

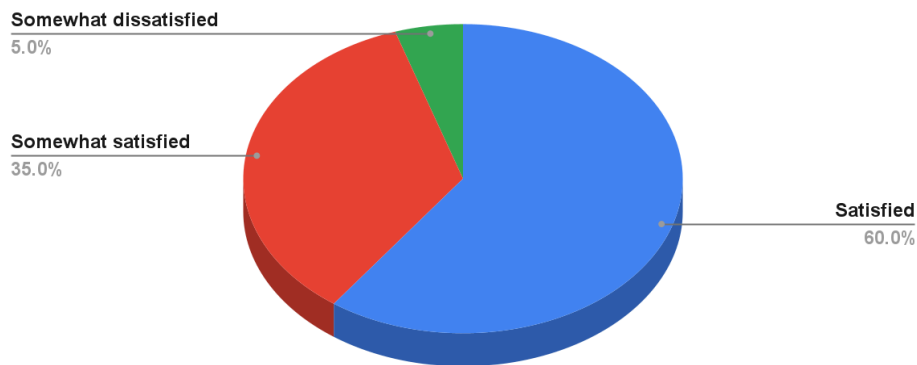
Rotary

Club of Urbana, Ohio



Member Satisfaction Survey September 2024 21 responses from 35 members (60%)

Overall, how satisfied are you with your membership in our Rotary club?

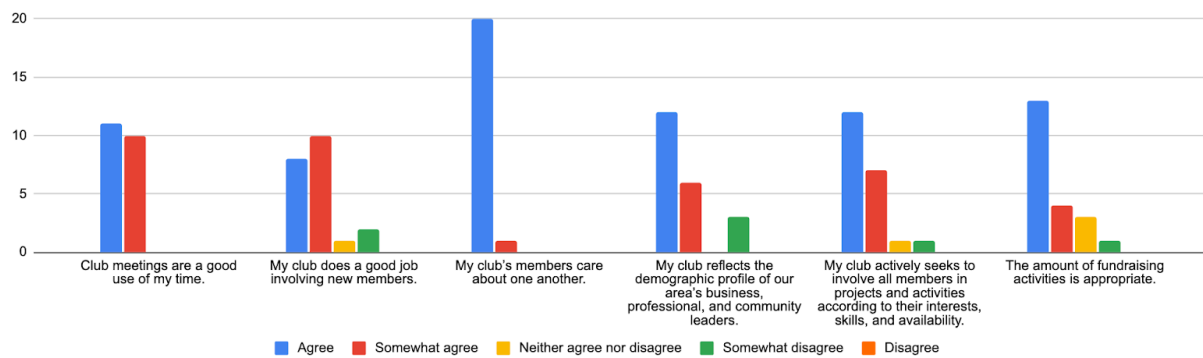


The Rotary Club of Urbana, Ohio implemented a Member Satisfaction survey in September of 2024. Members were provided two weeks to complete the survey which was conducted in conjunction with a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis led by the newly formed Membership and Engagement Committee.

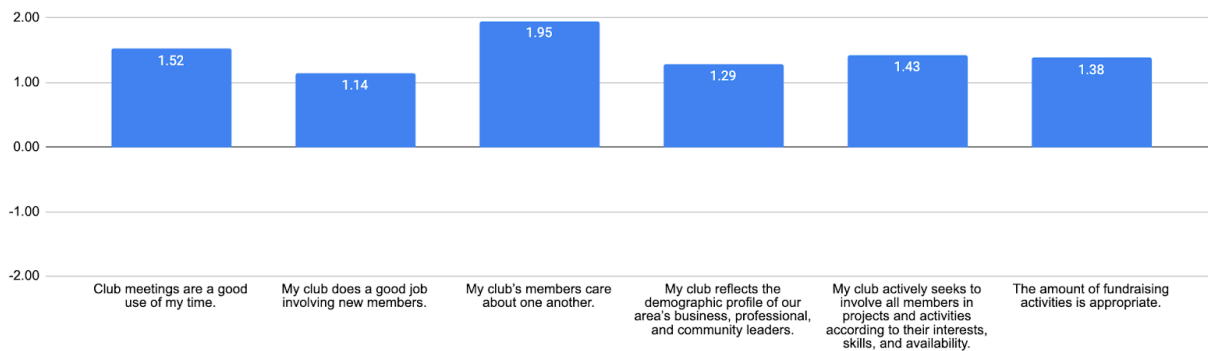
The first chart on each of the remaining pages illustrate the member responses while the second chart provides a comparative analysis by applying point values to the responses where stronger positive responses are higher valued, and inversely stronger negative responses have a bigger negative value. For example, "Agree" equals a +2 value, "Somewhat agree" equals a +1 value, "Neither agree nor disagree" equals a value of 0, "Somewhat disagree" equals a -1 value, and "Disagree" equals a value of -2.

A result that is closer to a +2 value means there was a more positive average response while a result that is closer to a -2 value means there was a more negative average response.

Considering our club's culture, members, and meetings, indicate your agreement with the following statements.



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Comments and suggestions about our club's culture, members, and meetings.

The challenge is the battle for everyone's time

I feel fortunate to be part of a service club that stresses Service above Self. We have a great meeting place and good food.

I believe we have an exceptional group of members. Our chapter has such a diverse blend, there is always someone you can connect with at an event or meeting.

Not perfect but it seems we're always looking for ways to improve.

I would like to see action taken to use Sargent money to purchase new shirts.

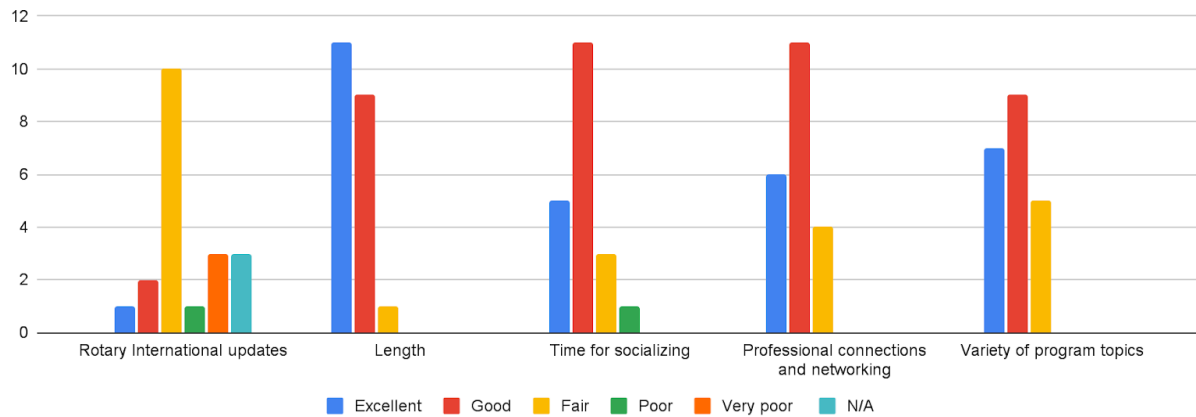
Just because we've done something for years doesn't mean that we have to continue doing it. We need to adapt as the community or club culture and membership evolves.

Less political guests unless providing a forum for all candidates.

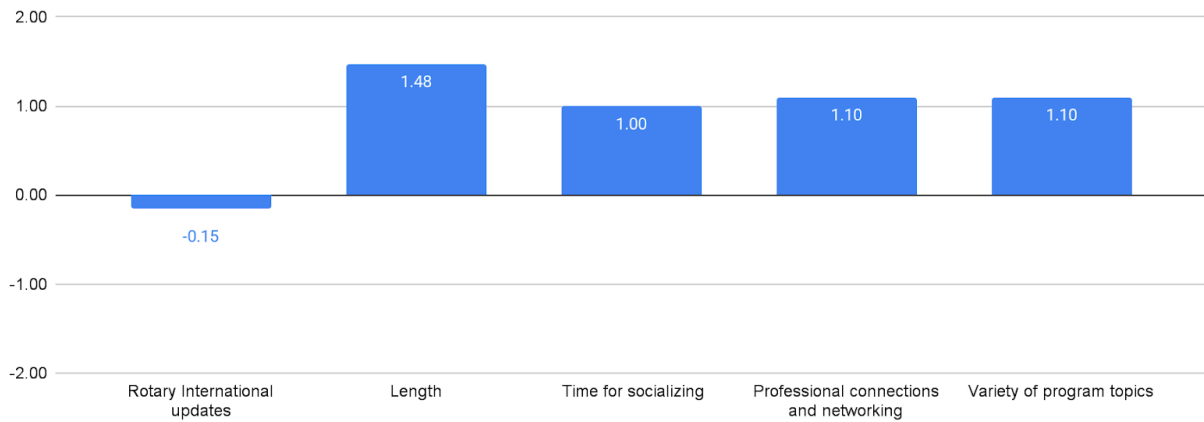
I believe increasing the Urbana Rotary Club's involvement with the local community, other clubs, and businesses could greatly improve the club's culture and membership. By engaging more with the broader community, the club would likely attract new members and be able to expand the services and support it provides. Even just participating in a few Second Saturday events, such as setting up a booth or distributing informational flyers, could be beneficial!

I think we need to do a better job of involving/training new members. The club should consider ways to improve membership diversity.

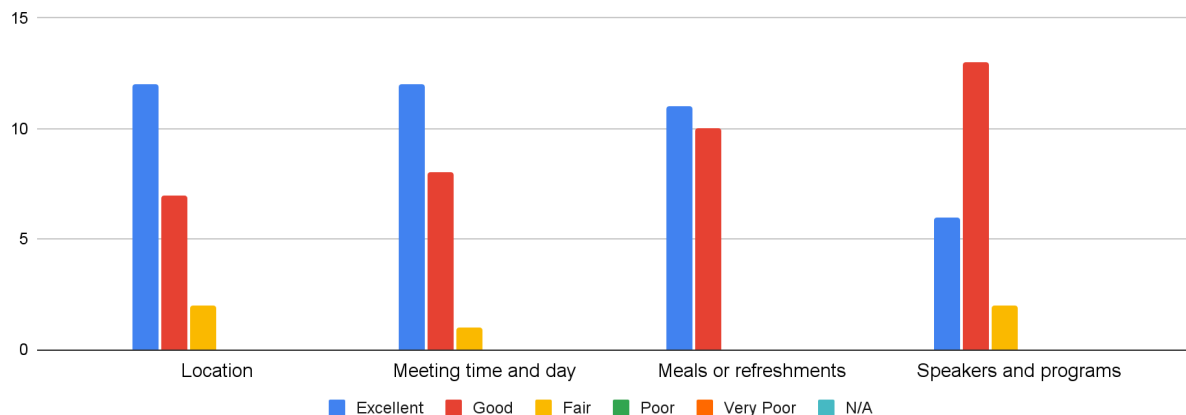
How would you rate the following aspects of our weekly meetings?



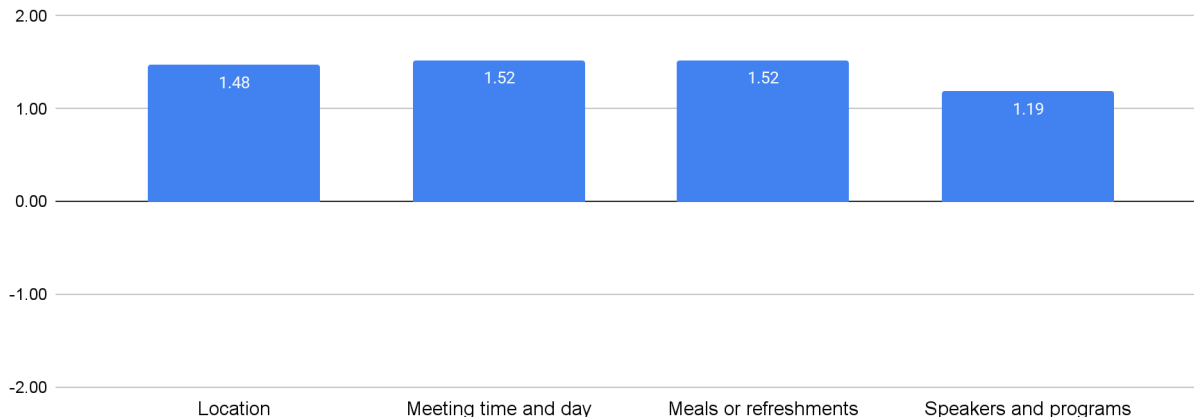
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Comments and suggestions about our weekly meetings.

Tough for me to make mid day meetings

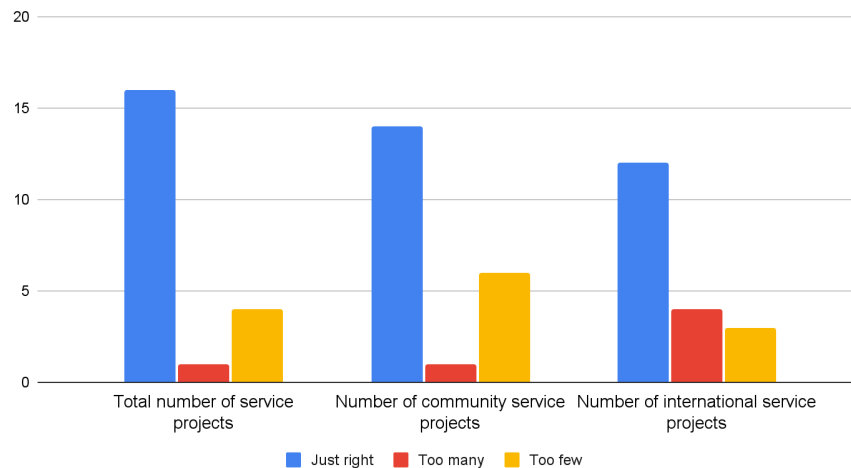
The hospital is a great host and we're fortunate to have them but the room layout isn't the best. (You get what you pay for) Can't have everything, I suppose.

The meetings can take on a negative aspect at times which is disheartening

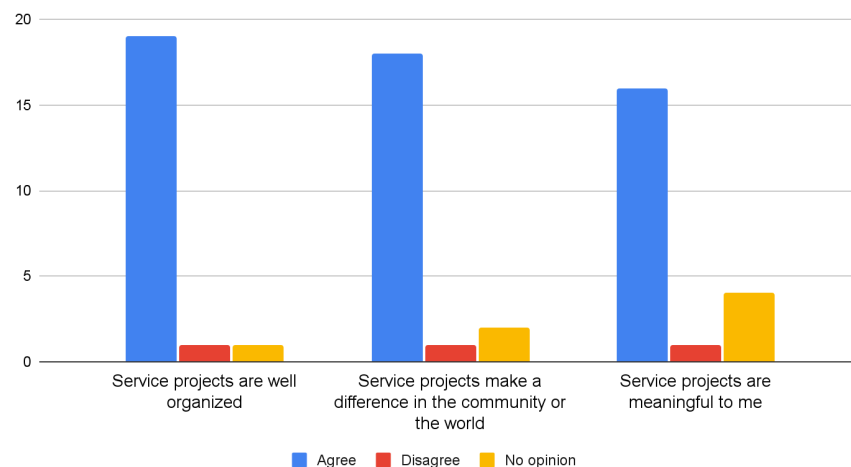
Time, location, and food options work well.

Enjoyed requiring members sit at random tables rather than the same old places. Would like to add members introducing themselves as part of regular meetings.

What are your opinions about our club's service projects?



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Comments and suggestions about our club's service projects.

Well recognized but require more members than we have available

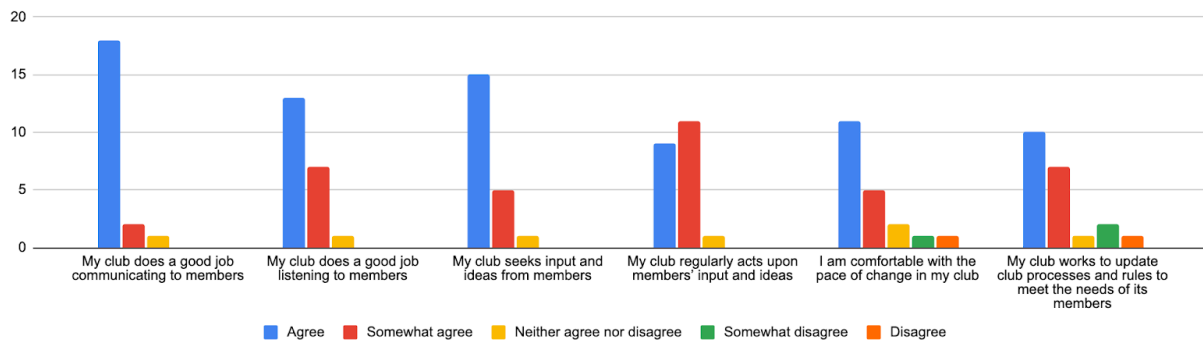
As discussed at yesterday's meeting, we should do what we can to make the projects more visible to the community. If we can. And we need to seek greater participation.

Need to be involved in more regional, national, and international service projects.

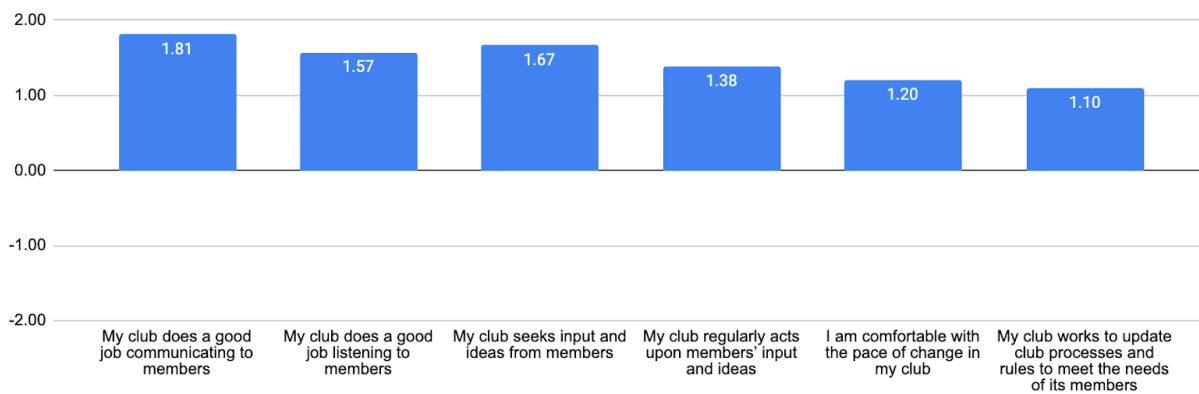
Our 2 fundraisers are well organized but would like to challenge the club to think differently about fundraising. We need to be more open minded about member attendance and consider other opportunities for raising money that is not as member intensive. We are aging and membership is declining a bit. We need to challenge the norm and work smarter, not harder.

I think we need to better define our service projects versus fundraising activities.

Thinking about communication and responsiveness in our Rotary club, indicate your agreement with the following statements.



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Comments and suggestions about the communication and responsiveness in our Rotary club.

Recent changes to our communication are really great! Information is timely and accurate.

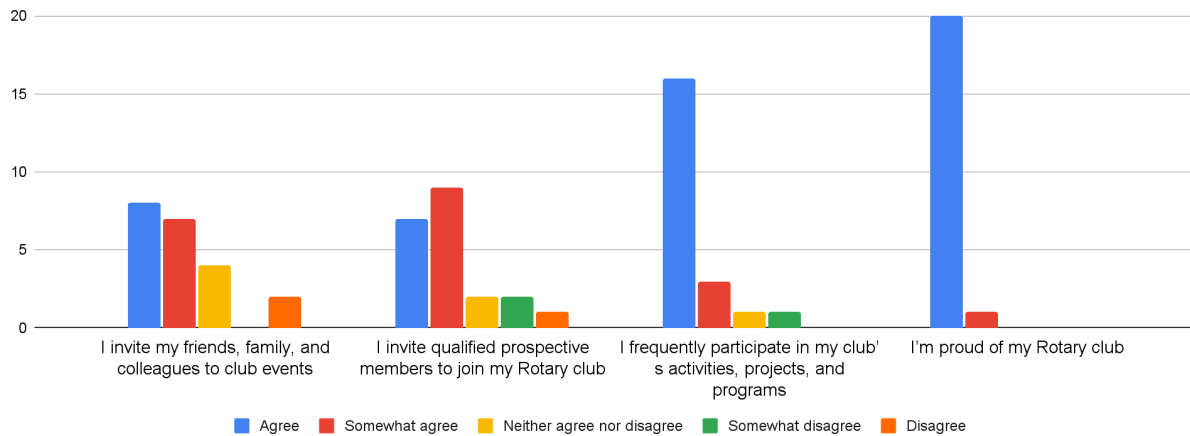
No complaints here. No one can say they're not informed.

Need to develop a phone number/email list of members to improve communication.

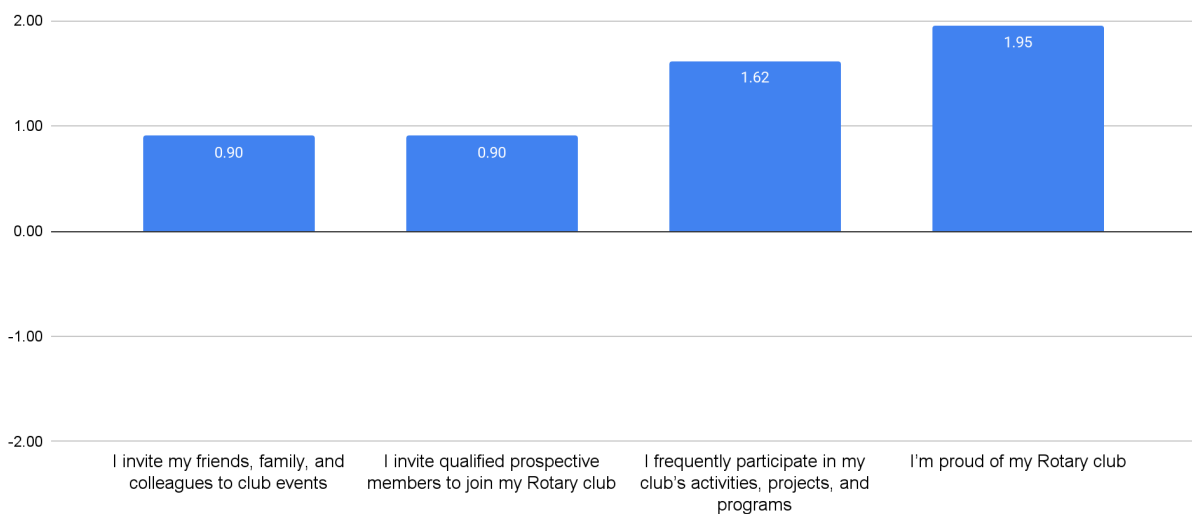
I like the idea of more member input which is starting to happen more regularly under Joe's leadership

We need to consider adding an Instagram account for the club.

Indicate your agreement with the following statements about club engagement.



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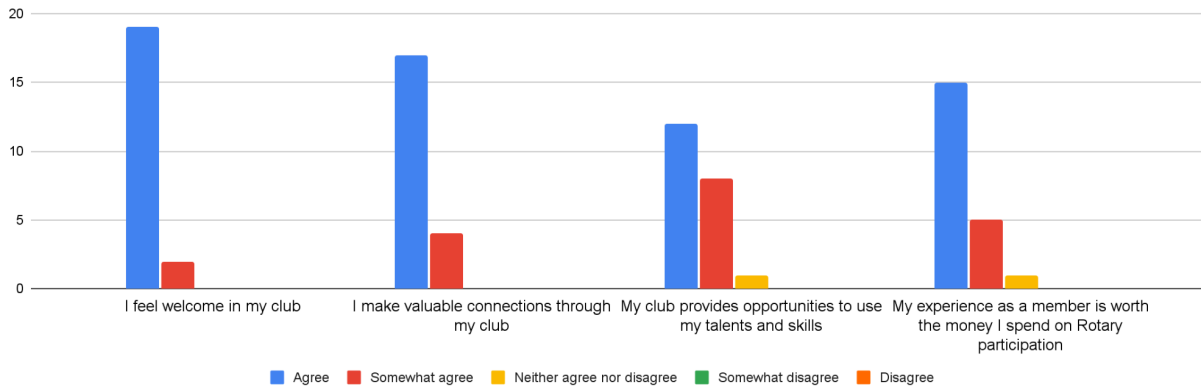
Comments and suggestions about club engagement.

Probably could think more about inviting prospective members.

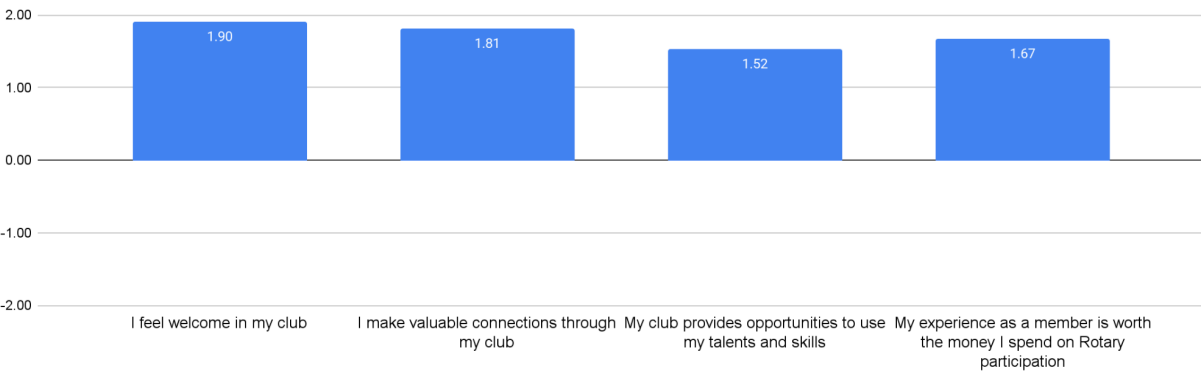
Continue to build membership.

It would be great if the club could consider adding more social events that don't replace meetings or possibly scheduled when there is no regular Monday meeting due to holiday or other reason. Ideas - golf, tennis, pickleball, bowling, corn hole, frisbee golf, board games, or cards.

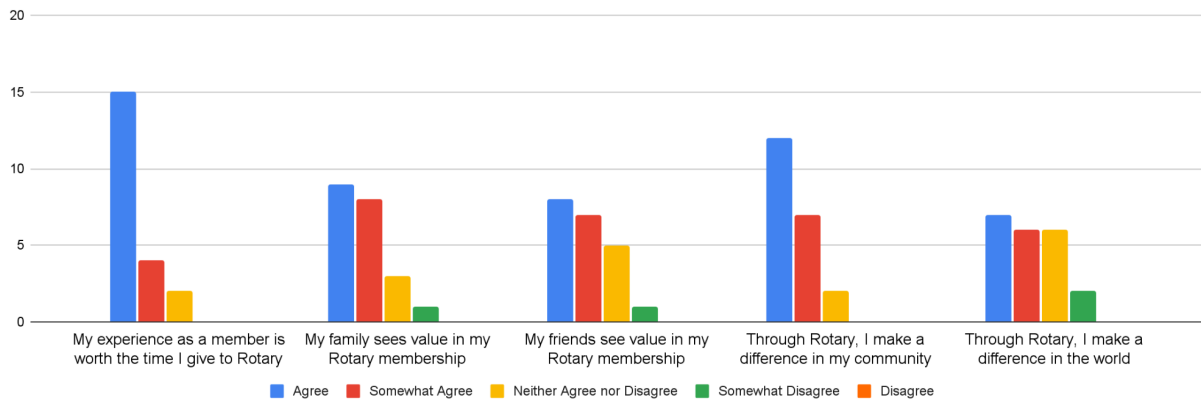
Indicate your agreement with the following statements about the value of your membership.



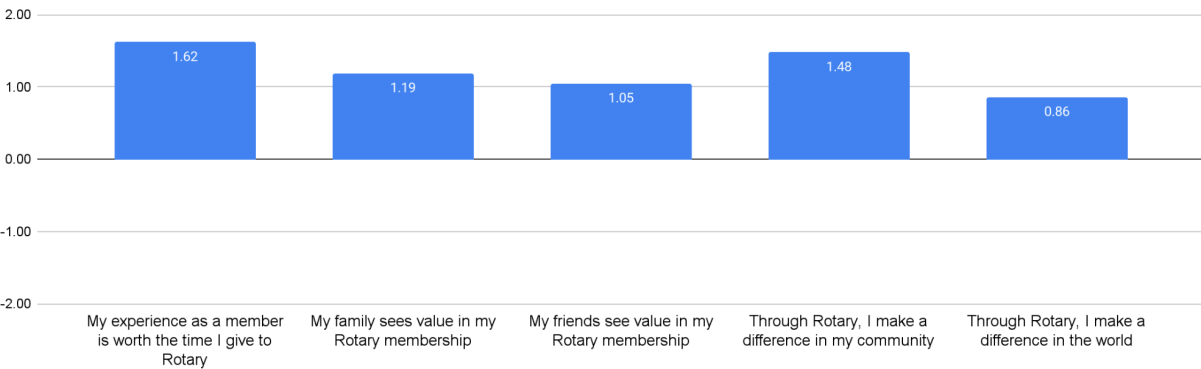
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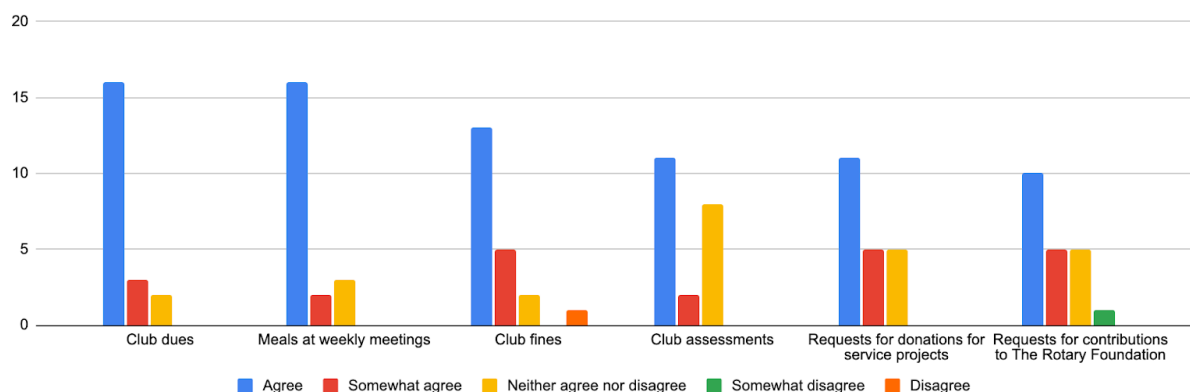
Comments and suggestions about the value of your membership.

Our Rotary is well respected in the community

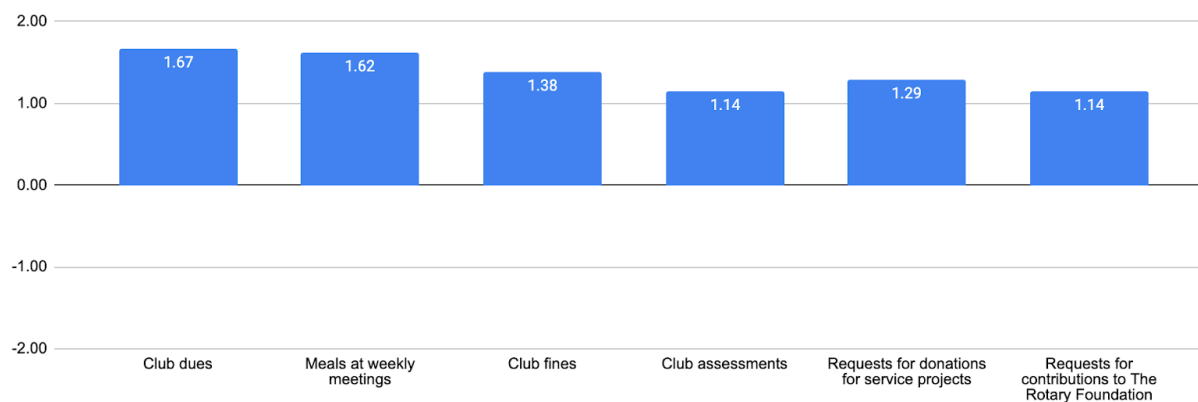
More international projects need to be initiated at the club level.

I'd like to see everyone in the club be in charge or involved in support of a club activity. Set the expectation for all, with the exception of those physically unable.

Thinking about the costs associated with club membership, how would you rate the following?



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Comments and suggestions about the costs associated with club membership.

Dues are cheap compared to other clubs. We do a good job of keeping the costs down. Perhaps we should promote some sort of payment plan for Paul Harris fellowships.

None.

Rotary foundation and international/district costs are confusing. It would be worth having a future rotary leader (district level) speak on the differences and why.

I think the costs are appropriate, but wonder what amount of fundraising is used to support the club versus how much is used to contribute to the community.

What is the Rotary Club of Urbana, Ohio known for within the community? In other words, what do you feel is the public perception/image of the club?

Freedom Grove, 4th of July Chicken Barbecue and Fair milkshakes

The club is a respected and valued part of the community. Urbana is a better place to live because of the Rotary Club.

A respected contributor to our community. I believe sometimes we are a well kept secret, glad to see we are having a greater social media presence to allow the general public to see more of the good works our Rotary does for the community.

Dairy Bar and Chicken BBQ

Civic organization that provides scholarships and fireworks through the dairy bar revenue.

The group is comprised of well-respected individuals who have an important influence on the community

Local community service and a connection to RI

We are known for the dairy bar and BBQ and fireworks.

By our service projects

Good perception of Rotary Club

Perception/image of the club has improved in recent years, but more work can be done.

Before joining, I saw the Rotary Club as being closely tied to visible, community-focused activities like taking care of Freedom Grove, organizing fireworks, and being present at local events like cooking chicken on the 4th of July and making milkshakes at the fair. These activities made me think of the club as a group that plays an active role in our community's traditions and celebrations

While we are known for our popular services at the BBQ Chicken Dinner and Champaign County Fair, I believe many people are unaware of our other community projects and what Rotary really is.

Positive - definitely known through our Chicken BBQ and Dairy Bar. I'd like to see us expand the image beyond our 2 big fundraising events

It used to be business leaders in the community. Now it may just be the people who cook chicken on the 4th of July and dip ice cream at the fair.

I think the club is known for the Chicken BBQ and the Dairy Bar, but not sure if the community knows anything more. The people I interact with at club fundraising events seem to have a good perception of the club.

What does the club need to start doing?
Continue to encourage membership growth.
Work to get more members
I think a more structured recruiting effort will help us to build a stronger group.
Always be campaigning for new members. Interview new members to learn their views and expectations.
Supporting more local causes, not just polio eradication.
Be more flexible with members who may not be able to attend weekly. Many join to do a service to the community, and sometimes other commitments may get in the way of rotary meetings/activities, but when members do participate that should be lauded. If regular participation is an expectation there needs to be more flexibility in how that can be accomplished, for example virtual meetings or make-up meetings.
Develop a Rotary connection with at least 2 area high schools
Not sure
Be conscious of the negativity and promote more joy within the projects and more opportunities for socializing with club members
Better communication to our community
Continue to build club membership and involvement in the community.
I think sponsoring a high school Rotary club would be a fantastic initiative. It could not only offer mentorship to students but also instill the Rotary's core value of "Service Above Self" at a young age. This would give students the opportunity to engage in community service, develop leadership skills, and work on projects that address local needs, creating a lasting impact while shaping future community leaders.
Start going into the community more and explain what Rotary is, how individuals can be involved with our club, the services we do, and more. Such as being involved in Second Saturdays or setting up at the fair with information about the club and what our goals are.
Thinking differently about ways to raise money and engage other clubs/organizations in some of our events/activities (Freedom Grove, road pick up, fundraisers and community events)
Grow the membership in order to continue to do our labor intensive projects.
Focus on having regular membership events. Share information about the funds raised (amounts) and what they go towards. For example, how much is donated throughout the year.

What does the club need to stop doing?
No feelings in this area
Complaining about our lack of members. Let's get out and do something about it!
Negative comments on our service projects.
Criticizing members who may have other obligations and are unable to regularly attend. It feels unwelcoming to newer members who are not used to it and deters other people from attending/joining. Often people wishing to join Rotary Club are busy people often with competing priorities or other responsibilities.
Not feel tied to the past.
Stop doing International Rotary
Less political guest speakers unless a candidate forum for all candidates.
Stop expecting members to work all day at Chix BBQ and multiple shifts at dairy bar. Lets engage youth, 4H, FFA, sports teams, schools, etc. into helping with the "heavy lifting" and even let their organization receive a small % of our profits towards their cause
NA
I'd like to see members stepping up to solve issues rather than just complaining. For example, there have been a lot of comments about doing fundraising events that take less physical labor, but it doesn't seem that anyone does anything to move forward.

What other suggestions or comments do you have to improve our club?
More members visiting community work sites another money raising project
We need a "cause" to make members always feel like they're making a difference.
Investigate a food truck event similar to Springfield's Rotary to replace the BBQ. Utilize food trucks instead of grilling ourselves.
I think doing this and the SWOT analysis are good first steps to discover what changes need to happen.
Keep asking questions and require us to be introspective and accountable to what we're doing well and where we need improvement
Encourage younger membership
None.
Also, When I think about hands-on service, I feel it's important to emphasize interacting with the public. The milkshake event is probably the most face time we get with the community, and we could build on that by increasing our direct engagement with people through more hands-on projects. This kind of interaction helps us connect better with the public and make a greater impact.
We need everyone to work on increasing membership - not just the board or the membership committee
I'm glad that we are taking the steps to update the club through the SWOT, this survey, and updating the constitution and bylaws. I think these actions will only strengthen our club.

Overview of Feedback

The chart below summarizes the results of the survey. It includes items that are areas of reinforcement, positives to celebrate and strengthen, along with those aspects of the club rated the lowest that may be a focus of future refinement by the club.

REINFORCEMENT:	REFINEMENT:
- Members care about one another (1.95)	- Rotary International updates (-0.15)
- Pride in club (1.95)	- I make a difference in the world (0.86)
- Feel welcome in the club (1.90)	- I invite friends and relatives (0.90)
- Good communication with members (1.81)	- I invite new members (0.90)
- Make valuable connections (1.81)	- Friends see value in membership (1.05)
- Club dues (1.67)	- Updating club processes (1.10)
- Experience is worth the time (1.62)	- Involving new members (1.14)
- Meeting length (1.48)	- Comfortable pace of change (1.20)

CLUB EXPERIENCE MATTERS THE MOST

Recent Rotary research confirms that the single most important factor in member satisfaction is the club experience.



Using our [Membership Assessment Tools](#) guide, which includes the [Member Satisfaction Survey](#), can help you craft an experience that reflects your members' interests and needs.