

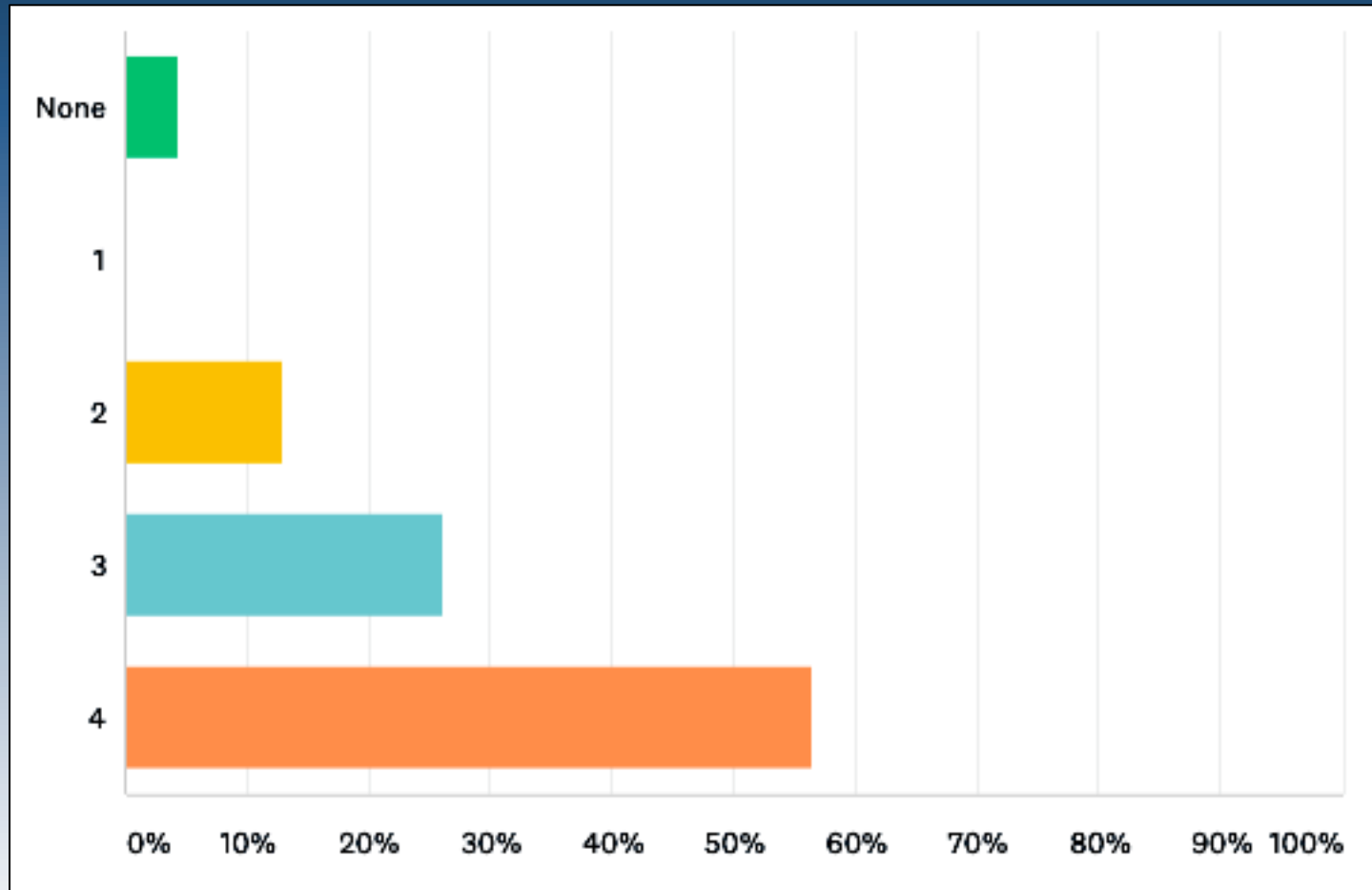
# Richmond Rotary Online Communications Survey Report

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- It's a challenge for even highly dedicated members to commit to scribing more than a 2 or 3 weeks in advance—especially during the summer.
- Therefore, maintaining a fully-staffed scribe schedule is difficult.
- Most scribes spend about 1 hour turning notes into the text you read on the Flywheel. The summary of last week's program is the most time-consuming part of the task.

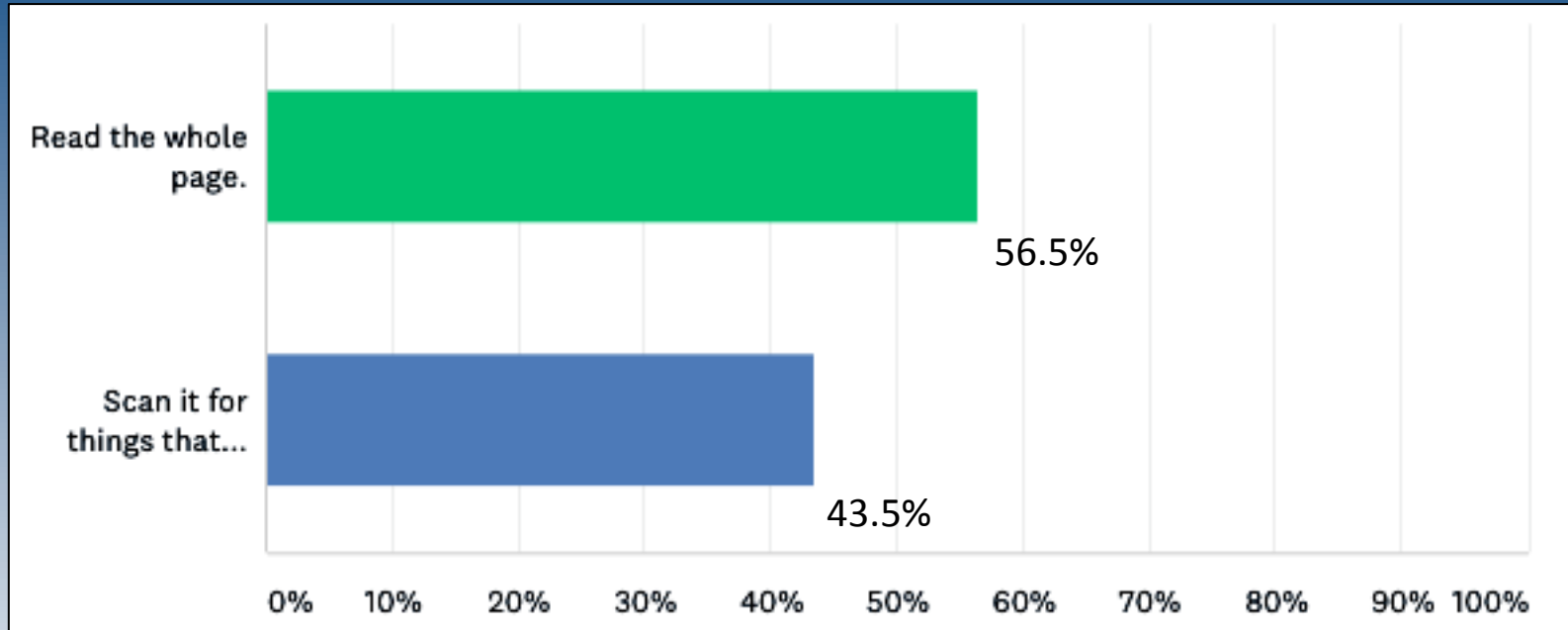
- Is there another way to maintain good communication with our membership without needing to publish the Flywheel—in its current form— every week?
- This Communications Survey is an attempt to answer that question.
- 23 of our 52 members answered the survey: 44%

During the last 4 weeks, how many issues of the Flywheel did you view?



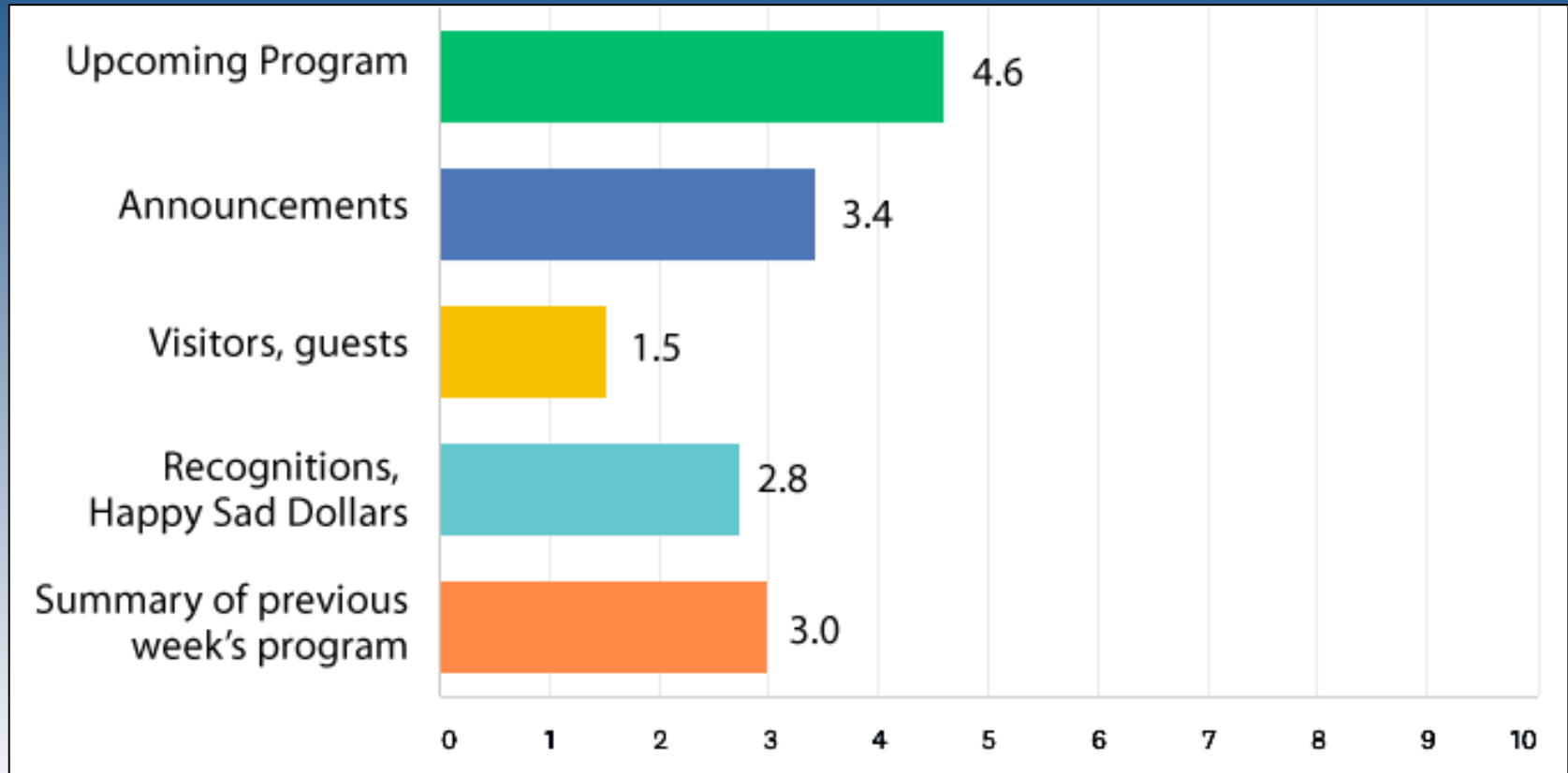
# When you view the Flywheel do you

- Read the whole page
- Scan it for things that interest you

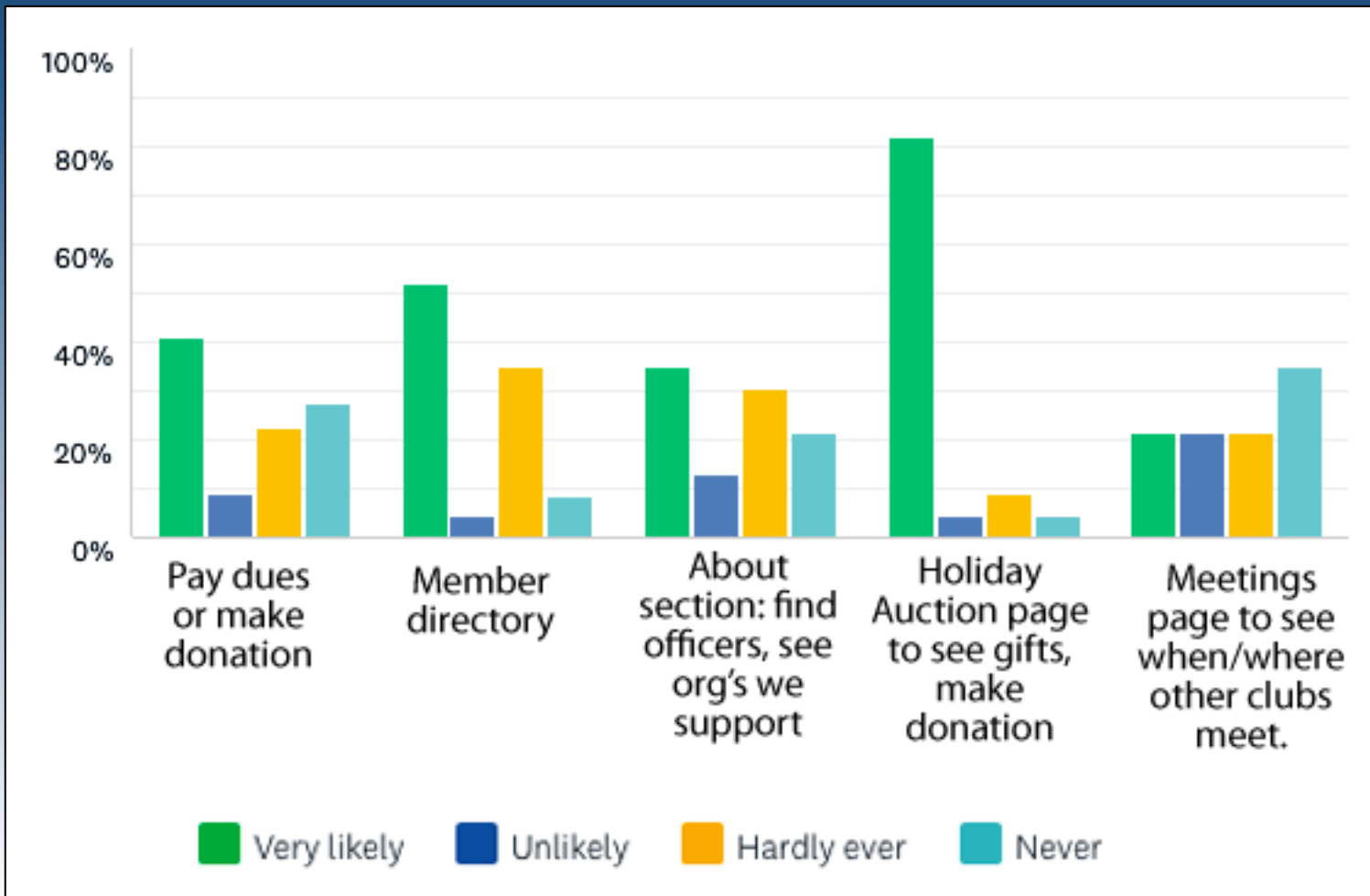


Note: Our analytics data indicates that, on average, our website users spend 2:16 on a page. If half are reading the FW, half are scanning, this looks right.

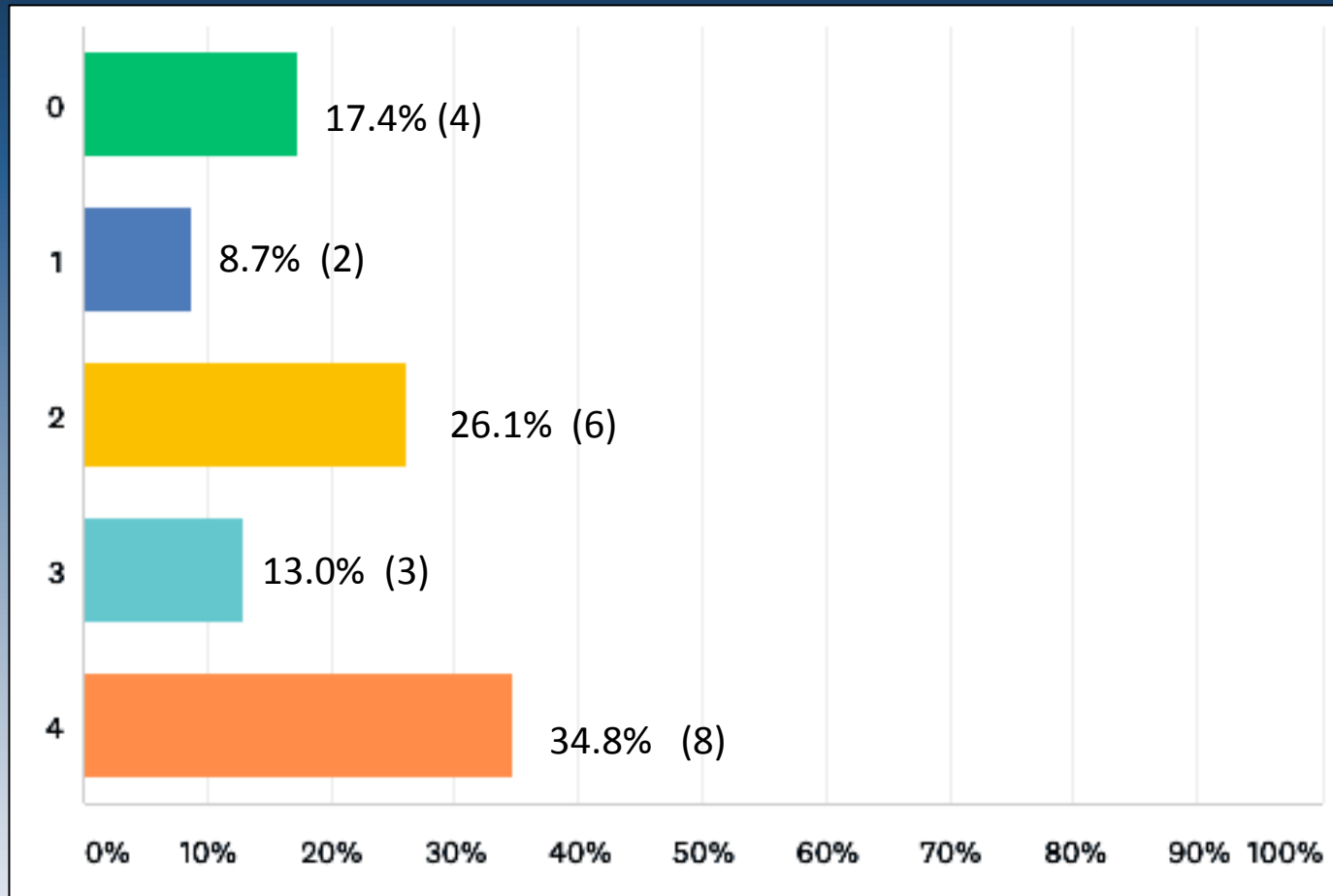
If you answered "Scan it" for the previous question, please rank the main sections of the Flywheel based on how likely you are to focus on each of them. (1-5, with 1 as most likely)



When you visit the website for reasons other than looking at the Flywheel, how likely will it be for these reasons?



# How many Rotary meetings did you attend in the last 4 weeks?



Based on 23 survey responses from a membership of 52.



# Conclusion and Response

Among the 23 who responded, **Upcoming Program** and **Announcements** are the 2 most valued sections of the Flywheel.

Therefore, we will begin distributing a *weekly HTML email*, (graphics, formatted like the Flywheel) containing the Upcoming Program blurb, a picture, and the Announcements from previous week's meeting.

We will stop publishing the Flywheel on our website. We will no longer have a summary of the previous week's program, Recognitions and Happy and Sad Dollars.

If there is a surge of support for continuing what we have been doing, then that will require that some members step forward to assume responsibilities for maintaining a full schedule of scribes.

# Discussion