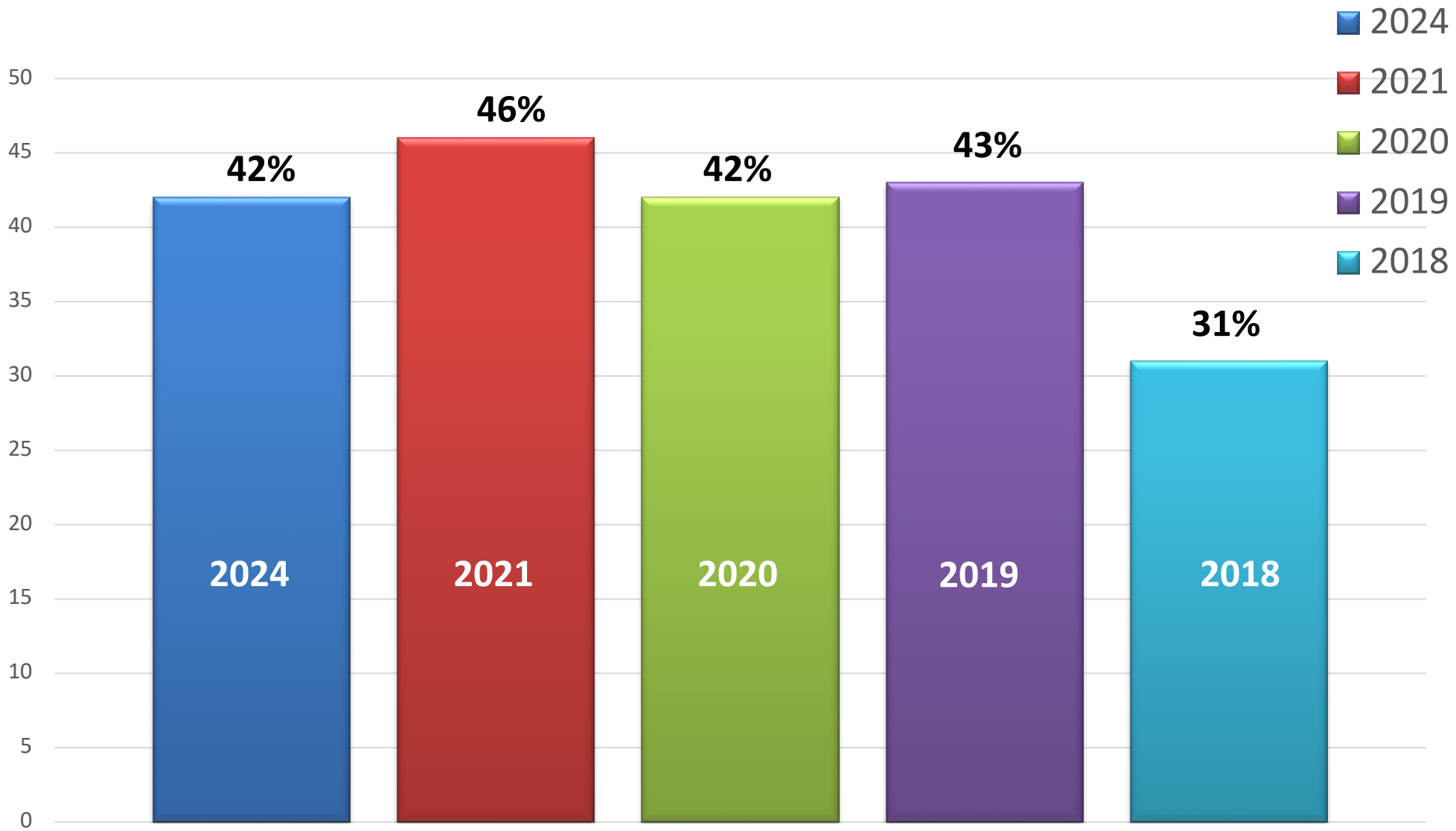
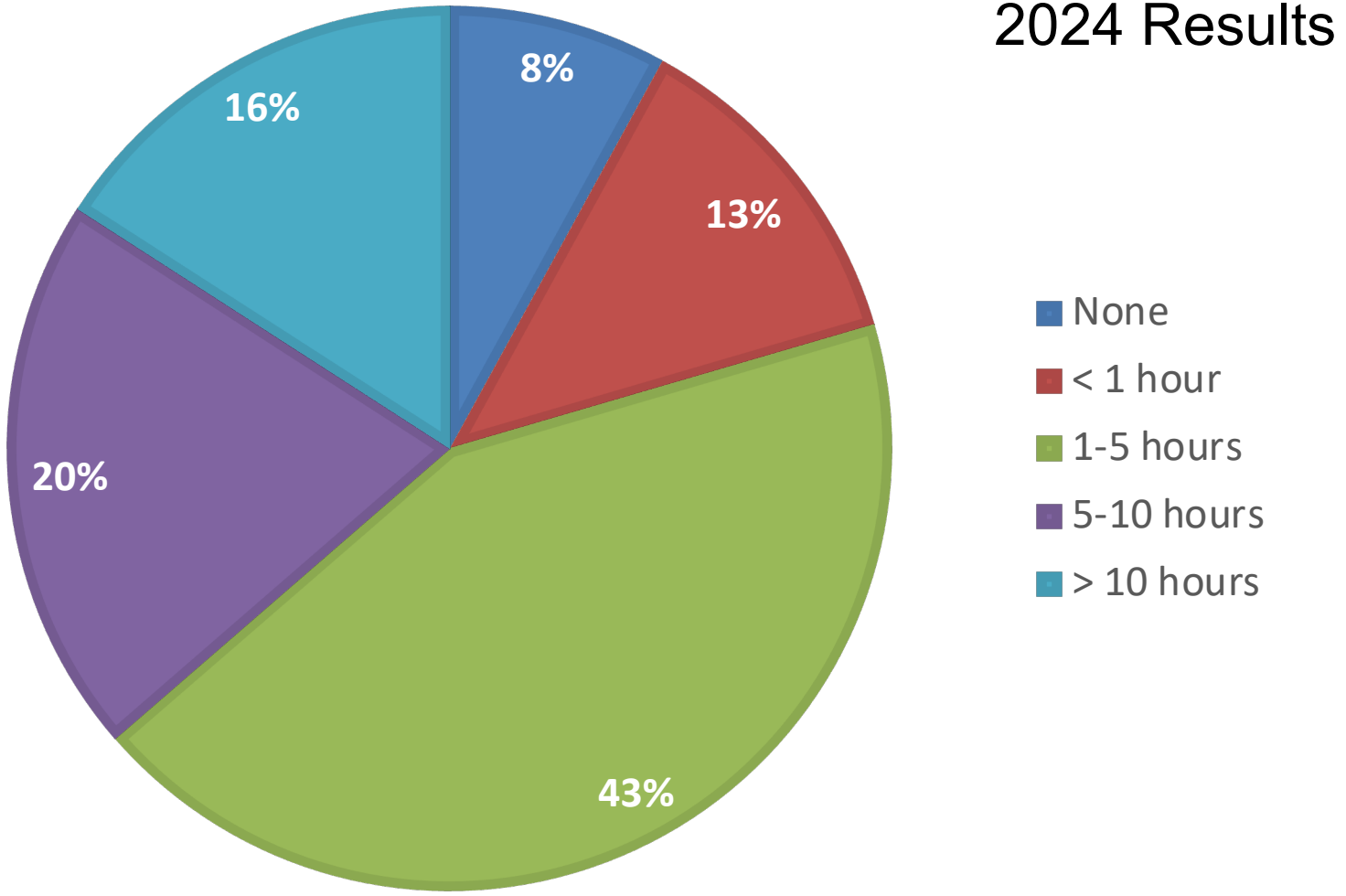
Rotary Club of Ann Arbor
2024 Annual Membership Survey
Results Presentation

Wednesday, August 7, 2024

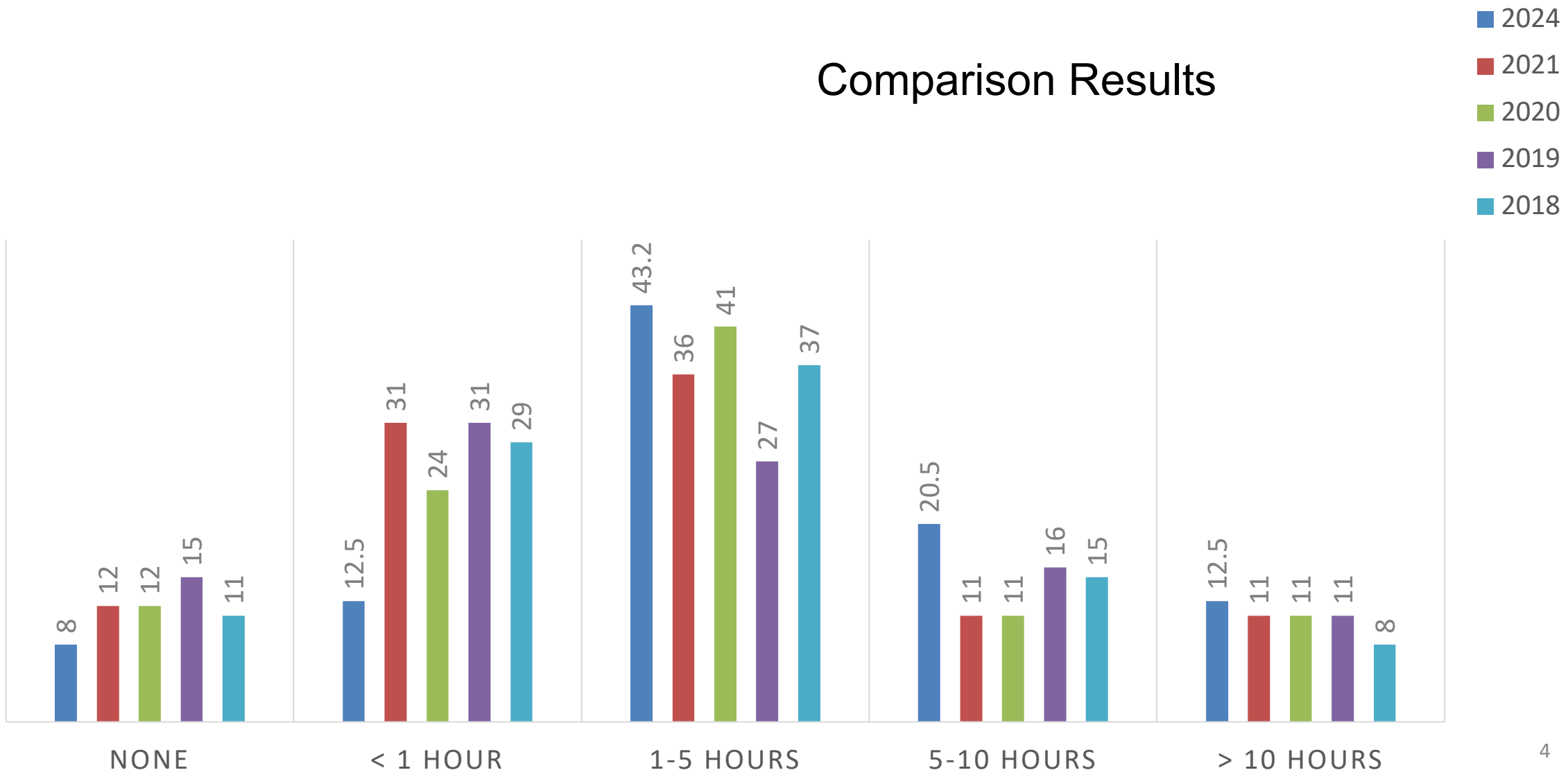
Response Rates



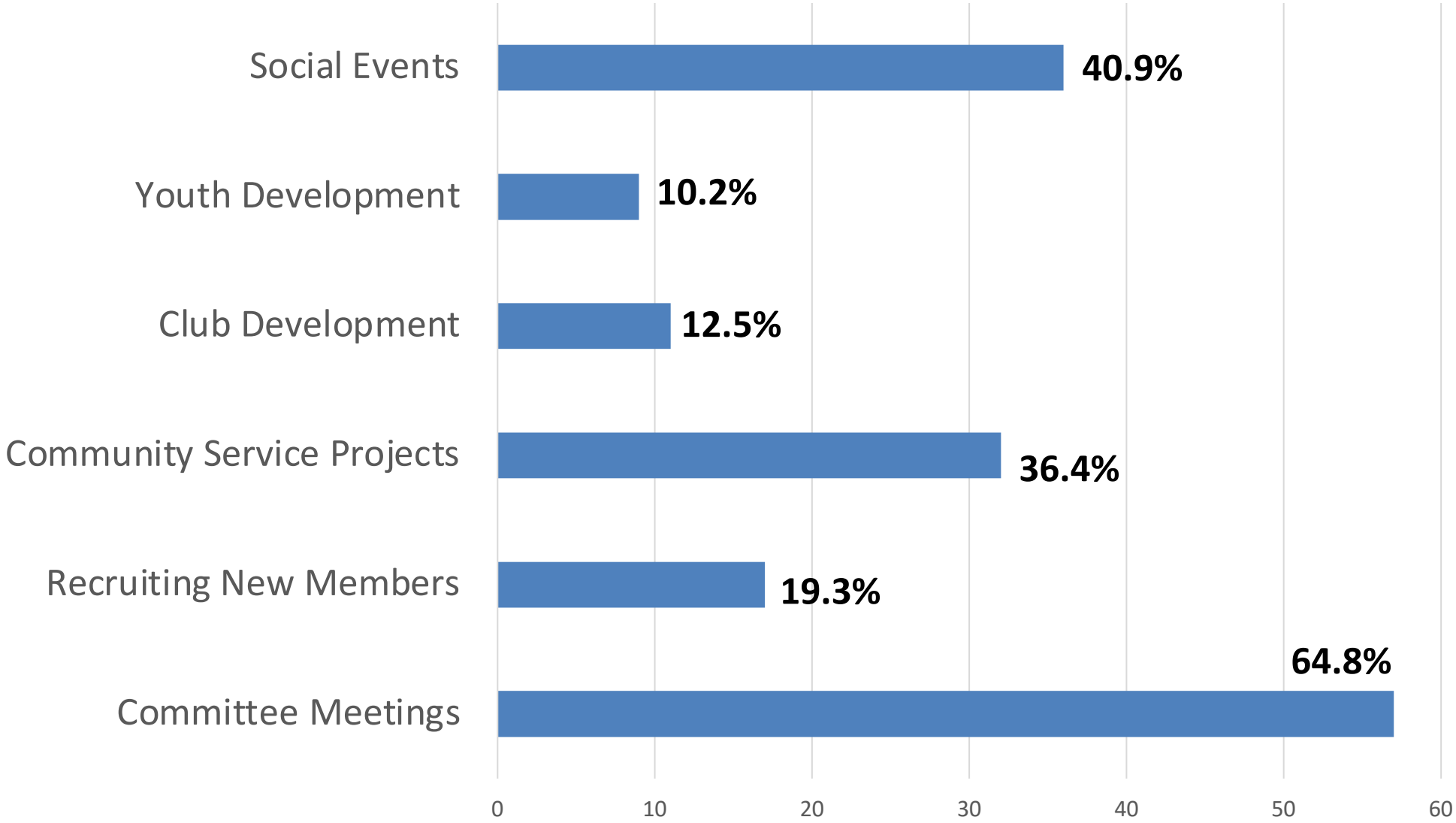
1. On average how much time per month do you spend on Rotary activities outside of lunch meetings?



1. On average how much time per month do you spend on Rotary activities <u>outside of lunch meetings</u>?



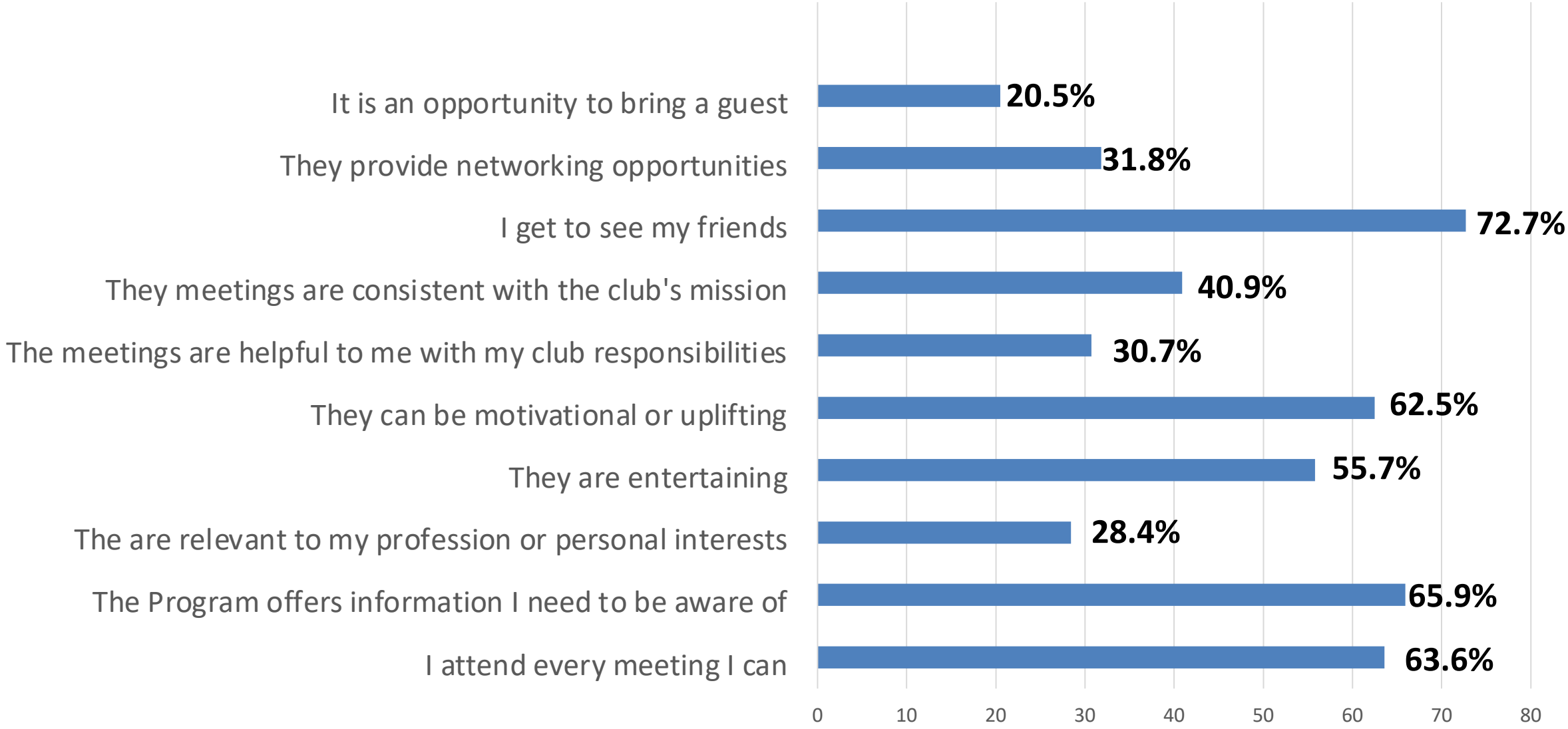
2. What do you spend your time doing outside of lunch meetings?



2. What do you spend your time doing outside of lunch meetings? Additional Reponses

Advising committee members
Board Meeting Prep
Club history updates
Committee work and communications
Committee work outside of meetings
Communications (newsletter)
District 6380 subcommittee chair
District level responsibilities
GPO
GPO Silent Auction
Inactive
Keeping up-to-date
Life
Meetings with Rotaract students
Mentorship
My work
Networking with Rotary members
Nothing in particular
Outreach
Planning District Conference
Prep work for committee meetings
Preparing for song leading and/or inspiration assignments
Preparing presentations
Resting my back
Rotary District 6380 Activities
Search committees
VITA
Writing minutes from meetings

3. Why do you attend lunch meetings?



3. Why do you attend lunch meetings? Additional Responses

If I'm unable to attend, it's usually because of work

Opportunity to learn from invited speakers

I join online meetings

I ZOOM only

I'm not able to attend due to work or other commitments

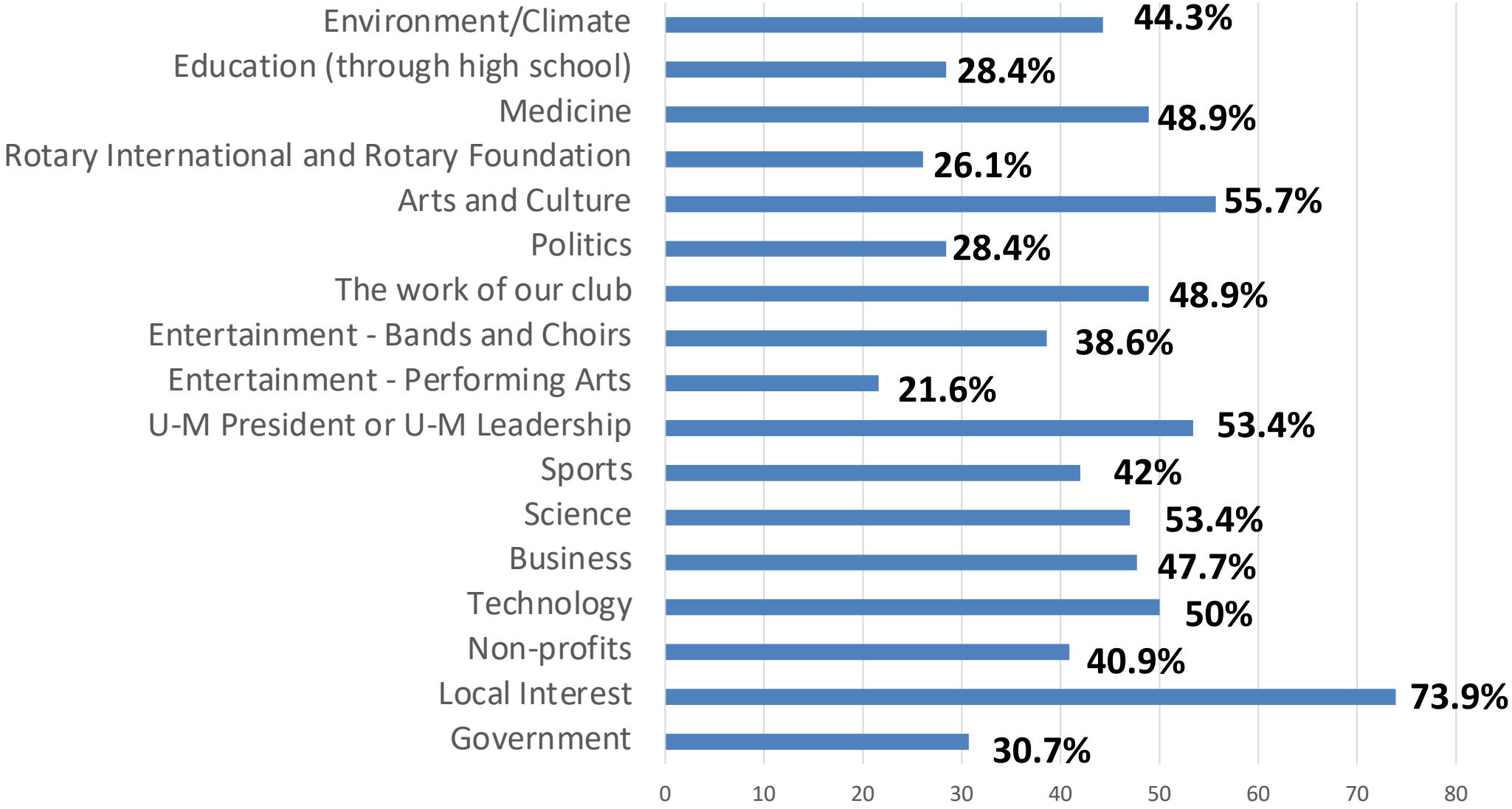
Back Pain

I wish I could attend more

TV

It’s a responsibility

4. What topics or types of programs would you like to see more of?



4. What topics or types of programs would you like to see more of? Additional Responses

Current events / Local issues

Club Level Topics, e.g. strategic plans, goals, survey results, recognitions

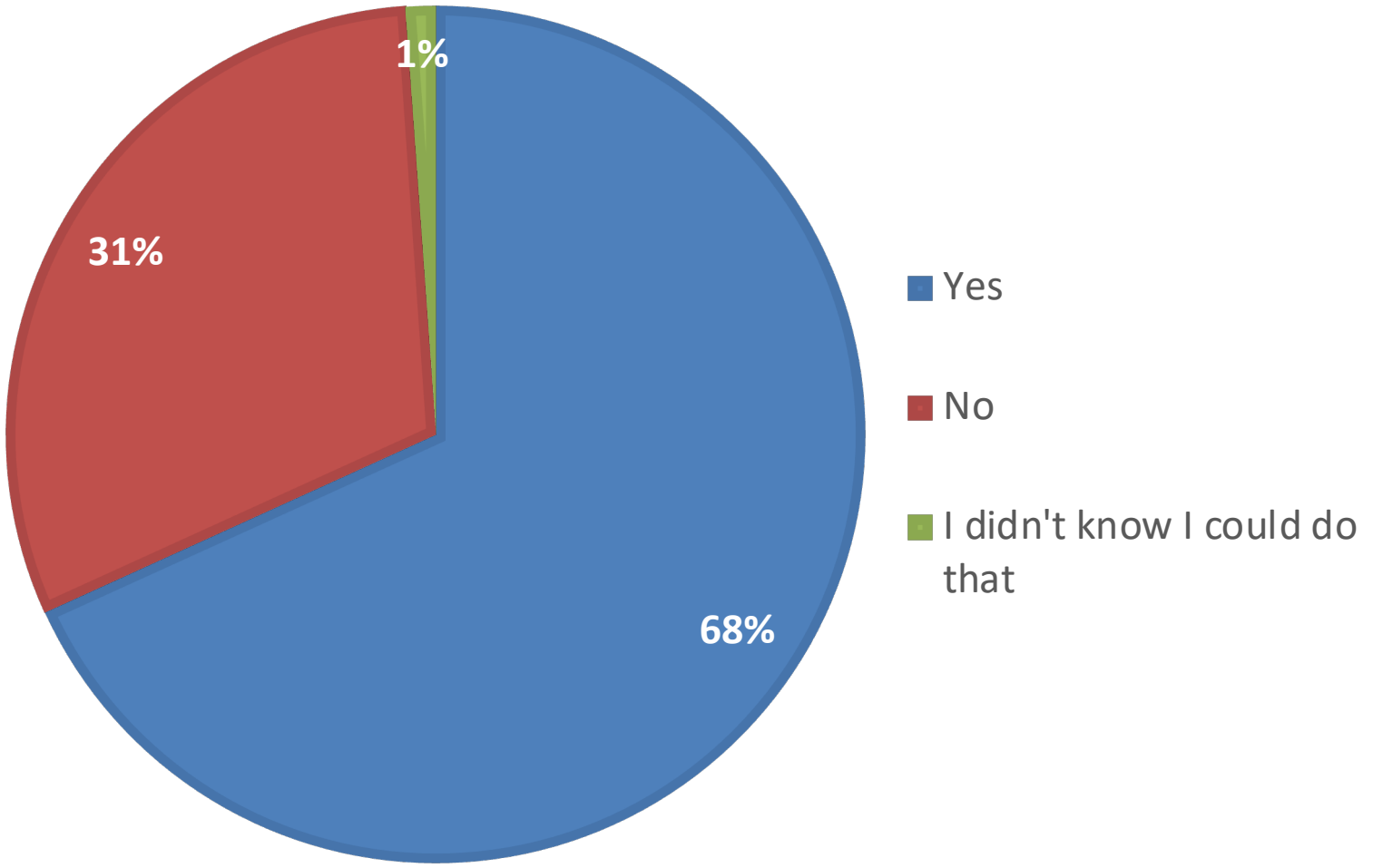
Professional social/networking

History

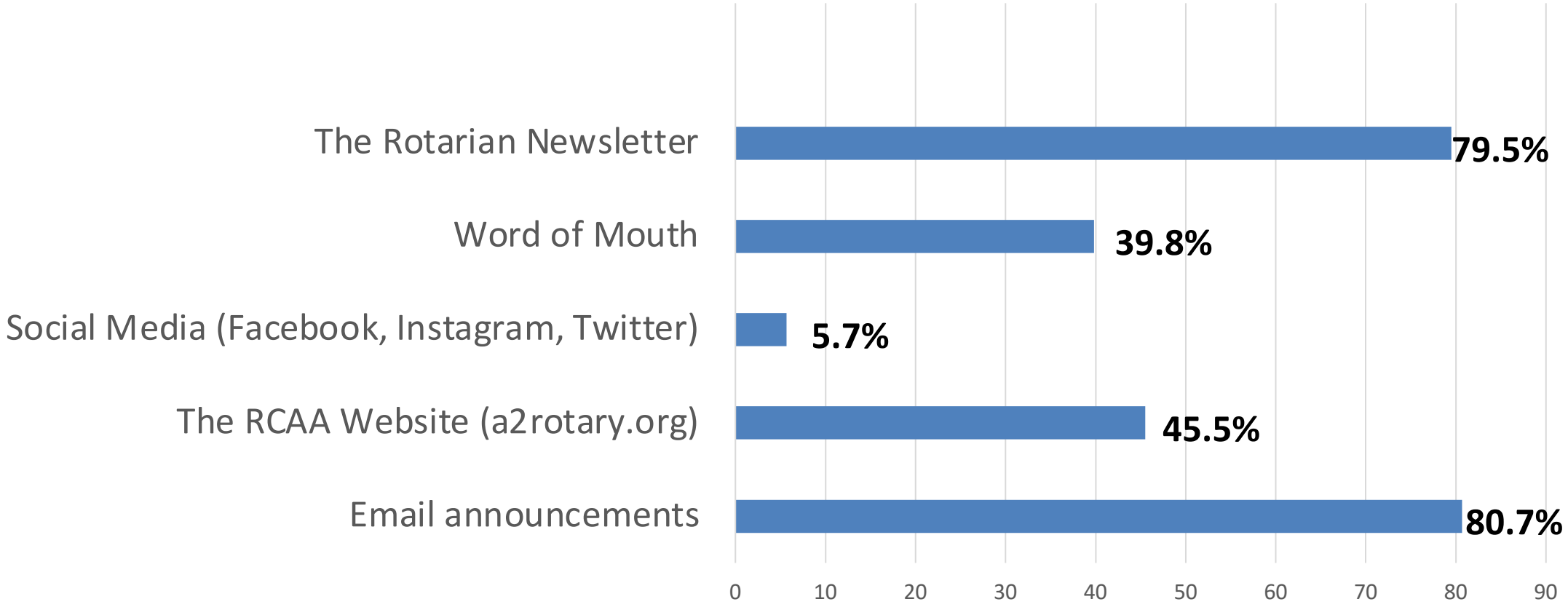
Diversity and Inclusion

Ann Arbor Community Development

5. Have you ever nominated or recommended a speaker for the club?



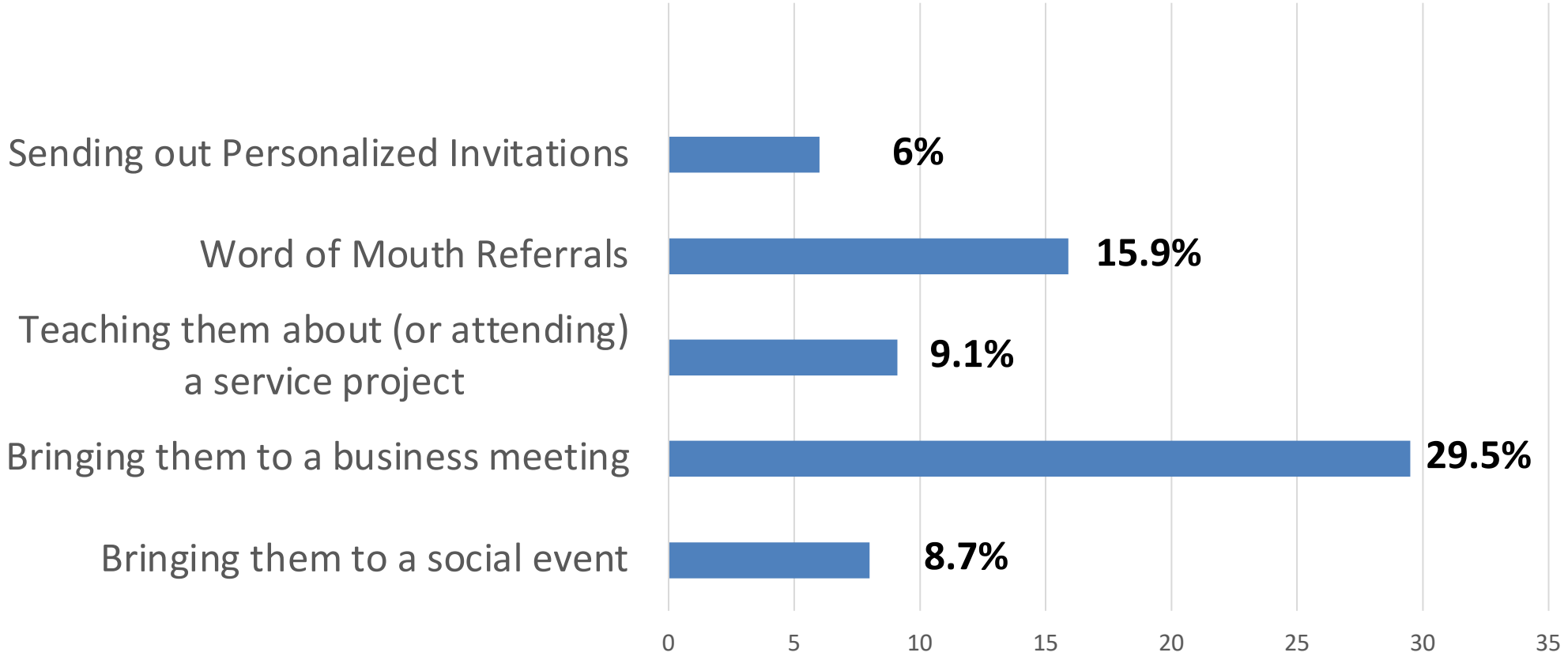
6. How do you learn about what is going on in our club?



7. How many new members did you recruit in the last 3 years?

# Recruited	Respondents
Zero	45
One	17
Two	9
Three	6
Four	3
Six	1
Fifteen	1
As many as I could	1

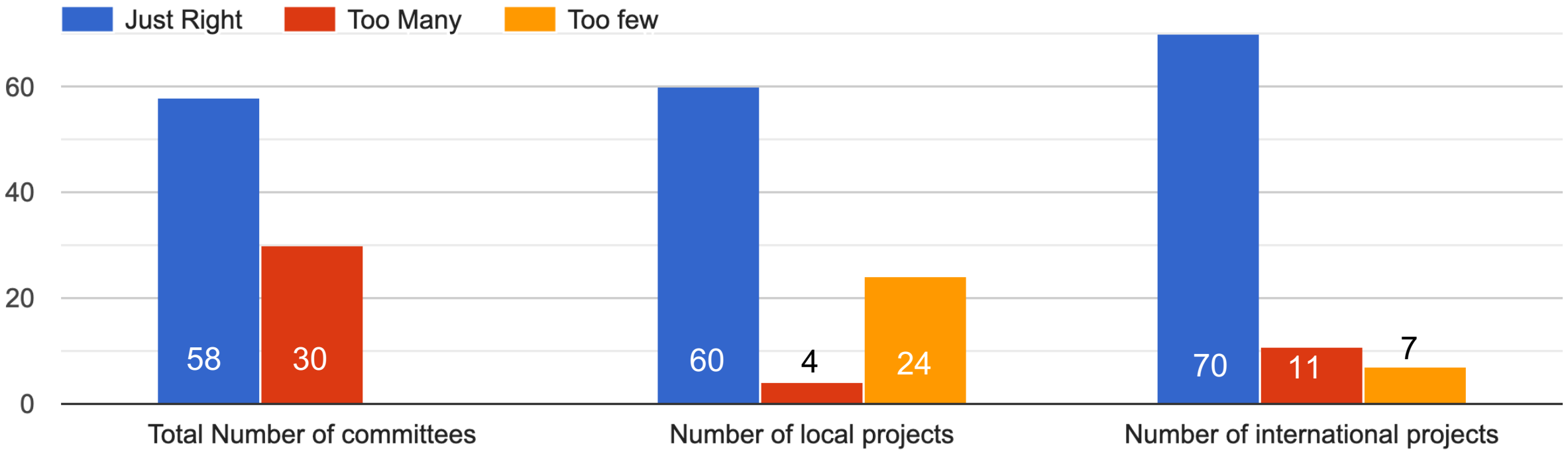
8. What has been most successful in recruiting new members?



Other answers:

- “I don’t know” (17 people)
- Still waiting for success (4)

9. What do you think about these aspects of our club's committees and service projects?



10. What strategies do you think our club could use to attract more leaders to chair our committees?

- Use technology to reduce time commitment
- Recruiting new members to join committees early in their tenure will build momentum and build committee size. From there, the larger group dynamic may help "ease the pain" of finding chairs. I also suggest having committees speak at each meeting and give updates of what they're doing -- while putting a call out for new people to join them!
- Smaller bites of time. More shared responsibility.
- Clarify the vision that the committee is making possible
- Fewer committees. Showcase committee work/success to interest people in serving on committees, then leaders should naturally emerge.
- Individual recruiting, maybe a word or two at the meetings
- Have co-chairs
- Stop recycling the same people. Train members by having a succession plan rather than giving positions to friends
- Develop asst chairs to chairs
- Improve Leadership development within committees etc.. Give new members committee leadership work.
- Start by paying attention to the results of the survey. Develop and follow through on a strategic plan that includes 1) setting goals, sharing them, reporting progress, 2) keeping bylaws and policies up to date, 3) establishing a leadership pipeline (including paying attention to term limits), 3) matching what we do with what members are passionate about, 5) taking advantage of resources available through the club, e.g., Club runner, the District and RI, 6) do more to help new and current members become engaged with each other and club activities.
- Telling members of the important work of the committees and the enjoyment and satisfaction of participation.

10. What strategies do you think our club could use to attract more leaders to chair our committees?

- Learn about what is going on in the community
- Publicize our achievements
- Personal face-face recruitments
- Having chair of committee initiate contact with new committee member
- The introvert club is transforming into an extrovert club.
- Administrative support
- Recruit new members to committees, give them opportunities to lead events
- Mentor committee members for leadership; put them in charge of a subcommittee activity; be open to new ideas
- Consolidate and reduce number of committees
- Club leadership encouragement
- Provide perks
- Leadership Training
- Hand out job descriptions with an estimate of the time commitments, make sure everyone knows what is coming open and needs to be filled, have a special thanks you event luncheon for Club Officers and Chairs to attend with a guest to be honored for their service each year.

10. What strategies do you think our club could use to attract more leaders to chair our committees?

- Grant leaders more autonomy. More "say," less bureaucracy.
- more participation in committee work
- One on one contact
- Not to over work them
- Defined committee chair terms / length of service
- Promote co-chair option to distribute time commitment and prevent "burnout" and to gently ease new members into committee service.
- Committees engage in succession planning as part of their committee work.
- Stricter adherence to term limits. When chair responsibilities go on indefinitely, I think it puts the person in the chair seat in a tough spot. Being unable to 'shed' those responsibilities is a deterrent to other folks stepping up. Fixed terms seem to work on the directorship level?
- More community projects local and international, each supported by a fund-raising program.
- Have Vice Chairs with the understanding they will take on the role of Chair after a period of time. They can slowly ramp up and have a better understanding of what's entailed. In addition, I think many of our committees could have co-chairs so the responsibilities of Chair could be shared.
- Recruit them to the committees and give them lead roles
- Leaders inviting their peers to a Wednesday meeting or three.

10. What strategies do you think our club could use to attract more leaders to chair our committees?

- More tiers in club, costs, at zero for the youngest cohort.
- Fewer meetings
- Put meeting notices on every community calendar, including web links to projects.
- Target after hours social events/activities to engage working professionals
- More direct "asks", joint leadership by two people to ease workload
- More training and support
- Personal outreach
- The time commitment and learning curve is more than for an average volunteer activity. I would especially like to see the multiple websites streamlined; I'm not a fan of the club runner setup (many non-essential or outdated dropdowns in the menu)
- Find members that have just retired and have time
- Feature the Chair of every committee as a presenter every other year to show in detail what they do, why it is important and how the committee members have fun doing it.
- Regular updates at weekly meetings so that individuals are more aware of committees and may take an interest in leadership of them.
- Building resiliency - each committee should have a chair and co chair - succession similar to the president role
- Actively recruit members to join committees as a first step

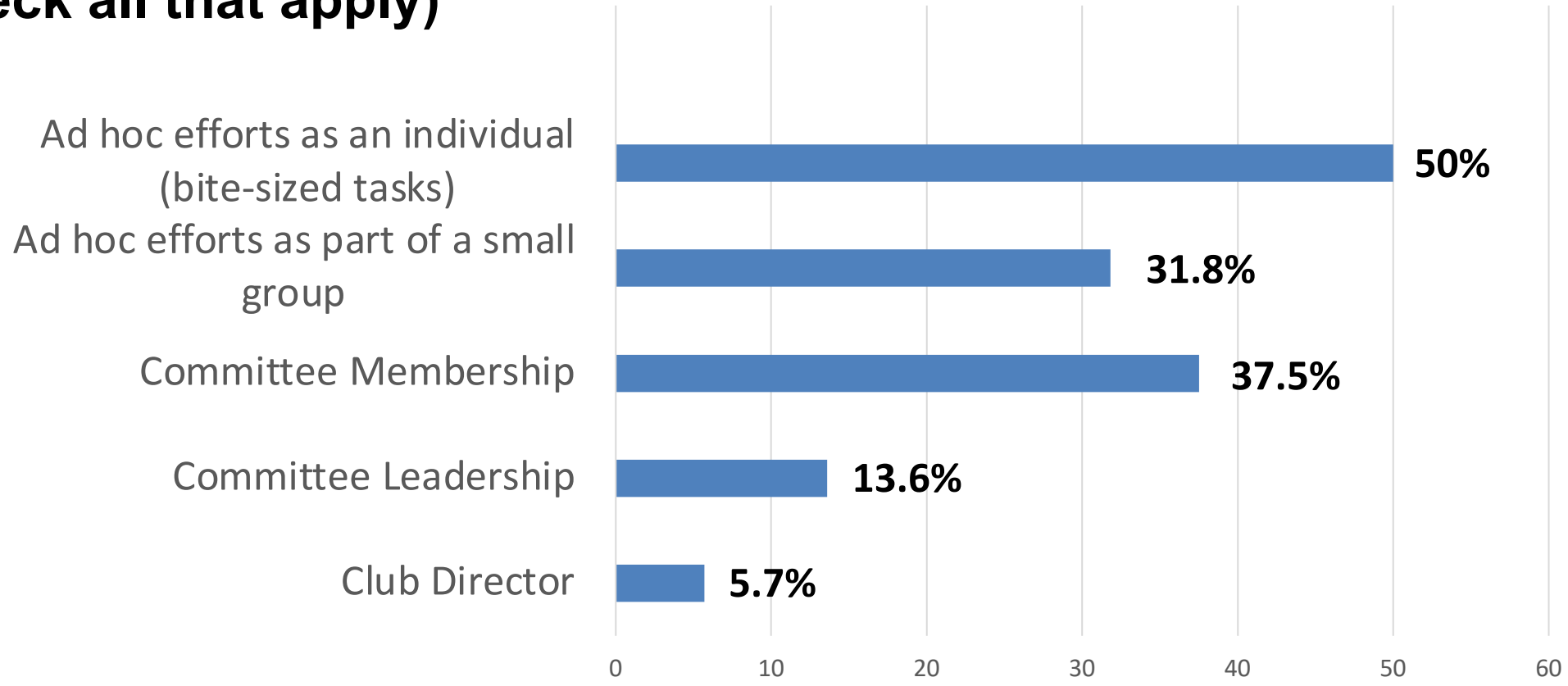
10. What strategies do you think our club could use to attract more leaders to chair our committees?

- Simplify things
- Go after new members
- With all due respect to all ages, including 69-year-old me, bringing in younger adults who have already exhibited a capacity to lead. That would be people with leadership positions professionally, in non-profit or community causes, or the like.
- Make membership aware of opportunities
- This is a perennial problem complicated by the pandemic. I'll think a personal approach to individuals who are seen as leaders in various segments of the community might help. It seems we emphasize leaders like bankers but there are tech leaders and business leaders that could bring ideas and value to the club. Our society has become less of an old boys network which seemed at some time in the relatively distant past what is true of Rotary, so Rotary has to new ways.
- Pretty good as is.
- Personal invitations
- Stop naming novice members as chairs. I have been on a committee whose chair was not familiar with how the committee functioned. To be fair to existing committee members to be a chairperson you should have served on it.
- By organizing more online events.
- Attract younger professionals to get involved.
- Be more inclusive

10. What strategies do you think our club could use to attract more leaders to chair our committees?

- Members who give rides to the meetings.
- Thanking for their service and giving recognition to past/current leaders equally
- Ask them. Give them a reason why you want them. Sell them what they will get out of this assignment
- Leadership may need to be stressed more as part of the commitment to joining the club.
- bring more guests to the really great lunch meetings
- Rather than making a general ask, do targeted requests. Identify what a committee needs and look at members that might best fit that need.
- Committees must recruit new members and mentor for leadership roles
- Share committee responsibility…give members opportunity to lead
- Have them actively involved, and have written structure in place for guidance
- Easy to say, hard to do but each committee chair should be constantly grooming committee members as part of a succession plan to be the next chair
- Recruit & train (understudy) current members of committees

11. Our club requires many hands to help it run successfully. How would you like to become more involved in the club and its activities? (Check all that apply)

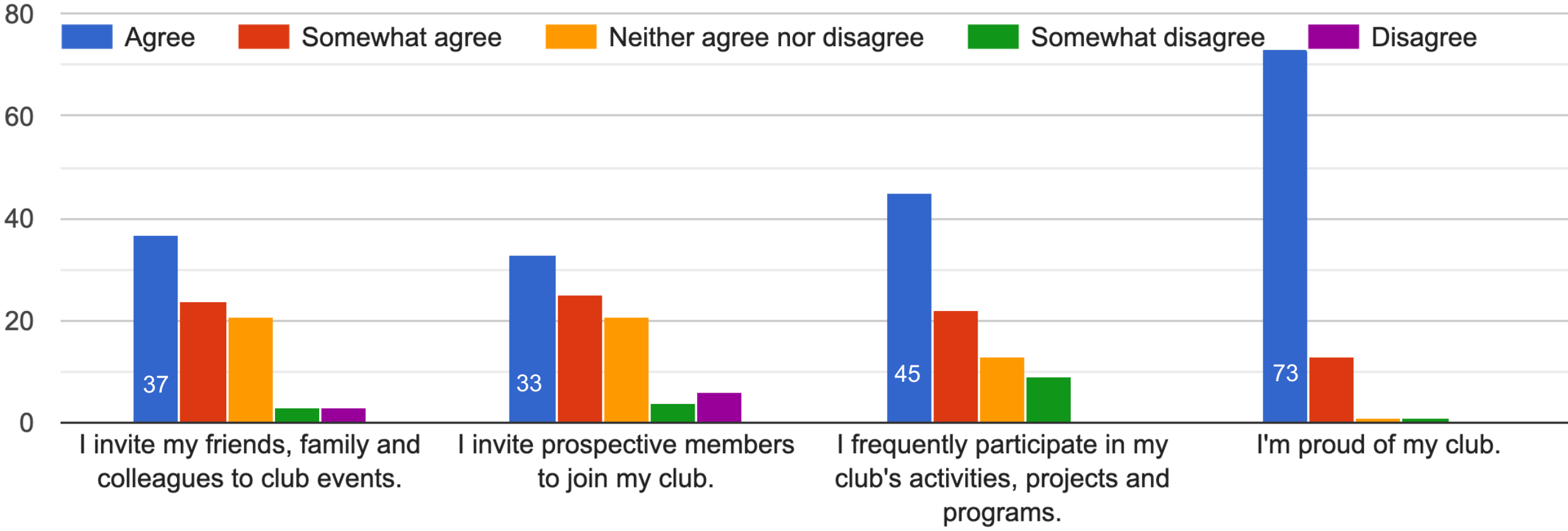


11. Our club requires many hands to help it run successfully. How would you like to become more involved in the club and its activities? (Check all that apply)

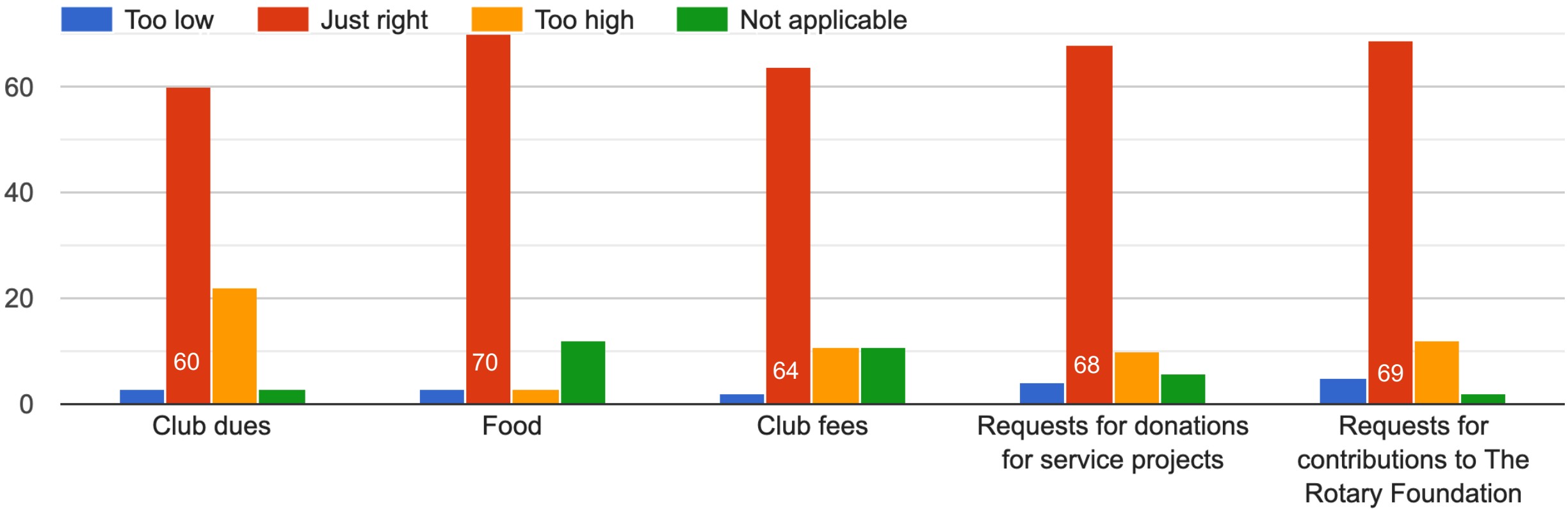
Additional answers ranged from (all declining to help):

- I am at my limit / way too involved / would love to have fewer responsibilities, actually
- At my age, I do not want to add any commitments / I'm too senior
- I have had some very negative feedback from board members when I thought I was doing a good job.
- District responsibility

12. Indicate how much you agree with the following statements about club engagement.



13. Think about the costs associated with being a club member and rate these factors.



14. What is one change the club could make to enhance your personal experience and make it more rewarding for you?

- More UM - based programs
- More involvement by other club members. It feels like a very small group does all the work.
- Funding local projects that have limited fund raising ability rather than those that do i.e. Red Cross.
- I need more time to attend, nothing the club can do....
- Shorter announcements
- Nothing to change at this time
- Quality of the programs has improved dramatically over the last year. This has been a great enhancement to current members and makes the club more attractive to prospective members.
- None. I like it as it is.
- Stop charging so much for zoom. You want younger people to pay that much?
- More effort to meet and know other members, Assigned tables once a month. Question of the Day.. for those sitting at a table>>>. What did they do for or with Rotary in the last week? Etc.. How about a 2 minute report of a past Club Historical event, once a month??
- Develop and follow through on a strategic plan
- Forget about being a Paul Harris Fellow. I am careful not to become one. I think becoming one should not be recognized. It says too much about how much money a club member has.
- Educational activities
- End meetings on time
- More physical attendance (less ZOOM attendance) at weekly meetings
- Social events and after-hours experiences - targeting working professionals

14. What is one change the club could make to enhance your personal experience and make it more rewarding for you?

- Lunch meetings that engage members with each other discussing various topics.
- It is better if I change.
- Keep the meetings on time. Inspirations are 2 minutes; music and songs too long; club members need to rehearse and time their presentation so that they do not "hog" the agenda time from the speakers.
- Really, for me, this is moot. I make my club experience what I want -- and it is wonderful. It's called being engaged -- I attend meetings, functions, mentor new members.
- More regular updates from all the committees could be beneficial and help new members better understand the scope, goals, and needs of each committee.
- There isn't much more that could be done.
- More events outside of working hours
- Personally encourage all club members to participate as volunteers on committees, service projects or meeting facilitation.
- More Women, Latinos, African Americans, Foreign Bore Folks, and More Young High-school age and above folks.
- I am satisfied with the club as it is. Members should visit other clubs to appreciate what is offered here.
- Lots of good stuff going on but need to be realistic about what we can take on. We're still a big club but 220 people can't do what 300+ used to do .....
- Occasional field trips - haven't done any lately
- Improve meeting technology.
- I've enjoyed nearly forty years as a member but have no new ideas.

14. What is one change the club could make to enhance your personal experience and make it more rewarding for you?

- Continue the cultivation of excellent leadership and placing high value on talents of the members.
- I really enjoy the activities of the membership committee and appreciate these - I hope the committee will continue to offer events at the rate they are currently doing (great job!)
- Better program...much better the last two years
- Being straightforward about our current state and give frequent updates on progress towards goals.
- closer parking
- Additional community service opportunities with our club and/or other community clubs and organizations.
- Pretty happy.
- I think the Club does a wonderful job as it is.
- More community projects with support of the entire club membership
- More social events
- There should be no appeal for funds other than for the annual dues and golf outing.
- Better audio and visual zoom connections??
- I do not like how leadership have vetoed decisions by club/committees
- More informal events - more new events !
- Attending other clubs that start the meeting at noon, with food available at 11:45 and the program ending at 1:00, seems to be a great use of time.

14. What is one change the club could make to enhance your personal experience and make it more rewarding for you?

- Tougher enforcement of our "do not get political " rule
- I think we need more local service projects, i.e. ones that benefit the Ann Arbor community.
- More after hour events that Rotarians can come to if they can’t come to lunch.
- Less meetings per month
- More members
- I love the Union, but the parking makes the time commitment just a little more than I can afford every Wednesday. I am very happy we have the zoom option. I love the speakers and zoom is the only thing that allows me to attend most weeks.
- Parking to attend weekly meetings.
- I think the structure of our weekly program is too old fashioned. It is a turn off for younger individuals. Acknowledging birthdays and singing songs that are a century old seem unlikely to make us look like a 21st century club. Why not use the time to feature out committee chairs more often? Let's dive into what is important and happening in the world, in our country and locally. Take the risk of having discussions about the issues of the day, pro and con in a polite manner. For example, I'd like more of the presentations from our Climate committee.
- It's not a change but a plea to keep a Zoom option available. This was helpful to me this year during an illness, or other times when I couldn't get away from my office, but could listen in online.
- Increase the diversity of our membership
- More members involved in Readers & Tutors
- the club is great, my time is limited
- Opportunities to meet new and old members. Table assignments /old into new etc.

14. What is one change the club could make to enhance your personal experience and make it more rewarding for you?

- I'm happy with things as they are
- Shorter announcements
- Relatively new member and nothing immediately comes to mind.
- Be consistent. Hard to park at Union.
- The President MUST make certain that members who present stay within their presentation time limit. If the member them and ask tell them we must move on. If necessary, start the business section sooner. It unfair to our speakers to have them start late and it limits our questions which is unfair to all.
- No need for any changes. Thanks for asking.
- I am satisfied with the way it is run.
- Transparency
- Provide rides for the elderly members
- More up to date topics/speakers
- Promote Rotary. We don’t do enough of it. President should promote one aspect Rotary every week from the podium. Believe me, members like that.
- The expanding number of social activities outside the weekly club meetings are great opportunities to have a more extended conversation with members I don't know well.
- Get more community & campus leaders into the club.
- The Club offers a variety of opportunities to engage.

15. Please let us know anything else that's on your mind.

- Add more projects that offer weekly service hours.
- Can we devise a way to get Zoomers more active /vocal with live meetings . i.e. welcome Zoomers (read the names of members attending virtually) offer transport to some ? Get them involved with Inspirations, event announcements etc. Ask frequent Zoomers, what can be done to make their attendance a more positive experience).
- Club members should attend regular meetings, especially people who are members of a committee.
- Club policies need to be better defined, more trust in committee recommendations, no unilateral decisions by leadership to override committee decisions
- Committee leaders need to work hard at sharing work and getting others ready for more leadership roles.
- Encourage members to actively seek out newer members to make them feel welcome.
- I am very appreciative to those who have stepped up to officer positions. I am not able to take that on.
- I believe we need to take a look at some of the basic aspects of our club, e.g., meeting times, places, and format, in terms of their attractiveness to current, potential, and future members. That would be a survey in itself. :-)
- I greatly appreciate being able to join remotely when in-person attendance is not possible or wise. I am happy to (and do) contribute $ for that privilege.
- I plan on attending more meetings as opposed to zoom attendance

15. Please let us know anything else that's on your mind.

- I think our club is somewhat similar to society and social media where many of us are quick to judge and dismiss. Everyone has an opinion how things should be done. I think we need to focus more on listening and finding common ground. This is important if we want to find committee chairs! The club is quite progressive, which many probably like (it is Ann Arbor after all), but others not so much. It's good to be as diverse as possible, which includes those that are not quite so progressive.
- I think that we need to try some new things to engage and energize the club. More local service projects is one thing. Better food at lunch is another.
- I was very involved with RCAA for about six years and got a little burned out. I am currently volunteering for several other organizations so I am not able to do more with RCAA at this time.
- I'm happy with things as they are. Really happy with the hybrid option since I travel out of town and can attend meetings this way. Was also happy to make an extra donation to help pay for the additional expense required for the hybrid option.
- It would be great to attract younger influencers to our club. Time of meetings needs to be reviewed & addressed.
- Nothing, I enjoy my club
- Programs are surprisingly good.
- Rotary is a wonderful local, district and international service organization! I am so glad to be a part of Rotary Club of Ann Arbor. It is an extraordinary opportunity to meet people and to help in the community.
- Thank you for this opportunity. I look forward to the results of the survey.

15. Please let us know anything else that's on your mind.

- Thanks for continuing the zoom capabilities. That has been invaluable to staying connected .
- The Club is well run and very enjoyable to attend
- This is not new -- we need to figure out ways to engage the younger generations. I think we need more activities/projects that are not affiliated with the noon meeting. We need to reach out personally to these young people. We need to be open to their new ideas... We need to not be stuck to 'we've always done it this way.' They are our future. They are Rotary's future.
- Upset about overstatement of cost to run zoom meeting. Flawed analysis. What in person attending members spend is not relevant to what it costs to provide zoom meeting availability to non-attending members.
- We need to do a better job of mentoring future leaders for committees, board, etc..
- What happened to ARC?
  DEI info they used to share was informative and very good
- When a new member is announced, they should the opportunity to have a minute or two to say something.
- Zoom good to have, we need to fix the repeated issues with slide presentations and audio missing when video is played. Move the speaker's to just off the side of the main screen at the end of the overall room.

Observations

1. Membership has dropped consistently each year since 2018. However, the results of this survey show that ***most*** of the members who stay, are happy with the club.
2. A **sense of personal connectedness** resonates deeply within RCAA – they come to see their friends.
3. Many members do not understand the **difficulty surrounding finding leaders/committee chairs**.
4. RCAA is not getting much lift from Twitter, Instagram and Facebook accounts internally. It is more useful externally to publicize our club activities.
5. There seems to be a need for **professional networking** in order to attract and retain young professionals.
6. People are more likely to recommend a speaker than recruit a new member.