

# Rotary Club of Las Cruces - Mesilla Valley

## Membership Satisfaction Survey Results

### Survey Taken September 4, 2014

Questions and Suggested Responses	Responses	Mean
<b>Do you feel welcome in our Rotary club?</b>		
Yes (Yes = 1, blank = 0 or No response)	29	
No (No = 1, blank = 0 or No response)	0	
If Yes, what one aspect of our club helps you feel most welcome?		
<i>Morning greetings before the meeting.</i>		
<i>Greeting me by name at meetings.</i>		
<i>Relaxed atmosphere.</i>		
<i>Friendliness</i>		
<i>I have always warmly welcomed.</i>		
<i>Fellowship</i>		
<i>The people and sense of purpose and drive.</i>		
<i>Sincere sense of humor and support.</i>		
<i>All</i>		
<i>The members</i>		
<i>Fellowship</i>		
<i>Friendliness and humor</i>		
<i>Friendly faces</i>		
<i>Welcomes from members as I walk in.</i>		
<i>Fellowship</i>		
<i>Everyone is extremely friendly.</i>		
<i>Camaraderie</i>		
<i>Greetings prior to meeting.</i>		
<i>Support / Answering questions.</i>		
<i>Greeters</i>		
<i>Conversation before the meeting.</i>		
<i>My history with the club.</i>		
<i>Friendliness before meeting starts.</i>		
If No, please help us understand why not?		
What one aspect of our club is least welcoming to you?		
Compared to me, other members are:		
Older	7	
Younger	3	
Different gender	2	
Different ethnicity	1	
Other	0	
Club members haven't made an effort to interact with me	1	
Other reasons I feel unwelcomed	0	

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<b>Do you feel comfortable sharing concerns with club leaders?</b>		
Yes	29	
No	1	
If No, why not?		
Club leaders have so many responsibilities; I don't want to burden them.	0	
Club leaders have their own agenda and aren't interested in other ideas.	0	
I haven't been a member long enough to feel comfortable approaching club leaders.	0	
I don't want to be perceived as a complainer.	0	
Other	0	
<i>None given.</i>		
<i>Some yes, others, no. Where there is a club tradition I don't particularly get excited about.</i>		
<b>How would you rate the level of our club's involvement in the following types of activities? (Excellent=4, Adequate=3, Insufficient=2, Not aware=1)</b>		
Membership development	28	2.86
Member orientation and education	28	2.50
Local service projects	28	3.36
International service projects	28	3.14
Club public relations	28	2.91
Fund raising	28	3.16
The Rotary Foundation	28	2.96
Fellowship	28	3.25
<b>Have you participated in club projects and activities?</b>		
Yes (Yes = 1, No response = 0)	29	
No (No = 1, No response = 0)	1	
If Yes, how did you become involved?		
I volunteered	25	
I was asked	12	
If No, why not?		
<i>Not many. My schedule is very full -- during the week is not generally possible -- and Saturday is difficult.</i>		

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<b>Please indicate your involvement in the following types of activities:</b> (Currently involved = 2, Would like to be involved = 1)		
Membership development	8	1.75
Member orientation and education	9	1.56
Local service projects	23	1.61
International service projects	15	1.60
Club public relations	10	1.80
Fund raising	12	1.83
The Rotary Foundation	13	1.69
Fellowship	15	1.67
Other	2	1.50
<i>I am involved in administration</i>		
<b>How would you rate your level of satisfaction with your participation in club activities and projects?</b>		
Very satisfied	9	
Satisfied	17	
Dissatisfied	1	
If Dissatisfied, why?		
Insufficient knowledge	1	
Lack of quality service projects	0	
Personality conflicts	0	
Lack of support from other members	0	
Cost	0	
Insufficient family involvement	0	
Personal time conflicts	3	
Other	0	

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<b>How would you rate the following costs associated with membership in our club? (Excessive = 2, Reasonable = 1)</b>		
Club dues	29	1.12
Weekly meetings	27	1.07
Club Happy Dollars	29	1.03
Voluntary contributions to service projects	29	1.00
Voluntary contributions to The Rotary Foundation	28	1.07
Other	3	1.00

*I'm not real sure about the cost of meals.*  
*In my opinion, Rotary is too focused on money.*  
*Special requests have always been very successful.*  
*I do feel like I'm "nickeled and dimed" at times.*

**How would you rate the following aspects of our weekly meetings?  
(Excellent = 3, Adequate = 2, Insufficient = 1)**

Amount of Rotary content	30	2.67
Length of meeting	30	2.50
Program organization	29	2.38
Time for fellowship	30	2.13
Networking opportunity	30	2.17
Location (Convenient = 3, Inconvenient = 2, Suggestion = 1)	30	2.93
Meeting time (Convenient = 3, Inconvenient = 2, Suggestion = 1)	30	2.90

**Which aspects of our meeting place do you find unsatisfactory? (please indicate all that apply)**

Service	3
Décor / atmosphere	2
Meal quality	4
Meal cost	7
Parking availability	11
Other	2

*We have a contract with the hotel and at times they put us in a different location.*  
*It's okay.*  
*Why do they frequently run out of coffee?*  
*It's adequate.*

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Questions and Suggested Responses	Responses	Mean
<b>Which of the following changes would improve our club meetings? (please indicate all that apply)</b>		
Better speakers	6	
More focus on fellowship	6	
Increased variety of program topics	10	
Increased emphasis on vocational information	10	
More involvement of family	4	
Better time management	1	
More service opportunities	3	
More leadership opportunities	2	
Other		
<i>More business networking.</i>		
<i>I am happy with the meetings as presently conducted.</i>		
<b>How would you rate the amount of our club's fellowship activities?</b>		
Too many	0	
Right amount	17	
Too few	12	
<b>How would you benefit most from learning opportunities and training?</b>		
On Line	16	
Weekend full day long training	4	
Small segments during weekday evenings for an hour or two	11	
Other suggestions	2	
<i>During the meetings.</i>		
<i>Weekend half day training</i>		
<i>Depends on topic / focus.</i>		

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<b>What suggestions to you have for training new club members?</b>		
<i>Mentoring program with structure.</i>		
<i>The buddy system, having a member spend time with them and talk over events and procedures so they will fully understand.</i>		
<i>Maybe a mentor system in which new members would learn and communicate with a primary member.</i>		
<i>I did not attend training, as I was a transfer, but I could still use some training.</i>		
<i>Orientation</i>		
<i>Prior to joining, share expectations that the new member should go through orientation within their first 2 months.</i>		
<i>Informal breakfast or lunch with a couple of Rotary members.</i>		
<i>Mentor by sponsor and / or Membership Committee.</i>		
<i>Mentoring program - Team new members with someone other than the sponsor to help them feel engaged.</i>		
<i>Online orientations or in-person small sections, maybe bimonthly or quarterly.</i>		
<i>Orientation is a must.</i>		
<i>Do it!</i>		
<i>Orientation manual.</i>		
<i>Adequate</i>		
<i>Involve more current members.</i>		
<i>Mentor, checklist for new members consider them as "guest" for at least 6 months from a mentoring perspective. Check in often on their experience as a new Rotarian.</i>		
<i>History and traditions of Rotary.</i>		
<i>To date, our training both initial and ongoing ha been almost non-existent. We need to upgrade our member training program substantially. Focus first on new members and then extent to the entire club. The Rio Grande Academy may be a good resource for this.</i>		
<i>Established ? Times with several club directors and current members involved.</i>		
<i>A fellowship and ???</i>		
<i>Excellent new approach.</i>		

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<b>What do you like <i>most</i> about Rotary training opportunities?</b>		
<i>Informative</i>		
<i>Haven't experienced any training yet.</i>		
<i>Don't know.</i>		
<i>I was never trained.</i>		
<i>History, international and local club history.</i>		
<i>Online capability</i>		
<i>What training?</i>		
<i>Leadership training (e.g., PETS) is excellent, but nothing is going on at the club level.</i>		
<i>Learning.</i>		
<i>Networking opportunities.</i>		
<i>Adequate</i>		
<i>Use of ClubRunner weekly Rotary short trainings provided by President.</i>		
<i>When they are online and adjust to my schedule.</i>		

**What do you like *least* about Rotary training opportunities?**

- Takes more time*
- Not enough*
- Don't know. Never got training.*
- Don't know. I was never trained.*
- No time flexibility, especially for online training from Rotary International or District.*
- Timing -- webinars during work week.*
- I like everything.*
- Too long, not currently structured.*
- Conflicting times and places.*

**How often do you typically use the club web site?**

More than once each day	1	
More than once each week, but less than once each day	6	
About once each week	7	
More than once each month, but less than once each week	6	
About once each month <i>(One person uses the web site once each quarter.)</i>	3	.78
I do not use the web site	7	

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Questions and Suggested Responses	Responses	Mean
<b>How would you rate the amount of Rotary information provided through our club Web site?</b>		
Excessive	1	
Adequate	22	
Insufficient	1	

**Which of the following words would you use to describe our club Web site? (please indicate all that apply)**

Interesting	3
Useful	13
Informative	15
Boring	1
Limited	3
Uninformative	1

**How can the web site be changed to be most useful to you?**

- It's great... up to date and getting better.*
- More content about programs.*
- I just need to log in.*
- Need more ClubRunner training*
- I would like a shorter domain name so we may put our web site on PR materials.*
- More photos to show what we do.*
- Feature a Rotarian including a biography.*
- Continue to maintain current information for service projects and club activities.*
- Needs updated information with consistent updates.*

**How do you typically read the club bulletin?**

I look forward to it and read it as soon as I receive it	11
I read it each month as I have time	12
I seldom read the bulletin	4
I don't bother reading the bulletin	3



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<b>How would you rate the amount of Rotary information provided through our club bulletin?</b>		
Excessive	0	
Adequate	23	
Insufficient	4	
<b>Which of the following words would you use to describe our club bulletin? (please indicate all that apply)</b>		
Interesting	7	
Useful	8	
Informative	20	
Boring	0	
Limited	5	
Uninformative	1	
Other	1	
<i>I get so many emails that I always put Rotary emails on the back burner.</i>		
<b>How can the bulletin be changed to be most useful to you?</b>		
<i>More information about programs.</i>		
<i>Move to a format with an email, not an attachment.</i>		
<i>Mention upcoming programs.</i>		
<i>Adequate</i>		
<i>Not sure we need it if we have content on web page and Facebook.</i>		
<i>The Bulletin is now a digest of club activities. Not the best medium for promoting future activities.</i>		
<i>Appreciate all the effort going into this! Great.</i>		
<b>How often do you typically use the club Facebook site?</b>		
More than once each day	2	
More than once each week, but less than once each day	1	
About once each week	5	
More than once each month, but less than once each week	2	
About once each month	1	
I do not use our club's Facebook site	8	
I do not use Facebook	12	

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Questions and Suggested Responses	Responses	Mean
<b>How would you rate the amount of Rotary information provided through our club's Facebook site?</b>		
Excessive	1	
Adequate	5	
Insufficient	4	

**How can the Facebook site be changed to be more useful to you?**

- I need to take time to look at it.*
- Please don't misspell my name.*
- Reminders and events*
- More people participating on the page.*
- More member discussion.*
- I rarely use the site.*
- I would like to use this as a primary source of info about upcoming events.*
- More information and current events on it.*
- If more Rotary members would use it.*

**Which of the following words would you use to describe our club Facebook site? (please indicate all that apply)**

Interesting	5
Useful	5
Informative	4
Boring	0
Limited	3
Uninformative	0
Other	0

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Questions and Suggested Responses	Responses	Mean
<b>What response do your friends and family have to your involvement in Rotary? (please indicate all that apply)</b>		
My friends and family don't know of my involvement with Rotary	0	
Feel proud of my involvement	21	
Think Rotary takes too much of my time	3	
Want to know more and be more involved	3	
Think Rotary is too expensive	3	
Want to meet and interact with my Rotary friends and families	5	
Would be interested in becoming a member	1	
Other		
<i>Ambivalence</i>		
<i>Thinks it's nice but scheduling involvement is hard.</i>		
<i>My wife is also a Rotarian.</i>		

**Please share with us any other aspects of Rotary that you think is important that we understand, positive or negative:**

*I enjoy Rotary and I'm excited how this year is taking off with membership and PR.*

*Too much focus on money, not enough fellowship, the club "spirit" is as, or more, important than the money.*

*Rotary is a great connector. Even with a busy schedule, it keeps me involved at a minimum. Great people. Great projects. Great touch point.*

*The enthusiasm of this club is incomparable!*

*We have an outstanding club. You get out of the club what you are willing to put into the club. Because of my activity in the club, it has been fulfilling. Due to financial situation, dues have become an issue.*

*It is important to tell the story of how Rotary helps people locally as well as internationally.*

*I think our club is making great improvements this year. I think next year, this survey would have very different and more positive results.*

*Great job organizing the survey and great content.*

*Important that we rebuild the service nature of the club. Particularly the local and regional service. There is much to do in our region to help those in need.*

*Positive. Lots of fun, fellowship and community service. Negative. Costs and attendance requirements.*

*Sometimes feel like we are trying to match or "beat" large clubs. We do a lot for our size. Need to remember special support to student leaders and Rotaract Club. Very satisfied with this club. Great leadership.*

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Interpretation of Survey Results

1. Members are happy with the club
2. Members feel comfortable talking with club leaders.
3. Members believe the Club is least involved in member orientation and development and most involved in fund raising and supporting The Rotary Foundation.
4. Members participate nearly 100% mostly through volunteering and about half being asked to participate.
5. Nearly half of members feel they are currently involved in Fund Raising. Nearly two-thirds of members either are or want to be involved in Club Service Projects.
6. Nearly all members are satisfied or very satisfied with their participation level in the Club's activities while about one-tenth experience time conflicts between their schedule and the Club's schedule.
7. Members are mostly satisfied with costs having about twelve percent viewing Club dues as excessive.
8. While nearly everyone is happy with location and time of meetings, a majority feel that time for fellowship and networking is insufficient.
9. Greatest frustration with Club meetings is lack of parking.
10. Meetings would be improved with greater variety of topics and speakers and increased emphasis on vocational information.
11. While over one-third would like more fellowship activities, the remainder felt the fellowship is about right.
12. Best approach to training is either on line or one or two hours in the evening. Weekend half days was not an option and should be added in the next survey.
13. Mentorship is thought to be the best approach to improving training for new members.
14. Want more opportunities for training.
15. Less than one-fourth of respondents do not use the web site. Users thought that it is improving and could be further improved.

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16. Nearly two-thirds of respondents read the Club bulletin and find it informative and adequate.
17. About two-thirds of respondents do not use the Club Facebook site.
18. Family and friends of members generally have a positive attitude about the member's involvement in Rotary.
19. Members are generally happy with the Club and very happy with the positive changes taking place.

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**Proposed actions to provide the quickest and greatest improvement in members' satisfaction with the Club:**

- 1. Improve member development and Rotary training while initiating a mentorship program for new members.**
- 2. Include a member's vocational talk at each meeting.**
- 3. Initiate monthly fellowship activity.**
- 4. Continue to improve the web site keeping the planned activities posted, produce the Bulletin and update the Facebook site.**