

Summary

Members of the Rotary Club of Ladner who responded to the May 2017 online survey indicated a high level of positive response -- 80+% range -- in terms of value to them in meeting their expectations in the following service areas, in descending order (rank in 2016 survey):

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|--|---|
| 1. Club emails, bulletins keep me informed (1) | 6. = Local Service Projects (6) |
| 2. Fellowship (4) | 6. = The Rotary Foundation (17) |
| 3. Welcome greeting - club meetings (9) | 8. Club website keeps me informed (5) |
| 4. Quality of speakers - club meetings (13) | 9. Club Public Relations (7) |
| 5. Club newsletter keeps me informed (2) | 10. My engagement in club activities (18) |

Categories still positive – 70% to 80% range -- but with some room for improvement, were (descending order):

- | | |
|--|---|
| 16. Venue meal cost - club meetings (10) | 21. = International Service Projects (24) |
| 17. Program organization - club meetings (16) | 23. Fund Raising (22) |
| 18. = Amount of Delta community content - club meetings (12) | 24. = Venue meal quality - club meetings (11) |
| 18. = Length in time - club meetings (15) | 24. = Amount of Rotary content - club meetings (19) |
| 20. Club leaders listen and act on my concerns (20) | 26. Venue decor - club meetings (14) |
| 21. = Venue service - club meetings (3) | 27. Time for Fellowship - club meetings (8) |
| | 28. Member Orientation & Education (23) |

Still positive, in the 60% to 70% range of positive response, but at the lowest level of all responses, these areas need greatest attention to improve club performance:

- | | |
|---|-----------------------------------|
| 29. Membership Development (24) | 31. Networking opportunities (21) |
| 30. Amount of Business interest content of club meetings (24) | |

Methodology

The Rotary Club of Ladner conducted an online survey of members between May 22 and May 31, 2017 using the Survey Monkey system. The topics covered over the three main questions are adapted from topics Rotary International recommended in a model member survey for clubs.

Using these topics our club could compare results of similar surveys of their members for comparison and discussion. Using the same questions and scale in a future survey of club members will indicate change of opinion in a positive or negative direction. The first member survey using this set of questions was completed in April 2015.

The three basic questions covered a range of benefits and services provided by the club. Members were asked to give their opinion on each in terms of meeting expectations of the member, on a 5-point scale ranging from Strongly Disagree to Strongly Agree. Some demographic questions were included as well.

Of the 50 members in the club, 34 (68%) responded to the questionnaire, providing an accurate indication of member opinion. The response rate in the 2016 survey was 32 (68%). Results of the survey are reported to the Board of Directors, which will, in turn, report to all club members.

Analysis

Eight features of the club continue to hold high value for members. Notable among those are Welcome Greeting at Club Meetings and Quality of Guest Speakers which have increased in value to members over the past year. Two more have joined that high value level: a) The Rotary Foundation; b) My engagement in club activities.

Other areas continued to enjoy a somewhat positive level of value in the 70% to 80% positive response range. In this category, some have dropped from the higher category of value to members: a) venue service – club meetings; b) venue meal quality – club meetings; c) venue decor – club meetings; d) time for fellowship – club meetings, which dropped considerably in terms of positive response.

In the lowest category, of 60% to 70% positive response, while still positive, included member development or recruitment and new member orientation, plus the business content of weekly club presentations. These features continue to remain in this lowest category as they did in earlier surveys and need attention.

There is a notable drop in the response to the value received from Fellowship and Networking. There appears to be a time squeeze, or trade off, at club meetings between the time for the program and free time for networking.

There were no group responses which were neutral or negative.

Recommendations

The following recommendations are made in reference to the areas of greatest need, in terms of value and meeting expectations of club members responding to the survey, in the following ranked order of priority.

- A. Increase networking opportunities and time for fellowship at club meetings.
- B. Increase the content of weekly club meetings to include more topics on business, aiming for a balance of Rotary/Community/Business.
- C. Increase membership recruitment.
- D. Increase new member orientation and engagement.
- E. Increase Rotary education and training of current members.
- F. Review the quality of food and service at club meetings.

Survey Results

The responses to the following questions are on a 5-point scale, ranging from a low of 1 for Strongly Disagree to a high of 5 for Strongly Agree. The maximum positive result for all respondents would be 5 or 100%.

Any response of 4 (80% positive) and above is considered strong in terms of value to members in meeting their expectations. Responses of 3.5 to 4 (70% to 80%) are considered somewhat strong with some room for improvement. Those below 3.5 (70%), especially those below 2.5, indicate areas which may need more attention for action as assessed by the board. All responses in this survey were above 60% positive.

The summary of response to each of the three basic questions is presented below in chart form. The statistics of response can be found in the Appendix.

QUESTION 1: Services and Benefits (number in parentheses is rank in 2016)

The highest ranked services included in this question, at 80% or more, in terms of value and meeting expectations, was:

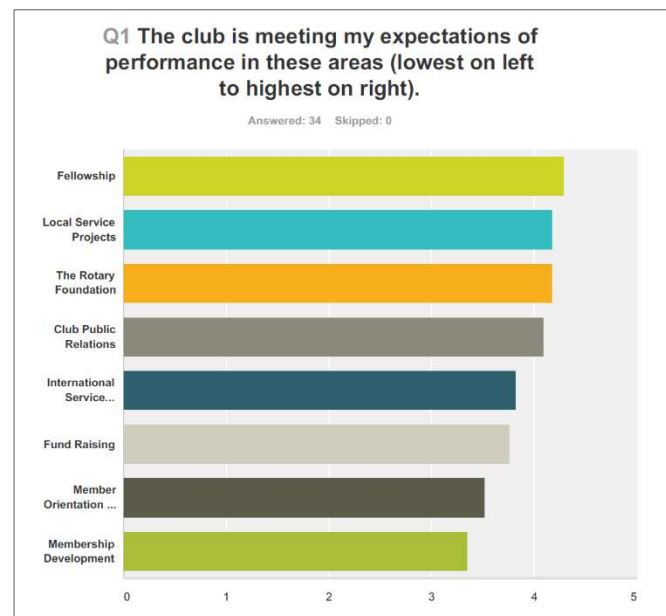
1. Fellowship (1)
2. Local Service Projects (2)
3. The Rotary Foundation (4)
4. Club Public Relations (3)

Positive at 70 to 80%, but perhaps needing some attention, were:

5. International Service Projects (8)
6. Fund Raising (5)
7. Member Orientation and Education (7)

Still positive at 60 to 70%, but in greatest need of attention, were:

8. Membership Development (6)



Question 1 Comments:

- Club is strong on social activities, community service, supporting the RI Foundation, our Youth, but weak on International Service
- Fundraising does not seem to be a priority with the club. The Queen Bee tea was a woman on a mission and she was successful. The Laos Water team rallied up a great pancake breakfast. What's needed is a major fundraiser to support programs in the community.

- Due to the "friendship/fellowship" of this club, I actually switched clubs from the Rotary Club of New Westminster to this one (I lived only about a 5-minute drive from my home to our weekly lunch meetings yet I would rather drive 40 minutes to this Ladner Rotary Club for a noon meeting due to the "ambience" of this amazingly energetic, eager and friendly club...
- We were recognized as the best club in the district for good reason.
- Under current directors the Club is doing very well.

QUESTION 2: Club Meetings (number in parentheses is rank in 2016)

In terms of Club Meetings addressed in this question, the highest ranked features, at 80% or more, in terms of value and meeting expectations, were:

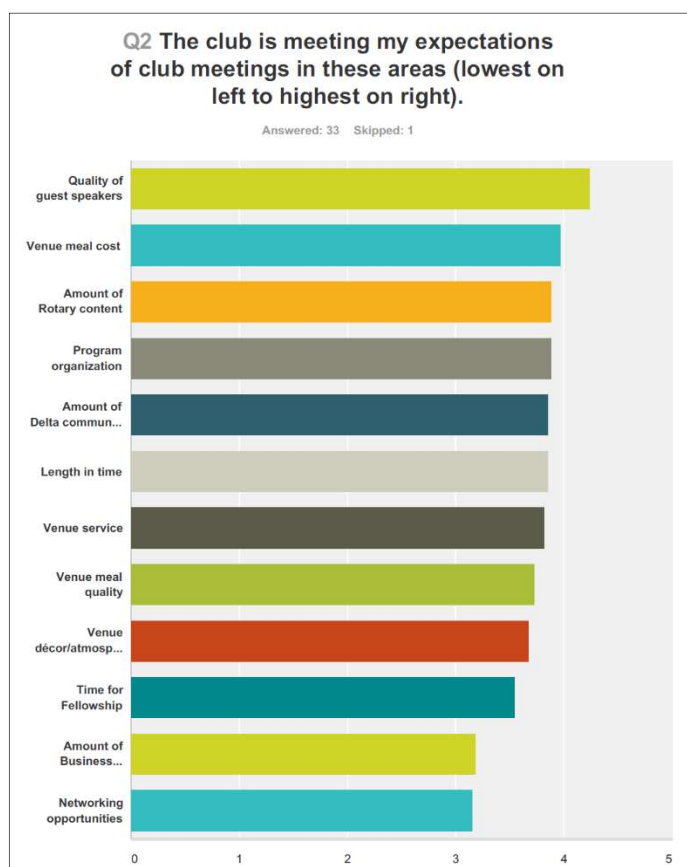
1. Quality of guest speakers (6)

Positive at 70 to 80%, but perhaps needing some attention, were:

2. Venue meal cost (3)
3. Amount of Rotary content (10)
4. Program organization (9)
5. Amount of Delta community content (5)
6. Length in time (8)
7. Venue service (1)
8. Venue meal quality (4)
9. Venue decor/atmosphere (7)
10. Time for Fellowship (2)

Still positive at 60 to 70%, but in greatest need of attention, were:

11. Amount of Business interest content (12)
12. Networking opportunities (11)



Question 2 Comments:

- In general meetings are conducted properly efficiently and well with the time frame as they are supposed to be. The venue is excellent, the meals are nutritious, the service is great and the price is right. Everything is well suited for a Rotary meeting.
- We need increased club communications by email or phone so there is time at meetings for fellowship and networking. As the club grows larger more things are happening and it's hard to keep up but this makes the verbal communications so overwhelming with reports there is no time to chat..

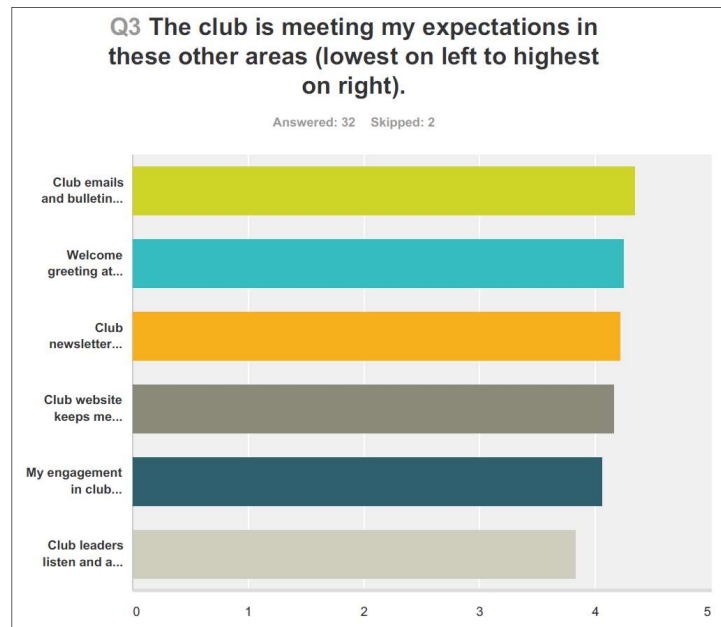
- Walt the president is a steady hand
- Seem to have a rotation cycle for the type of meal, getting very repetitious. A year or two ago the chef started providing more imaginative and healthier meals which were very enjoyable. Appears to have fallen back to the easier prepared less appealing menu
- I am unclear as to when our meeting ends and starts. Is it now a one hour meeting, one and a quarter hour or one and a half hours? This should be clear to all members. Meetings often seem erratic - speaker ends up with either not enough time or speaking while they and others are still eating lunch. The meeting needs to have a better structure. As our membership grows having everyone give a happy or sad dollar becomes meaningless. People cannot be heard as they do not stand up and when you cannot hear others tend to start to talk. Often this becomes basically an extra cost to members with no substance.
- The time for fellowship has been eliminated and replaced by numerous announcements.
- The announcements take longer and longer. The happy dollars take more time than is given to the speaker. We often rush our speakers given them less than 15 minutes. That is disrespectful to the speakers. They drive to our meeting often from some distance prepare and we rush them so we can pass the hat and collect dollars. The meeting should start at 12:00 PM and end at 1:30 PM. Why the big rush??
- The quality of the food varies from week to week. There should be more vegetarian compared to red or white meat options; as well as fish options.
- Scheduling and sticking to time is much improved.
- Fellowship in our Club meetings is at first class level....excellent speakers....always a meeting that we members do not want to miss!

QUESTION 3: Communication

(number in parentheses is rank in 2016)

In terms of Communication addressed in this question, the highest ranked features, at 80% or more, in terms of value and meeting expectations, were:

1. Club emails and bulletins keep me informed (1)
2. Welcome greeting at club meetings (4)
3. Club newsletter keeps me informed (2)
4. Club website keeps me informed (3)
5. My engagement in club in club activities (5)



Positive at 70 to 80%, but perhaps needing some attention, were:

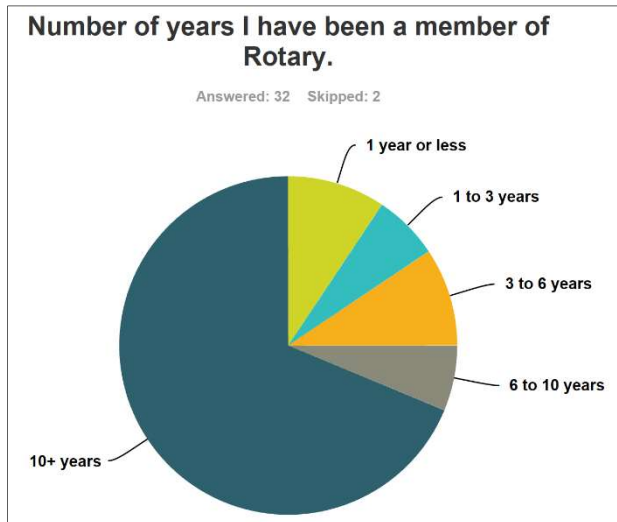
6. Club leaders listen and act on my concerns (6)

Question 3 Comments:

- No comment. Members in voluntary organizations do not rely on websites and newsletters to get information. They expect that at meetings which is of the reasons they take the time to attend them. That's where they enter pertinent information in their iPhones.
- Some of our club leaders really do not seem to want to hear from the members.
- Suggest that we receive emails when there are key speakers who will talk on very interesting topics. A reminder email should be sent out as to who the speaker will be since I am not always on-line to our website.
- Our website and Club emails are exceedingly well organized and keep me informed-- "service at its best".

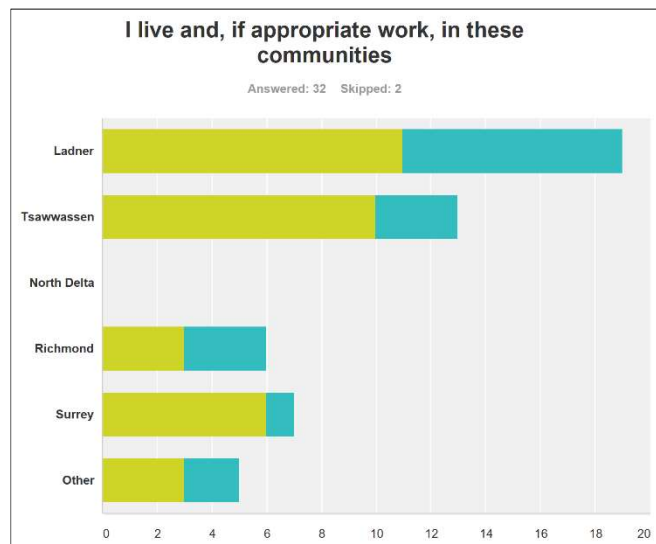
QUESTION 4: Number years a member of Rotary

About 69% of respondents have been Rotary members for 10 or more years. In the 1 year or less category there were no respondents in 2016, but 3 this year.



QUESTION 5: Home and workplace of members

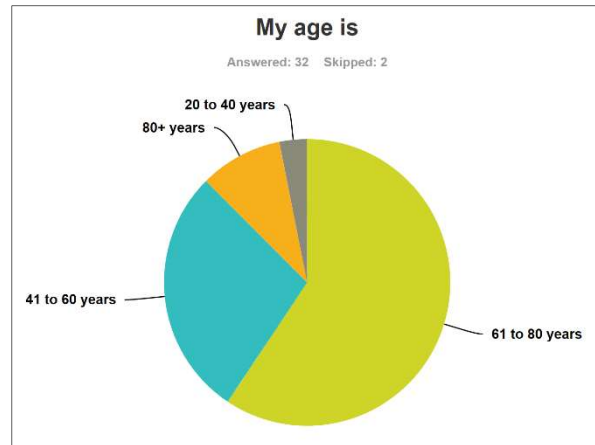
The highest number of respondents reported *living* in Ladner followed closely by Tsawwassen. The highest number reported *working* in Ladner followed by Tsawwassen and Richmond. The Ladner club is rather diverse in terms of members' home communities.



QUESTION 6: Members' age

The age of respondents continues to rank as follows:

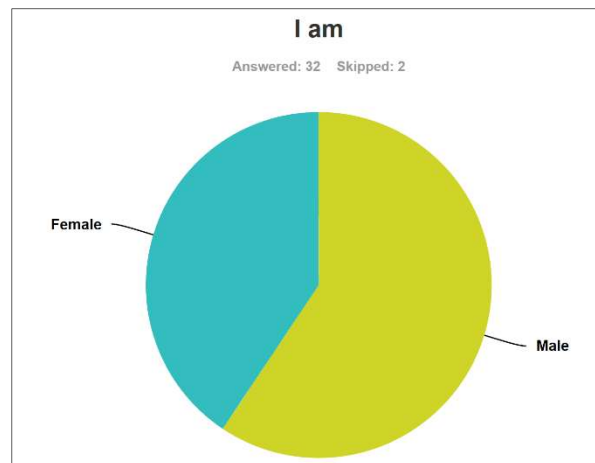
1. 61 to 80 years: 60%
2. 41 to 60 years: 28%
3. 80+ years: 9%
4. 20 to 40 years: 3%



QUESTION 7: Gender

The gender of respondents was:

1. Male: 59%
2. Female: 41%



Appendix: Data by Main Question

QUESTION 1: Services and Benefits

	Strongly Disagree	Somewhat Disagree	Neither Disagree or Agree	Somewhat Agree	Strongly Agree	Total	Weighted Average
Fellowship	5.88% 2	0.00% 0	8.82% 3	29.41% 10	55.88% 19	34	4.29
Local Service Projects	5.88% 2	8.82% 3	5.88% 2	20.59% 7	58.82% 20	34	4.18
The Rotary Foundation	5.88% 2	0.00% 0	8.82% 3	41.18% 14	44.12% 15	34	4.18
Club Public Relations	8.82% 3	2.94% 1	11.76% 4	23.53% 8	52.94% 18	34	4.09
International Service Projects	12.12% 4	9.09% 3	12.12% 4	18.18% 6	48.48% 16	33	3.82
Fund Raising	8.82% 3	8.82% 3	14.71% 5	32.35% 11	35.29% 12	34	3.76
Member Orientation and Education	12.12% 4	9.09% 3	9.09% 3	54.55% 18	15.15% 5	33	3.52
Membership Development	11.76% 4	14.71% 5	14.71% 5	44.12% 15	14.71% 5	34	3.35

QUESTION 2: Club Meetings

	Strongly Disagree	Somewhat Disagree	Neither Disagree or Agree	Somewhat Agree	Strongly Agree	Total	Weighted Average
Quality of guest speakers	9.09% 3	3.03% 1	3.03% 1	24.24% 8	60.61% 20	33	4.24
Venue meal cost	9.09% 3	0.00% 0	15.15% 5	36.36% 12	39.39% 13	33	3.97
Amount of Rotary content	6.06% 2	6.06% 2	12.12% 4	45.45% 15	30.30% 10	33	3.88
Program organization	12.12% 4	6.06% 2	6.06% 2	33.33% 11	42.42% 14	33	3.88
Amount of Delta community content	9.09% 3	6.06% 2	18.18% 6	24.24% 8	42.42% 14	33	3.85
Length in time	12.12% 4	6.06% 2	3.03% 1	42.42% 14	36.36% 12	33	3.85
Venue service	6.06% 2	9.09% 3	9.09% 3	48.48% 16	27.27% 9	33	3.82
Venue meal quality	12.12% 4	9.09% 3	3.03% 1	45.45% 15	30.30% 10	33	3.73
Venue décor/atmosphere	9.09% 3	9.09% 3	18.18% 6	33.33% 11	30.30% 10	33	3.67
Time for Fellowship	15.15% 5	6.06% 2	15.15% 5	36.36% 12	27.27% 9	33	3.55
Amount of Business Interest content	12.12% 4	15.15% 5	30.30% 10	27.27% 9	15.15% 5	33	3.18
Networking opportunities	15.15% 5	18.18% 6	27.27% 9	15.15% 5	24.24% 8	33	3.15

QUESTION 3: Communication

	Strongly Disagree	Somewhat Disagree	Neither Disagree or Agree	Somewhat Agree	Strongly Agree	N/A	Total	Weighted Average
Club emails and bulletins keep me informed	3.13% 1	3.13% 1	9.38% 3	25.00% 8	59.38% 19	0.00% 0	32	4.34
Welcome greeting at club meetings	3.13% 1	3.13% 1	9.38% 3	34.38% 11	50.00% 16	0.00% 0	32	4.25
Club newsletter keeps me informed	3.13% 1	3.13% 1	15.63% 5	25.00% 8	53.13% 17	0.00% 0	32	4.22
Club website keeps me informed	3.13% 1	6.25% 2	9.38% 3	34.38% 11	46.88% 15	0.00% 0	32	4.16
My engagement in club activities	6.25% 2	6.25% 2	6.25% 2	37.50% 12	43.75% 14	0.00% 0	32	4.06
Club leaders listen and act on my concerns	6.45% 2	9.68% 3	16.13% 5	25.81% 8	38.71% 12	3.23% 1	31	3.83