



Rotary Club of Westerville Sunrise

Member Survey Results

to Support the Strategic Plan

February 25, 2015

Strategic Planning Committee

- Julie Colley
- Diane Conley
- Kip Fetchero
- Scott Hrabcak
- Larry Jenkins
- Brett Justice
- Pat Kemmer
- Gretchen Kiehl
- Pat Knott
- Heather Linch
- Walter Lundstrom
- Kurt Pritz

PURPOSE

- Track Club demographics
- Understand Member perceptions
- Assess key drivers of attraction and retention
- Compare baseline data and assess changes
- Reinforce/shape strategic direction of the Club

METHODOLOGY

- Live polling session at 10/22/14 meeting
- Written survey from 10/22/14 – 11/19/14
77% response rate (83 of 108)
- Summary of those members who participated and/or submitted their answers and opinions

AVERAGE CLUB SIZE

Westerville
Sunrise

108

USA &
Canada

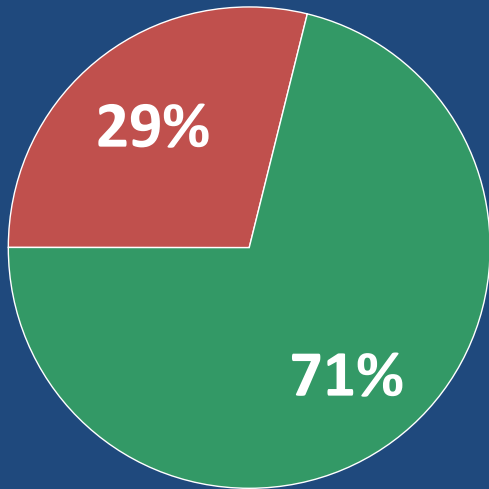
43

Worldwide

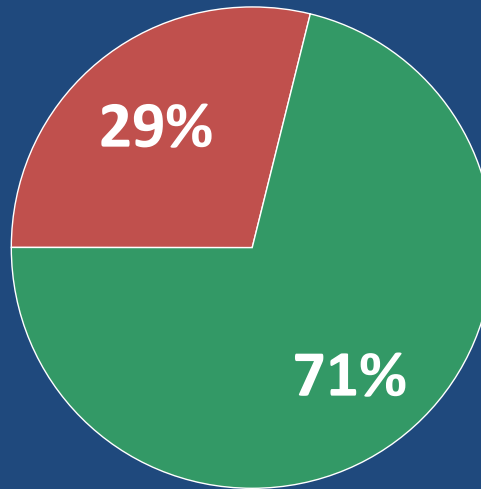
36

AGE of MEMBERS

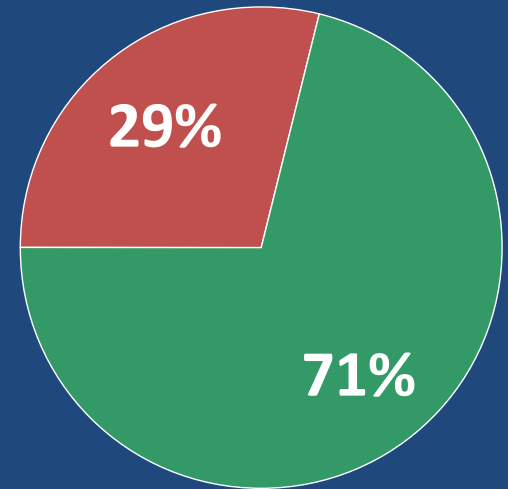
Westerville Sunrise



USA & Canada



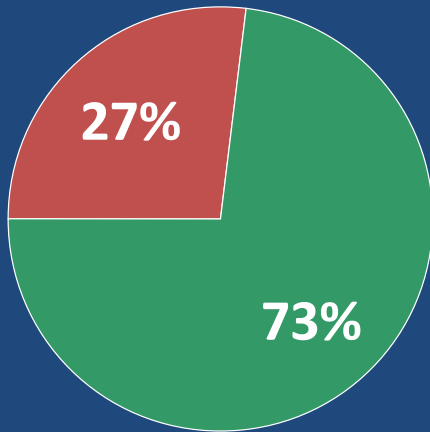
Worldwide



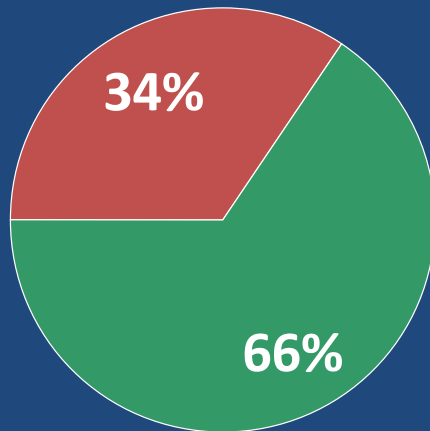
■ <50 ■ 50+

AGE & YEARS of SERVICE

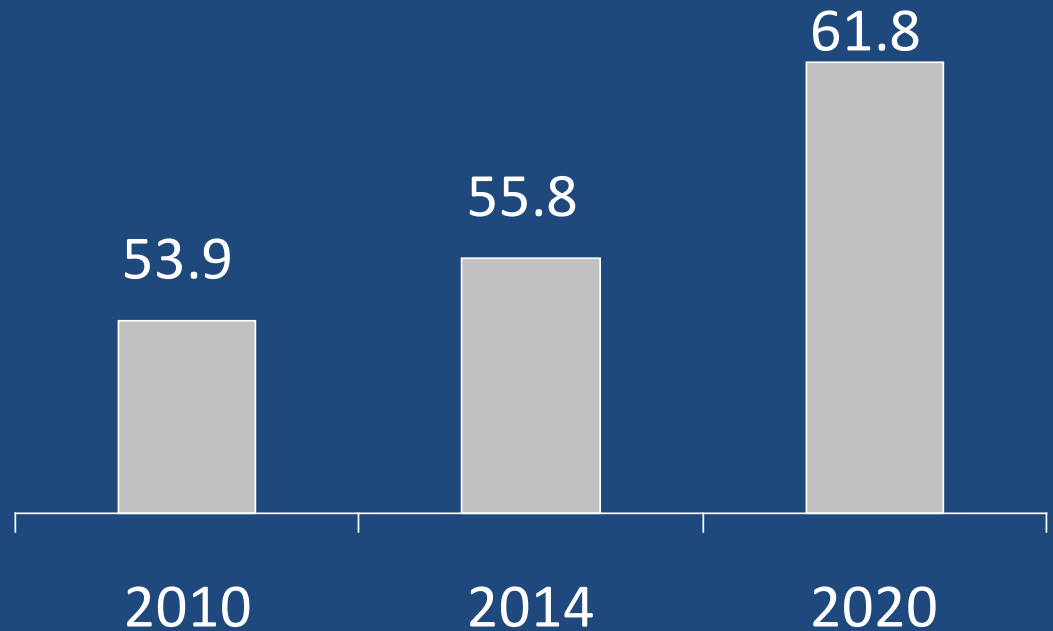
3+ Y.O.S.



<3 Y.O.S.



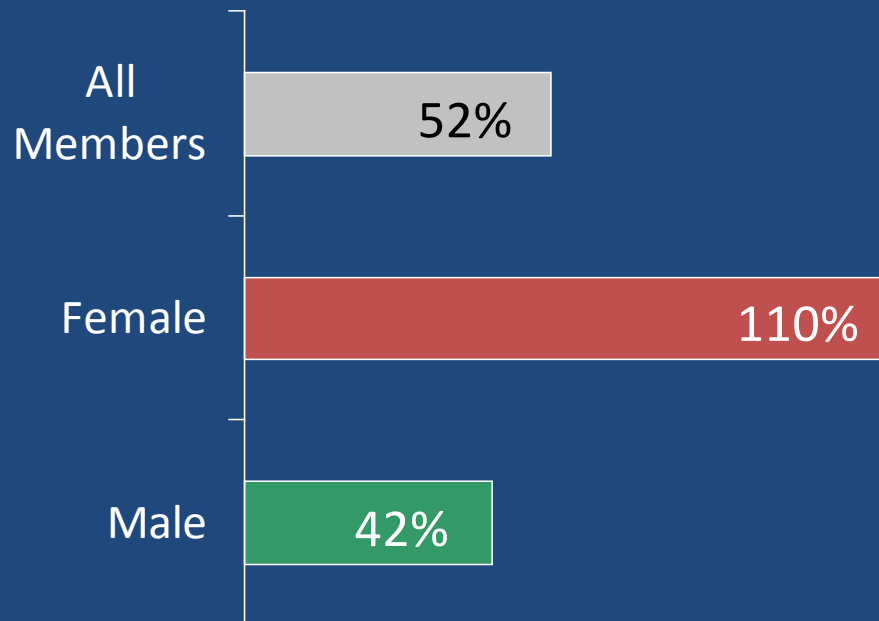
Median Age of Current Members



■ <50 ■ 50+

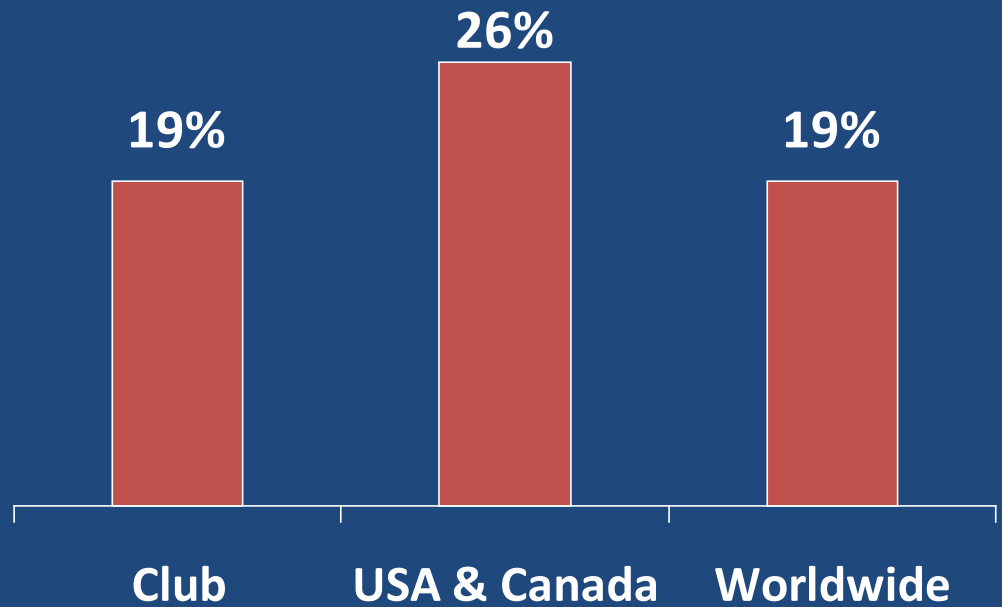
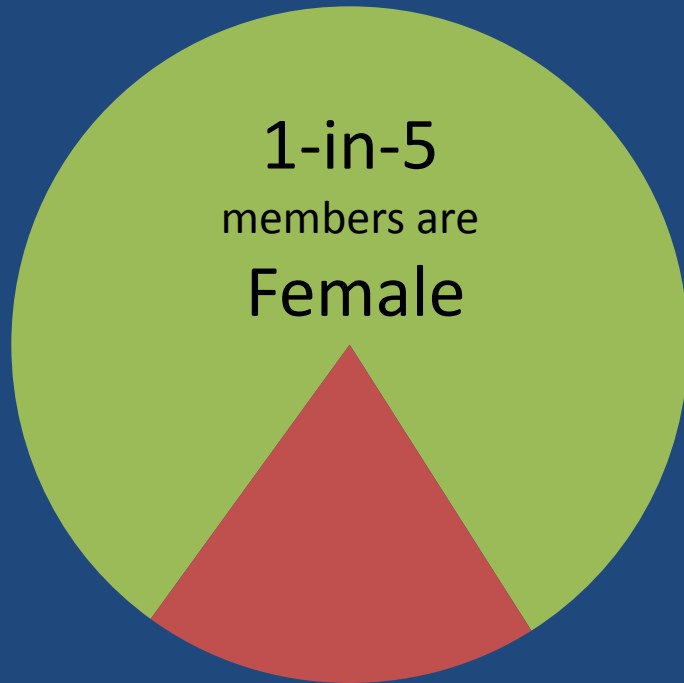
Increasing Gender Diversity

Member's 1st Year	Gender		Total	% Female
	Male	Female		
Pre-2011	61	10	71	14%
2011-2014	26	11	37	30%
Total	87	21	108	19%



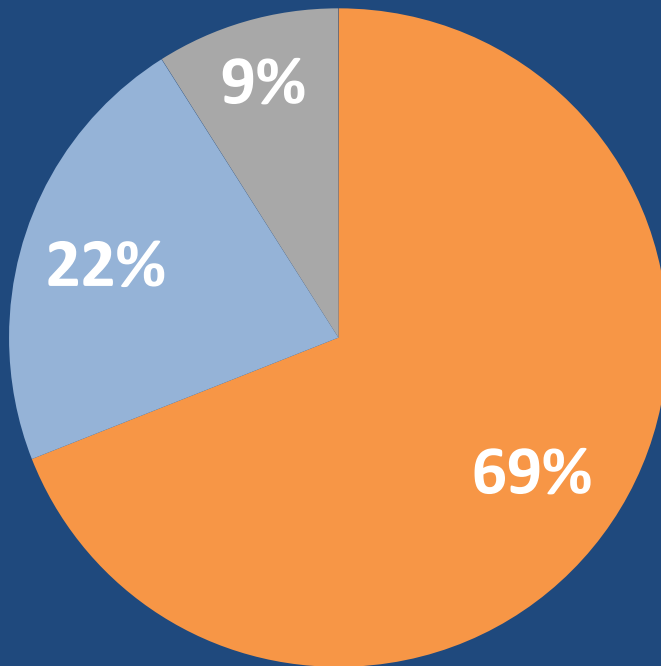
Percentage Increase
in Members Since
2011

Increasing Gender Diversity

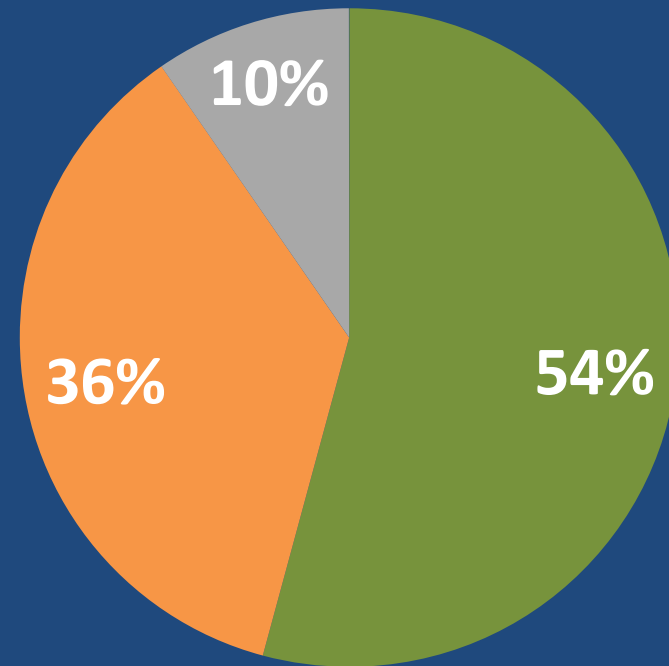


AGAIN, MEMBERS JOIN to SERVE, STAY for the FELLOWSHIP

Primary reason for
joining Rotary



Motivations for
remaining a member



Community Service Connections/Networking Fellowship/People Other

Efforts in the 5 Avenues of Service (% Excellent or Very Good)

2010

Community

99%

93%

Youth

96%

56%

Club

90%

87%

Overall

86%

73%

International

78%

71%

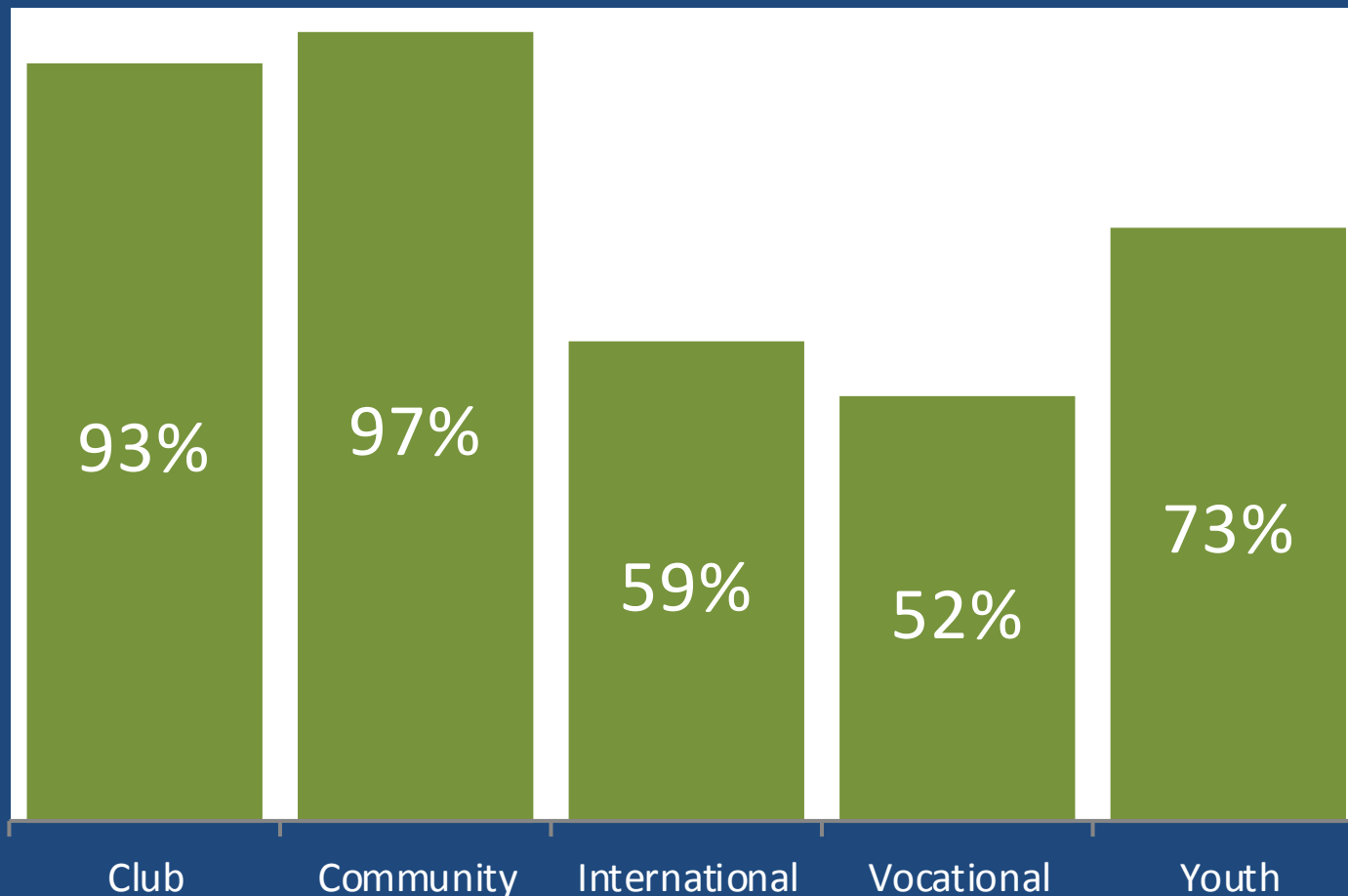
Vocational

64%

58%

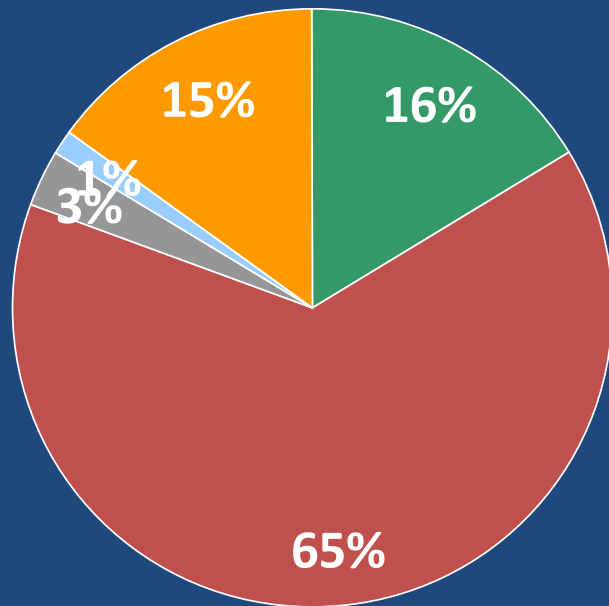
Importance in Members' Involvement in Rotary

Percent "Important" or "Very Important"

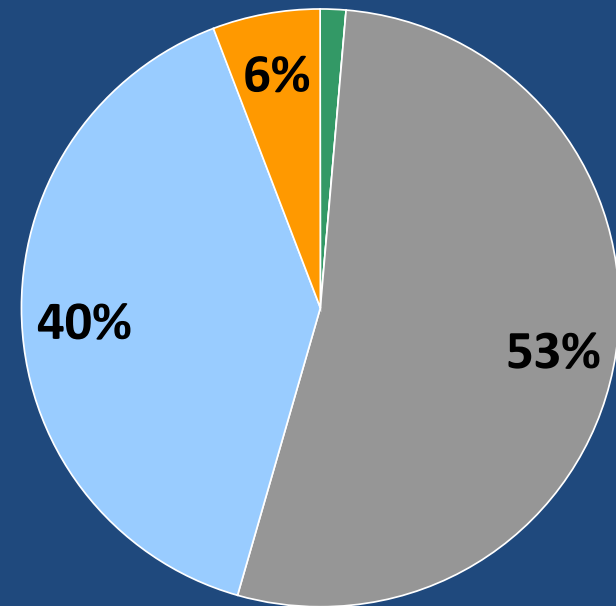


Most & Least important services to keep members engaged

Most Important Service



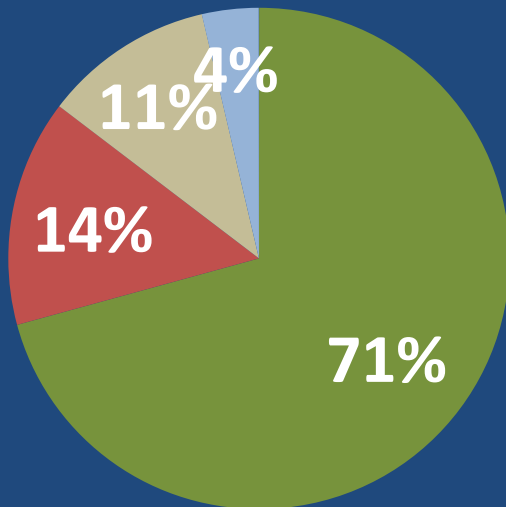
Least Important Service



■ Club ■ Community ■ International ■ Vocational ■ Youth

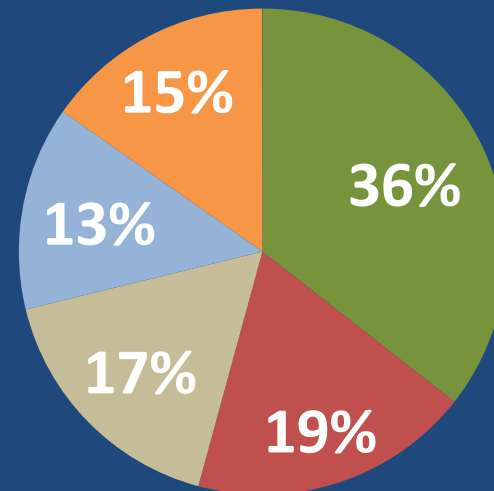
Attention to Club management would please our greatest strength

Primary Strength



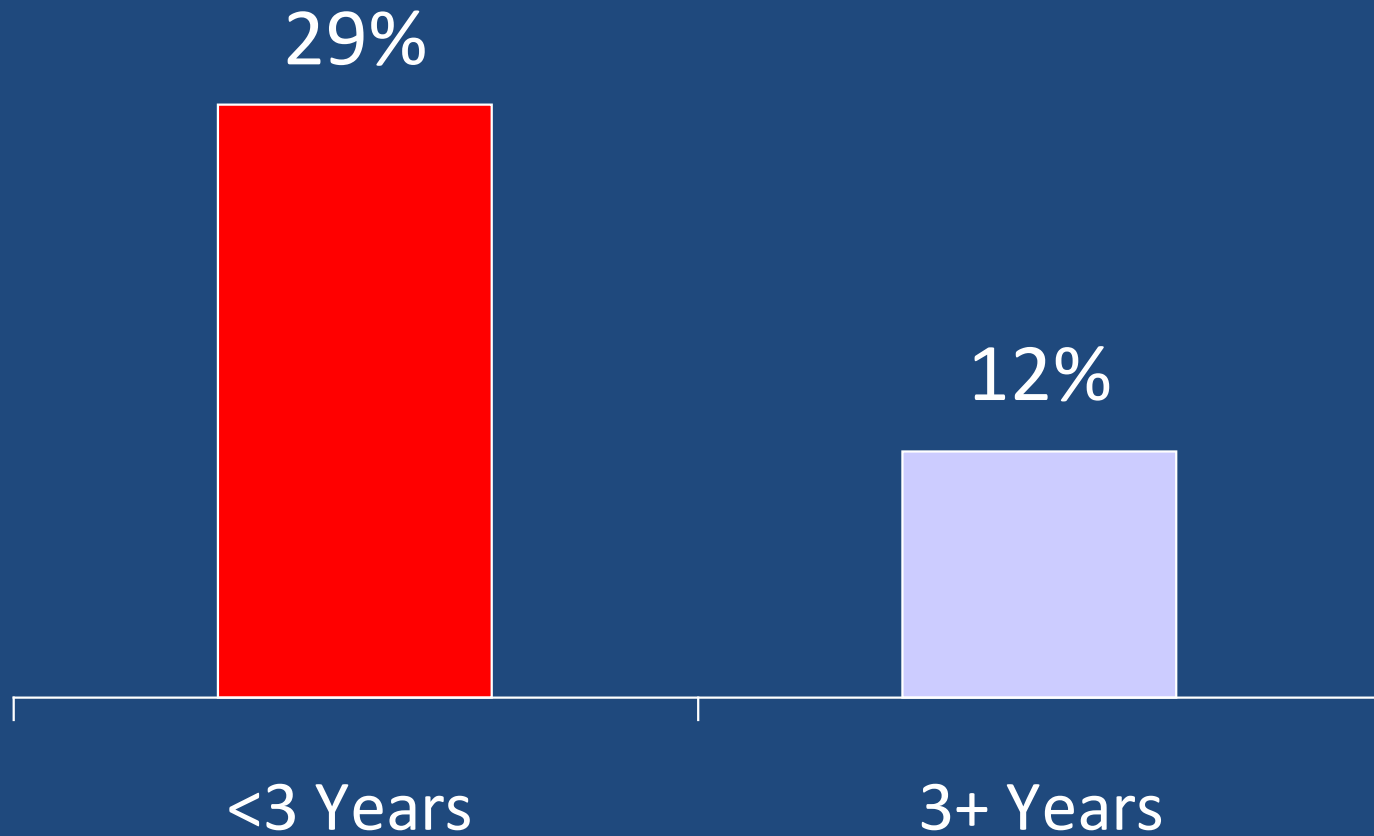
- Members: High energy/Can-Do
- Service & Fellowship
- Leadership
- Projects/Events

Primary Weakness



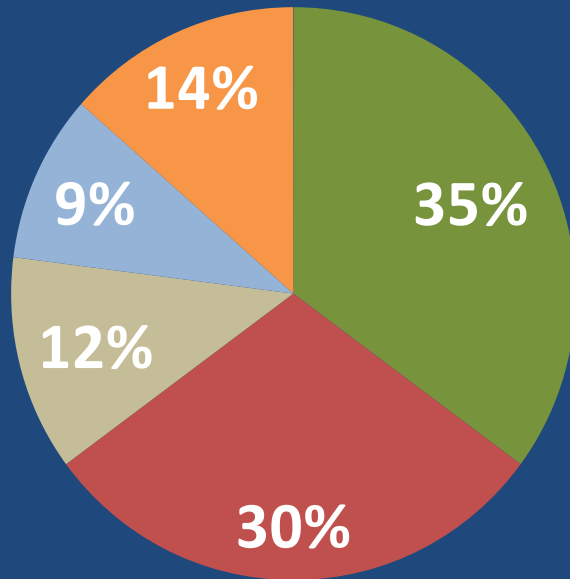
- Social/Meeting Issues
- Prioritizing efforts
- Engaging/Orienting New Members
- Sharing Workload
- Other

Engaging/Orienting new members is a much bigger weakness among members with <3 years of service



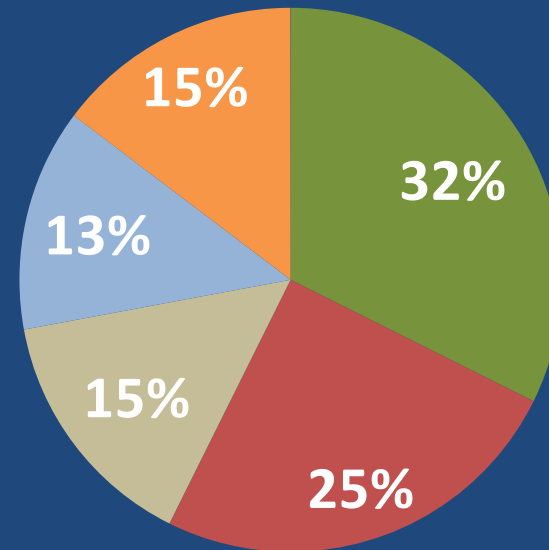
Capitalizing on our greatest opportunity may mitigate our greatest threat

Club's Greatest Opportunity



- Grow Membership (part. diverse/young)
- Leverage talent of Members
- Further Strengthen Key Efforts
- Improve PR/Visibility
- Other

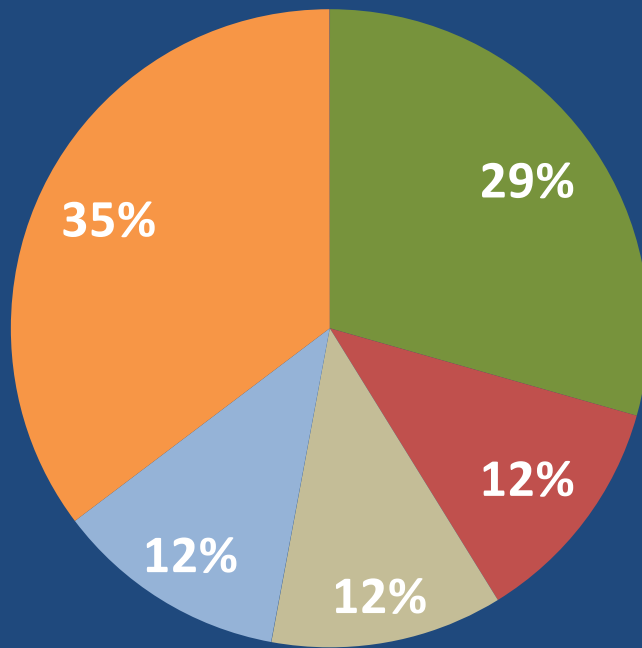
Club's Greatest Threat



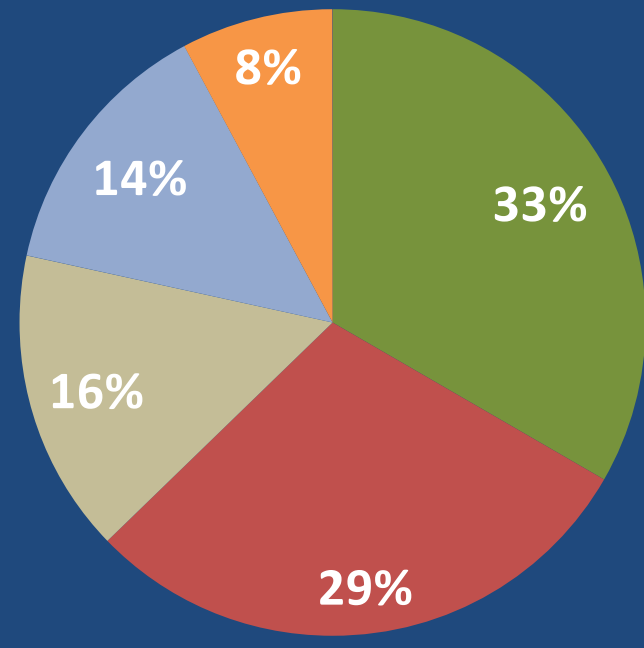
- Aging Membership/Succession
- Complacency/Apathy
- Spreading too Thin/Burnout
- Getting too big
- Member engagement

Greatest Threat differs among “New” and “Seasoned” Members

<3 Years of Service



3+ Years of Service



- Aging Membership / Succession
- Complacency / Apathy
- Burnout
- Getting Too Big
- Member engagement

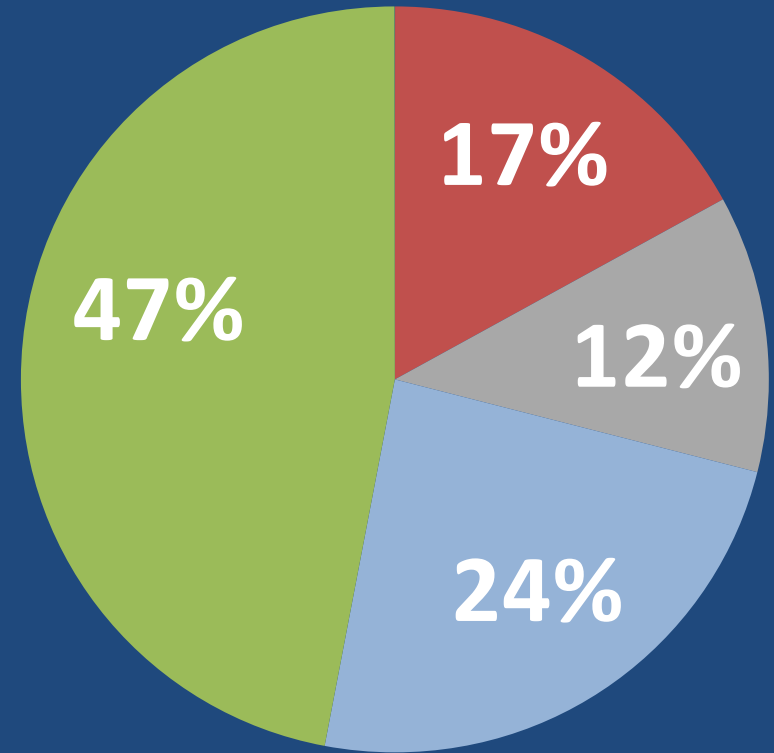
FOR THIS CLUB, BIGGER IS BETTER

>100 Members focusing on:

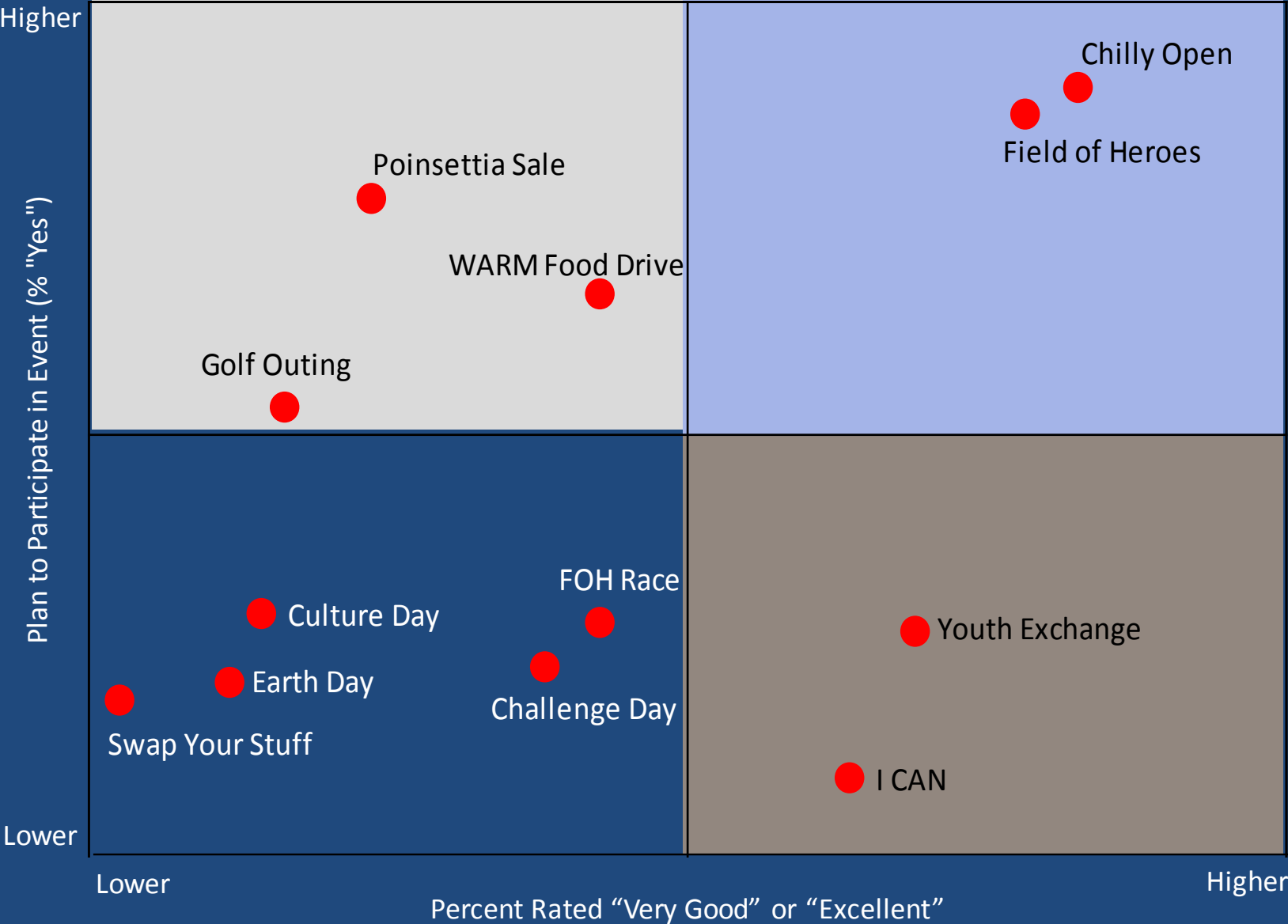
- Small and big projects
- Few big projects

<100 Members focusing on:

- Small and big projects
- Few big projects

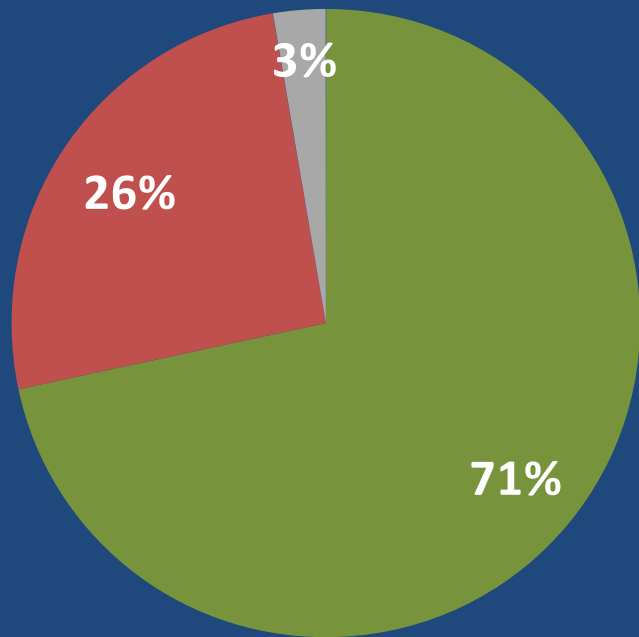


PROJECTS COMPARED: VALUE & PARTICIPATION



LEADERSHIP INTEREST

GENERAL INTEREST



■ Yes ■ No ■ Maybe

Event	Value is VG/Excellent Excellent	Leader Interest? % Yes
Chilly Open	91%	42%
Field of Heroes	86%	33%
FOH Race	47%	17%
Golf Outing	18%	16%
Warm Food Drive	47%	16%
Earth Day	13%	14%
Culture Day	16%	13%
Poinsettia	26%	6%
Swap Your Stuff	3%	5%
Youth Exchange	76%	16%
I CAN	70%	14%
Challenge Day	42%	7%

PRELIMINARY FINDINGS & IMPLICATIONS

- Club compares favorably to its peers, but improvements to diversity can be achieved
- Members join to serve, stay for the fellowship
- Members are far more interested in local impact than international service or RI, in general

PRELIMINARY FINDINGS & IMPLICATIONS

- Growing as a younger and more diverse club is key to remaining relevant in the future
- Orienting/engaging new members is considered a significant weakness and threat
- Succession planning and nurturing future leaders will be required for project endurance

NEXT STEPS

- Strategic Planning Committee reconvene to finalize the strategic plan update
- Recommend to the Club Board for adoption
- Launch implementation planning