridays by Zoom, fifth Friday at a local restaurant)

Other ideas:

- *Open to [meeting] at the church with 5th Friday at a local restaurant, but if someone wants to suggest a restaurant, then they should be in charge of organizing, etc.*
- *We need to find a caterer and return to traditional lunches. Box lunches are not attractive or incentive for anyone to join us for lunch and fellowship.*
- *At different local restaurants with Zoom weekly*
- *Zoom at/with in-person for those who can't physically attend meeting*
- *Once every other month at a local restaurant (e.g. in odd-numbered months, on the 3rd Friday)*
- *[Alternating in-person and Zoom] IS A TERRIBLE IDEA, IMHO! We need to have consistency for visitors...as well as for ourselves.*
- *Alternating leads to confusion. Whatever we do must be set. Every other...doesn't work.*

Communication:

How do you prefer to get your club information between meetings?

_19__ Email 6 Text _1__ Facebook

___ Other _____

- *Printed! If you want family involvement and commitment, we need to go beyond only individual communication. I know, it's old-fashioned, but effective and worth the investment. As Greer Garson said often: "Change is inevitable; progress is not." Adapt change to make it profitable, so that we move forward and not slip backwards.*
- *Phone*
- *We need a club calendar that is posted online and also provided by both email and hard copy to every member on July 1 and January 1 of each year. Virtually every year, there are several scheduling conflicts that could have been completely avoidable, if the calendars were set so everyone knew what was going on. It does not take long to do, but it does require planning!*

Additional comments/suggestions:

- *I'm a member of WG Pres. This is not important. The church has good parking, better acoustics, a microphone (it could be better!), a screen.*
- *I am happy doing all the things we have done traditionally, but I think we should require all who attend in person to be vaccinated or not attend. All in-person is predicated on disease control. As long as we have the disease, we should holf off "in person" for Trivias, Progressive, Yard Party and Intercity.*
- *Meetings of the whole (club meeting) seldom work well. That is what the Board and committees are for. This is why leadership is so important.*
- *Public speaking is important. A lack of that can hurt the whole process.*
- *Most members want a nice lunch and a good speaker with an interesting topic.*
- *This survey is MUCH too long and comprehensive. It would be much better to cover these topics in-person, giving an email or mail-in option for those who cannot or will not attend. I will be utterly shocked if you receive more than a handful of completed surveys.*

Thank you for completing the survey! We greatly appreciate your valuable input and feedback.