

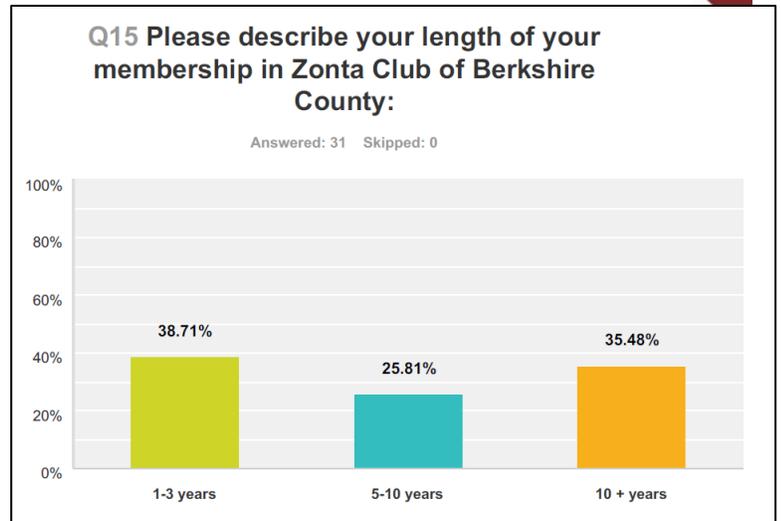
2015 Zonta Member Survey Results In Brief

31 responses of 47 members (66%)

Special Thanks to those that participated!

Jean Andrews, Millie Blum, Judy Burbank, Paula Byrde, Sandy Carroll, Christa Collier, Joan Dimartino, Debbie Dwyer, Toni Fontana, Barbara Greenfeld, Chris Haley, Ann Hayes, Fran Hearon, Elaine Hunter, Mary Kelly, Jenn Kerwood, Jan Kroboth, Genne Levasseur, Cheryl Maselli, Anne Meczywor, Gail Molari, Tina Monteleone, Mary O'Brien, Debbie O'Neill, Vickie Palardy, Anne Pasko, Carla Prendergast, Pam Roberts, Mary Tierney, Nancy Woitkowski (and one unsigned)

All membership lengths were represented.



Our Mission: Empowering Women Through Service & Advocacy

An overwhelming number of members believe that we are achieving our mission. *“Getting better every year!”* There is also a belief that we can do more together. With more members, comes more opportunity to increase our engagement. *“On the right track, but we could be doing so much more together ...”*

When asked to rank what we do in order of importance:

1. Service Efforts / Community Outreach
2. Issues Awareness
3. Fundraising
4. Club Image
5. Social Networking
6. International Engagement.

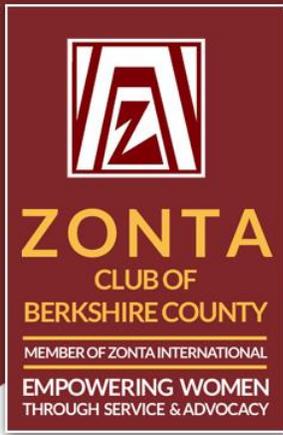


“We have excellent fundraisers and those that are involved go above and beyond.” There were several comments asking to be more engaged/volunteering in local service activities. There were also several comments asking for more education and engagement in international issues

Most agree that the Berkshire community does not know enough about the great works of Zonta.

Right Size?

The majority felt we should only grow the club if there is a need to do so, not for numbers alone. Maximize new member interest in expanded service projects and more will become engaged. Personal relationship building can help promote engagement.



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Most thought we currently spend the *right amount of effort* on:

- Social/Networking
- Fundraising.

There were 4 areas where respondents felt we *need improvement*. It is for that reason we will focus our brainstorming efforts on those areas:

- Club Image
- International Engagement
- Service Efforts
- Issues Awareness

Participation:

Almost all members participate in one or more fundraisers, with 93% of respondents working on Poinsettia fundraisers, 83% on Bunco, 77% on Auctions, and 73% on Suit Yourself.

Comments showed not all members were aware of some of the club projects, and some were not aware of where the proceeds of the fundraisers are contributed. Suggestions were made to feature Service Committee and Advocacy Committee updates at each meeting and in the newsletter with ways members can participate. There was enthusiasm to do more to support committee work and increase service projects.

Interesting Perspective

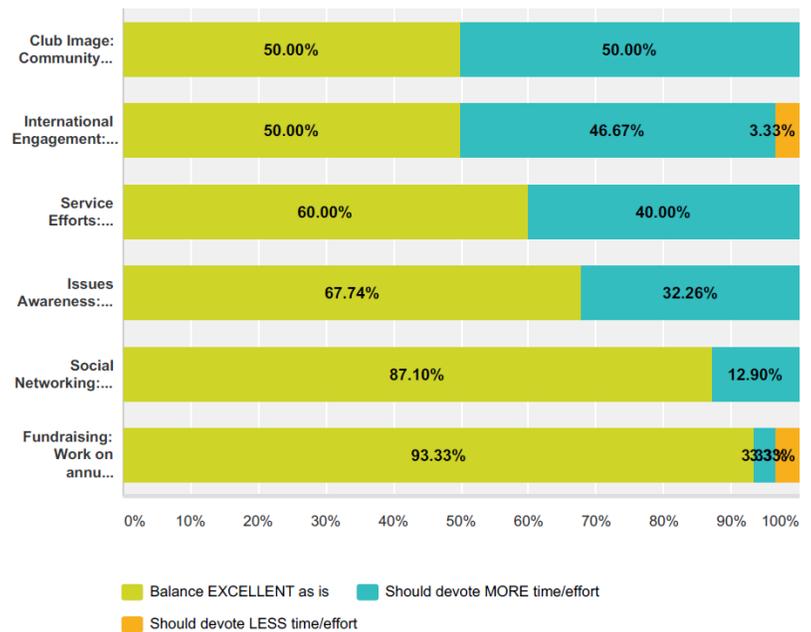
Many veteran members were disappointed that not all members are serving on a committee. Newer members were disappointed that they were not needed/called to meet on their committee. Multiple respondents said they felt part of a committee that “did not need me” or did not meet at all since those that have served for years have it down pat and don’t need help. *Everyone who served on an active committee where they were able to contribute rated the experience as excellent.*

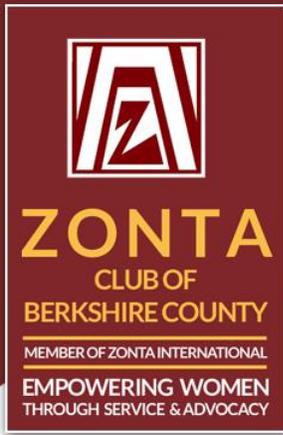
Suggestion that we have a roundtable for the committees at one meeting each year, so all members can learn about the activities and then volunteer for the committee they are most interested in.

Mentoring new committee members, and new members in general was suggested several times. Several also mentioned reaching out to current members who have dropped off the radar and encouraging current members to fully share their talents and expertise.

Q3 The following are the areas of focus for our club. In your opinion, how well do we balance our efforts?

Answered: 31 Skipped: 0





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The large majority (90-100%) were aware of the financial and time contributions expected of members.

A few respondents are still unsure about how to join a committee or advance in leadership and a few are not certain they feel comfortable suggesting new ideas to current leaders.

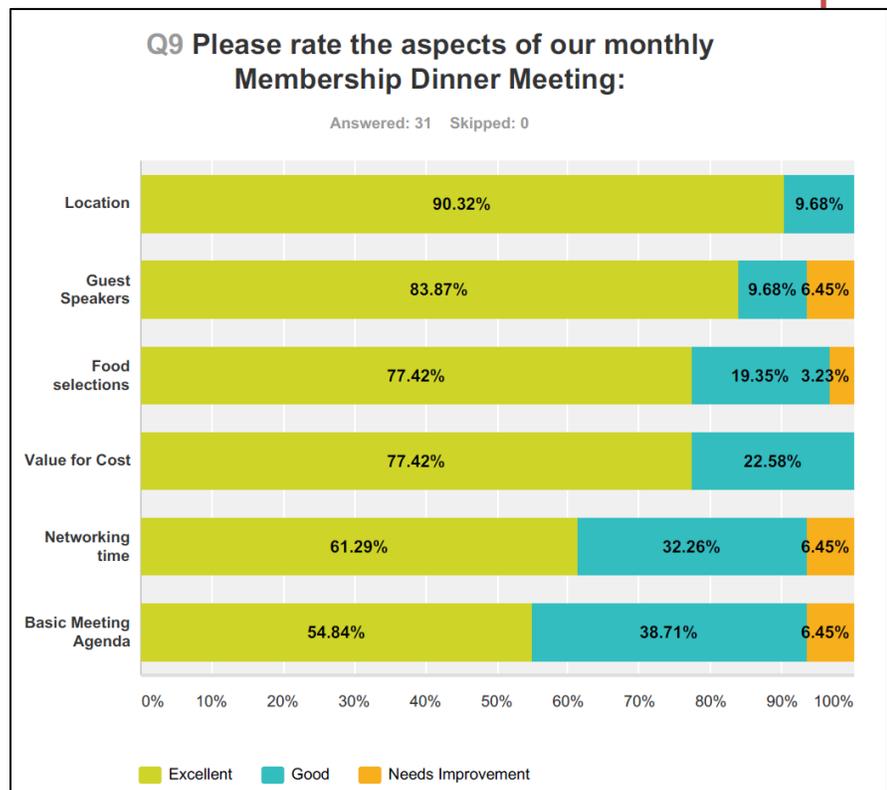
100% of survey respondents attend monthly dinner meetings when possible.

Overall, *members are happy with the monthly dinner meeting*, in location, speakers and food. There were some suggestions for improvement:

- Tighten the agenda: More compact meeting (end at 7)
- Spend less time spent on administrative tasks and more time on Advocacy and Service participation
- Ensure speakers are related to mission of empowering woman
- Better networking in the beginning

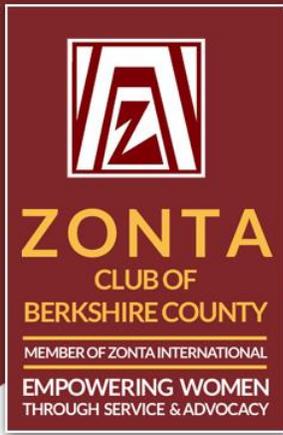
Based on the responses overall, improving communication internally and externally could elevate the workings of the club.

While most people receive the newsletter, financials, minutes, committee assignments etc... there are several members that can't recall receiving or having access to 9 out of 11 items shown below. 9 out of 11 items were found to be "not helpful" to at least a few members.



Some don't like the number of emails received when members 'reply-all' and there was a suggestion for a website to house the information so all members can access it, when needed.

Membership List of Berkshire Zonta Club Members	Berkshire Zonta Facebook Posts
Committee list of what each committee does	Newspaper Meeting Notices
Committee assignment of all appointed volunteers	Monthly Financials, Minutes and Invitations
Zonta International and Club Bylaws	Emails about Projects or Updates
Zonta International Magazine	Monthly Service Hour Request Emails
Berkshire Zonta Email Newsletter	



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Some comments we heard several times:

“QUOTABLES”

The Dinner Meeting

- I appreciate meeting speakers on women's issues, but I'd love to also provide assistance or support for those organizations. I had hoped that we would rally around these causes together, with either funding or projects.
- Would like to see more social interaction of members prior to being seated for dinner at monthly meetings. I don't find that I really have had a chance to meet women I didn't know prior to joining.
- Devote time to discussion of possible community focused projects.
- I don't think the monthly dinner meeting should be a place for minutes, finances, etc. I think we should truly focus on what to do in the community, projects we are working on and whomever is chairing them should get up and tell what we have accomplished and what next steps are.
- Our meetings seem like a night out, not a night of accomplishments. Maybe at one of the monthly meetings instead of having a speaker, we could be more productive and let all the members come up with service ideas, ask their opinions...

Zonta International

- I think to be different from any women's service club - and to be Zonta - we need to be more connected to Zonta International. Aware of our International projects currently, and try to find speakers that are somehow impacted/connected to those. And focused on advancing the status of women.
- More info on international affairs and opportunity for interaction. Presentation on women's issues on a regular basis.

Public Relations

- Club image might be enhanced by more visibility in local service activities. Selecting those activities may depend on awareness of issues in our community, perhaps achieved through an overview of problems and current supports. We would also need to assess whether the funds we raise could help resolve those issues. Are we using our funds for maximum impact and visibility?
- Am not sure the Community is aware of Zonta & all it does in the Community
- There's never enough community awareness. That should be at the top of the list.
- The club is active in many local endeavors to advance the status of women. However, many people do not recognize ZONTA and what it means or represents in our community.

Engagement

- Service projects should have more club participation. We are a service club.
- I believe that with 47 members we could be doing more service projects and find a way to get all members involved in an activity or project.
- I think one meeting devoted to round table discussions about what each committee does or should be doing would be helpful to get members to participate more.
- Perhaps a social event or two without a meeting attached? The more connected we feel the more we'll want to support each other's pet projects.
- I think that we could do a better job of committee work. More members involved in committees... starting with a mentor or "buddy" program either formal or informal.
- I am not sure that we need or want to increase our membership, but have advocated for mentoring for all new members and a focus on retention of the good core of members we have.
- I am looking for ways of working together instead of individually working on the same effort.
- Not sure need to increase membership but feel when lists are sent around to join a committee there are already so many on the list that they don't need one more. Should there be a limit on committee members? Do we need to expand interests?