

MEASURING INCLUSION



Audience: Board members, with club members' participation where designated.

Whether members and prospective members feel welcomed, included and valued is an important factor in a club's health and strength. This tool will help you gain member feedback and use it to make improvements. Start the conversation with one or more of these options:

INTERVIEW MEMBERS INDIVIDUALLY. This method works well when individual trust is strong and members feel comfortable speaking candidly. You might ask: Do they feel welcomed and valued in the club? Do they ever feel overlooked, unheard or unsafe? Do any specific (positive or negative) habits, experiences or members come to mind?

OFFER AN ANONYMOUS SURVEY. Adapt the survey on the next page to get a general picture of members' experiences regarding inclusion. Include opportunities to provide feedback. You can distribute the survey as a printed copy or collect electronic responses through an online survey provider.

CONDUCT AN OPEN FORUM. With an unbiased facilitator, this method can inspire more interactive discussion, but remember the possibility that not all members will feel comfortable giving candid feedback in a group setting. Prompt members with open-ended questions similar to those in the survey on the next page.

CONDUCT A VISUAL ASSESSMENT. Tape sheets of paper to a wall, with questions such as the ones included in the suggested survey. Invite members to place sticky notes beneath them, with comments about things they enjoy and things they want to change. Then read each comment aloud and discuss how it can be incorporated into the club's activities.



Member inclusion survey

This survey will help club leaders evaluate how effectively the club welcomes and includes all members and prospective members. It can help you improve club operations, member satisfaction and community visibility.

How does your club welcome and include new members?

Is our club generally a welcoming place for new people or is it exclusive? Why?

Do any memories, experiences or habits define your perception of our club's inclusivity?

PERSONAL COMFORT

- _____ I feel actively included in our club's activities and conversations.
- _____ I feel that my voice, ideas and vision for the club are heard, valued and considered.
- _____ I feel able to grow as a person and advance in leadership, if desired, within our club.
- _____ Our club members are kind and considerate toward others like and unlike themselves.
- _____ Our club feels like a welcoming and inclusive community, even a family.

Total for this section: _____

Would you like to comment on any of your ratings? What ideas do you have for improvement?

Rate the following statements about our club's inclusivity using this scale:

- 0 = Strongly disagree
- 1 = Disagree
- 2 = Neither agree nor disagree
- 3 = Agree
- 4 = Strongly agree



NEW MEMBER INCLUSION

- _____ Our club members actively welcome and include new members and guests.
- _____ New members and guests are empowered to participate as they feel comfortable.
- _____ Feedback from new members and guests is solicited to improve club activities.
- _____ Kiwanis terms or acronyms are explained when new members and guests are present.
- _____ New members and guests who attend a meeting or event often return.

Total for this section: _____

Would you like to comment on any of your ratings? What ideas do you have for improvement?

Total for both sections: _____

EVALUATE THE RESULTS

You can develop and refine club goals by identifying what your club needs to start, continue and stop doing during the coming year. Calculate the average of the results of your surveys. Then share the findings with your members via email — or take time to present them at a meeting.

Is the club score 39 or higher?

Congratulations! Celebrate your success and think about how it can inspire improvement. What are you doing well? How might those qualities bridge the gap between your club's strengths and its opportunities for improvement?

Is the club score from 30 to 38?

Good work! Build on the momentum of your club's strengths. Not sure where to start? Look at your club meetings, traditions and events. A guest's first impressions mean everything. If the experience isn't a good use of visitors' time or they do not feel included, they may think twice before returning. Review each area with answers averaging 0, 1 or 2. Brainstorm ways to implement change.

Is the club score less than 29?

Thank you for your honesty. The first step toward change is acknowledging that it's necessary. Where do you start? Before you invite more people to join, discuss with your board and existing members how to make the club experience more inclusive and welcoming.



SEARCH FOR SOLUTIONS

Whatever your club's results, you have resources that can help you make improvements:

Diversity, equity and inclusion.

Visit kiwanis.org/diversity for resources that will help all existing club members and guests feel welcomed and included — a key to membership recruitment, retention and growth.

Club management/administration.

Visit kiwanis.org/leadertools for resources that will help club officers make the club stronger.

Membership strength.

Visit kiwanis.org/membership for resources that will help you invite new members and improve your club.

Member experience.

How often do you thank or recognize members? Discover more ways to celebrate good work with the **Celebrating success** tool at kiwanis.org/acetools.

