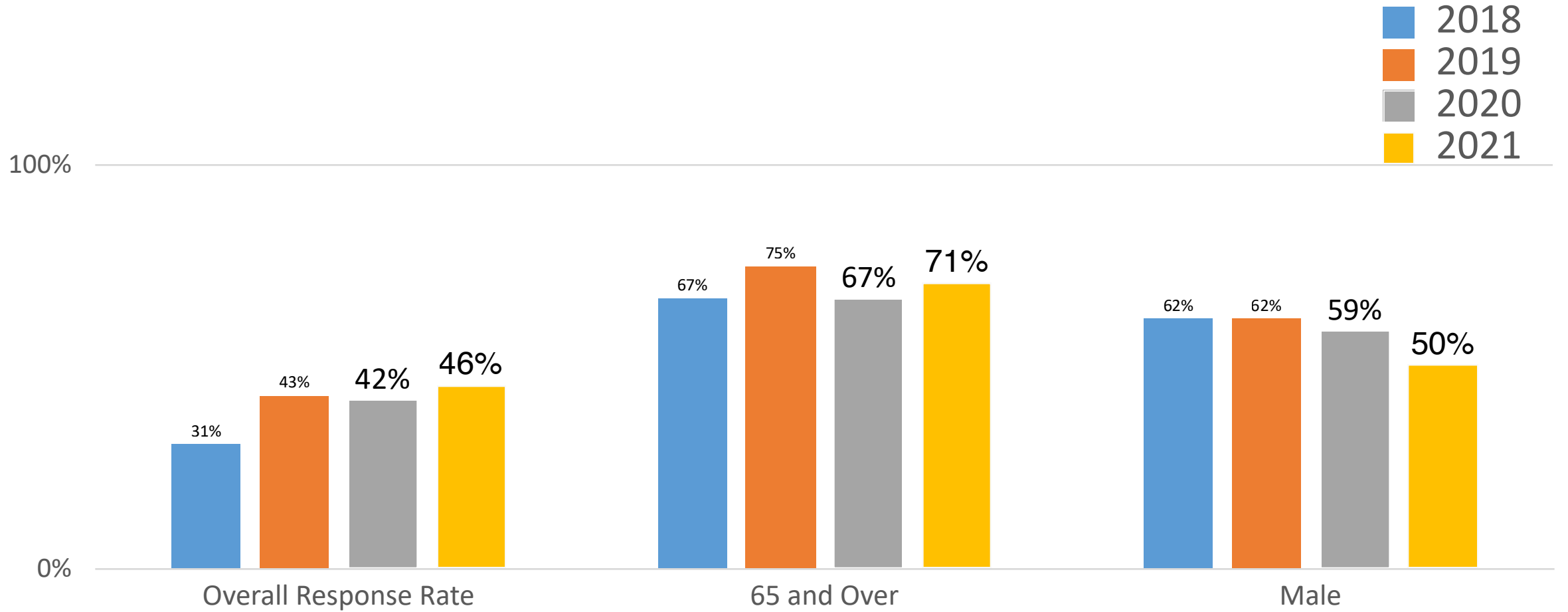


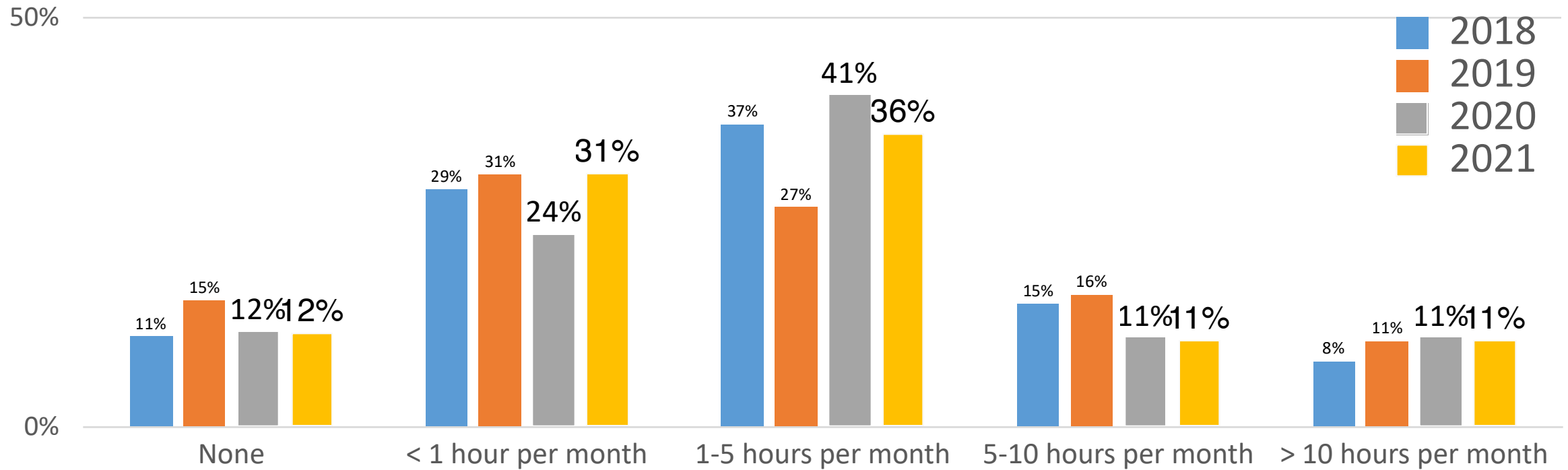
Rotary Club of Ann Arbor 2021 Annual Membership Survey Results Presentation

Wednesday, September 29, 2021

Response Rates



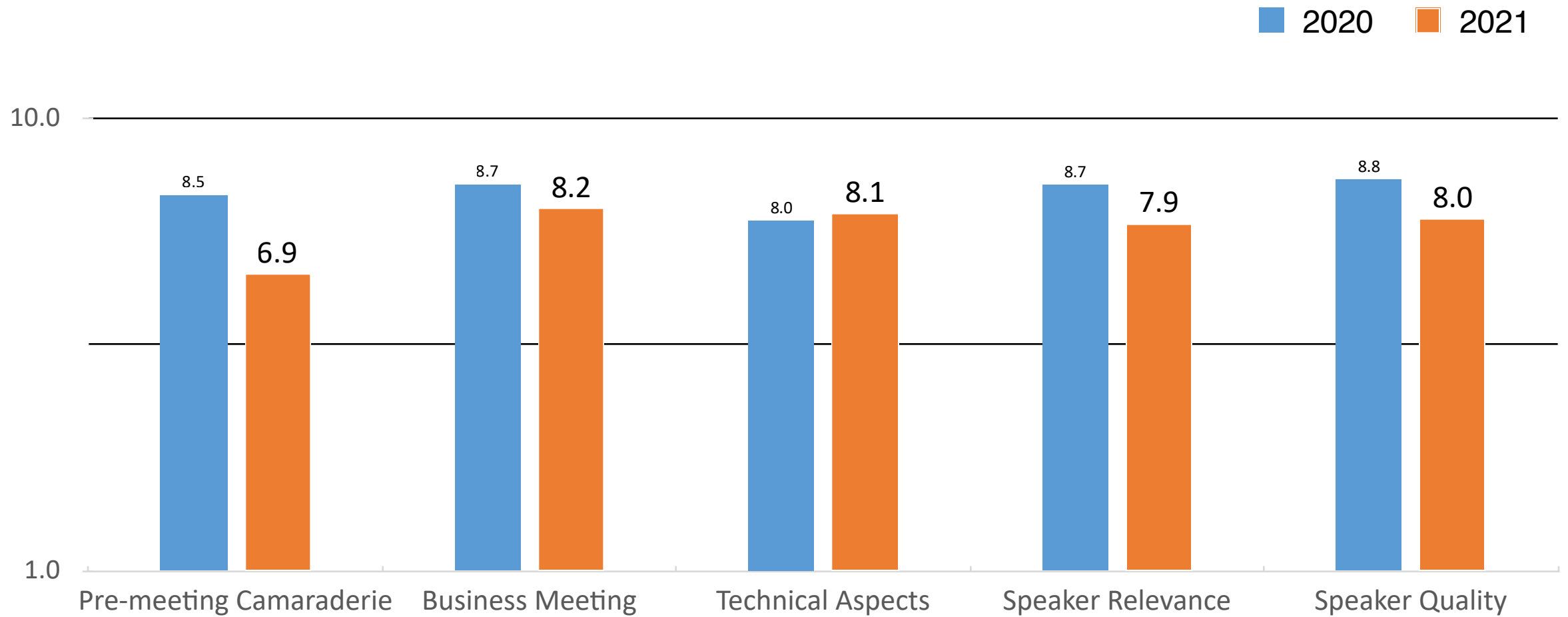
On average how much time per month do you spend on Rotary activities outside of lunch meetings?



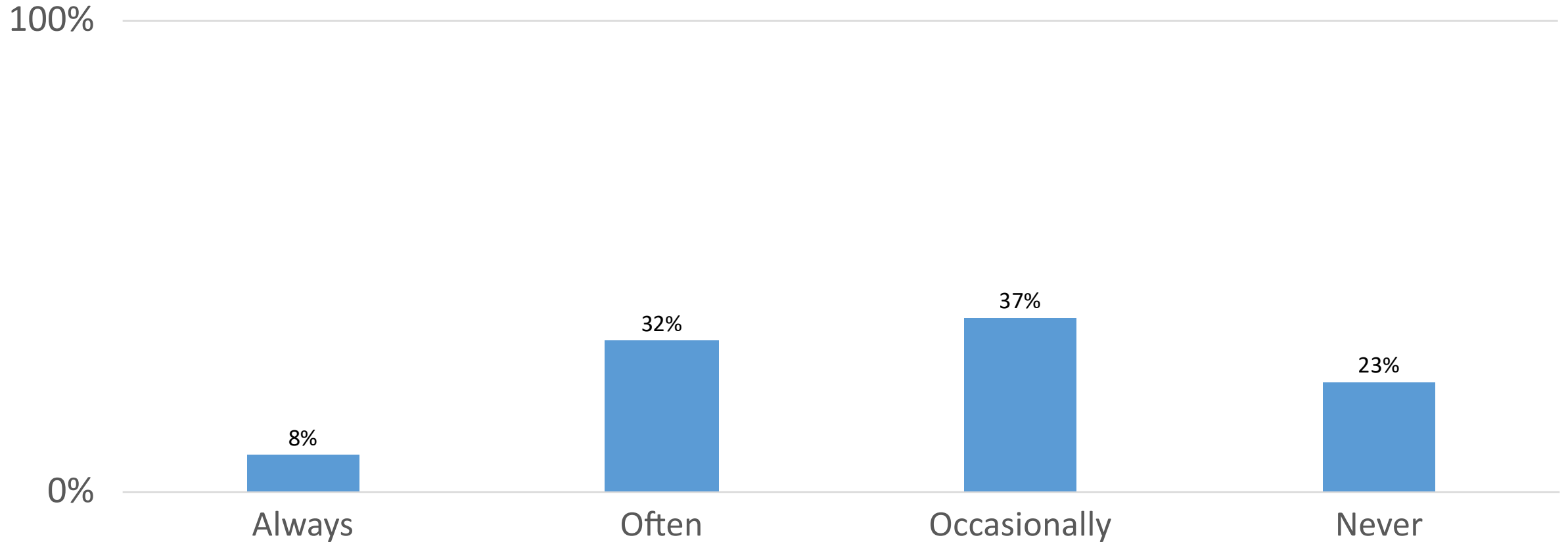
What other organizations do you volunteer for?

- Church (15)
- UMS (4)
- Kerrytown Concert House (3)
- Multiple Other Organizations (3)
- Boy Scouts of America (3)
- Tree Line Conservancy (2)
- Clements Library
- Social clubs for women
- The Creature Conservancy
- Ann Arbor Art Fair
- Ikebana International
- Purple Rose Theater
- NAACP
- Ann Arbor Community Center
- Professional Honorary Society
- Glacier Hill Retirement Community
- Washtenaw County United Way
- Washtenaw 100
- MSU School of Hospitality Business
- Dawn Farm
- JFS
- Society of American Period Furniture Makers
- Waterman
- TACAM
- FWC
- Friends in Deed
- King's Singers Global Foundation Concert of Colors
- African American Endowment Fund
- Washtenaw Housing Alliance
- Border to Border Trail
- Association of Performing Arts Professionals
- Michigan prison doula initiative
- Delonis Center
- A2Ethics
- Institute for Social Research
- UM Academic Programs
- Tuner Senior Wellness Center
- City of Ann Arbor Greenbelt Advisory Commission
- PR Run Club
- Michigan Theater
- Beaver Island Cultural Arts Association
- Haiti Nursing Foundation
- Organization in Guatemala
- International House
- Wayne State University Peace and Conflict Studies Center
- Chelsea Rod and Gun
- Bridgetown Condo Association
- Ann Arbor Storytellers Guild
- Arbor Hospice
- Ann Arbor Fiber Arts Guild
- Michigan Foster Care
- Closet Headstart
- Exchange Club of Jackson
- Travis Pointe Country Club
- Beta Theta Pi of Michigan
- American Legion
- Concordia University
- Washtenaw Community Concert Band
- Neutral Zone
- Habitat for Humanity
- Big Brothers Big Sisters
- Girls Group
- PEO
- United States Submarine Veterans
- University Lutheran Chapel Alumni Association
- High School Reunions
- Association of Fellow Retirees
- Osher
- Washtenaw Literacy
- Baroque on Beaver Musical Festival
- Thrift Shop of Ann Arbor
- Leslie Science and Nature Center
- Hands on Museum
- Legacy Land Conservancy
- Wayne State University
- United States Power Squadron
- Lighthouse of Oakland County
- The Pink Fund
- Kirk on the Hills
- United Way

Please rate the following aspects of the weekly membership meetings:



Does the program scheduled for the upcoming meeting effect your decision to attend?



What aspects of the program announcement do you consider when deciding whether to attend? (Please select all that apply)

Will the meeting be ... ?	Percent Chosen
N/A - I attend every meeting I can	50.5%
Offering information I need to know	49.5%
Relevant to my profession or personal interests	41.4%
Entertaining	40.4%
Motivational or uplifting	32.3%
Consistent with the Club's mission	27.3%
Interesting to a guest I could invite	26.3%
Helpful to me in my club responsibilities	18.2%
More pleasant than other activities I could be doing	12.1%
Other*	3.0%

* Three comments: Attends because it is a rewarding habit, Does not like ZOOM calls, too much U of M content

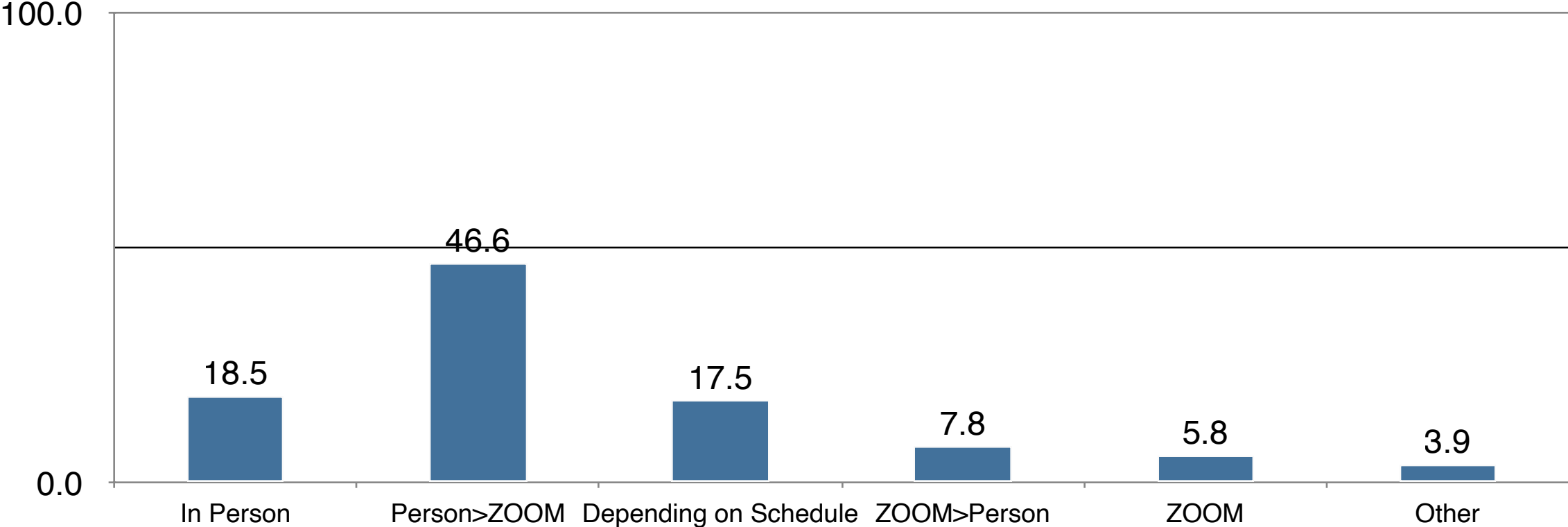
**What topics or types of programs do you feel would be effective in attracting potential members to our club, as well as encouraging more current members to attend luncheon meetings?
(Please check all that apply)**

Topics	Percent Chosen
Environment/Climate	70.0%
Medicine	69.0%
Arts and Culture	68.0%
Local Interest	66.0%
The work of our club	63.0%
U of M (The President and Other Leaders)	62.0%
Science	60.0%
Business	52.0%
Government	52.0%
Non-profits	49.0%
Technology	47.0%
Sports	44.0%
Entertainment (Bands and Choirs)	43.0%
Politics	37.0%
Rotary International and The Rotary Foundation	33.0%
Education (Through high school)	31.0%
Other	11.0%

**What topics or types of programs do you feel would be effective in attracting potential members to our club, as well as encouraging more current members to attend luncheon meetings?
(Answers to “Other”)**

- We need a variety of topics to attract a broad audience. (3)
- Topics should be relevant to prospective members’ professions as long as professions are non-management and non-sales.
- New members who think they can get business through Rotary leave within a year or two when they don’t realize their return on investment. Perhaps we should consider business networking events?
- We are fortunate to have speakers in our Club who are at the very center of their topics. This is more important than talking about RI or RF.
- I support the “Each One, Bring One” campaign that are relevant to RI’s monthly themes.
- Our topics should be less U of M-centric.
- Topics that are lighter, more humorous in nature.
- Homelessness
- Veteran’s Job Literacy
- Children’s Literacy
- Women’s Interests
- It is a privilege to learn about topics non-members may not know about.

**When we are able to resume our luncheon meetings in the Union, what are your thoughts regarding continuing to maintain our ZOOM capabilities?
(Please check one)**



**When we are able to resume our luncheon meetings in the Union, what are your thoughts regarding continuing to maintain our ZOOM capabilities?
(Answers to “Other”)**

- Given my present work situation, I need to use vacation time to attend weekday lunchtime meetings.
- Zoom works great in summer when I am on Beaver Island.
- Zoom has served its purpose during this epidemic, but is not nearly as satisfying to listen to because of some individual's set-ups (sound, camera, and lack of participation during the social half hour.) Live meetings are much more satisfying.
- Will depend on health and vulnerability status of my "bubble" members.

For which of the following electronic resources do you have competence? (Please check all that apply)

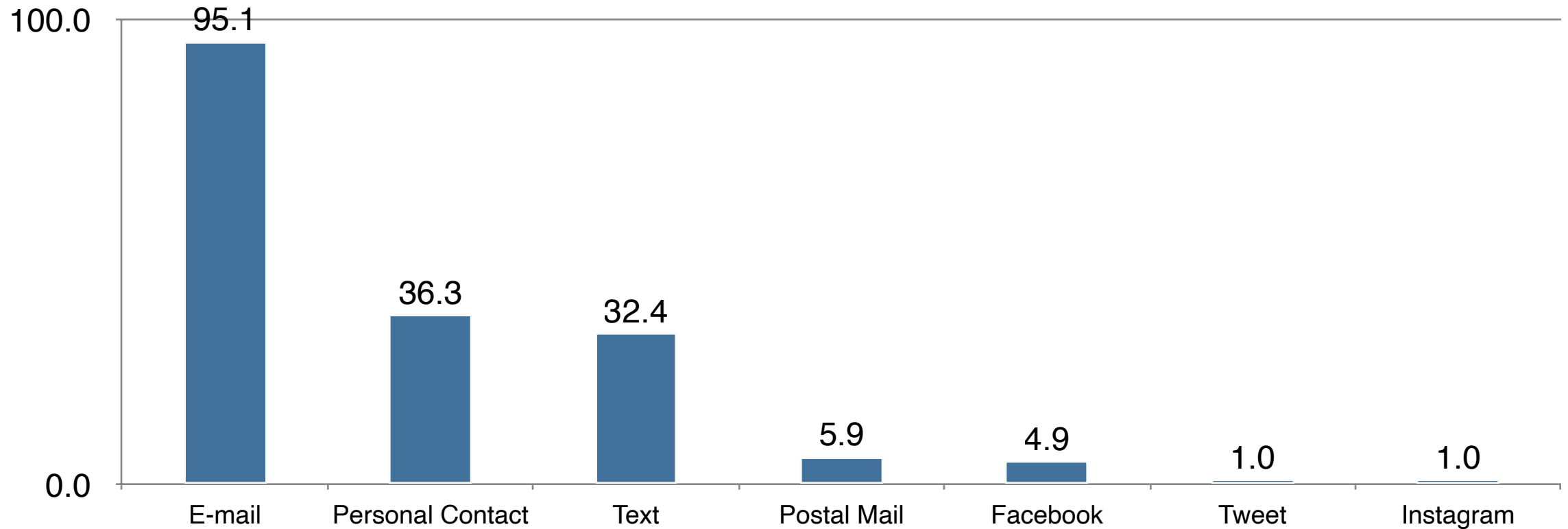
Resources	Percent Chosen
E-mail	95.0%
Desktop or laptop	91.0%
Smartphone	86.0%
Texts	82.0%
Tablet	62.0%
Facebook	48.0%
Instagram	21.0%
Twitter	17.0%

How do you learn about what is going on in our club? (Please check all that apply)

Sources	Percent Chosen
The Ann Arbor Rotarian Newsletter	93.2%
Personal contact with Rotary (meeting announcements, committee work, member communication)	64.1%
The Rotary of Ann Arbor website (www.a2rotary.org)	44.7%
The Rotary of Ann Arbor Facebook page	10.7%
The Rotary of Ann Arbor Twitter feed	1.0%
The Rotary of Ann Arbor Instagram account	1.0%
Other*	1.0%

* Meeting Attendance

What is the most effective way for the Rotary Club of Ann Arbor to communicate with you?



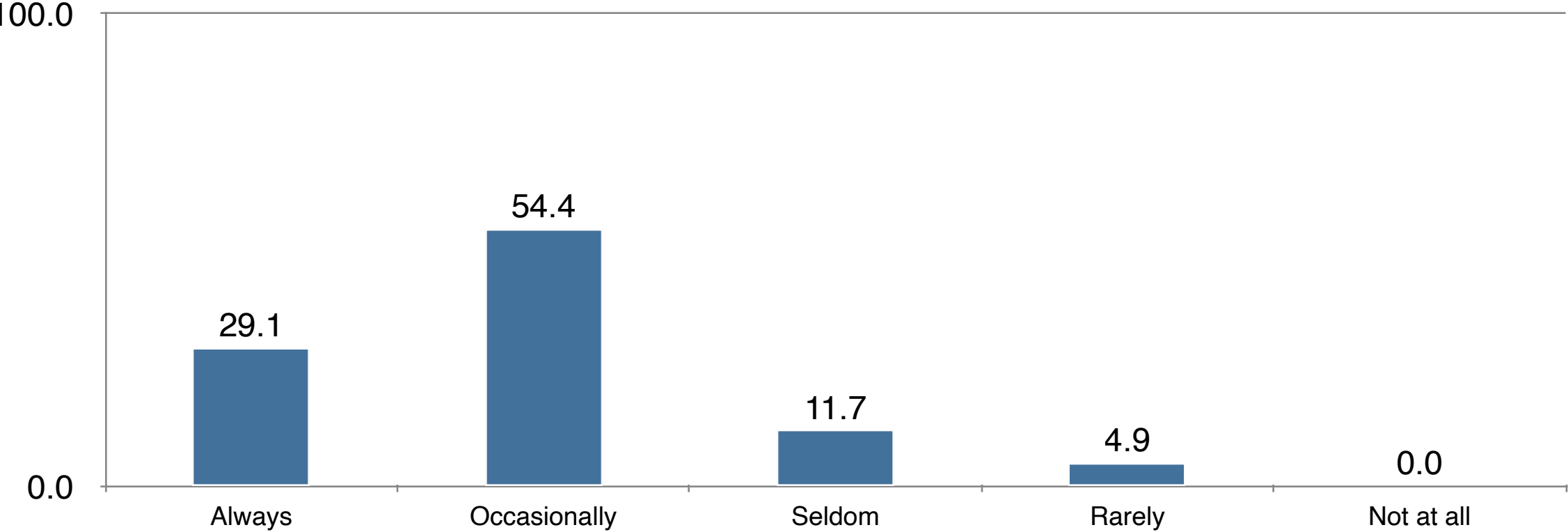
What do you think are the most effective ways for our club to acquaint prospective members with Rotary? (Please check all that apply)

Ways to Communicate	Percent Chosen
General personal contacts by members	89.2%
Specific personal contacts by Membership Committee members	62.7%
Earned “free” mass media such as PSAs, press releases, CTV sessions, talk show appearances	30.4%
Free social media posts by members	27.5%
Paid social media such as “boosted” Facebook article placements to specific users	14.7%
Paid mass media such as billboards, radio spots, print ads, bus wraps, etc.	10.8%
Other	4.9%

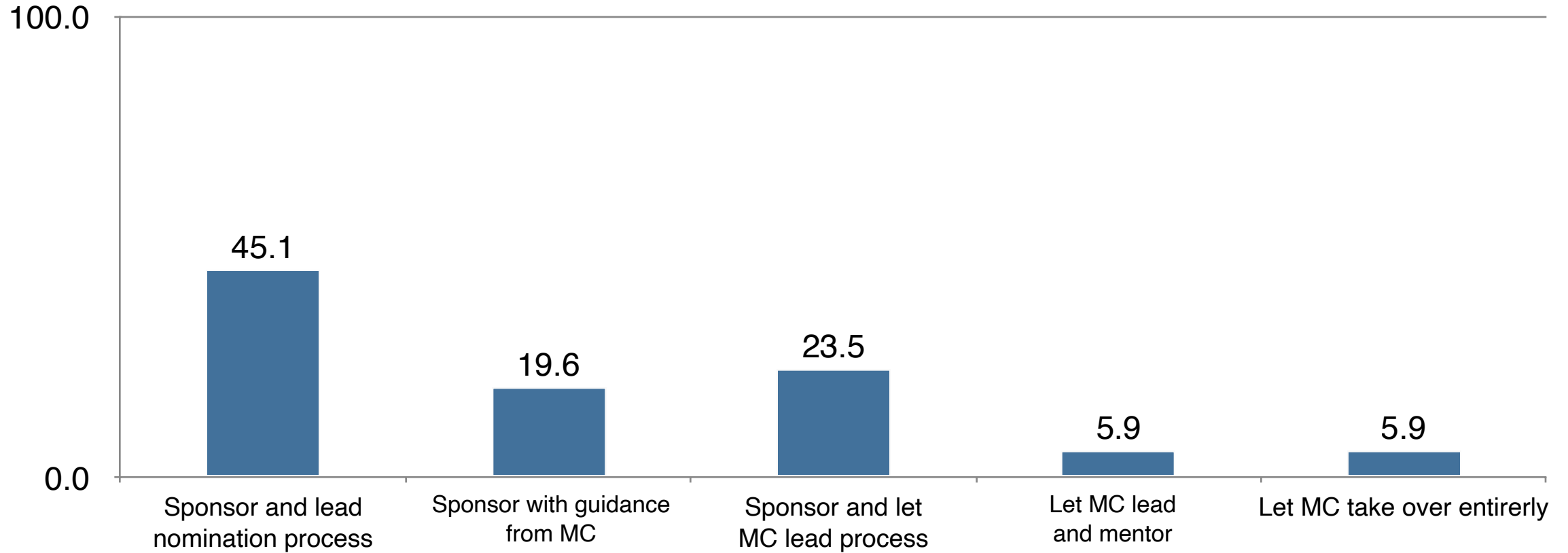
What do you think are the most effective ways for our club to acquaint prospective members with Rotary? (Answers to “Other”)

- Invite friends as guests via ZOOM or in person to a particular meeting of interest or Rotary event. (2)
- Paid mass media is a good idea; let's see if other clubs have done it.
- Work with other non-profits or professional organizations; provide opportunities for Rotarians to speak at their meetings.
- Sponsor activities or events that raise profile of our club.

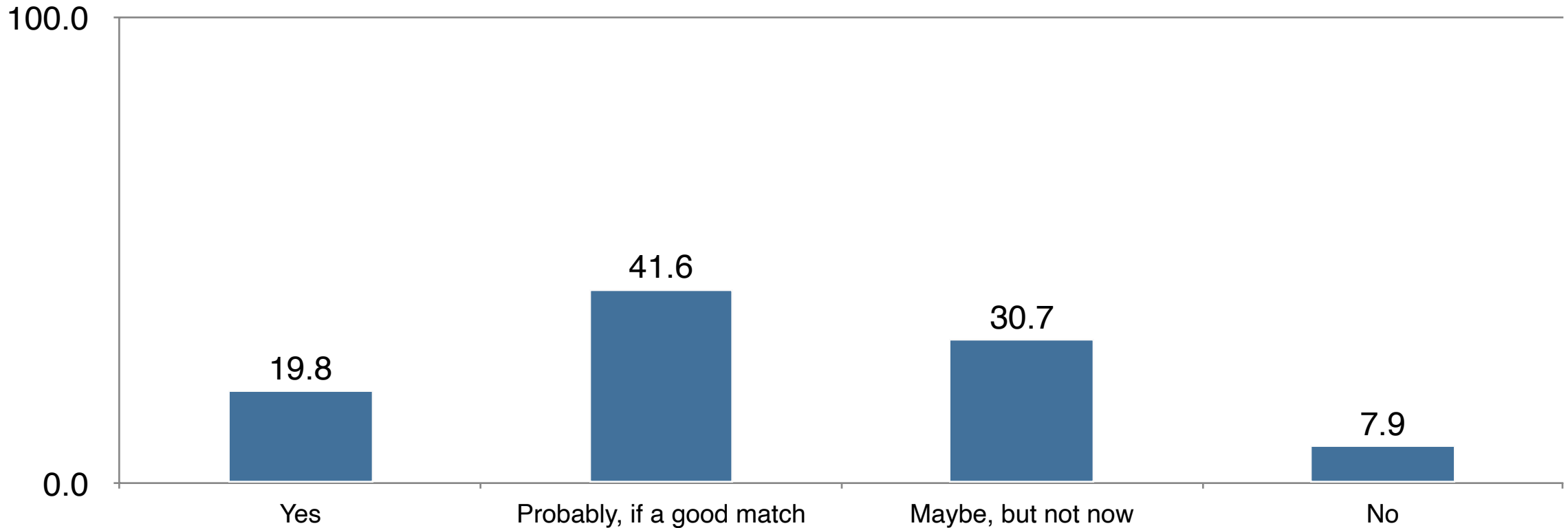
Are you on the lookout for persons who might become good Rotarians? (Please check one)



Should you identify a good candidate, how would you like to proceed? (Please check one)



Would you be interested in sponsoring or mentoring a new or transferring Rotarian? (Please check one)



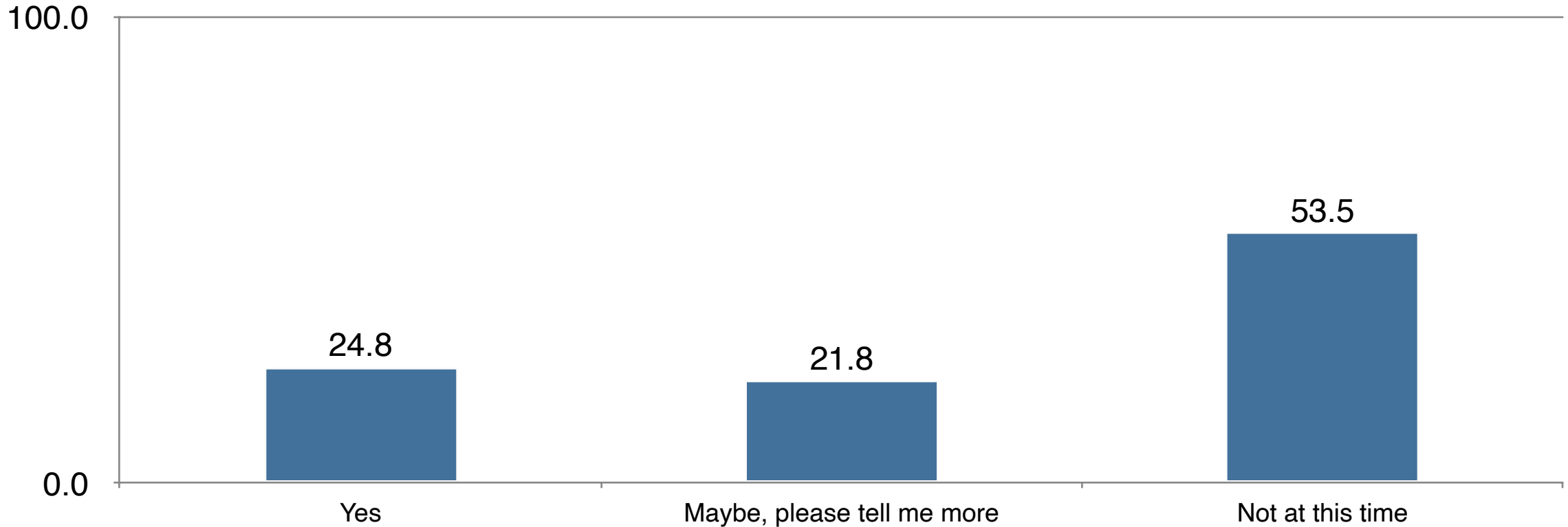
Would you like to become more involved in the club and its activities? (Please check all that apply)

Activities	Percent Chosen
Ad hoc efforts as an individual, also known as “bite-size” tasks	49.4%
Ad hoc efforts as part of a small group	42.9%
Committee Membership	37.7%
Other	11.7%
Committee Leadership	10.4%
Club Director or Officer	9.1%

Would you like to become more involved in the club and its activities? (Answers to “Other”)

- I am as involved as I can be, no time for more activities (6)
- I have plans to transfer to another club
- Will continue to do “behind the scenes” work; sharing institutional knowledge, support club leaders, District work
- Social activities such as outdoor breakfasts

**Our club is committed to Diversity, Equity and Inclusion. Would you like to be part of a “classification survey” to analyze our current situation and make recommendations?
(Please check one)**



**In your opinion, what are some the changes the club could make to attract new members and better engage and retain current ones?
(Please check all that apply)**

Changes	Percent Chosen
Raise awareness of Rotary among non-Rotarians, particularly potential candidates	75.0%
Provide and promote more opportunities for service	51.0%
Reduce financial barriers	44.0%
Provide and promote more opportunities for fellowship	44.0%
Provide and promote more opportunities for personal growth	38.0%
Establish and cultivate a “leadership pipeline” by mentoring, training and assignments	30.0%
Other	9.0%

**In your opinion, what are some the changes the club could make to attract new members and better engage and retain current ones?
(Answers to “Other”)**

- Provide professional networking opportunities in ways that are compatible with “The 4-Way Test” (2)
- Diversify membership, younger members (2)
- Showcase impact and outcomes
- Keep ZOOM option available and lessen attendance requirement
- Offer different meeting time; I couldn’t attend until I retired
- Sponsor activities and events that raise the profile of our club
- Offer half-price memberships for spouses

Other than a significant life event, what are some possible reasons you might consider resigning from the club? (Please check all that apply)

Reasons	Percent Chosen
I have competing priorities with my family or career	35.4%
The financial obligations outweigh the benefits	28.1%
The direction of the club is no longer in line with my expectations	26.8%
The weekly meetings are not meeting my expectations	25.6%
The Wednesday luncheon meeting time is not consistent with my schedule	15.9%
I have developed other interests	15.9%
Other	13.4%
I have some personal conflicts with others in the club	8.5%
My contributions are not being valued sufficiently	7.3%

Other than a significant life event, what are some possible reasons you might consider resigning from the club? (Answers to “Other”)

- None/I would not leave/Emeritus status (4)
- Age and/or health (3)
- It is hard to feel part of this club because it is so big - people want to learn about each other
- There is not an opportunity for networking, I like the 2-hour meetings but it is a long time to take off during the workday.
- I've been a member a long time and ready to devote time to other activities
- The service priorities of the club no longer match my own
- Extremism
- May leave to attend a club closer to me.

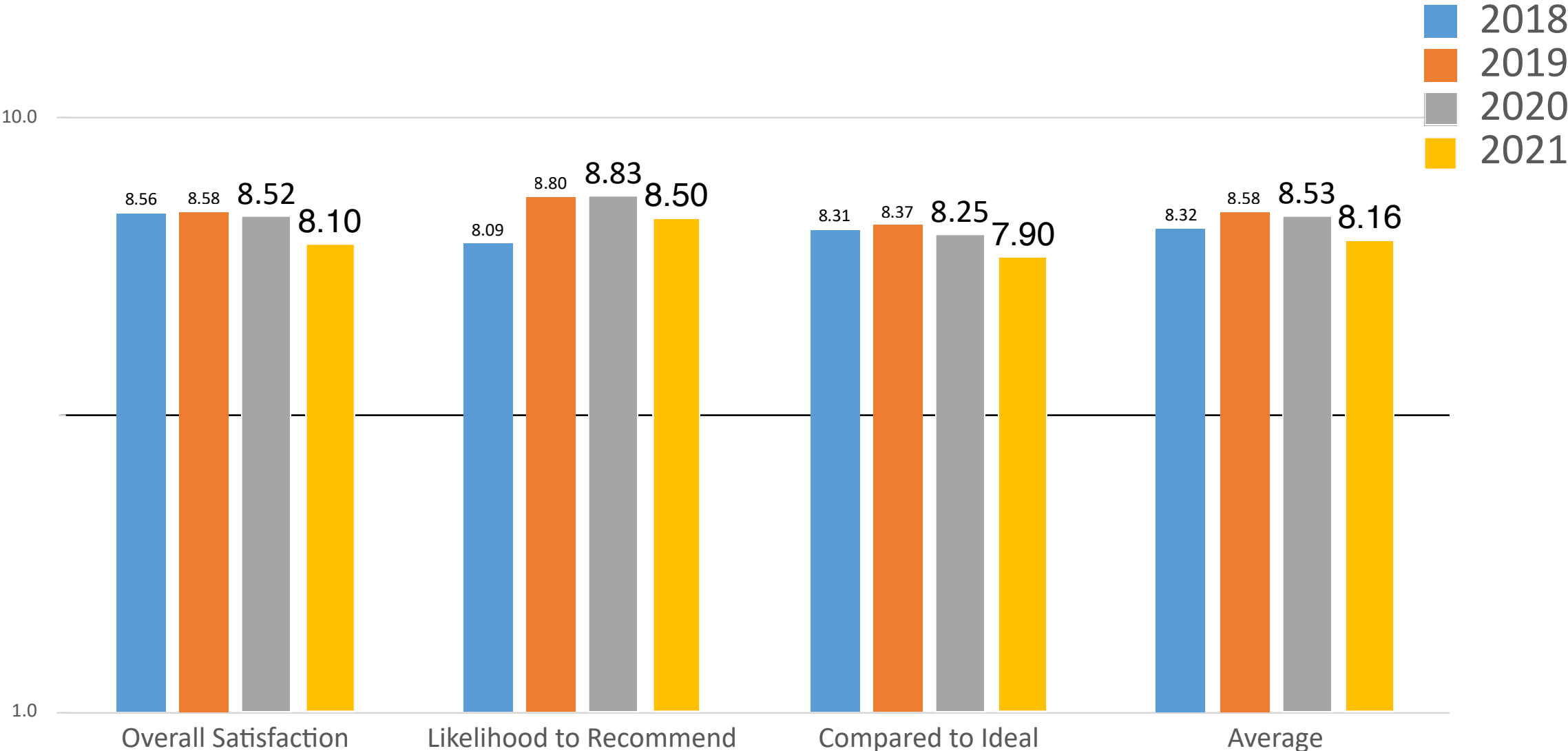
Ann Arbor Rotary Club Overall Satisfaction and The American Customer Satisfaction Index (ACSI)

- 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, 73.6)**
 - Subscription TV (64, 65)
 - Public Administration and Government (66.7, NM)
 - Hospitals (72, 69)
 - US Postal Service (73, 71)
 - Full service restaurants (79, 80)
 - Cellular phones (80, 79)
 - Soft Drinks (82, 80)
 - Breweries (84, 81)

Score Comparison

Response	2021	2020	2019	2018
Overall Satisfaction	8.1	8.52	8.58	8.56
Likelihood to Recommend to a Friend	8.5	8.83	8.8	8.09
Compared to Ideal Club Experience	7.9	8.25	8.37	8.31
Straight Average	8.16	8.53	8.58	8.32

Score Comparison



What is one change the club could make so that the Rotary experience is more rewarding for you?

- Get back to in-person meetings (13)
- More opportunities to socialize and get to know other members' interests, difficult to get to know longer term members (8)
- More opportunities for service projects, shorter term projects (5)
- Be able to accept and embrace change (3)
- Keep Rotary young and fresh, attract younger members (2)
- The more I put into Rotary, the more I get out of the experience
- Ask how we can be beneficial to all beyond just our own Rotary Club
- Don't change a thing

What is one change the club could make so that the Rotary experience is more rewarding for you?

- Have meetings and activities and reduced costs to young people
- Consider a “voluntary fee” for those over 80 on a fixed income
- Concern about recognizing people who become Paul Harris Fellows based upon their financial contributions
- Consider meeting times other than lunchtime
- Bi-weekly meeting
- Do not bring politics into meetings or committees
- Programs and speakers need to represent broader political views
- More local and state speakers talking about issues going on in other parts of Michigan and the midwest
- Allow more time for speakers and and stick to time-limits during the business portion of the meetings.
- Business portion of the meetings should be shorter, or one meeting a month be all business
- I think choosing "Rotary Newsletter" as the new name for the newsletter was ill-conceived. We are not the only Rotary Club in Ann Arbor, we do not speak for all clubs.
- Better food options, more protein
- The free range social time on ZOOM has been enjoyable

Observations

1. Membership has dropped 18% since 2018 and 14.5% just in the last year.
2. Ann Arbor Rotarians are less satisfied with their Rotary experience. This reflects the national trend regarding experiences with goods and services as measured by the American Customer Satisfaction Index and the trend regarding pervasive malaise in our lives.
3. A sense of personal connectedness resonates deeply within Ann Arbor Rotary.
4. Ann Arbor Rotary is not getting much lift from Twitter, Instagram and Facebook accounts.
5. There seems to be a need for professional networking in order to attract and retain young professionals.
6. There are competing views on the focus of diversity in the club. Some are concerned the club is too “woke” or “using a drumbeat” to make a point about diversity while many seem able and willing to embrace change and diversity within the club.

Recommendations

1. Consider moving the meeting time from lunchtime to after work or other non-work times.
2. Do not completely abandon ZOOM; many want flexibility.
3. Focus more on personal connections to grow the club rather than Facebook, Twitter and Instagram.
4. Provide more opportunities for local service; and opportunities for members to get to know each other in person.
5. Club leadership should engage in a long term strategic planning process to grow and retain membership.
 1. How will the values of diversity, equity, and inclusion bolster the relevance of the Ann Arbor Rotary Club?
 2. How does Rotary attract and retain members in each decade of adult life?
 3. How does Rotary programming appeal to both working and non-working adults?

Some final thoughts.....

“I think that the club has lost a lot of its local focus, and is losing touch with Ann Arbor and the direction it's heading. I think that the pandemic has exacerbated this. I'm not sure how to get us back on track, but this is why we're losing members in my view. We really need more strategic planning to assess our community needs and then figure out what we can do to meet them.”

“More time (structured activities) at meetings to talk around the table to get to know members. If you are new, it is extremely difficult to break into the membership. That's hard for long time Ann Arbor-ites to see. You are losing members because it's a closed circle with no outreach. Incorporate a time of sharing ... and new people will [feel] part of the group. The club has a very old feeling, old people - about it.”

Some final thoughts.....

“Flexibility with understanding where various members are in their current life path (e.g., professional, family, etc.) in terms of expectations for participation. This isn't necessarily a 'change' that needs to be made, rather a priority that should be uplifted. I think this will go a long way with recruitment efforts for potential members who are in a younger (20s, 30s, 40s) demographic.”

“Increase the diversity and inclusiveness of the club - I think members, including myself have a great deal they could learn about unconscious bias, respect and equity - I would love to see workshops and experiences that would inspire growth in these areas.”

“I ... so admire our executive director's and board and committee members' desire to keep our Club relevant to and highly valued by its members. I am a grateful member. Really admire how the executive and lay leadership of the Club made the very best out of this challenging past year in the pandemic. Bravo!”