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## What will I tell you

- Why we did an engagement survey
- How we did it
- What we learned
- What actions we took

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## Why an engagement survey? Sherlock Holmes knows.

- *When I hear you give your reasons," I remarked, "the thing always appears to me to be so ridiculously simple that I could easily do it myself, though at each successive instance of your reasoning, I am baffled until you explain your process. And yet I believe that my eyes are as good as yours."*
- *"Quite so," he answered, lighting a cigarette, and throwing himself down into an armchair. "You see, but you do not observe. The distinction is clear. For example, you have frequently seen the steps which lead up from the hall to this room."*
- *"Frequently."*
- *"How often?"*
- *"Well, some hundreds of times."*
- *"Then how many are there?"*
- *"How many? I don't know."*
- *"Quite so! You have not observed. And yet you have seen. That is just my point. Now, I know that there are seventeen steps, because I have both seen and observed."*

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## Why an engagement survey?

- Can't beat evidence led decision making
- Several new Committee Members
- No survey for a few years (Last done in 2017)
- Answer the question: where are satisfaction levels with our membership of 250+ members.

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## How did we do it?

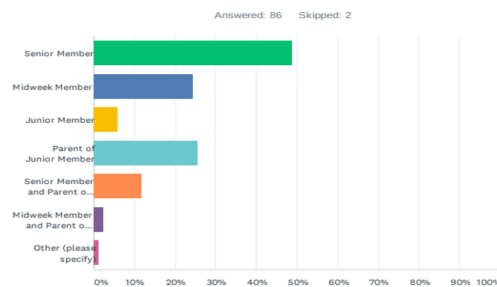
- Survey monkey with 25 Questions
- Sent to members as a link in club spark delivered email.

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## What did we learn?

- 88 (of 316 members) members completed the survey (28%), this compares with 81 in 2017
- The number of comments provided gave us a good steer that our members are engaged with the direction of the Club.

Q1 Please indicate who you are by membership category; select all that are applicable.



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## What did we learn?

- Members were not satisfied with our coaching arrangements
- Members wanted improve communications related to coaching and the way the club communicated with them.
- Members pointed to gap in pathway getting juniors to migrate to senior levels
- The open comments section was really valuable as members articulated both ideas and concerns (feedback is gold dust).

gave

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## What did we do with this feedback?

- Supported our move to seek a new coaching arrangement.
- Done some work to integrate juniors into interclub pathways with several of our juniors joining our men's teams this year.
- Enhance our website to increase navigability and refreshed content.

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## Questions or Comments?

Thanks for your time

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