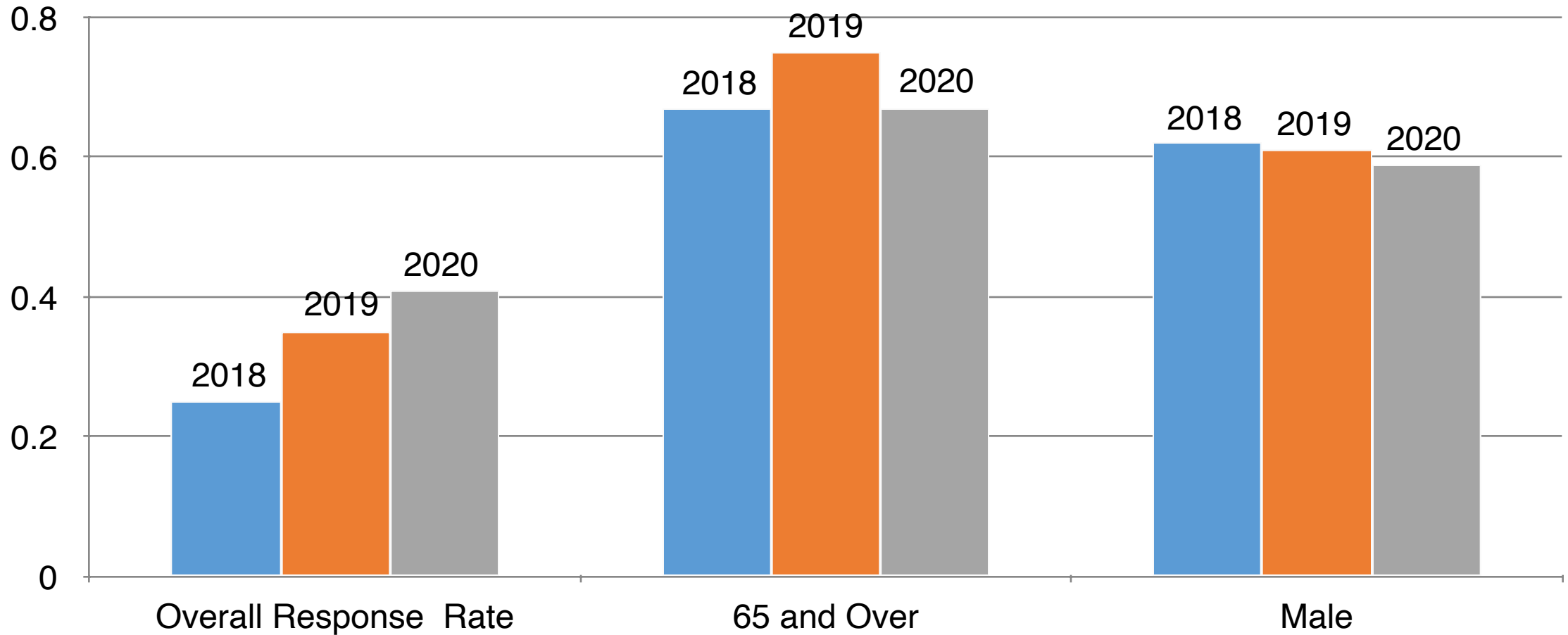


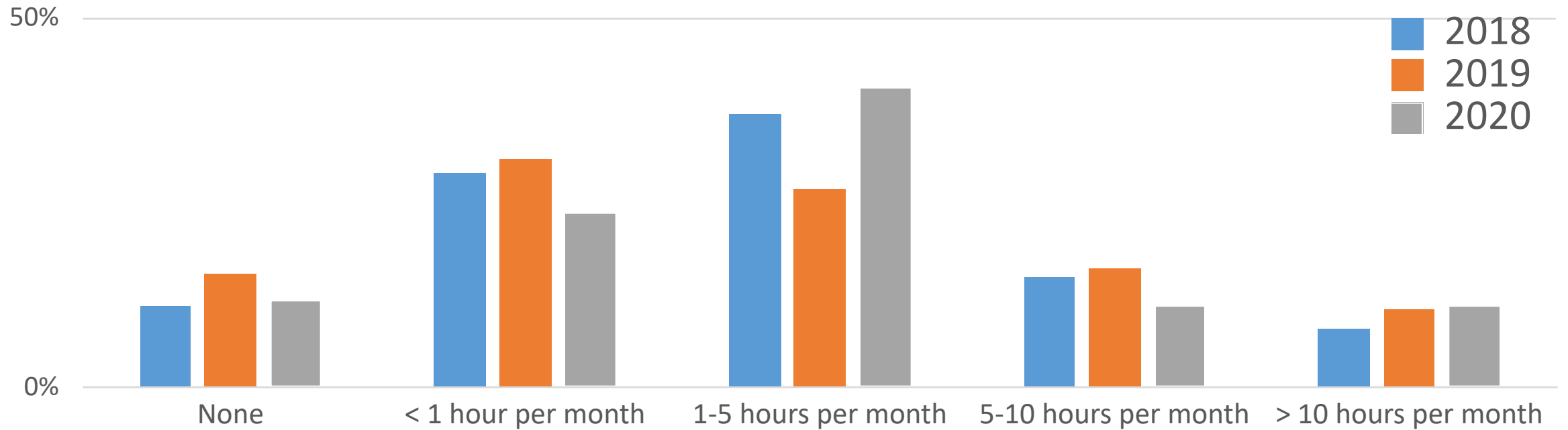
Rotary Club of Ann Arbor Annual Survey Results Presentation

Wednesday, August 5, 2020

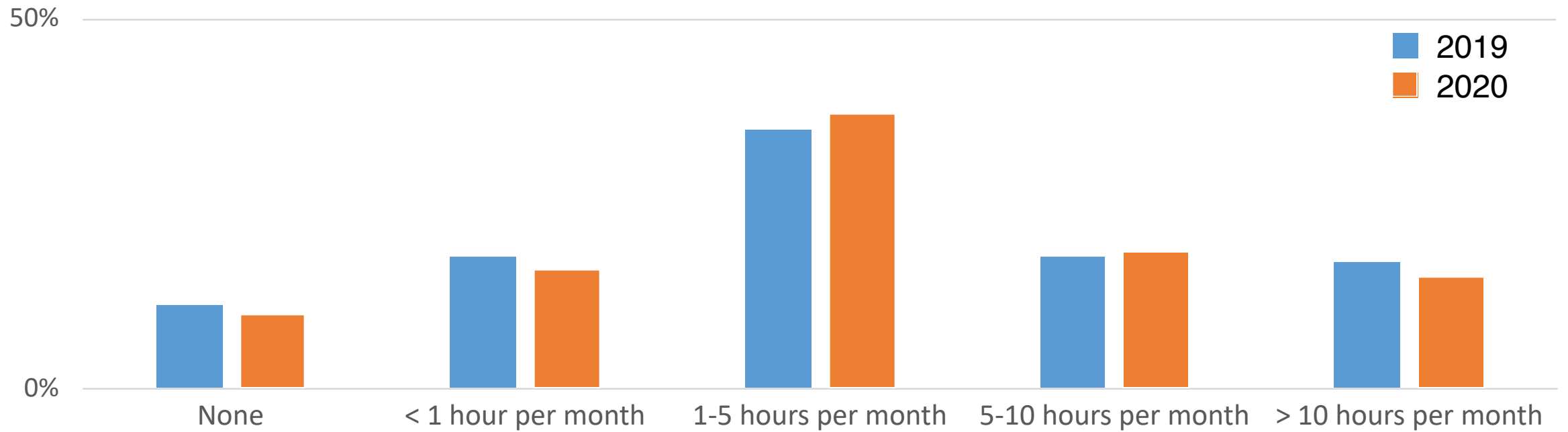
Overall Response Rates March 24 - April 8



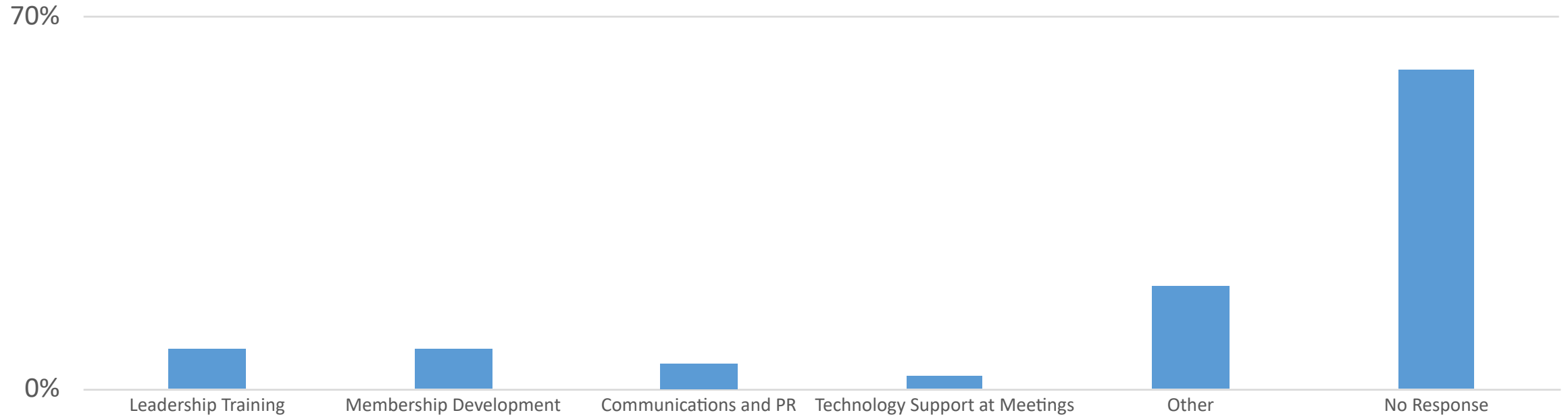
Question 1: On average how much time per month do you spend on Rotary activities outside of lunch meetings?



Question 2: On average how much time per month do you spend on volunteer activities outside of Rotary Club of Ann Arbor-sponsored events?



Question 3: I would like to become more engaged in the following areas (please check all that apply):



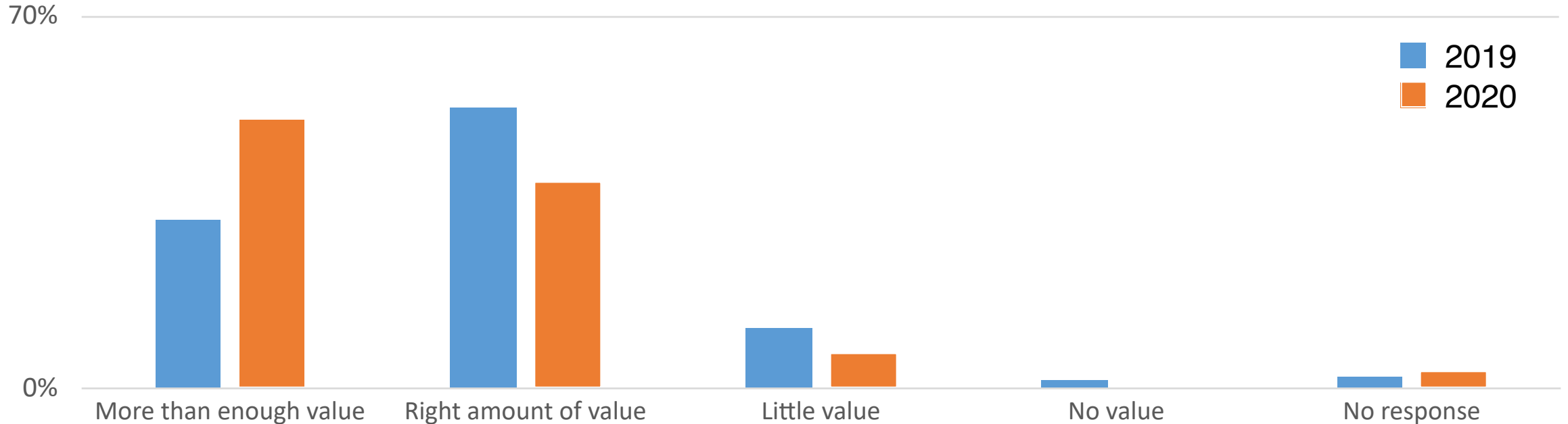
Q3: Responses to “Other”

- Not now, already committed to other activities (13)
- Golf and Tennis Outing (2)
- Programming (2)
- Reading to kids
- Evening meetings
- Strategic planning
- Community allocations
- Head Start Kids
- Local Rotary projects
- International activities

Q4: If you could change one thing about the Club to make your Rotary experience more rewarding, what would it be?

- **Meeting format:** Need to pivot away from a “mid-week lunch club” and respond to demographic and societal changes requiring a different format. Singing is popular, but a symbol of different times and may be off-putting to younger members. Eliminate lunch in favor of more fellowship. Include more active engagement with members during the lunch meeting. Continue to offer ZOOM meetings after COVID-19 ends. 2 1/2 hour time commitment is too much. Change meeting time to 4pm. Bring back Peter Greenquist and the news. Encourage members to not sit at same table all the time. (12 comments)
- **Membership:** Increase engagement. Identify a Chair for Membership Development and other open positions to ensure more participation by regular members. Reinstate Rotary Mentors. Recruit younger members. Increase diversity, focus on inclusiveness, need more focus on health and well being. (12 comments)
- **Status Quo** All Ok as is (9 comments)
- **Programming:** Programs have lost broad appeal. Quality of programming is important. Need more social events outside of meetings. Need more people to volunteer for committee work. Need more direct hands-on ways to volunteer. More service projects and programs directed to younger members. (8 comments)
- **Speakers:** Improve quality of speakers. Need more intellectual content such as politics, medicine and the arts, entrepreneurial dynamic in Ann Arbor. Don't avoid controversial topics and present both sides. Have fewer charitable pitches. Enable ability to send questions to speakers afterward. Speakers are a high priority. (7)
- **Dues and Fees:** Dues should be paid on time; need to lower the overall costs; especially to attract younger members. Rotary is expensive making it elitist and excludes many people. (4 comments)
- **Other:** No more bean soup! (2 Comments); easier parking (2 comments)

Question 5: Which of the following statements best describes your perception of the value you experience as a Rotary Club member for the amount of financial contribution you provide to the Club?



Question 6: Please rate the quality of the following elements of weekly membership meeting on a scale from 1 to 10 where 1 means "poor" and 10 means "excellent".

Elements of Weekly Meetings	Score	Scored 9 or 10
Degree to which you feel welcome by greeters	8.95	81%
Overall quality of speaker performance	8.77	68%
Quality of business portion of meeting	8.68	57%
Overall relevance of speaker topics	8.66	66%
Pre-meeting camaraderie	8.47	57%
Quality of technical aspects of meeting	7.95	44%
Quality of luncheon options	7.25	34%
Variety of luncheon options	6.53	31%

Q6: Open-ended Comments

- **Food (+):** Food is better at Union than at Webers, appreciate predictable, low-cost standard menu (5 comments)
- **Food (-):** Food is not important, doesn't meet my daily requirements, I don't eat lunch at meetings (5 comments)
- **Speakers (+):** Quality of speakers is great, appreciate learning something new each week (3 comments)
- **Speakers (-):** Speakers need more time, some there just to raise money, some are very agenda driven and have scolding tone (climate), speakers should stick to their expertise and not opinions, need more variety in speakers (e.g, art, science, technology and health) (6 comments)
- **Technology (+):** The double video screens are a nice add, mic system doing better, new AV system is great (3 comments)
- **Technology (-):** Powerpoint are difficult to see, need larger font and darker room. Need to upgrade technology to a professional system, better than homemade kit, mics are a venue issue, not a Rotary talent issue (3 comments)
- **General:** Great to be back at Union, would like more programming info from members, love the singing, vibe is much improved, greatly miss luncheon meetings during COVID-19, 2.5 hours for meeting including commute time impacts ability to attend, appreciate the value of mentoring and social time (8 comments)
- **KUDOS:** Rosemarie is suburb, organized, professional and welcome. Lois Jelnick is a gift from Heaven! (3 Comments)

Questions 7: Please indicate how often you read the e-Harpoon, visit the Club website, and visit the Club's Facebook and LinkedIn pages (Weekly, Monthly, Rarely or Never)

Response	2020	2019
Have read the eHarpoon weekly or more	88%	80%
Have ready the Rotary website monthly	53%	41%
Rarely or Never look at Rotary FaceBook page	76%	82%
Rarely or Never look at Rotary LinkedIn site	97%	94%

Questions 8 and 9: Please indicate how you rate the format and content of the e-Harpoon, the Club website, and the Club's Facebook and LinkedIn pages (% “Good” or “Excellent”; N/A if you do not interact with the medium)

Media Type	Format	Content	N/A Format	N/A Content
eHarpoon	95% (91%)	94% (94%)	2%	4%
Rotary Website	75%	71%	20%	26%
Rotary FaceBook page	29%	29%	69%	69%
Rotary LinkedIn site	11%	11%	88%	89%

Questions 8 and 9: Comments regarding format and content of e-media.

- **Harpoon:** Like the condensed version with link to “read more”; Harpoon is dated and repetitive; too many stock photos; new Harpoon is wonderful (4 Comments)
- **Website:** Like the ease of navigation; new website is wonderful; website is dated; need to update the look of the home page and images that have not changed in four years since its launch; website should communicate Board actions (5 Comments)
- **LinkedIn:** Didn’t know club had an account; will try to use more often (2 Comments)
- **Other:** Will try to access FaceBook and LinkedIn more often; love Club Runner; we also have You Tube and Twitter accounts (3 Comments)
- **KUDOS:** Lauren Heinonen is doing a great job! (1 Comment)

Question 10: What information do you look for when you access any of our club's media (e-Harpoon, website, or social media)?

- **Upcoming events** and meeting information, activities, news (64 mentions)
- **Speaker** Information (27 mentions)
- Reviews of **previous Rotary meetings** (17 mentions)
- News about **Rotary members** (13 mentions)
- **Committee activities** and news (9 mentions)
- **Volunteer** activities (7 mentions)
- **Club directory** and member contact information (7 mentions)
- Club **mission-related activities** (6 mentions)
- **Articles**, special features (3 mentions)
- **Rotary International** (2 mentions)
- News from the **Board or President** (2 mentions)
- **Other**: Club policies, community grant information, how to pay for events, more pictures!

Question 11: Have you shared a concern about the Club with a Club leader and if so, were you satisfied with the response?

Response	2020	2019	2018
No, I have not shared a concern	59%	66%	67%
Yes, I have shared a concern and I was satisfied with the response	30.5%	28%	21%
Yes, I have shared a concern and no, I was not satisfied with the response	1.6%	1%	11%

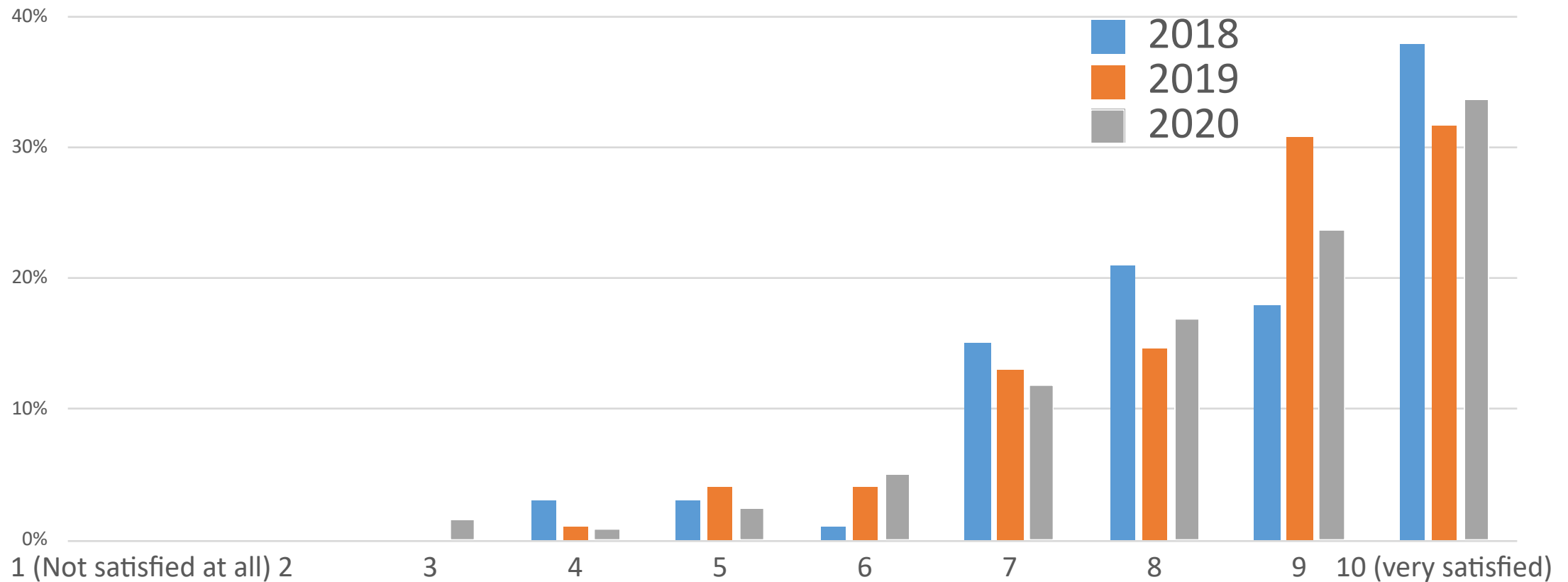
Question 11: Have you shared a concern with a club leader and if so, were you satisfied with the response? (Comments below are paraphrased)

- ** Improvement is needed for information security, legacy website still as PII, databases are not unified, needed to turn off VPN to answer this survey, our older members are at risk for identity-theft.
- Concerns about member retention and development (2 comments)
- My suggestions are not necessarily followed, but I appreciate when the club recently went the extra mile for me.
- The Club should NOT drop hints at the GTO dinner that the raffle winner's proceeds be donated back to the Club. There are a lot of guests at this otherwise wonderful event and this is not a good look for the Club.
- Opposed to luncheon options at Weber's and made this known but nothing changed.
- I do not agree with how Club Presidents are selected, it is not democratic. I have not mentioned this because of the ire it would raise with too many people.

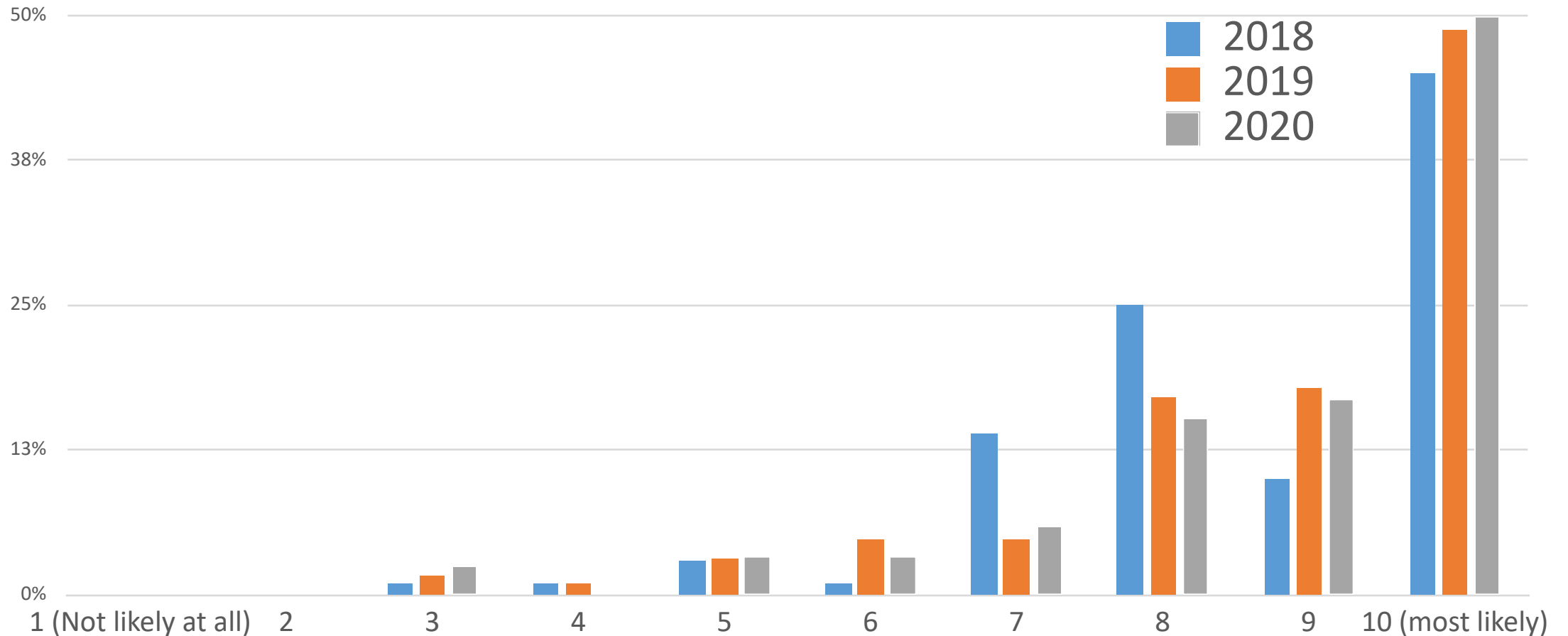
Q's 12-14: Overall Rotary Club Satisfaction and The American Customer Satisfaction Index (ACSI)

- The American Customer Satisfaction Index (ACSI) is the only **national cross-industry measure of customer satisfaction** in the United States. The Index measures the satisfaction of U.S. household consumers with the quality of products and services offered by both foreign and domestic firms with significant share in U.S. markets. (theacsi.org)
- The core questions in the model are 1: Overall Satisfaction; 2. Likelihood to Recommend; and 3. Compared to Ideal. These questions are in the public domain and are used in this survey for qualitative comparison, but not meant to be a scientifically equivalent measure to the ACSI.
- Current ACSI Scores (from theacsi.org)
 - Overall Customer Satisfaction (75.4)**
 - Subscription TV (64)
 - Public Administration and Government (66.7)
 - Hospitals (72)
 - US Postal Service (73)
 - Full service restaurants (79)
 - Cellular phones (80)
 - Soft Drinks (82)
 - Breweries (84)

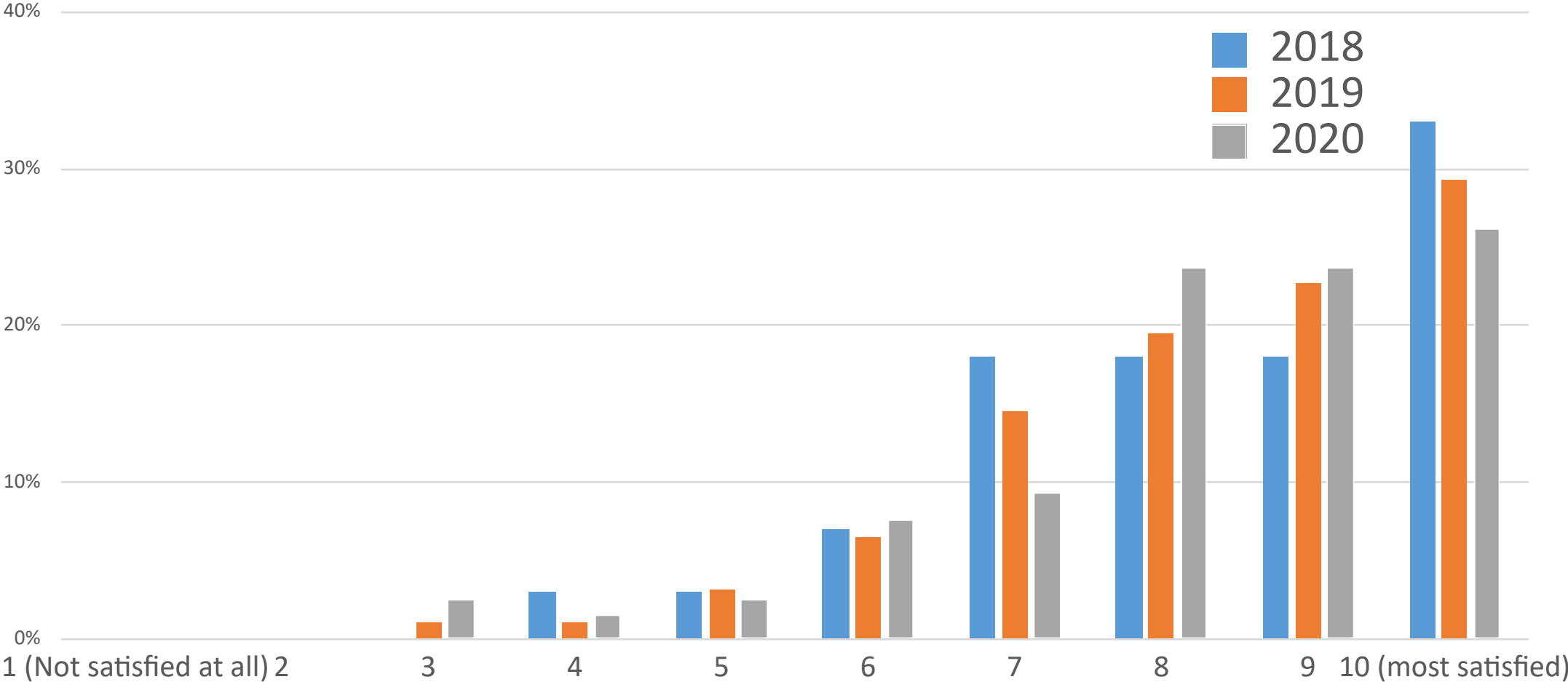
Question 12: How do you rate your overall satisfaction as a member of the Rotary Club of Ann Arbor? (Please rate on a scale of 1 to 10, with 10 being very satisfied)



Question 13: How do you rate the likelihood you would recommend the Rotary Club of Ann Arbor to a friend?(Please rate your likelihood on a scale from 1 to 10, with 10 being most likely)



Question 14: How do you compare your experience as a member of the Rotary Club of Ann Arbor to an ideal club membership experience? (Please rate on a scale from 1 to 10, with 10 being most satisfied)



Score Comparison

Response	2020	2019	2018
Overall Satisfaction	8.52	8.58	8.56
Likelihood to Recommend to a Friend	8.83	8.8	8.09
Compared to Ideal Club Experience	8.25	8.37	8.31
Straight Average	8.53	8.58	8.32

Question 15: Have you ever sponsored a Rotary New Member, and if not, why not?

Response	2020
Yes	60%
No	36%

Question 15: Have you ever sponsored a Rotary Member and if not, why not?

- Have tried but without success (8 comments)
- Annual dues and CSA commitment are too expensive (7 comments)
- Yes I have (6 comments)
- I am still trying to (6 comments)
- I am a new member (5 comments)
- Weekly commitment is too time consuming, especially for younger members (4 comments)
- Rotary is not a good fit for many of my friends (3 comments)
- I have been too busy, have competing demands (2 comments)
- Other: Don't live locally, have not been very social as of late.

Question 16: Please tell us what the Ann Arbor Rotary Club can do to support you during the COVID-19 outbreak.

- Nothing, **all is well**, thank you for asking (28 comments)
- Continue the **great Zoom meetings**, keeping in touch with Harpoon (16 comments)
- Appreciate the **support and outreach from club members** (7 comments)
- I'd like to **volunteer and help others** (5 comments)
- Would appreciate a **phone call** (2 comments)
- **Support others** in need, local non-profits (2 comments)
- **Other**: Continue reporting on committee work, make the fall GTO exceptional, be gentle with member expectations during this extraordinary time, stay home, donate from endowment to help COVID-19, Rotary is "keeping alive" throughout all their communications, spotlight one member a week and discuss Rotary activities that have impacted them.
- **KUDOS**: Tom Millard for his continuous outreach.

Question 17. The Rotary Club of Ann Arbor has continued to support the community during the COVID-19 outbreak. For example, our campaign supporting Food Gatherers has been extended and the Rotary Supports Summer Hunger program has evolved into a larger project focusing on children who rely on schools for their meals. What other ways would you like the Rotary Club of Ann Arbor to provide services to the community from the confines of our homes?

- Support IHPC and CAC to identify and focus on **other community organizations we should support**; collaborate with other Rotary Clubs, help internationally (7 comments)
- **Stay connected with members** electronically or by phone, make sure all members are supported (6 comments)
- Identify and **help those in need in our community beyond our members**; offering rides, run errands, make deliveries, etc. (5 comments)
- **Support health care workers**, those on the front line, donate PPE, support the MIT E-Vent Project (5 comments)
- Continue **focus on access to food**, extend Food Gatherers commitment (3 comments)
- **Other**: Tutoring, help the homeless, send encouraging e-mails to students, help those in service industries, continue income tax filing service, remind people of the need to help, ZOOM happy hours with a specific topic; book; documentaries, etc.
- KUDOS: **Ashish Sarkar** for his outreach to members.

Question 18. Please share one unexpected pleasure resulting from the need to stay home.

- **Getting more projects done** around the house, enjoying slower pace of life (21 comments)
- More time with **family** (15 comments)
- **Reading** more (13 comments)
- Calling and **more meaningfully connecting** with old friends, Rotarians (10 comments)
- **Exercising** more (9 comments)
- Enjoying **cooking, eating** more mindfully (8 comments)
- Getting better at **technology, enjoying ZOOM** meetings (7 comments)
- **Work** pressures alleviated, getting more done, fewer e-mails, working from home (in PJs), appreciate staff more (6 comments)
- Enjoying **hobbies**, music, piano, being creative, making facemarks (5 comments)
- Feeling **rested**, sleeping in more (5 comments)
- More **movies, TV, NETFLIX** (4 comments)
- Enjoying **pets** (3 comments)
- Enjoying **nature** (birds), yard work (3 comments)
- Not spending **so much money, saving** on gas and mileage (2 comments)
- *Appreciate how the light changes in the house throughout the day - magical.*
- *I miss my old life*