



SOROPTIMIST
Best for Women

*Improving the lives of women and girls
through programs leading to social
and economic empowerment.*

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

Club Assessment Tool Administrative Guide

CONDUCT THE SURVEY

When –

- Pass out the surveys during a club meeting and have the members complete them on the spot. Allow at least 30-45 minutes to complete the survey. For members who are not in attendance, arrange the most convenient way to distribute and collect their surveys. Be sure to set a due date for their return.
- When distributing the forms, be sure to explain the numbered rating system. For this survey: 1 is the worst score and 6 is the best, with the exception of Questions 7. Follow the instructions for that question.

What –

- A copy of the survey for each member
- Pencils or pens
- Blank pages for additional comments

Who –

- Include all of the club members, not just club officers. Soliciting everyone's opinion gives you the best overall view of the club and shows the members that their opinions matter.
- Encourage frank, honest feedback. Conduct the evaluation anonymously to encourage it.

DETERMINE YOUR RESULTS

Collecting the data

- Follow the Survey Score Sheet to organize the responses

SURVEY SCORE SHEET Use this sheet to record the scores for each statement and determine the Top 2 and Bottom 2 categories of responses. In this sample the statement received three 1's, three 2's, zero 3's, eight 4's, twelve 5's and three 6's for responses. Start by tallying how many of each score members gave to each statement. This shows the score distribution: whether the respondents agreed with, disagreed with or were neutral to that statement.

Also record the total number of responses received for the statement. (Remember your members may not have responded to every statement.)

Now, add together the number of 5 and 6 responses for the statement. This total is the responses in the Top 2 category, which is the number of responses that agreed with the statement. In the sample, this total is 15.

Divide the number of Top 2 responses by the total number of responses (29). The result is the percentage of Top 2 responses. Here, the result is 52%.

Do the same for the 1 and 2 responses, which are the Bottom 2 category. In this sample, there are 6 Bottom 2 responses, or 21% of the responses received.

Follow these steps for each statement in questions 2, 3, 4, 10 and 11. Record your data in the tables below.

See below tables. If using the excel spread sheet the program will fill in the total responses and the # and % of top 2 and bottom 2 responses. The excel spread sheet will also fill in the Gap Score spread sheet and the Club Assessment tables.

Question 2: Volunteer Activity Importance

	1	2	3	4	5	6		Total responses	# Bottom 2 responses	# Top 2 responses	% Bottom 2 responses	% Top 2 responses
Sample	3	3	0	8	12	3		29	6	15	20.7%	52%
A								0	0	0		
B								0	0	0		
C								0	0	0		
D								0	0	0		
E								0	0	0		
F								0	0	0		
G								0	0	0		
H								0	0	0		
I								0	0	0		
J								0	0	0		
K								0	0	0		
L								0	0	0		
M								0	0	0		

Question 3: Satisfaction with Your Club

	1	2	3	4	5	6		Total responses	# Bottom 2 responses	# Top 2 responses	% Bottom 2 responses	% Top 2 responses
A								0	0	0		
B								0	0	0		
C								0	0	0		
D								0	0	0		
E								0	0	0		
F								0	0	0		
G								0	0	0		
H								0	0	0		
I								0	0	0		
J								0	0	0		

Question 4: Meeting Satisfaction

	1	2	3	4	5	6		Total responses	# Bottom 2 responses	# Top 2 responses	% Bottom 2 responses	% Top 2 responses
A								0	0	0		
B								0	0	0		
C								0	0	0		
D								0	0	0		
E								0	0	0		
F								0	0	0		
G								0	0	0		
H								0	0	0		
I								0	0	0		
J								0	0	0		
K								0	0	0		
L								0	0	0		

Question 10: Evaluation of Your Club

	1	2	3	4	5	6		Total responses	# Bottom 2 responses	# Top 2 responses	% Bottom 2 responses	% Top 2 responses
A												
B												
C												
D												
E												
F												
G												
H												
I												
J												
K												
L												
M												
N												
O												
P												

Question 11: Wishes/Frustrations with Your Club

	1	2	3	4	5	6		Total responses	# Bottom 2 responses	# Top 2 responses	% Bottom 2 responses	% Top 2 responses
A												
B												
C												
D												
E												
F												
G												
H												
I												
J												
K												

Now, complete the following tables (provided on Page X) by filling in the percentages for each statement listed.

- Table # 1 – Service-mindedness
- Table # 2 – Good Communication
- Table # 3 – Strong Membership
- Table # 4 – Member Retention
- Table # 5 – Effective Club Leadership

The remaining questions all relate to meeting logistics – where, when and how your club meets.

Question 5: How often would you like to meet?

	<i># responses</i>	<i>% responses</i>
More often		
Just right		
Less often		

Question 6: How frequently would you like to meet in person?

	<i># responses</i>	<i>% responses</i>
More than once a week		
Once a week		
Three times a month		
Two times a month		
Once a month		
Less frequently than once a month		
Never		

Question 7: What day of the week do you prefer to meet?

Use response number 1 to fill in the graph

	<i># responses</i>	<i>% responses</i>
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		

Question 8: What time of day do you prefer to meet?

	<i># responses</i>	<i>% responses</i>
Morning		
Lunchtime		
Evening		

Question 9: Do you prefer a meal at your club meeting?

	<i># responses</i>	<i>% responses</i>
Yes		
No		

Question 13: Would you want to participated in meetings via technology/online instead of face-to-face?

	<i># responses</i>	<i>% responses</i>
All business meetings should be conducted via technology		
More than half of the business meetings held via technology		
Half business meetings via technology and half face-to-face		
Less than half business meetings via technology the balance face-to-face		
No business meetings via technology		

Finally, use the Comments form to organize any comments from Question 12, and 14. Sort the comments by subject and whether the feedback is positive or negative. Fill out a separate form for each subject

Now follow the steps in the next section to get the most information from your results.

EVALUATE THE DATA

After all your calculations are complete:

1. Look at the overall distribution of responses for each statement. This is where the general opinion of your members will be evident. Are the responses to each statement similar or do your member’s opinions vary?
2. Look at the Top 2 and Bottom 2 categories for each statement. This shows you how much of your club has strong feelings about it. Use the Top 2/Bottom 2 Summary form to list the five highest and lowest scoring items.
 - a. For the “does well” list (page 9), start with the largest Top 2 percentage. If two items tie, start with the one that received the greatest number of Top 2 scores.

b. For the “could improve” list (page 10), start with the largest Bottom 2 percentage. If two items tie, start with the one that received the greatest number of Bottom 2 scores.

3. Now look at the Top 2 percentages for Statements 2A-2M and 10A-10M. Question 2 shows what is important to your club members, while Question 10 shows what your members think your club does well. Because the statements are the same, differences in the scores illustrate where your club activities and your members’ expectations are not aligned.

GAP SCORE TABLE

Complete the Gap Scores table below (page 11). To calculate the gap for each statement subtract the Top 2 percentage for Question 2 from its match in Question 10 (or $Q10 - Q2$).

For example, if a statement in Question 10 had a 60% response in the Top 2 category, but in Question 2 the same statement had a 90% response in Top 2, the gap would be -30 points.

If the gap score is negative it means your club members think the issue is important, but the club’s activities are falling short of their expectations. If the gap score is positive, the club’s activities are exceeding your members’ expectations in that area. The larger the gap score number, the more distance there is between your members’ expectations and your club’s activities.

4. Next look carefully at the scores for Question 3. This reflects how satisfied your members are with your club. Any statements that received a high percentage of Bottom 2 responses are areas of concern. You should explore these issues with your club to see what adjustments are needed, starting with any statements with a Bottom 2 percentage greater than fifty percent.

5. Now look at Question 11, which addresses your members’ wishes for and frustrations with your club. Here also, statements that received a high percentage of Bottom 2 responses should be discussed with your members.

6. Finally, consider Tables 1-5 (page 12, and 13). Each table represents one of the five characteristics of an excellent club.

- a. Table 1 shows how service-minded a club is.
- b. Table 2 shows if a club has good communication.
- c. Table 3 shows if a club has a strong membership program.
- d. Table 4 shows if a club has good member retention.
- e. Table 5 shows a club with effective leadership and club operations.

In each area, focus first on the topics where the Bottom 2 percentages are high, especially any greater than fifty percent. Then explore possible changes in areas where the Top 2 percentages are below fifty percent.

PRESENT THE RESULTS TO YOUR CLUB

- Share the results with your club during a meeting as soon as possible.
- Invite open discussion about positive as well as negative results. More information will help you determine what areas to concentrate on and also to develop effective action plans to address them.
- Use your members' opinions to determine your priorities for addressing issues. Use the Priorities form to list them in order.

CREATE YOUR CLUB'S ACTION PLANS

Some issues may only require minor adjustments to fix. Others are likely to need more time and attention.

- Make an action plan for each area that needs to be addressed.
- Use the Action Plan form to organize what needs to be done. When developing an Action Plan, assess the time and resources needed for each item and which SIA would like to be involved.
- To help boost morale and show fast results, incorporate some "quick fix" items early in your plan so your members see improvements right away.
- Concentrate on items that received the largest Bottom 2 percentages, showing a large proportion of your members disagreed with that item.

Be sure to explore the resources available on the SIA website. Once the plan is complete, present it to the board of directors for any necessary approval.

Implementing changes is the final step – how long that will take depends on the number and seriousness of the issues your club has identified.

IMPLEMENT YOUR PLANS

Begin making adjustments as soon as possible.

- Share the action plans with your club and report progress on a regular basis.
- For large-scale changes, ask for your members' input to make sure the solutions are an improvement.
- Celebrate successes to keep your members motivated and enthusiastic about making your club the best it can be.

You will find that taking the time to conduct a thorough evaluation of your club – and following through on the results – will yield many benefits. A strong, efficient club keeps its current members satisfied and motivated, is attractive to new members and is able to successfully serve its community

Does Well List

Could Improve List

Gap Scores

	% Top 2 Responses: Question 10	% Top 2 Responses: Question 2	Gap
A			
B			
C			
D			
E			
F			
G			
H			
I			
J			
K			
L			
M			

Club Assessment Tool Survey Results Template: Tables

Table # 1 – Service-mindedness

	% Bottom 2	% Top 2
2A		
2B		
2G		
2H		
2I		
3C		
3D		
10A		
10B		
10G		
10H		
10I		

Table # 2 – Good Communication

	% Bottom 2	% Top 2
2D		
2E		
4D		
4I		
10D		
10E		
11G		
11I		
11J		

Table # 3 – Strong Membership

	% Bottom 2	% Top 2
2L		
3E		
10L		
11B		
11H		

Table # 4 – Member Retention

	% Bottom 2	% Top 2
2F		
2J		
2K		
3A		
3B		
3F		
3G		
3H		
3I		
3J		
4A		
4B		
4F		
10F		
10J		
10K		
10N		
10O		
10P		
11C		

Table # 5 – Effective Club Leadership

	% Bottom 2	% Top 2
2C		
2M		
4C		
4E		
4G		
4H		
4J		
4K		
4L		
10C		
10M		
11A		
11B		
11D		
11E		
11F		