As a Shareclub organizer or Educational program coordinator, have you ever scrambled to get an interesting speaker for your next Shareclub meeting? The Calgary Shareclub solved this problem with a member educational topic survey.

# Shareclub Topics – a Survey

In 2017 the Calgary Shareclub appointed an Educational Program Coordinator. He solicited members for potential Shareclub topics. These were incorporated into a survey emailed to members who scored their interest level on each topic.

We clustered the results into four categories; Everyone, Boomers, Millennials, and Small Business. Each topic was scored 1 (not interested) to 5 (5 being highly interested).

# Results

The educational program now targets members’ interests with the sixteen topics that received top votes. These topics are being rolled out over a 2-year period. Twenty-nine topics received a “not interested” vote and are not discussed.

# Implementation

Topics are alternated between categories, so the program appeals to a broad base of members, and members are solicited once a year to present them. E.g. One month an everyone topic, followed by a Boomers, etc.

The Coordinator sends an annual report card to members to score the year’s educational program against survey responses.

The survey is updated every three years and sent back to the members to select additional topics.

# Impact on Club

* Education program set up annually with topics selected from members’ responses
* Education program presenters selected once per year lightening educational program Coordinator’s load
* More member participation
  + Members learn more about the topic they are going to present
  + Creates subject matter experts that other members learn from
* Less work for Coordinator to find presenters because club members are interested in the topics covered
* Membership has been steadily climbing as a result since 2017

# Links to Survey and its Scoring

*CMS Staff to insert URLs to where survey and scoring files are stored on the Canadian Moneysaver website*

# About the Author

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