

Key Findings - PLATO Member Satisfaction Survey 2023

- For the 2023 survey, 729 current members were surveyed. The strong response rate of 58.3% (425 surveys) remains a strong reflection of member interest and engagement.
- Age of respondents:**

54 or younger: 0.7%	75-84: 46.6%
55-64: 4.2%	85 or older: 7.9%
65-74: 40.6%	
- Length of Membership**

<1 year: 9.4%	1-5 years: 34.6%	>6 years: 56%
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Member Survey Results

Consistent satisfaction surveys monitor changes over time. No general surveys were conducted in 2020 or 2021 because of COVID.

Importance of Activities

Member Survey Results Over Time – Overall Summary

	Survey Year:	2018	2019	2022	2023	Change
Number of Members in PLATO Database with E-Mail Addresses		1,077	1,309	1,039	729	(310)
Number of Responses		520	591	390	425	35
Response Rate		48.28%	45.15%	37.54%	58.30%	20.76%
PLATO Activities Importance (1 = Not Important to 5 = Very Important)						
Regularly Scheduled Courses		4.38	4.39	4.31	4.38	0.07
Tuesday E-Mail Updates		3.69	3.67	3.21	3.53	0.32
Social Gathering		2.70	2.64	2.35	2.67	0.32
Local Tours		3.42	3.54	3.02	3.23	0.21
Special Lectures		3.93	3.88	3.60	3.63	0.03
The Agora		2.71	2.82	2.44	2.94	0.50
Charitable Education Fund		2.97	2.98	2.63	3.00	0.37
Field Trips - Including Theater		3.98	4.03	3.47	3.48	0.01
	Survey Year:	2018	2019	2022	2023	Change
Overall Member Satisfaction (1 = Very Dissatisfied to 10 = Very Satisfied)		8.75	8.50	8.40	8.39	(0.01)
Effectiveness of PLATO's Member Support Activities (1 = Very Poor to 5 = Very Good)						
Timely notification of membership renewal		4.54	4.49	4.67	4.60	(0.07)
Registering for a course		4.52	4.42	4.57	4.54	(0.03)
Registering for events		4.52	4.44	4.60	4.49	(0.11)
Tuesday E-Mail Updates		4.46	4.43	4.51	4.42	(0.09)
Ease of navigating the website		4.31	4.23	4.40	4.29	(0.11)
Percent of Respondents Serving on Committees		11.2%	17.0%	20.5%	21.3%	0.8%

- Ratings on how important activities are for members *increased* slightly in all categories since 2022 (see chart above), while overall member satisfaction *stayed the same* (see chart below). Satisfaction with PLATO communication and support activities saw *slight decreases*.
- Program activities rated as “important” or “very important” continue to be highest for courses (82.4%), lectures (55.3%), and the Tuesday email (53.6%). Lowest ratings are for social events (38.2%), educational fund (35.8%) and the Agora (35.4%). While the numbers have changed over

time, the clustering has been consistent.

- Ratings of “good” or “very good” for PLATO’s member support activities are highest for timely notification of membership renewal (84.1%), course registration (81%), and Tuesday Updates (79.9%). Lower rated is the Facebook page (17.1%), which also has the highest “don’t know/no opinion” responses.

Committee Involvement/Course Coordination Interest

- 34 responders expressed interest in information about serving on a committee. Those names were forwarded on to the committee of interest. 11 responders expressed an interest in coordinating a course. Info was forwarded to the Curriculum Committee.

PLATO Recommendation/Renewal

- When asked how likely members are to recommend PLATO to others, 68.9% said they were likely, 20.2% were neutral and 10.9% said they would not.

Common reasons for recommending include the courses, value of social connections, intellectual stimulation, and affordable value.

Common reasons for not recommending include quality of some courses, organization not well known, decline in activities, e.g., field trips, and limited appeal to younger seniors.

- Those likely to renew totaled 95%.

Member Survey Results Over Time – Overall Member Satisfaction



Overall member satisfaction is 8.39 on a 10-point scale, virtually the same as 2022.

Member Responses to Open-Ended Questions

Following is a sampling of some of the more common themes.

What Would Improve Members’ PLATO Experience

- More field trips
- More diversity in membership
- More and diverse courses in more locations; more virtual courses
- Website and social media enhancements
- Membership growth

What Members Like Best

- Content and variety of courses, including virtual
- Lectures and other learning opportunities
- Social interaction and intellectual stimulation
- Trips and cultural activities

- Experienced course coordinators and class discussion
- Value for the cost of membership

How to Improve Member Support Services

- Collaborate with other organizations
- More effective use of Facebook
- New member marketing
- Improve newsletter content
- New member events

What PLATO Could Do to Make It Easy to Invite a Friend

- Printed materials, e.g., a brochure
- Gift certificates and referred member discounts
- Phone script/talking points
- Website improvement
- Invitation to attend 1-2 classes free
- Emphasizing more hybrid and on-line options

How PLATO Could Attract New Members

- Community outreach
- Advertising
- Presentations at senior organizations
- Media publicity
- Cross-marketing with other organizations
- Connect with new retirees
- Provide information to new area residents
- Current member referrals

Reasons Likely to continue membership next year

- PLATO is important part of life
- Depends on personal situation and future PLATO offerings
- Good value
- Support PLATO mission

Reasons for not renewing membership

- Health and other life-changes
- Technology challenges
- Financial constraints
- Time challenges