

Member Survey and Board Retreat Summary of Conclusions

Last spring we asked our membership to participate in a survey to determine what members liked about the club and things we could look to improve. Over 50% of our members completed the survey. With these results the Board of Directors along with the New Initiatives Committee met for a retreat to review and discuss the results of the survey.

Past President Dale Lockie and President Jim Howse reviewed the material from both the survey and the retreat. The following is a summary of what was determined and some of the remedies taken or to be taken.

Guelph-Wellington Men's Club (GWMC)

Member Survey and Board Retreat Summary of Conclusions

160 plus members responded to the January 2019 Member survey. Of those 53% have absolutely no concerns about the club. Of those who did have concerns, most were considered either minor or administrative. The following is a summary of those concerns and items raised at the joint retreat with the New Initiatives Committee and the Board of Directors.

1. Things valued about the club?

- A) Speakers communicating ideas or information (43%)
- B) Comradeship and social interaction (39%)
- C) Quality of the organization of the meetings (4%)
- D) Choir (4%)
- E) Tours (3%)

Ad hoc comments: Encouragement to get up in the morning. Give purpose to my day. Special luncheons. Health and anniversaries. Reasonable fees.

2. Concerns about the Club?

- A) Declining Membership (19%) The Board of Directors are looking at ways to increase membership
- B) Opportunities to meet others (7.8 %) Increase social events
- C) Speaker time (3.3 %) Several items are being implement to increase speaker time

D) Requirements for new members (three meetings etc.) (2.3%) The Board has decided that it is important to have three meetings as this gives us a chance to meet the new members and for them to see if they like the club.

Ad hoc comments: Declining membership. Stop non-club announcements. Non club announcements have been stopped. People talking during announcements or speaker. reminders from the chair. Sound System. Improvements have been made to the sound system Dress code. No dress code is to be instituted. Lack of participation in some events (golf, Blue Jays, Theater). Need more fun, fewer academic speakers. Program committee is trying to spread out speakers to give us a variety.

3. Suggested improvements to the Club (no suggestions 35 %)

A) More opportunities to mix, (seat rotation) (6.2%) rejected by membership. More time for speakers. (3.8%) While less than 4% made this comment an inordinate amount of time was spent on this at the retreat with no definitive corrective action suggested. Several minor changes were suggested but the overall remedies were left to the chair.

B) Shorten formal meeting, drop birthday, O Canada, thought of the day and illness announcements. (1.5%) Reviewed by Board and decided that this is the type of thing that makes us a club and we should continue it.

C) Shorten introduction of new members and Speakers. (2.5%) All those making introductions are asked to keep them to less than two minutes.

D) Try to attract younger members. (62%) Remember a new member must be retired before they can join our club, therefore we automatically attract older member.

E) Find a way to assess speakers. Done

F) Reduce the number of formal luncheons. Done, now only Christmas and spring luncheons

4. How to make the club more attractive to new members.

A) Keep it up (55%) We must be doing something right.

B) Promote the Club in press (tribune etc.). We invited the newspapers, the radio, the T.V. the local flyers, everyone to the David Johnston event and none showed up we will keep trying.

C) Remind members they can bring a guest who is not considering membership (more exposure).

Many other single suggestions all of which have been considered by the board. Too many to list here but if you are interested in seeing more please contact Alan Dyer to read them.

5. Other suggestions.

A) Again, many didn't answer this section or stated we should "Keep it up!!" Some of the suggestions were.

Combine the two men's Clubs. We met with a delegation from the other club and there is no interest in a merger at this time.

More tours. We will consider as available

More variety of meetings, Robbie Burns Day, debates, the challenges of getting older etc.
Program committee will consider as available

Create a communications Committee to look at other ways of communication such as the internet and other electronic communication. (the board of directors will review)

Create a membership development committee to find ways of attracting new members.

The Board has directed the President to form a Committee to review our committee structure and to recommend to the Board any changes that should be made or additional committees to be created