

March 10, 2020

## **Executive Summary of the February 2020 Member and Friends Survey**

You may recall that, last month, the Harvard Club of Cape Cod asked you to complete a survey on the types of events that most appeal to you, where and when, and how you prefer to get information from Club leadership. It was an online survey. We heard from 73 of you — 76%, Club members; 24%, not currently members. The bulk of respondents are retirees (77%) and empty-nesters (18%).

Here is a brief overview of your responses.

The three events with the greatest appeal are:

- lectures by Harvard professors (96%)
- Cape experts on timely topics (82%)
- presentations by our Club-sponsored Summer Fellows (42%).

A slight majority of you would like events in all parts of the Cape (54%), while the rest believe it is more convenient to hold events in the Hyannis area as a mid-point (47%). This continues to be a challenge, as does finding the best times for speaker-related events.

The greatest appeal continues to be weekday luncheons (78%); half of our respondents also indicated they would attend weeknight events (48%). While 34% of you gave a “favorable” score to weekend luncheons, 63% indicated they were “neutral” on this timing.

Nine out of ten of you are willing to receive Club information via an electronic format, while several of you require paper mailings. Similarly, the majority of respondents (88%) prefer to get their information via email, with US mail their 2nd choice (52%).

(Note: You may have noticed some difficulty with paper mailings over the last couple of months. We are working with the direct mail vendor to ensure more timely delivery.)

While the HCCC website is a 2nd or 3rd choice for information, we continue to encourage members and friends to log into [www.harvardclubofcapecod.org](http://www.harvardclubofcapecod.org) to get further information on the Club, who’s among the leadership, upcoming events, volunteer opportunities, etc.

Here are a few comments from the survey:

“Community engagement on the value of higher education, tapping into club resources ... to connect with students on the Cape and Islands to encourage them to go to college ... maybe provide mentoring.”

“It would be nice to have ‘meet alumni in your neighborhood’ events.”

“Mid-week luncheons work best for me, but I am willing to go at other times

for a good speaker or presentation.”

“I would like the Club to consider an on-Cape theater event.”

“I’m interested in some of the events listed here if they are within striking distance of the Outer Cape.”

Many of you said “yes” to speaking with a member of the HCCC Executive Committee about your survey responses. Thank you; we will contact you.

The full report is attached to this summary. For those of you who didn’t respond earlier, it’s not too late. We welcome your review and comment, to Barbara Wellnitz (barbarawellnitz2@gmail.com), Charles Diana (charles77d@comcast.net) and/or Jacqueline Leppla (jleppla@quinstreet.com). Their full contact information is in the Club Directory.

### **Commentary**

Over the past year, we have scheduled an occasional weeknight or Sunday event and will continue to do so. We hope this flexible schedule will continue to attract you to Club events. Realizing that some of our members no longer drive at night, we will, of course, continue to hold events during daylight hours as well.

We will continue to post information on the Club website that we believe is of value to our members and friends (such as these survey results), while also continuing to disseminate information on our events via our regular e-blasts. We also post information on events sponsored by other alumni clubs to which our members are invited.

One respondent said they would “appreciate knowing more about volunteer opportunities within the club.” Note: The nominating committee currently is putting together the slate of officers and directors for 2020-2021. We also will need others to serve on the membership and program committees. We encourage you to contact Barbara or Charlie if you would like more information (contact information, above).