

Club Culture Overview

Three things generally stood out that most members liked about our club, the fellowship, the level of energy and engagement doing projects for our community and youth, and having fun doing it.

Those interviewed identified socializing and fellowship repeatedly as what they liked about the club, whether it be at a fireside or during a project. For the most part the club members really show a liking for getting together and having fun. The members applauded the Club for its diversity, generosity, and care for others.

There was a real sense of awe when describing how much the members engaged with the community with a focus on children, caring about other folks, and felt like what we did made a difference. The Scholarships, Christmas Angels, Shop with a Cop, and the Clothing for Kids were mentioned frequently.

After interviewing the members, we truly believe those interviewed sincerely want the club to be the best it can be. They felt the interviewing was important and demonstrated the Club's commitment to listen and consider changes where needed; in short, we care.

When asked about changes to our club since joining, most indicated that we had become larger and somewhat fractured. The feeling is that we are becoming somewhat territorial or clickish, and at times it translates to exclusivity and loss of respect between and among club members. Other words we heard often, was that our club is becoming overly pushy, to the point where it can come across as dictatorial.

It was virtually unanimous when it comes to being asked to join a committee or hold an office within the club. The same was true when we asked the question, 'Are there people available to go to for advice or help?' It should be pointed out that several people do not want to hold a Club officer position, but enjoy serving in other ways.

When asked what gave them pause or concern relative to our club, the number one response was member conflict, which included overt criticism of members. Number two response focused on the club becoming too pushy. Along with that, it was felt certain members have their own agenda and are not interested in compromise or trying fresh ideas.

The number three response had to do with the fact they feel the club has lost connection with the club foundation. Too many things happen at the Foundation level without general membership ever being made aware of the proposal or action taken.

In terms of what we should do more of, most responses focused on more social gatherings, followed by better role definitions, followed by more people involved in decisions and processes, and lastly, more training for existing members and mentoring for new members.

The number one response for doing less was to focus less on money coming from existing members, which included fines and brags and the pressure and humiliation that sometimes comes with that.

The number two response had to do with the elimination of offensive and ineffective emails. If emails or letters are needed, members suggested they come either from the club president or approved by the Club board of directors.

Lastly several recommended more partnering with other organizations and be willing to lead from behind. It was observed that we sometimes partner effectively but do not do enough to share the leadership role or the credit.

While we do not like using the term “clicks” or “factions”, several people indicated this is likely the prime reason for trust issues within our club. The second most significant reason for losing trust has to do with disrespecting boundaries of others, and lastly, there has not been enough transparency within the club, which really comes down to communication. COVID has certainly contributed to many club trust issues.

Most, but not all members, can recall at least one occasion, if not more than one, where they feel they were either disruptive or in some cases

disrespectful to others, and regret that it happened. We will say people were very transparent, which we appreciated.

As far as what the club makeover might be, we boiled it down to the enhanced values that people felt would best serve the club moving forward. As you might expect, **more respect** was by far the most given response, followed by communication and compassion, which leads to improved inner Harmony. Other popular choices, since people could choose more than one, included: kindness, sensitivity, nurturing, inclusion, fairness, and honesty.

The present average club satisfaction rating came in at a 3 with half the members lower and about half the members with higher ratings. For their highest ratings ever, it came in at an average of 4.5 with 75% of members above 4.5 and 20% below 4.5. We did interview 2 past members. In total, we interviewed 21 people, although some did decline and others simply did not respond to the invitation. Each interview took between 45 minutes to an hour. We are aware of only 2 interviewed people indicating they will not be renewing their membership.

Anecdotal Information

While not directly part of our interview, people did offer up some thoughts that may prove to be helpful to the Club. They include the following:

- Change how we do pride dollars, and in particular, ask the big spenders to contribute anonymously, as it tends to put others who cannot do big bucks in an uncomfortable position.
- Clearly define roles of the club versus the club foundation
- We need more non-leader recognition.
- Review program structure to ensure content is relevant
- Get the election process airtight. Every year seems to be a little different.
- This has been good. Can we take a less formal club temperature again this time next year?

- Would be nice to have club member emails and phone numbers without going to some Rotary website.

Yours In Rotary Service,

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