

## Proposed Member Survey

To determine the value of the club to its members and satisfaction with club features and services, it is proposed that the club conduct a member survey. This survey will not only provide direction to club leaders in terms of priorities and areas requiring attention, it will establish a baseline for future surveys to monitor levels and continue listening to members. Results of surveys will be reported promptly to members.

The survey is generally based on a model provided by Rotary International (Club Assessment Tools: <https://www.rotary.org/myrotary/en/search/all/member%2Bsurvey> ). I have adapted the survey to the online survey system, Survey Monkey, for ease of access by all members and effectiveness in tabulating and reporting.

Below is a list of draft questions and now they would be presented in the survey. The questions are actually statements with an accompanying agreement scale to give more of a finely tuned response in each case, to determine a general ranking and determine shifts with future surveys.

The questions are designed to determine value to members, not just satisfaction. Value is a more accurate indicator of commitment and loyalty. Instead of using the word, "value", in the questions, which can be somewhat leading, the phrase, "meets my expectations" is used. I have confirmed the integrity of this approach with an internationally recognized leader in survey administration.

The questions below are actually screen shots of what one would see when responding to the survey on the Survey Monkey system online.

### Recommendations:

It is recommended that:

1. a report on progress related to the July 2013 member survey be distributed no later than March 31, 2015;
2. the board approve this new member survey;
3. that this new survey be distributed on Monday, April 13 and closed on Friday, May 1, 2015;
4. the board receive a report on the new member survey by Monday, May 8, 2015;
5. the board approve the final survey report, with some initial action steps, and present/distribute it to members by Tuesday, May 16, 2015;
6. the board recommend to the 2015-16 board that a progress report and additional action plan be reported to members by September 30, 2015.

Peter Roaf  
President Elect  
February 11, 2015  
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604-448-1465

**DRAFT COVERING MESSAGE FOR DISTRIBUTION OF SURVEY LINK TO MEMBERS** *[launch survey, send one or two follow up messages, and close survey three weeks after launch]:*

Fellow Ladner Rotarians, your opinion is needed to guide the process of implementing our five-year strategic plan developed last year.

The club's board of directors has developed a survey questionnaire, based on a template recommended by Rotary International, to determine the opinion of club members about various aspects of the club.

Please take five minutes or so now to complete the survey, and perhaps more time if you wish to add comments. You are asked to respond no later than *[date three weeks after the survey launch date]*.

Just click on the link below to access the survey and provide your opinion on the various subject areas

Be completely honest because your survey response is totally anonymous. We are using the Survey Monkey system which will tabulate responses without tracking those who respond.

[SURVEY LINK]

A report to members on the survey results will follow. Thank you.

Patricia Sibley, President [recommended: as a current snapshot of opinion and recommendations to the incoming board]

OR

Peter Roaf, President Elect [if preferred as the club prepares for the coming year]

**[LINK IN EMAIL MESSAGE TO MEMBERS, ABOVE, TAKES USER TO SURVEY MONKEY WITH THE QUESTIONS BELOW AS ONE WOULD SEE THEM]**

## Introduction

Ladner Rotarian, please help our club set priorities and direction by giving your opinion in response to these questions.

### 1. The club is meeting my expectations of performance in these areas (lowest on left to highest on right).

	Strongly Disagree	Somewhat Disagree	Neither Disagree or Agree	Somewhat Agree	Strongly Agree
Member Orientation and Education	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Membership Development	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Service Projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
International Service Projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Club Public Relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fund Raising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Rotary Foundation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fellowship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please add comments on club performance

## Club Meetings

Please indicate your agreement with the following statements about the club's meetings.

### 2. The club is meeting my expectations of club meetings in these areas (lowest on left to highest on right).

	Strongly Disagree	Somewhat Disagree	Neither Disagree or Agree	Somewhat Agree	Strongly Agree
Amount of Rotary content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amount of Delta community content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amount of Business Interest content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of guest speakers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Program organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Length in time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time for Fellowship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Venue service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Venue décor/atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Venue meal quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Venue meal cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please add comments about club meetings.

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## Ladner Rotary Activities

### 3. The club is meeting my expectations of in these other areas (lowest on left to highest on right).

	Strongly Disagree	Somewhat Disagree	Neither Disagree or Agree	Somewhat Agree	Strongly Agree	N/A
My engagement in club activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcome greeting at club meetings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Club leaders listen and act on my concerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Club website keeps me informed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Club newsletter keeps me informed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Club emails and bulletins keep me informed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please add comments

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## Ladner Rotary Activities

### About You

Just so we have an idea of the preferences of club members by our differing priorities, please respond to these final questions. And thank you very much for your participation.

#### 4. Number of years I have been a member of Rotary.

- ☐ 1 year or less
- ☐ 1 to 3 years
- ☐ 3 to 6 years
- ☐ 6 to 10 years
- ☐ 10+ years

#### 5. Number of years I have been a member of Ladner Rotary

6. I live and, if appropriate work, in these communities

	Live	Work (if applicable)
Ladner	<input type="checkbox"/>	<input type="checkbox"/>
Tsawwassen	<input type="checkbox"/>	<input type="checkbox"/>
North Delta	<input type="checkbox"/>	<input type="checkbox"/>
Richmond	<input type="checkbox"/>	<input type="checkbox"/>
Surrey	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

7. My age is

- ☐ 20 to 40 years
- ☐ 41 to 60 years
- ☐ 61 to 80 years
- ☐ 80+ years

8. I am

- ☐ Female
- ☐ Male