



Lions Clubs International

ADMINISTRATIVE GUIDE

# HOW ARE YOUR RATINGS?

*An Essential Evaluation Tool for Clubs*



# HOW ARE YOUR RATINGS?

## *An Essential Evaluation Tool for Clubs - Administrative Guide*

So you've decided to evaluate your club.

Discovering little problems and correcting them before they become big ones will save time and resources.

The results can also assist you in focusing your efforts on the areas where your members desire change.

This process lets you see your club through your members' eyes – what is going well and what needs some attention. Some observations may surprise you; some may not.

It is important to keep an open mind to your members' opinions, even if there is harsh criticism. Remember – every criticism is an opportunity to make improvements to your club.

## CONDUCT THE SURVEY

*When –*

- Pass out the surveys during a club meeting and have your 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 Question 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 your club members, not just club officers. Soliciting everyone's opinion gives you the best overall view of the club and shows your 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.

	Bottom 2				Top 2						
	1	2	3	4	5	6	Total responses	# Bottom 2 responses	# Top 2 responses	% Bottom 2 responses	% Top 2 responses
	3	3	0	8	12	3	29	6	15	21%	52%

Start by tallying how many of each score your 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.



**LCI has created an excel template for your use with this guide. To find the How Are Your Ratings? survey template, type "ME-15C" into the Search box located in the upper right-hand corner of the LCI website.**

## QUESTION 2: VOLUNTEER ACTIVITY IMPORTANCE

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

## QUESTION 3: SATISFACTION WITH YOUR LIONS CLUB

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

## QUESTION 4: MEETING SATISFACTION

	Bottom 2				Top 2							
	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												

## QUESTION 10: EVALUATION OF YOUR LIONS CLUB

	Bottom 2				Top 2							
	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												

**QUESTION 10: Continued**

L										
M										
N										
O										
P										

**QUESTION 11: LION WISHES/FRUSTRATIONS WITH YOUR CLUB**

	Bottom 2				Top 2						
	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											

Now, complete the following tables by filling in the percentages for each statement listed.

**Table # 1 – Service-mindedness**

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

**Table # 2 – Good Communication**

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

**Table # 3 – Strong Membership**

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

**Table # 4 – Member Retention**

	% Top 2	% Bottom 2
2F		
2J		
2K		
3A		
3B		
3F		
3G		
3H		
3I		
3J		
4A		
4B		
4F		
10F		

**Table # 5 – Effective Club Leadership**

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



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

**Question 5:**  
**How often would you like to meet?**

More often	
Just right	
Less often	

**Question 6:**  
**How frequently would you like to meet in person?** *(Do not include surveys with multiple responses.)*

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	

For Question 7, tally which days your members prefer for meetings. Discuss the best possible meeting day when you present the results to your club.

**Question 7:**  
**What day of the week do you prefer to meet?** *Rank in order of preference*

Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	

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

Morning	
Lunchtime	
Evening	

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

Yes	
No	

Finally, use the *Comments* form to organize any comments from Question 12. 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, 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, 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.

Complete the Gap Scores table below. 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.



## Gap Scores

% Top 2 Responses: Question 10      % Top 2 Responses: Question 2

<i>example</i>	<i>60</i>	<i>90</i>	<i>-30</i>
A			
B			
C			
D			
E			
F			
G			
H			
I			
J			
K			
L			
M			

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. 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.

These characteristics are explored in depth during the Club Excellence Process (CEP). More information about CEP is available on the Lions Clubs International (LCI) website at [www.lionsclubs.org/CEP](http://www.lionsclubs.org/CEP).

## 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 Lions 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 LCI website ([www.lionsclubs.org](http://www.lionsclubs.org)). This includes downloadable forms and guides to assist with your club's next steps.

Once your plan is complete, present it to your 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.

# COMMENTS

(Question 12)

Topic: \_\_\_\_\_

Positive	Negative

Create a separate form for each topic.

## TOP 2/BOTTOM 2 SUMMARY

What does our club do well? <i>(Largest Top 2 percentages)</i>	What could our club improve on? <i>(Largest Bottom 2 percentages)</i>
1	1
2	2
3	3
4	4
5	5

# PRIORITIES

1
2
3
4
5



# ACTION PLAN

Issue: \_\_\_\_\_

What? (Action steps)	
Who? (Responsible Lion)	
Resources? (What do we need)	
When? (Deadlines)	
Result? (What do you want to happen)	

Create a separate plan for each issue to be addressed.



## Lions Clubs International

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