

## **Report on 2018 Membership Survey**

In order for the FLC Seniors Board of Directors to develop strategic and long-term plans, it was important that the membership be given an opportunity to comment on the current state of the club and to offer suggestions and recommendations. To this end, an electronic survey was issued to all members in 2018 with a number of questions to be answered.

The Board would like to thank volunteers Bob Laloge, Wayne Mitchell and Brett Rodgers for their time and efforts in designing the survey, compiling the results, and preparing a summary report. As well, they prepared an updated Strategic Plan for the Club.

Responses were received from 945 member emails (some being couples) which is a 38% response rate. For this type of survey, this was considered to be a very successful response rate which can be attributed to our membership being engaged and interested in what is happening within the FLC Seniors Club.

The Board was very encouraged with an overall average satisfaction score of 85.6% (4.28/5.00) which confirmed to us that all of our activities are doing a great job of providing the experiences that the membership are looking for.

However, looking forward, the Board wants to continue to make improvements to ensure that this level of satisfaction is maintained. There were many great comments received from the membership that have helped the Board to develop a future Strategic Plan. Some of the key items that have already been implemented or are in the process of being implemented include:

1. Upgrade our IT to be able to offer online membership purchases and renewals. We anticipate this will be gradually rolled out after the annual membership renewal in August 2019. Online activity registration for those activities that wish to participate will follow but will not be available until sometime after September 2019.
2. Thanks to a grant from the Canadian Hard of Hearing Association, the sound system in the Seniors Lounge at Trico has been upgraded and augmented with new audio and visual equipment. With the use of a microphone, sound in the Seniors Lounge is greatly improved. The system has the capability to send sound directly to compatible hearing aids.
3. As the club continues to grow, the Board is always looking for new facilities to help some of the activities improve the services they are offering or expand. The Board has appointed one person to be the liaison for facilities outside Trico and the various activities. This allows the Club to negotiate preferential rates and obtain the dates and times required.