

**Summary of Vision Survey Findings
2014**

Rotary Club of Portsmouth November

Average time in Rotary was 15 ½ years with 60 years being the longest tenure.

36% women and 64% men, 1 member under 30, 16 members under 50, 36 members from 50-59, 37 from 60-69 and 25 who are age 70+.

90% of members are satisfied with their participation and consider themselves likely to continue their membership, with 95% feeling that we execute our mission well in the community.

The attendance policy is understood and about right in terms of fairness. Our Club size was just right for 77%, with 17% feeling we could grow, and 75% feeling that member engagement is more important than size.

There were mixed signals on undertaking a large club project, with half in favor and half neutral but only a small percentage opposed. 35% would like to see more hands-on projects, with 55% neutral. The reason behind that, besides our busy schedules, is that 50% of you either feel you aren't capable of contributing or you're unsure.

56% of respondents had proposed a new member, and 60% feel that new members should be placed on a Committee at the time that they join the Club. We need to help you when it comes to identifying potential new members and mentoring them appropriately when they join. 70% feel that the financial costs of joining do not deter them from suggesting membership. We need to work on our diversity as a club, we know that, and 50% of you gave us feedback about where that should come from.

There were 24% who were willing to utilize social media to help generate awareness of Rotary. 60% would like to see our Club receive more community recognition.

Our programs are popular with 75% indicating they attend the meeting despite their busy schedule when there is a speaker they want to hear. From your comments, programs are vital to members' enjoyment of the weekly meeting. You shared numerous ideas for programs.

87% feel their participation in activities and projects enhances their enjoyment of Rotary. 31% are looking for more social opportunities after work hours, with an additional 47% neutral. In general, members would like to see more opportunity to learn about each other, and build relationships.

60% support the concept of reaching out to area employers to discuss the goals of Rotary and 36% would be willing to do so.

83% feel it's important that our Community leaders be members of Rotary.

22% were interested in serving as leadership in the Club with an additional 31% unsure.

26% had suggestions on activities we should become more involved in. Those suggestions have been shared with the board and will be the focus of our strategic planning. Members shared obstacles to joining committees and we will take steps as a Club to work on those.