

# District 5370 Membership Engagement Survey 2018

Friday, November 02, 2018

# Overview of Presentation

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Overview of Process

Participation Rates as indicators of Overall Engagement

Value of Survey

Key Engagement Concepts

Top Performers in District

Tools at hand to boost engagement

Review of results

Discussion on next steps for your club

# Participation Rates as indicators of overall engagement

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- 643 Rotarians completed the Survey (out of over 2000)
  - 710 responses minimum required for validity
- 30% completion Rate
- Accuracy - +/- 3.11% 19 times of 20
- Participation required continual encouragement (weekly emails from yours truly:
  - Week 1: 177
  - Week 2: 170
  - Week 3: 76
  - Week 4: 118
  - Week 5: 89
  - Week 6: 13

# Value of Survey

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- Based on Gallup Inc Employee engagement Survey
- The 'Gallup 12' (included here) based on 40 million survey responses
- This survey is a benchmark
  - Challenge is to see if we can take what we've learned here, and move the needle in our individual clubs
  - Plan is to survey again in future years to track
- Point is to get meaningful dialogue going!

# Key Engagement Concepts

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Commitment – Question 10: On a Scale of 1 to 5, how committed are to your club?

- District Average: 4.03

Engagement: Scale of 1-5 – average of Questions 27-38

- District Average: 4.01

Satisfaction: Q 38 – How satisfied are you with your Rotary experience?

- District Average: 3.82

CES is Average of above – 3.95 for District, and 30.4% participation (district 5050 is 4.02 and 50% participation)

## Top Engagers – The mighty 9 (clubs over 50% participi)

Club	Commit	Engage	Satisfaction	CES	Participation
SA Saint City	4.33	4.24	4.25	4.29	63.2%
Edm Sunrise	4.04	4.15	4.21	4.13	57.1%
Fairview	3.93	4.01	4.0	3.98	68.2%
GP After 5	4.07	3.93	3.90	3.97	69.0%
Stony Plain	3.76	3.95	4.15	3.95	69.4%
FSJ Sunrise	3.93	3.95	3.96	3.95	58.3%
Ft. St. John	3.82	3.82	3.89	3.84	52.8%
Edm Glenora	3.67	3.89	3.84	3.80	64.2%
Morinville	3.75	3.81	3.81	3.79	53.3%

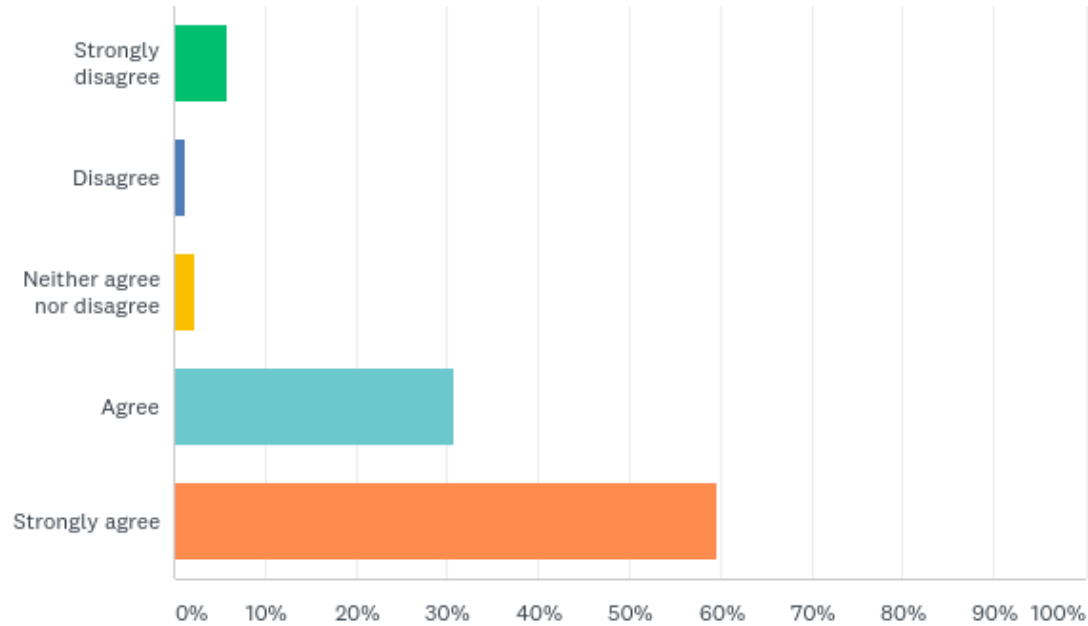
# Tools at hand to improve engagement levels

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- This Survey!
- [www.greatideastoshare.com](http://www.greatideastoshare.com)
- Priority 1! Handbook (copies here for you)
- Ensure you do NOT take your members for granted!
- Focus on the WHY of your club's existence
- Ensure continued and relentless value for your members

## Q2: I feel welcome in my club

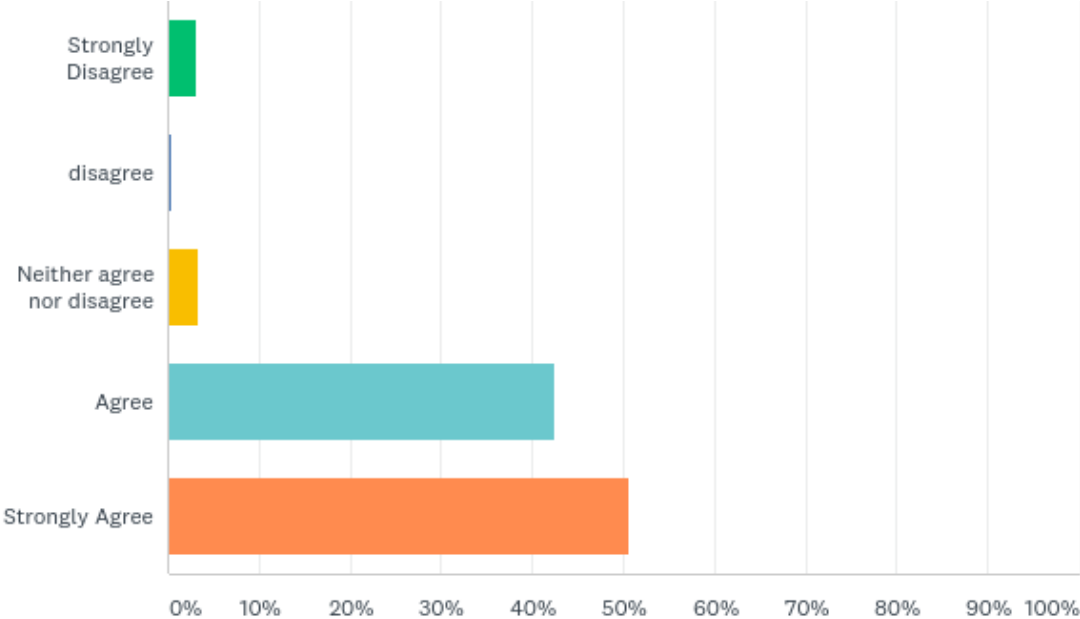
Answered: 643 Skipped: 0





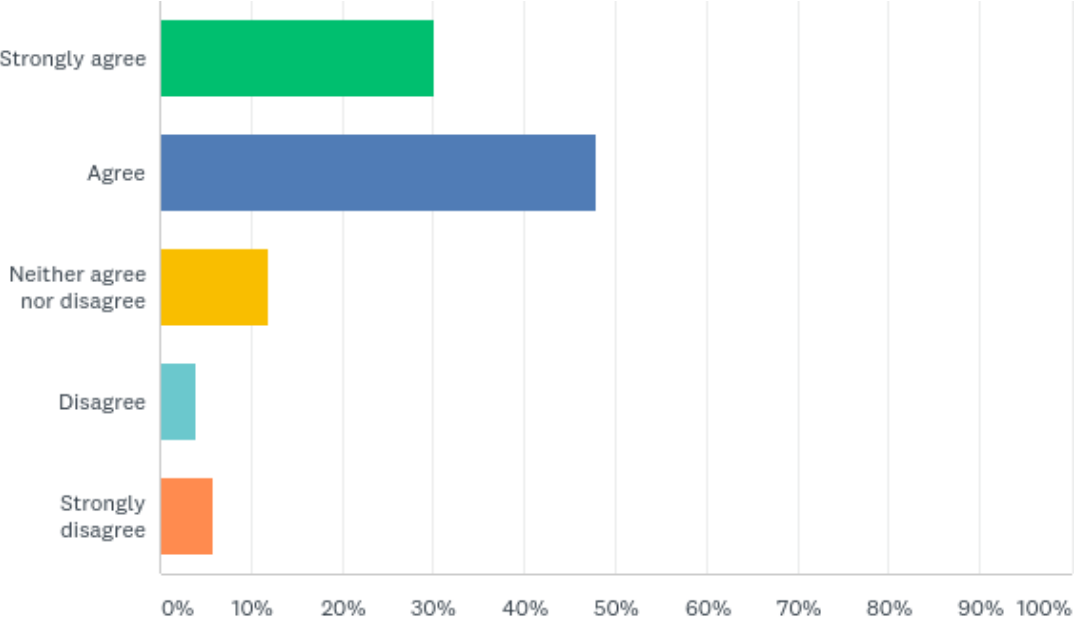
# Q3: I feel that Rotary allows me to make a difference in my community

Answered: 643 Skipped: 0



# Q4: I receive a good return on the investment of TIME I give to Rotary

Answered: 643 Skipped: 0



## Q4: I receive a good return on the investment of TIME I give to Rotary

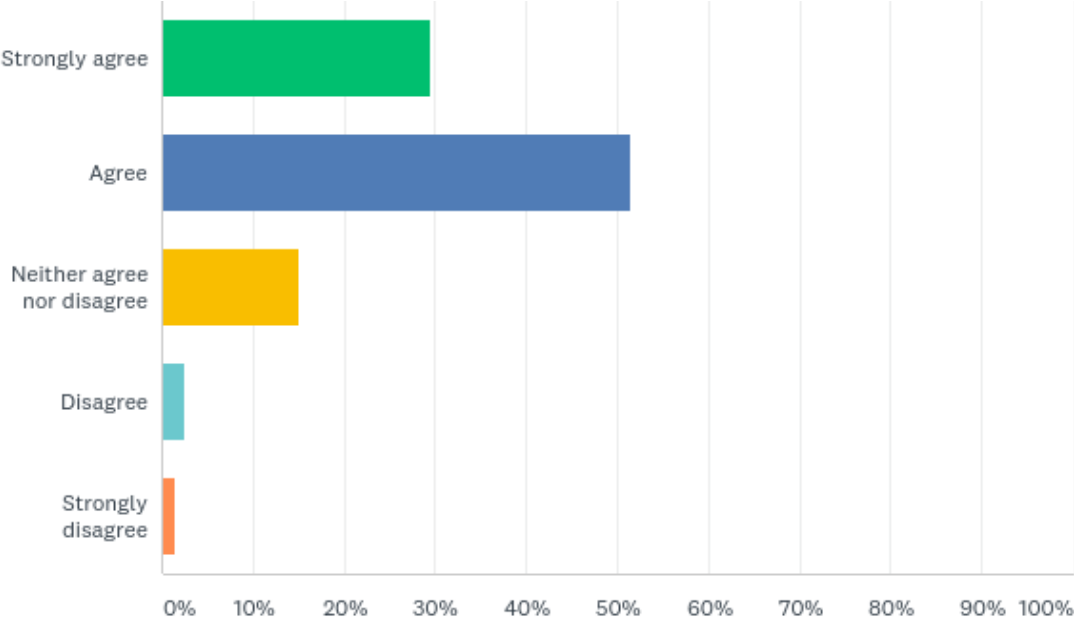
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### Some comments:

- *Sometimes feel taken for granted: 80-20 rule and I'm one of the 20% doers*
- *Rotary does the Best Work*
- *There are many facilities in our community that exist only because of Rotary*
- *I feel good about what we do, and I get to do it with great friends*
- *I wish that when I offer to help members and board members, they'd contact me*
- *WHY DID YOU CHANGE THE FORMAT OF THE ANSWERS???*
- *I don't see the point of having a meeting every week; we should be doing something in the community*

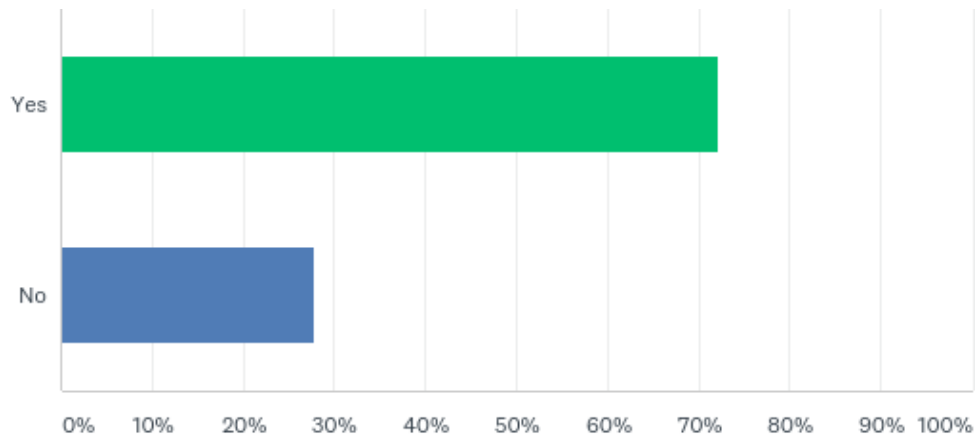
# Q5: Through Rotary, I make a difference internationally

Answered: 643 Skipped: 0



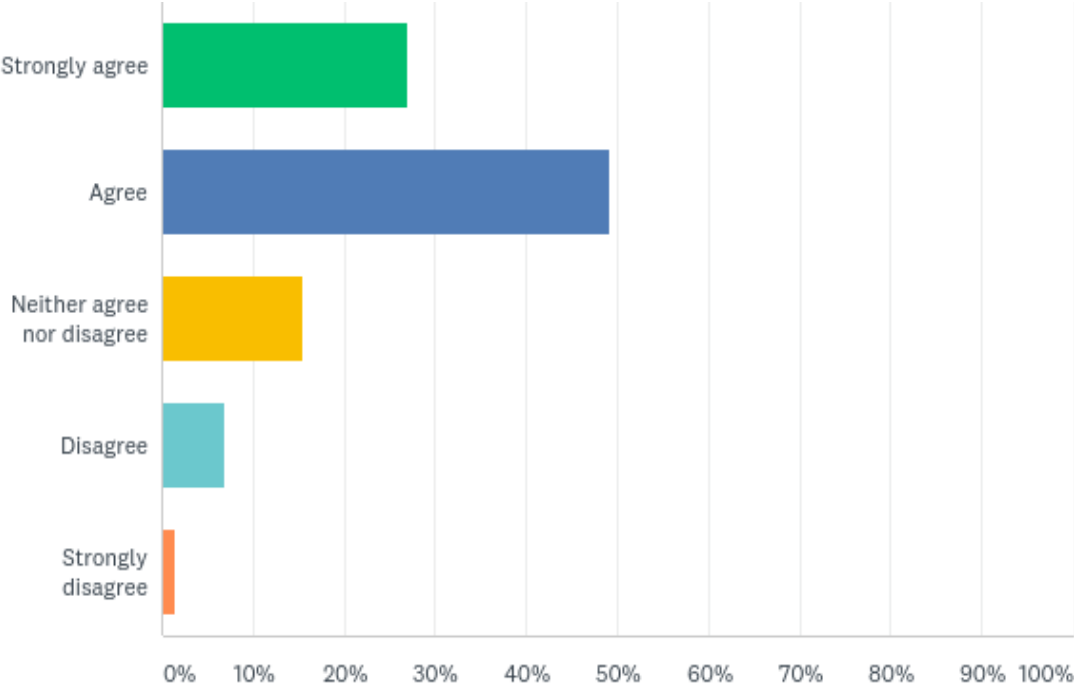
## Q6: In the past year, I have invited a guest to one of my club's regular meetings, or social events

Answered: 643 Skipped: 0



# Q7: I receive good value for the amount of MONEY I spend in Rotary

Answered: 643 Skipped: 0



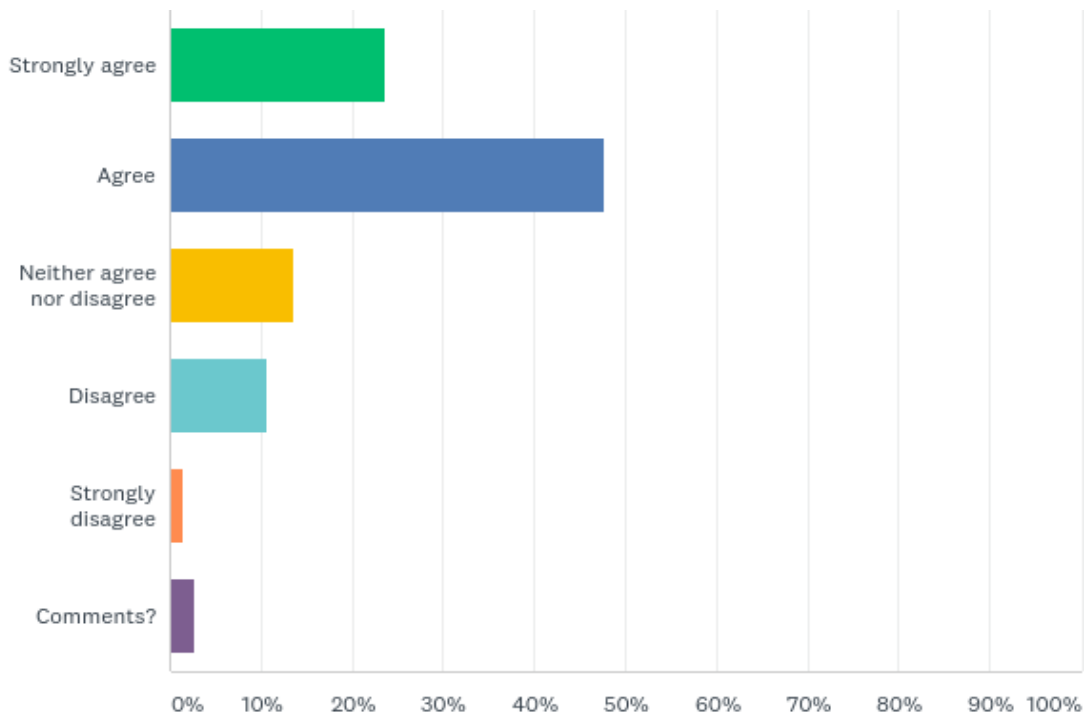
# I receive good value for the amount of MONEY I spend in Rotary - COMMENTS

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- It is getting more expensive every year, and may be a barrier for many retirees
- Cost of breakfast needs reviewing
- I find the cost to be very low and not an issue at all
- The money I put in does do some good
- My work pays for it so I get a free lunch every Friday!

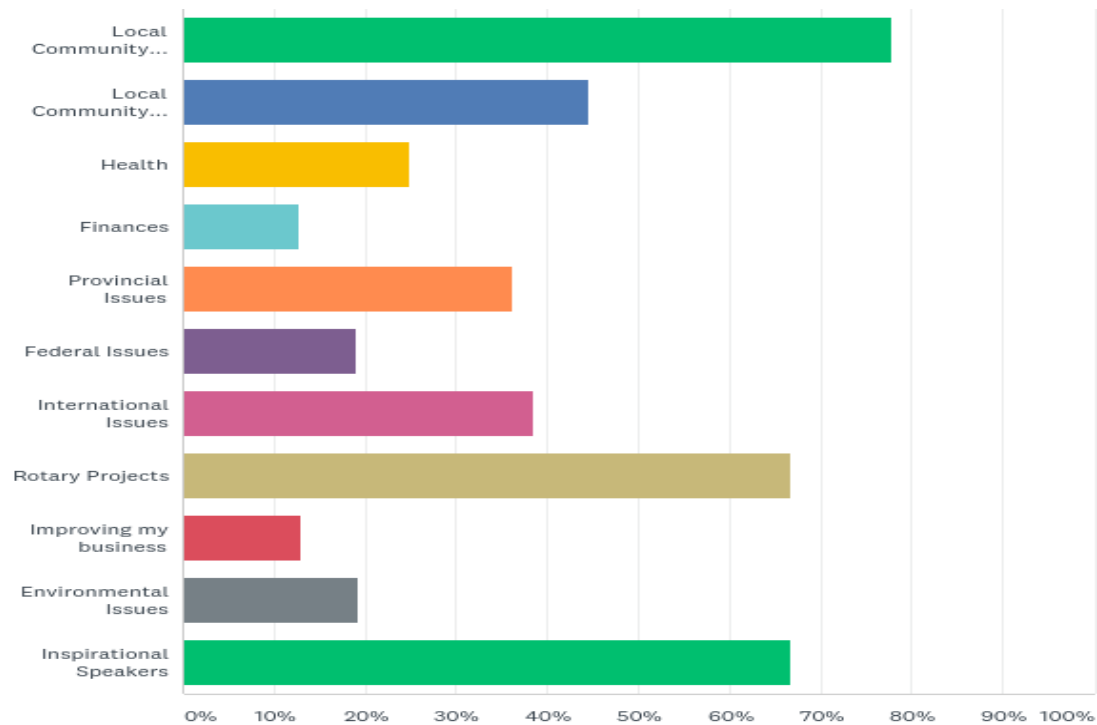
## Q8: I feel my club does a good job of keeping me informed of what's going on in Rotary beyond the club level

Answered: 643 Skipped: 0



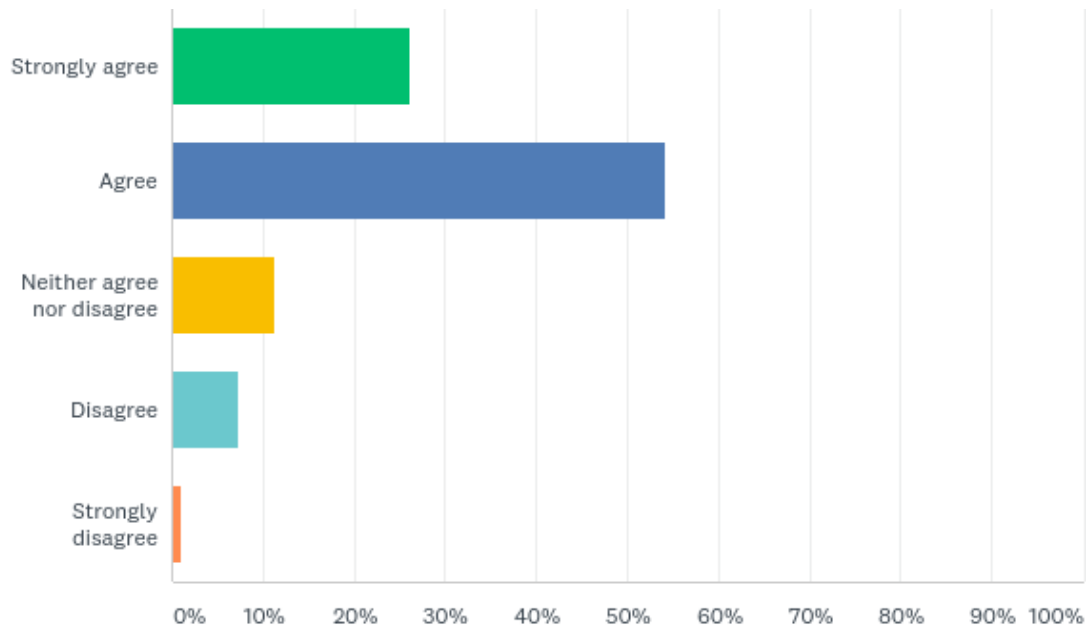


Answered: 632 Skipped: 11



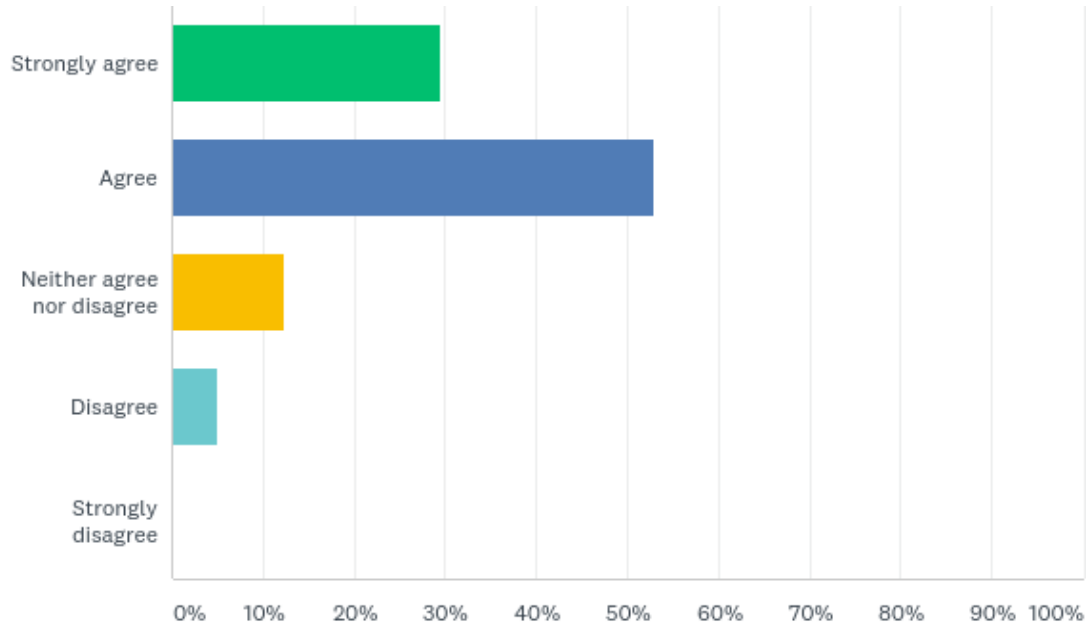
# Q11: My club does a good job of communicating club business to the membership

Answered: 643 Skipped: 0



## Q12: My Club seeks input and ideas from members

Answered: 643 Skipped: 0



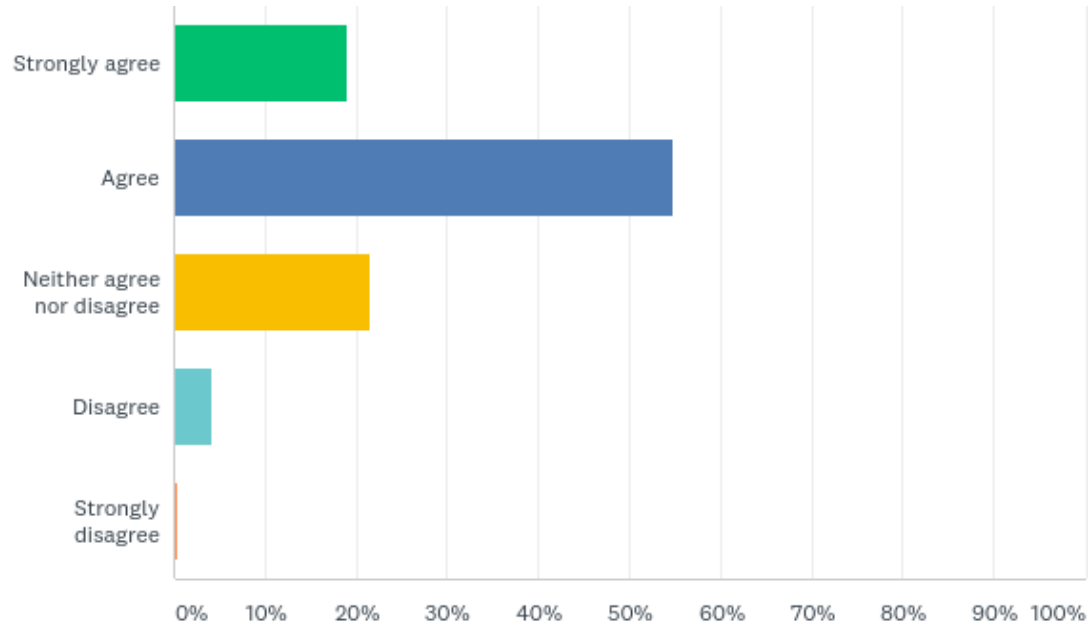
## Q12: My Club seeks input and ideas from members – COMMENTS

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- *I feel our club does not fully engage when requests for input are asked*
- *This club is a past president retirement club – no hope for change*
- *Sometimes, not always*
- *Executive doesn't seek input, however that doesn't stop me from giving input*
- *It will be better with the new executive*
- *We are starting to as we had one surge. We need to do this much more often*

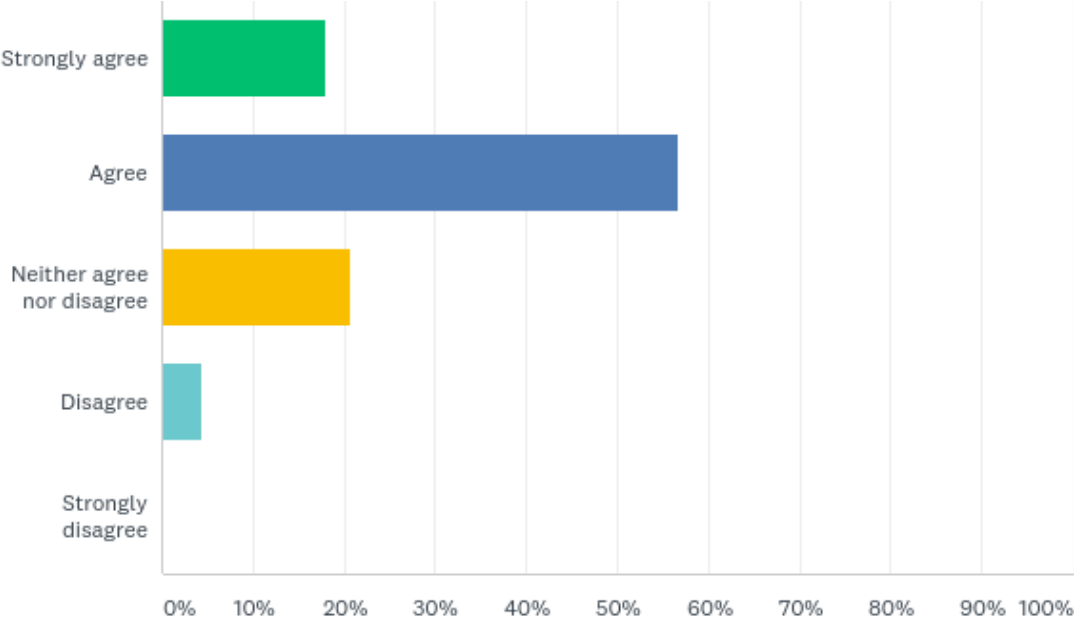
# Q13: My Club regularly ACTS on the input and ideas provided by members

Answered: 643 Skipped: 0



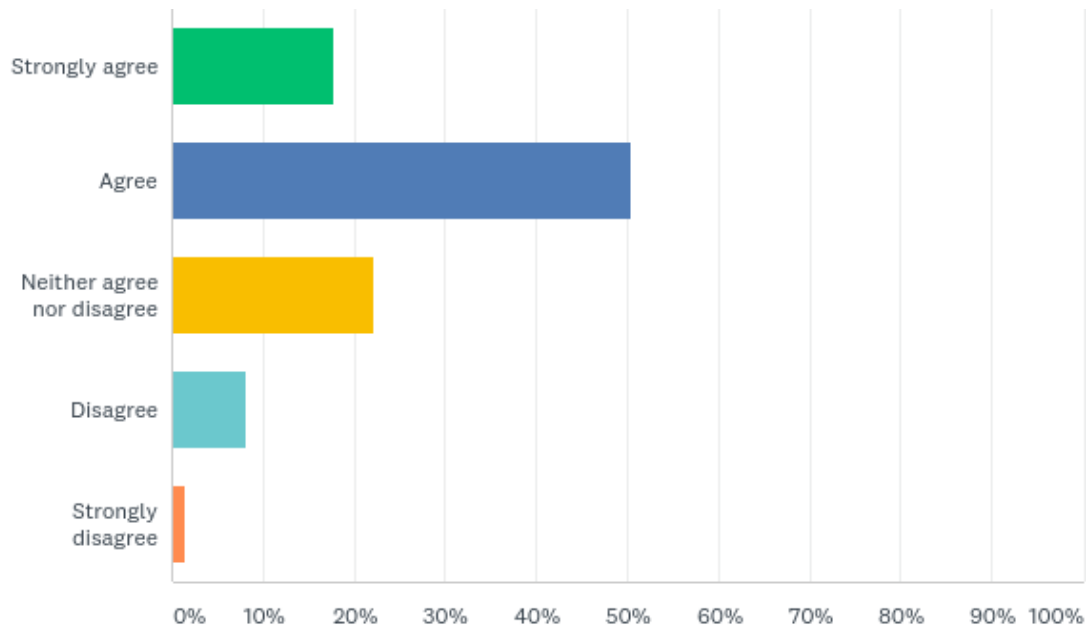
# Q14: Decisions are made in a timely manner in my club

Answered: 643 Skipped: 0



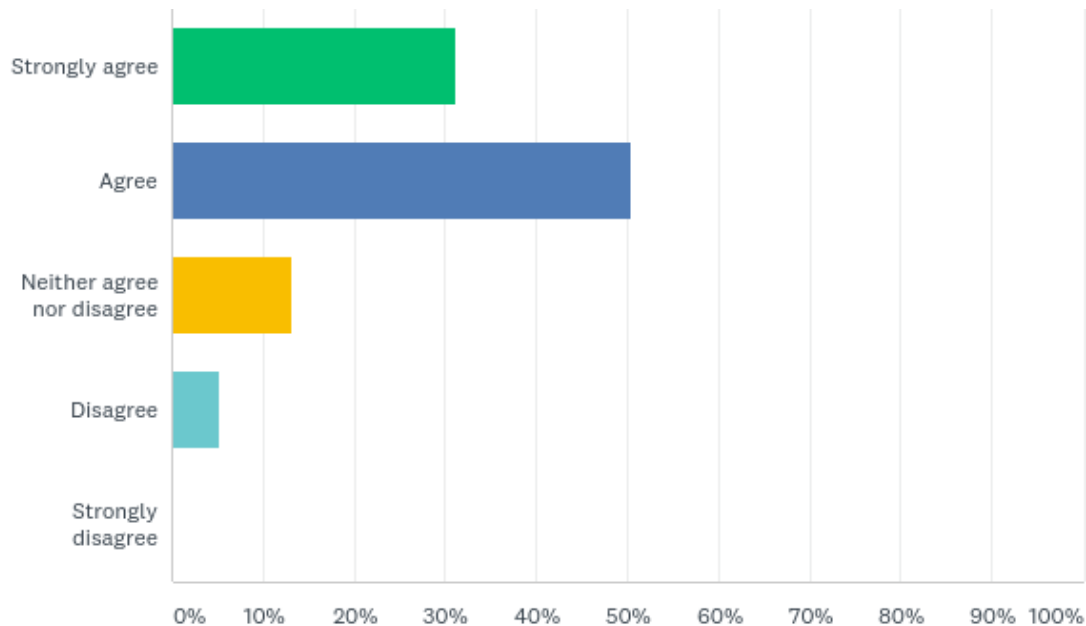
# Q15: My club actively works to ensure process and rules are updated to meet the needs of today's members and prospective members

Answered: 643 Skipped: 0



## Q16: My club brings major decisions, issues, and policies to the membership for review and discussion (approval as appropriate)

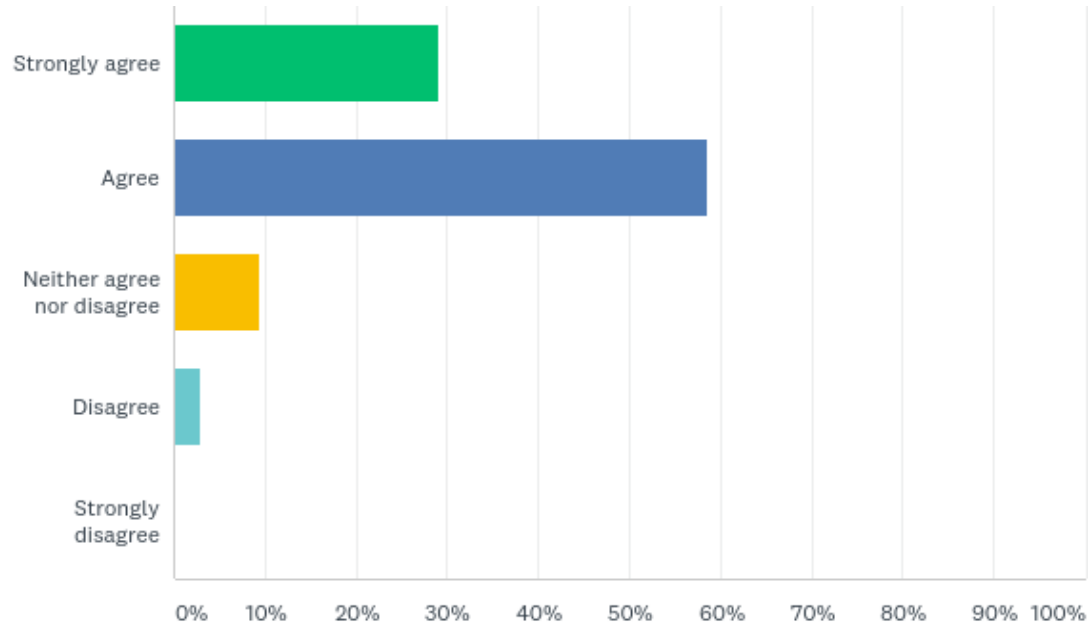
Answered: 643 Skipped: 0





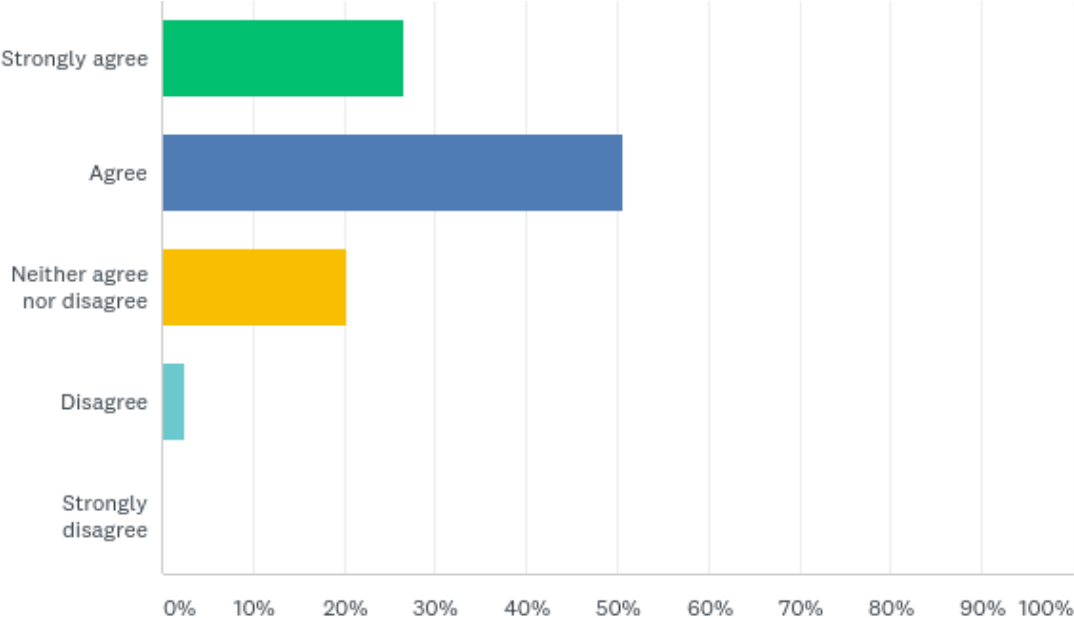
## Q17: Club projects are well organized and managed

Answered: 643 Skipped: 0



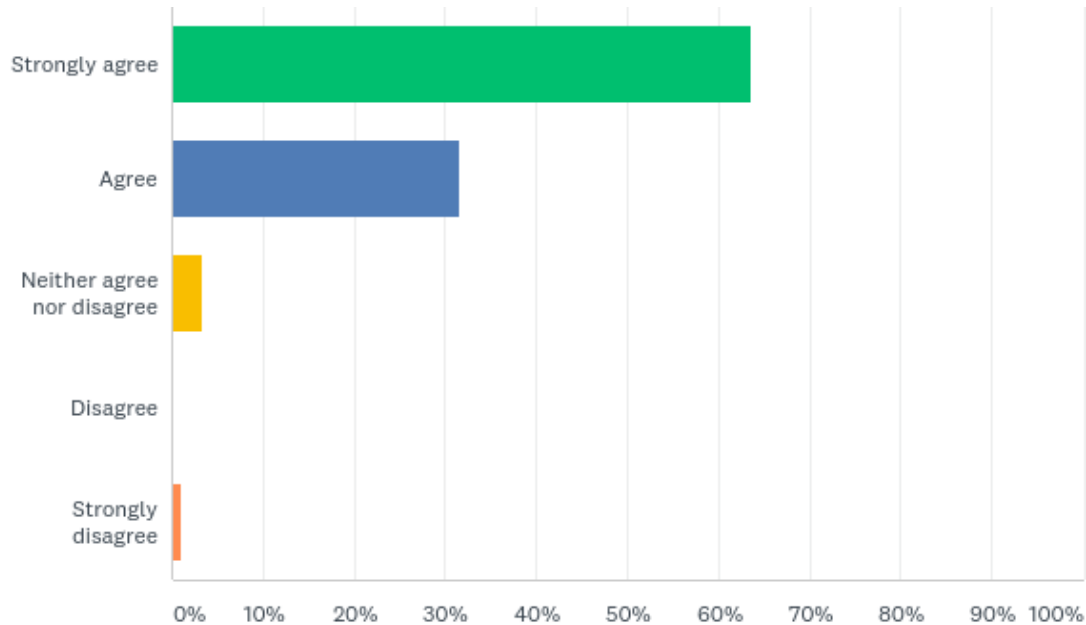
# Q18: Surveys like this one are valuable to our club

Answered: 643 Skipped: 0



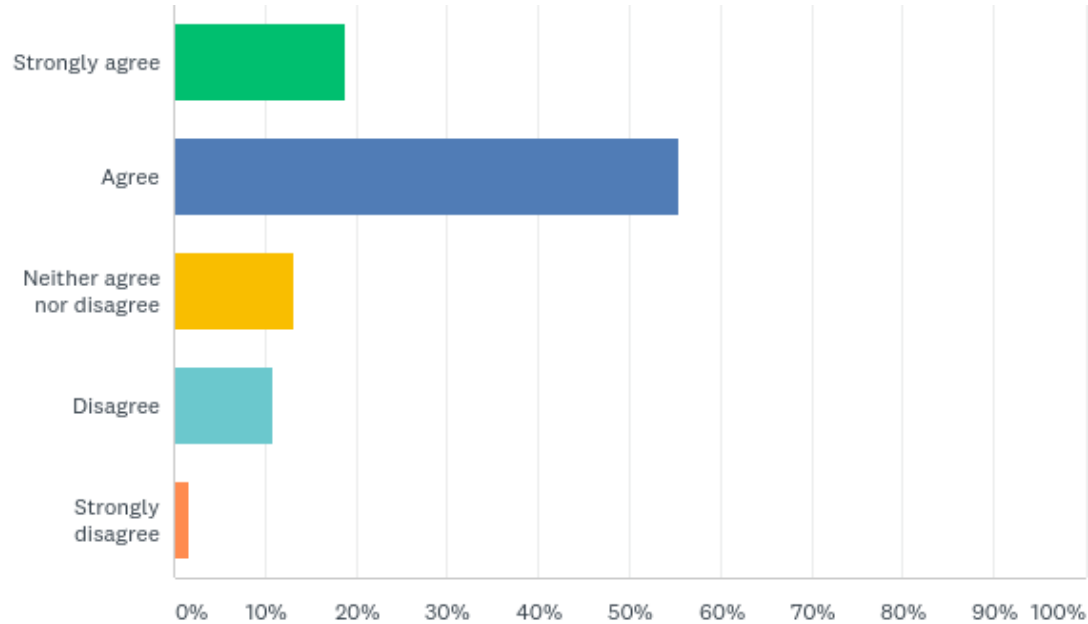
## Q20: My club is welcoming to all non-members (guests, family members, visiting Rotarians, etc.)

Answered: 643 Skipped: 0



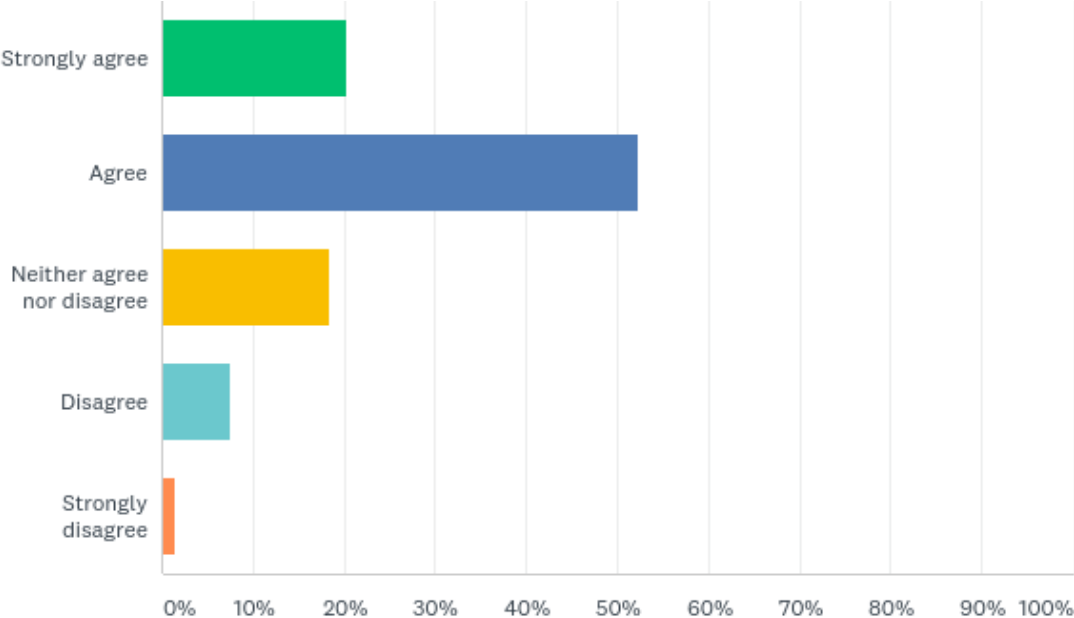
# Q21: The current level of emphasis on fundraising in my club is appropriate

Answered: 643 Skipped: 0



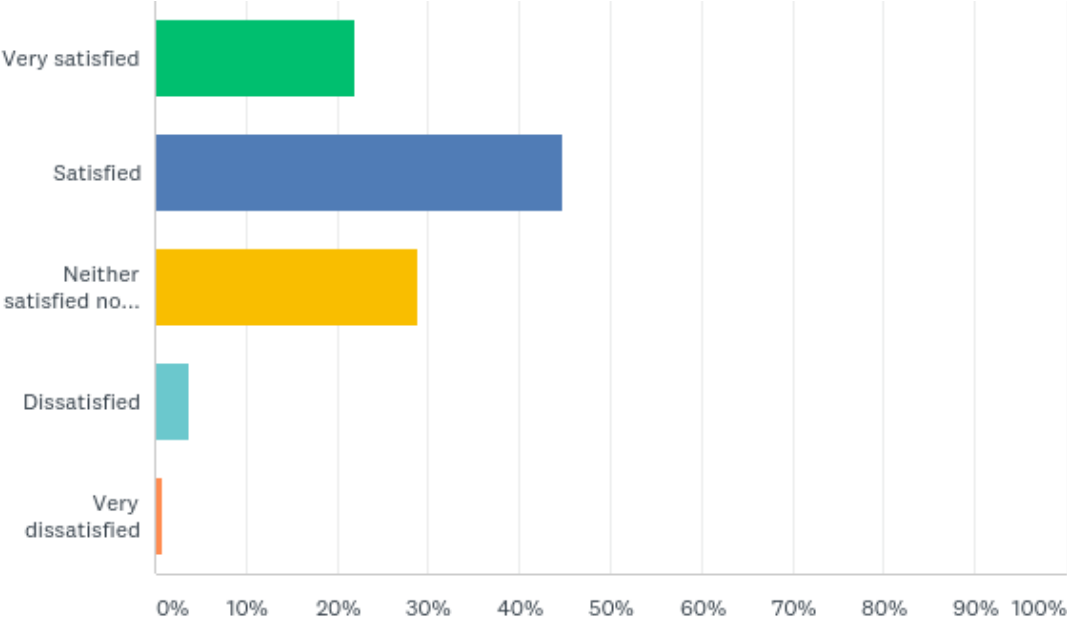
# Q22: My club actively seeks to involve each member in projects and activities according to the member's skills, interests, and availability

Answered: 643 Skipped: 0



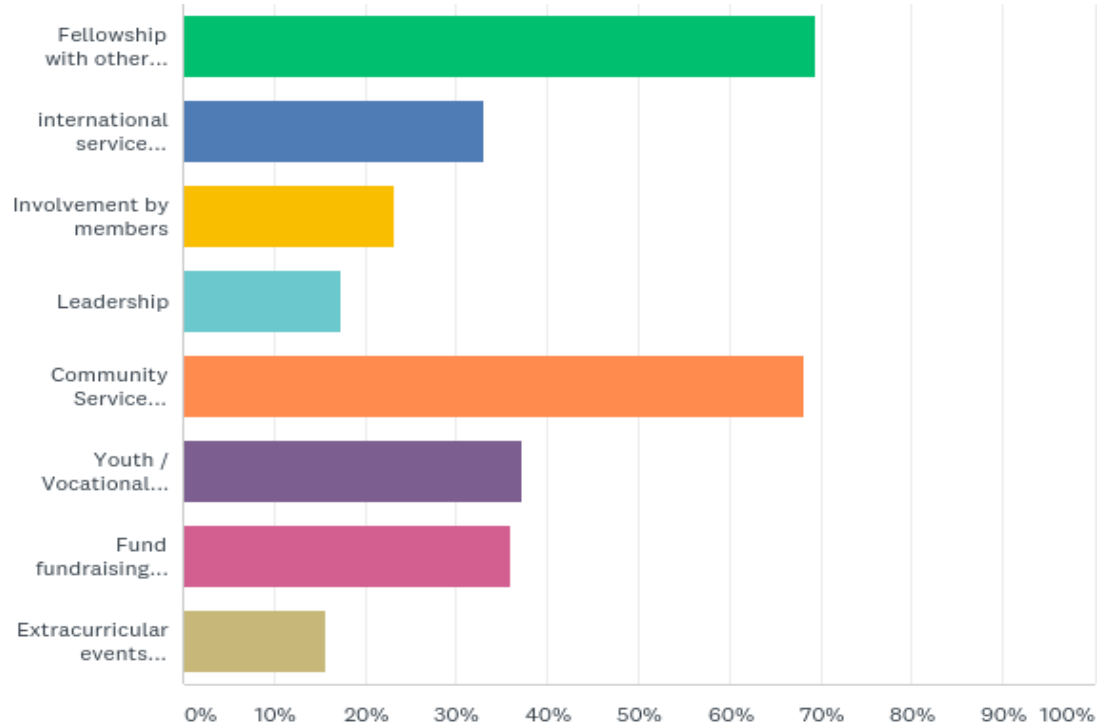
# Q23: The committee I am on this year is working well and is productive

Answered: 643 Skipped: 0



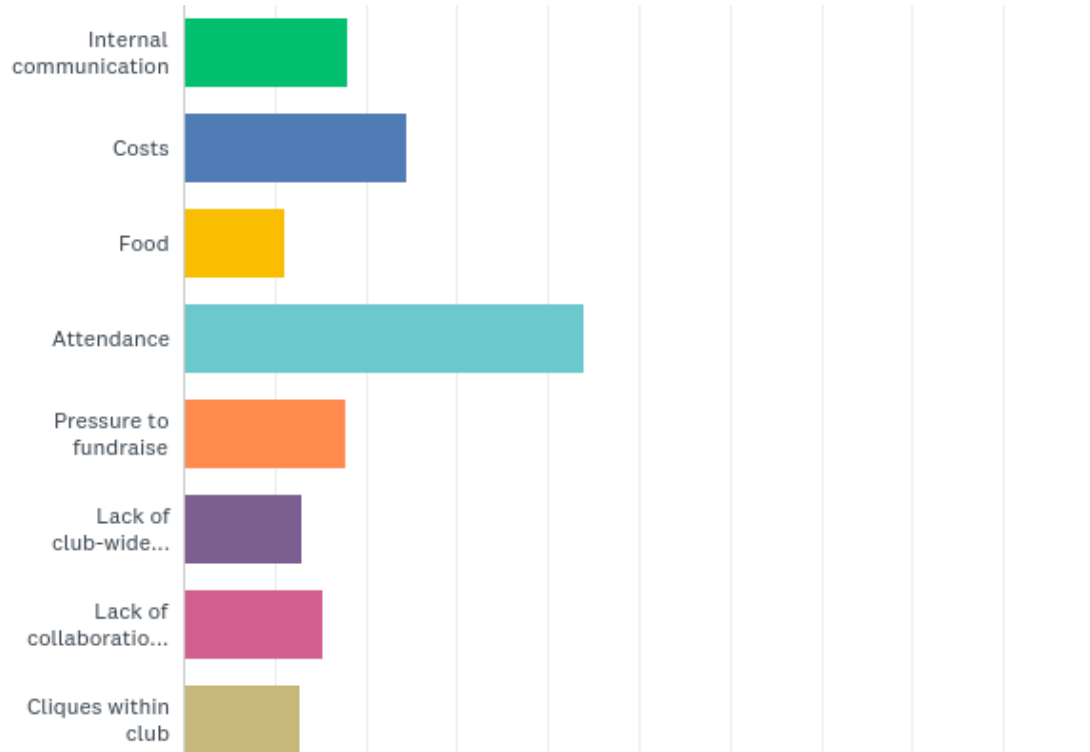
## Q24: From the list below, please choose the top 3 attributes about your club

Answered: 643 Skipped: 0



## Q25: From the list below, please choose the top 3 CHALLENGES facing your club

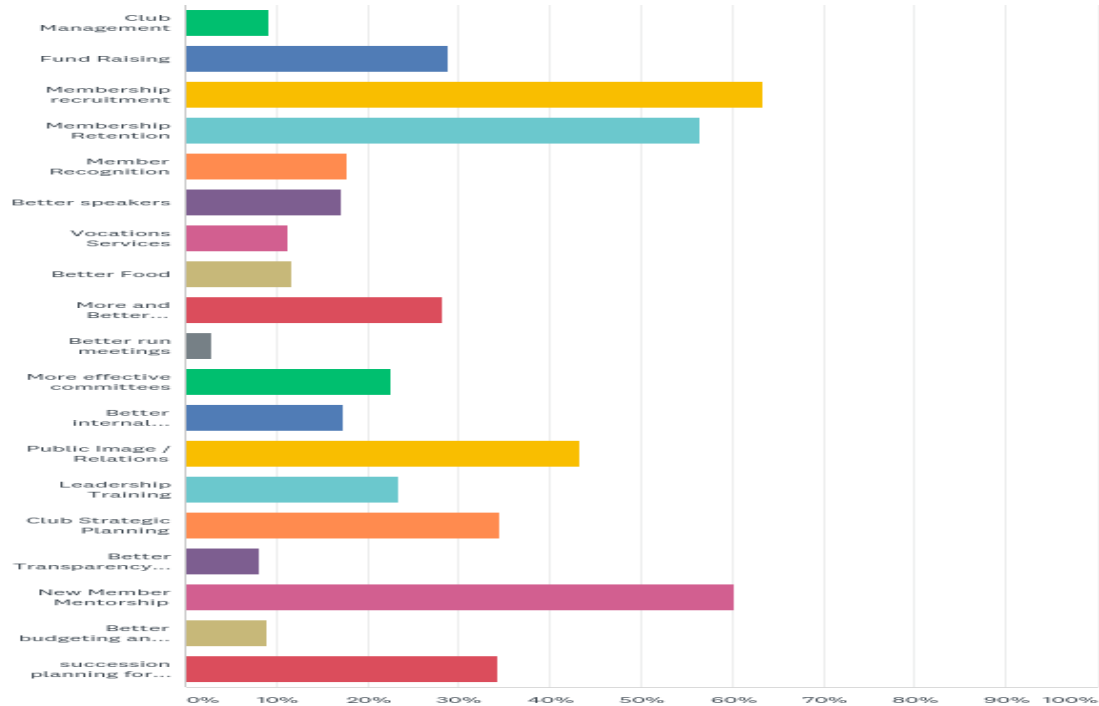
Answered: 643 Skipped: 0





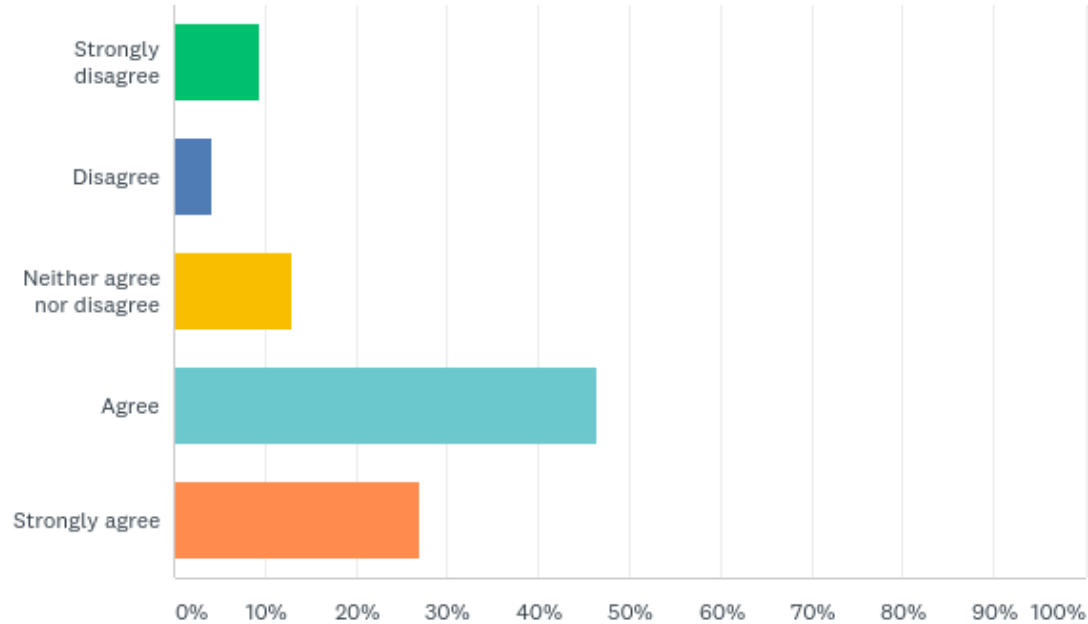
# Q26: What are the TOP 5 THINGS your club should focus on in the next 2 years? These are suggestions only. Other items may be listed in the text box below

Answers: 613 Skipped: 0



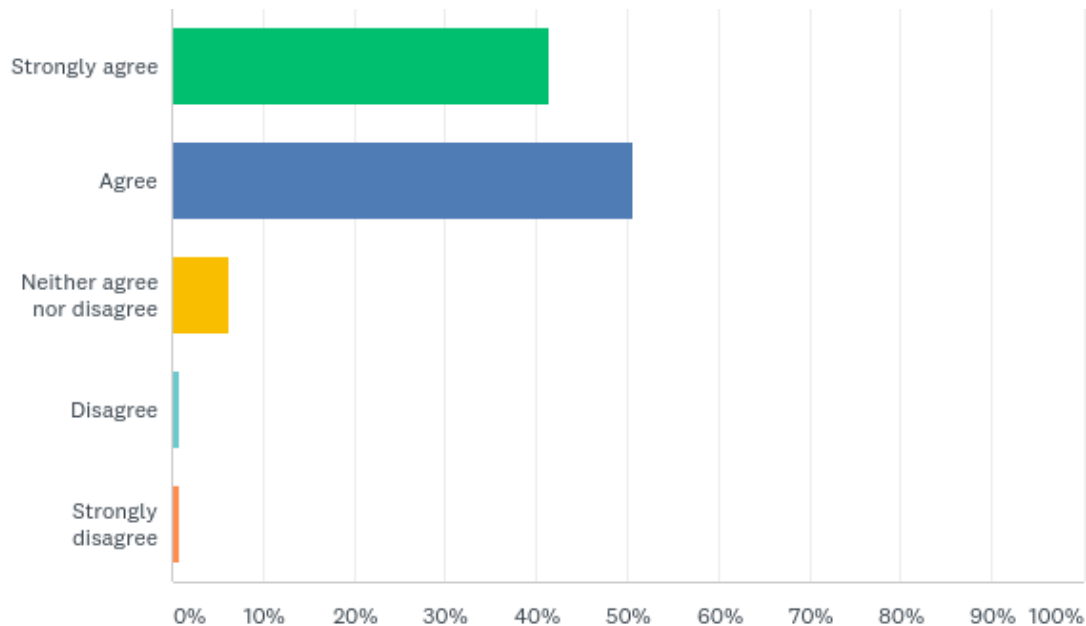
## Q27: I feel that I am seen, heard, and understood in my club

Answered: 643 Skipped: 0



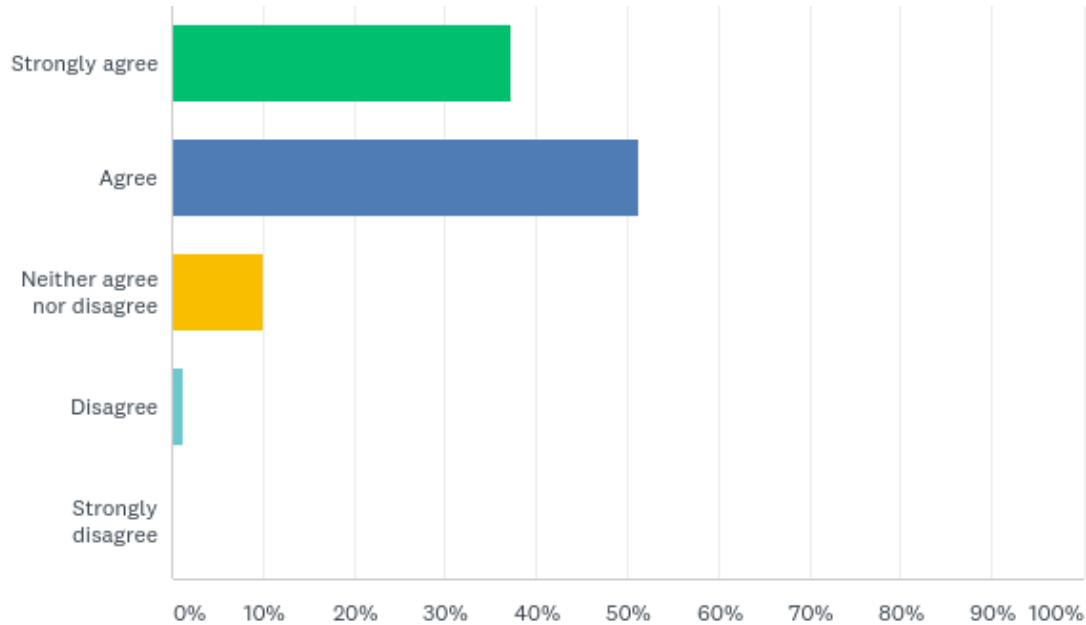
## Q28: The mission and purpose of Rotary makes me feel my contributions are important

Answered: 643 Skipped: 0



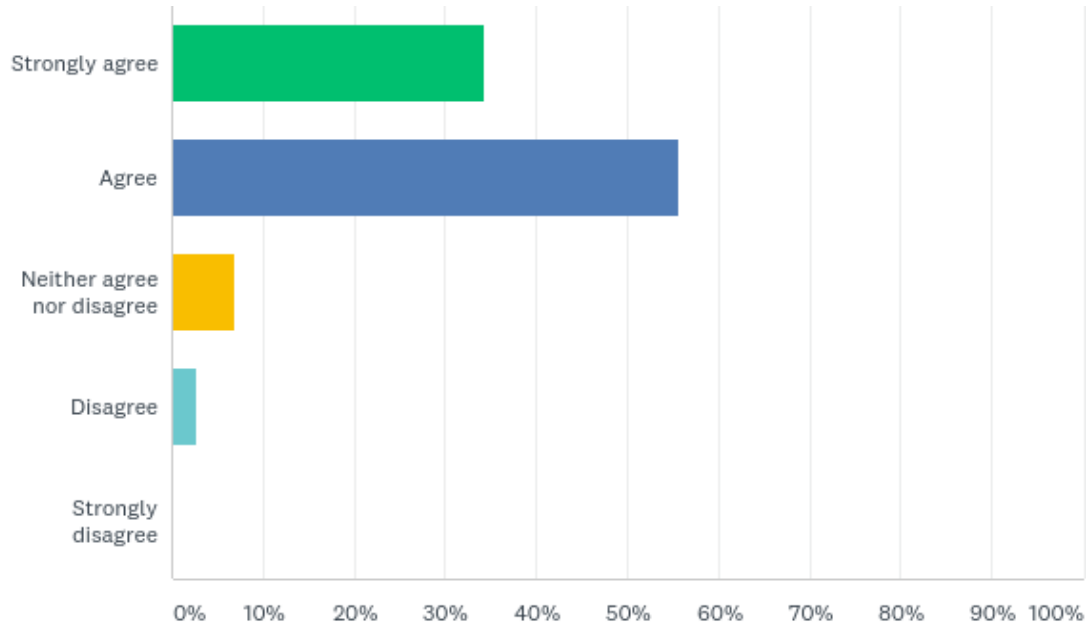
## Q29: I feel that my fellow club members care about me as a person

Answered: 643 Skipped: 0



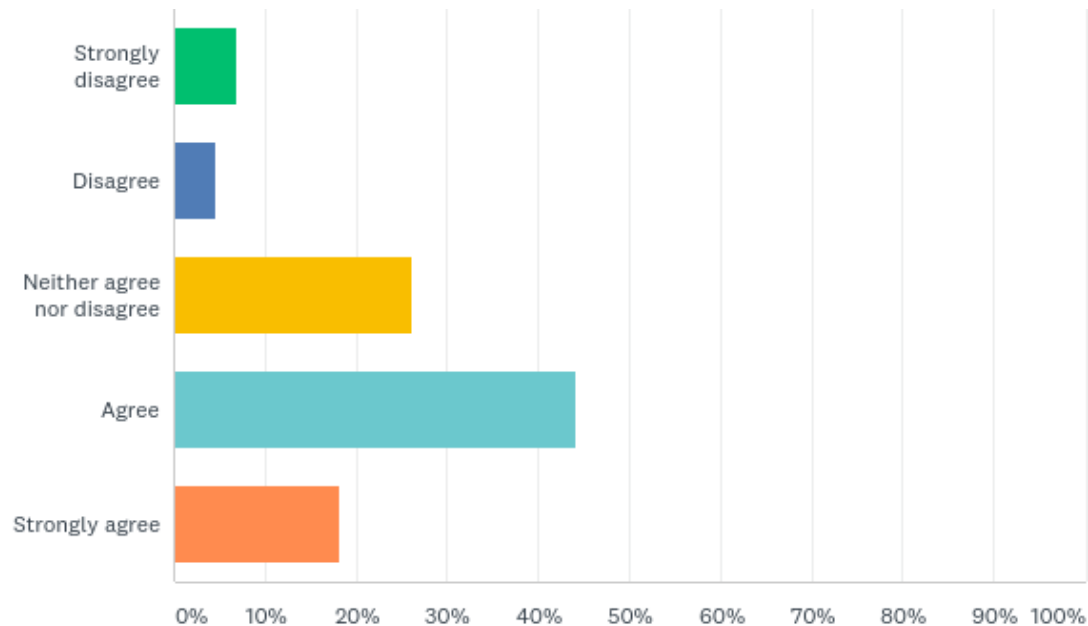
# Q30: I feel my club is fulfilling it's mandate to serve the local and global community

Answered: 643 Skipped: 0



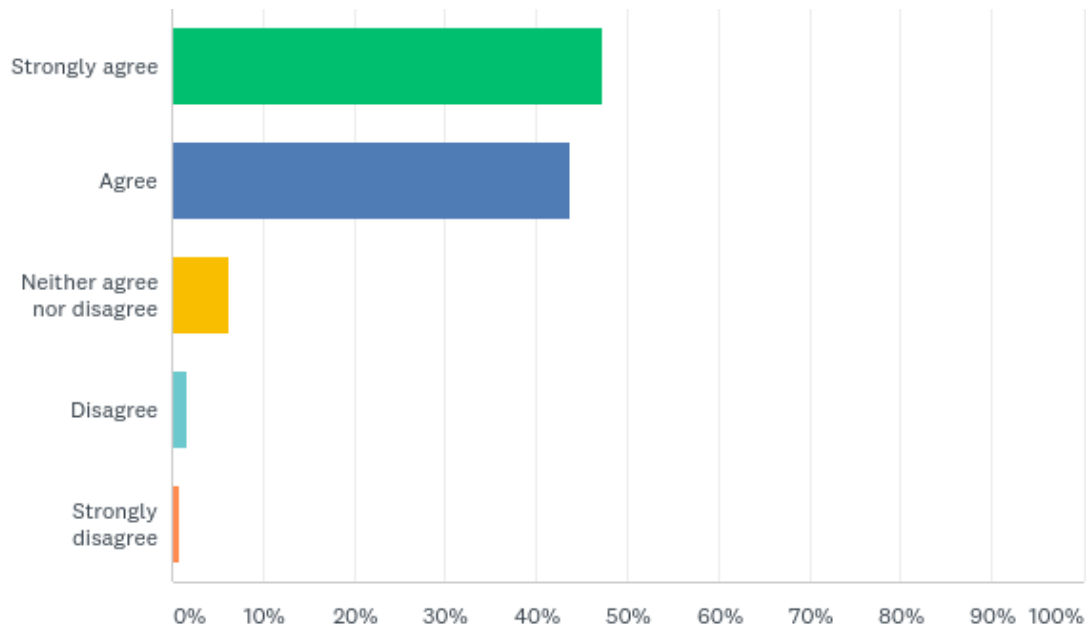
# Q31: In the past year in our club I have had the opportunity to grow as a person and as a Rotarian

Answered: 643 Skipped: 0



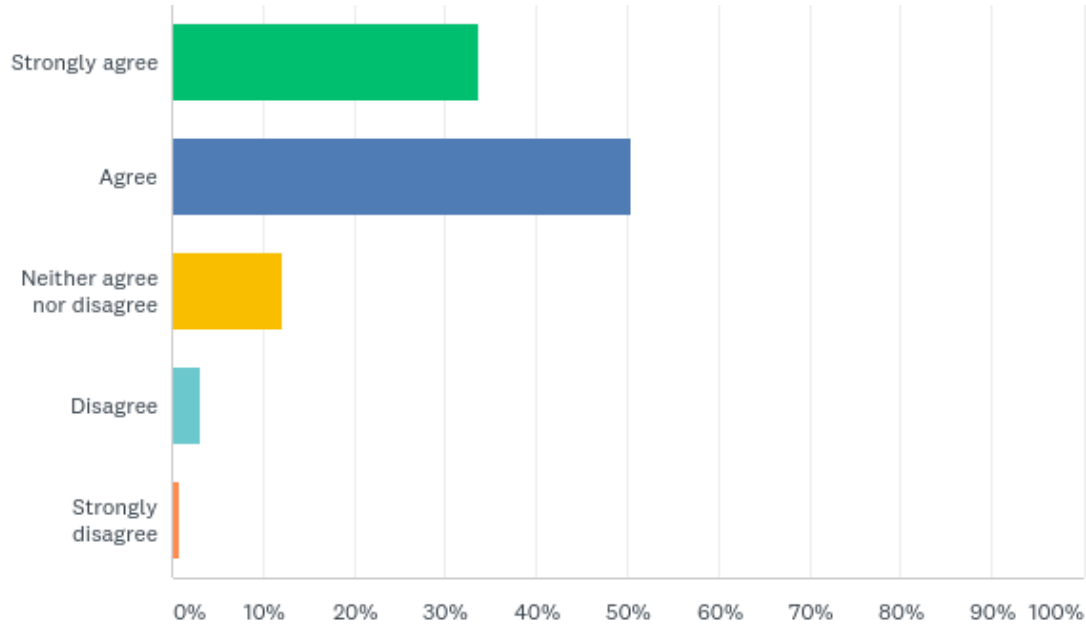
## Q32: I have a friend in our club

Answered: 643 Skipped: 0



## Q33: I know what is expected of me in our club

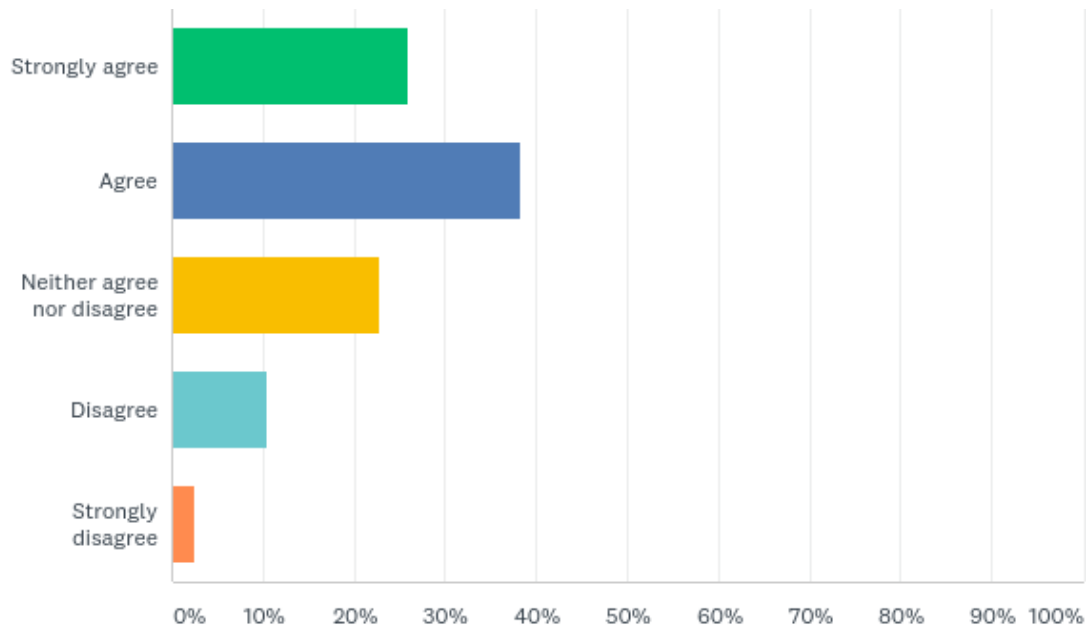
Answered: 643 Skipped: 0





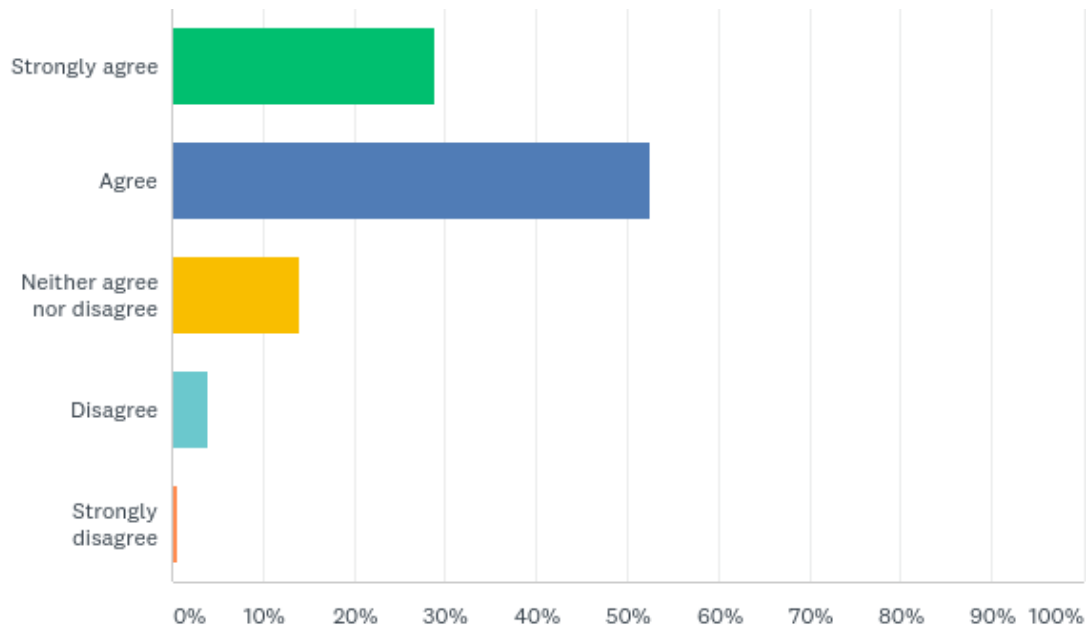
## Q34: I have received recognition for my contributions to the club in the last 6 months

Answered: 643 Skipped: 0



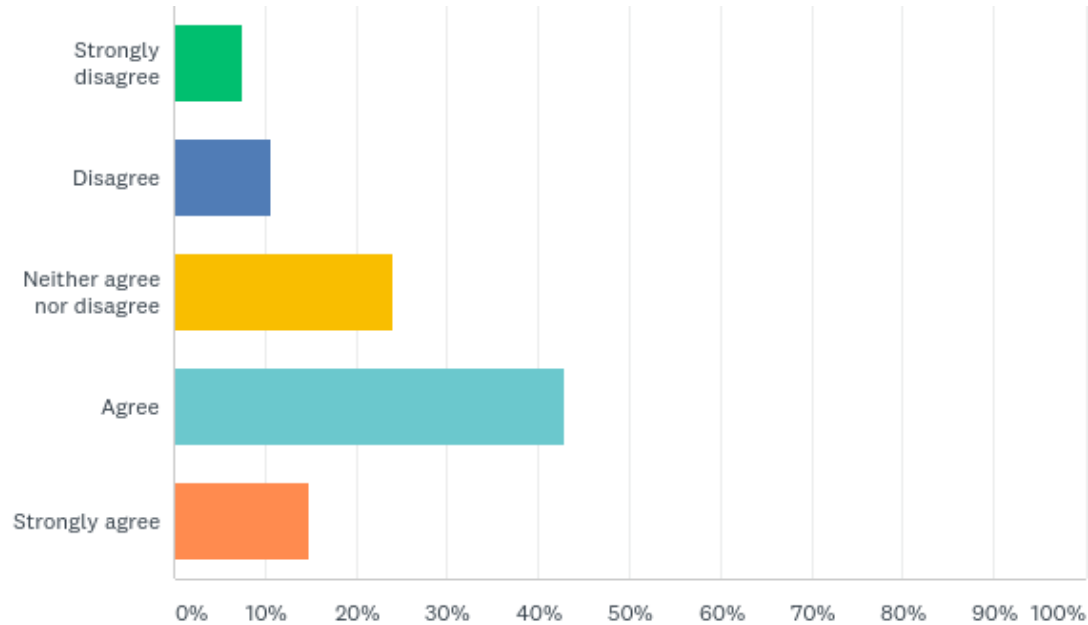
## Q35: I am able to meaningfully apply my skills and abilities as contribution to our club

Answered: 643 Skipped: 0



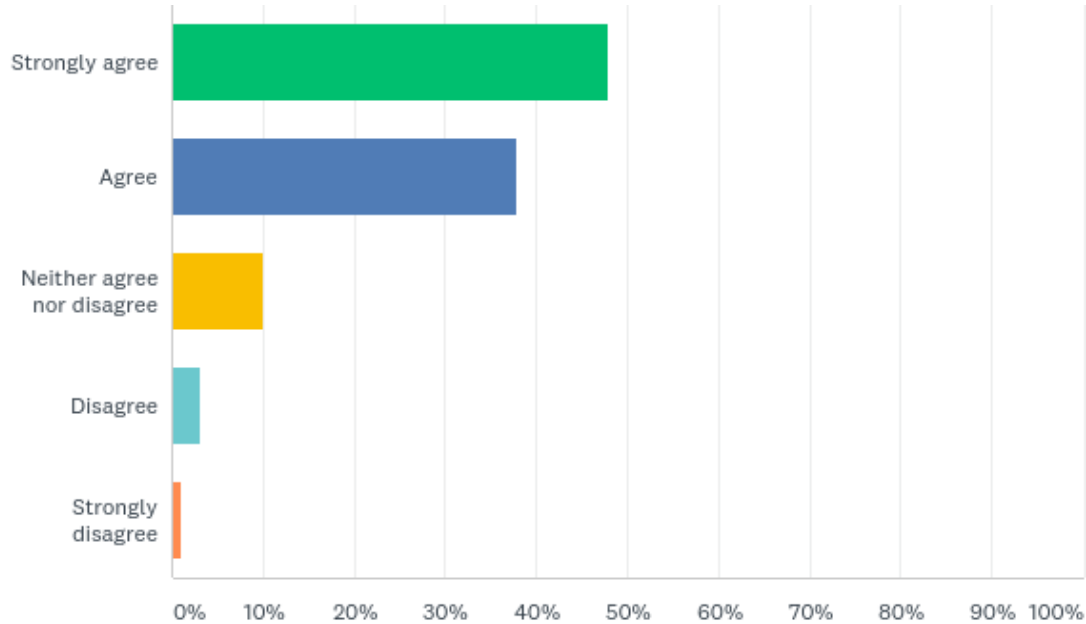
## Q36: I have learned something new and significant at our club in the last 3 months

Answered: 643 Skipped: 0



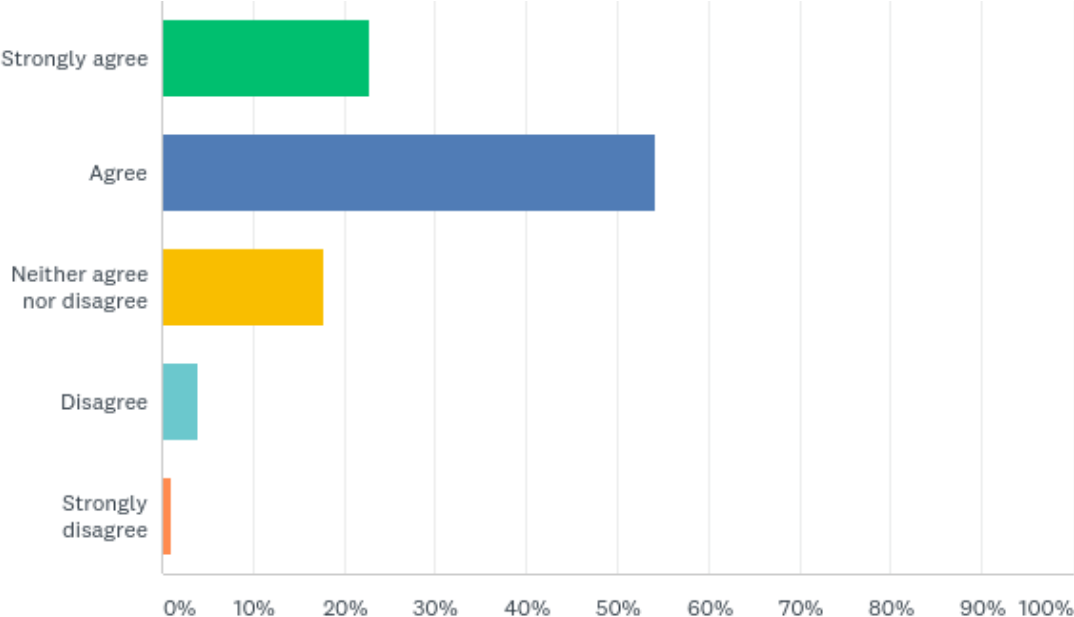
## Q37: I plan on staying a member of my club

Answered: 643 Skipped: 0



# Q38: For my role in the club, I receive the support and resources I need

Answered: 643 Skipped: 0



# Q39: Overall, how satisfied with your membership in your Rotary club?

Answered: 643 Skipped: 0

