

SCYC 2021 Survey Analysis, Executive Conclusions

March 30th, 2021

INTRODUCTION

In February 2021 SCYC members were invited to participate in a club survey. The purpose was to provide guidance for the continued and future direction of SCYC. The survey was concluded on Feb 24, 2021. In total 74 regular and social members participated. Although invited, no honorary members participated. The 74 surveys represented 70% of the regular/social membership.

This summary report offers a high level analysis along with SCYC executive committee conclusions (in red). The report is broken into 4 parts; Member Benefits, Program Participation and Importance, Participation and Volunteerism, Fund usage in support of club programs, Membership Statistics and Member Satisfaction.

MEMBER BENEFITS, PROGRAM PARTICIPATION AND IMPORTANCE

SCYC members participate in most of the club's key activities. The most popular programs, in order, are cruising stations (72%), reciprocals (62%) and social events / major events (62%). The lowest level of participation is in sailboat racing (29%) and rally's (32%). Mooring ball benefit (40%) was rated in the middle.

In terms of program importance, members responded that the top 4 programs were; Comradery (82%), Cruising (72%), reciprocals (59%) and Fairwinds moorage discount (45%).

As expected program importance was closely matched to the question asked, "... rate each of the benefits, as to where you think the club and club executive should focus its energy". In this regard, members responded that the top 4 programs that the executive should focus on are; Comraderie (79%), Cruising Stations (82%), reciprocals (66%) and Fairwinds moorage discount (59%). The other reply that got very strong support was that the executive should focus its energy on membership campaign to attract new members (63%).

Many of our social programs are ranked similarly making it difficult to assess which ones are seen as the most beneficial. However, collectively our social programs support "comraderies and interaction" which was ranked as the most important benefit. In addition, we need to recognize and support our category of social membership. Many of our social programs can also be structured to require only modest financial support.

Clearly, the high priority given to comraderie and a focus on the on-water cruising and reciprocals are where the executive should stay focused. It was also valuable to see that members recognize that attracting new members is essential to the health and sustainment of SCYC. While racing and rally's rank lowest in importance to membership, it can be supported at a modest costs, plus its a cornerstone of being a yacht club and offers good potential for comradery.

The mooring buoys benefit is a relatively high cost (insurance and maintenance) to the club and were rated in the middle of the pack in term of member importance.

PARTICIPATION AND VOLUNTEERISM

Members volunteer largely to support social events (70%) and the BMW Lasqueti Regatta (60%). The lowest level of volunteering is to assist in organizing club cruises (23%). With respect to volunteerism, we know that our core volunteers are repeatedly coming from about 50% of our membership. **This isn't sustainable and it creates volunteer burn out.**

We're making steps to reduce the workload, provide clear job descriptions and acknowledge volunteers with recognition. The bottom line, volunteering should be fun and we need members to step forward.

COMMITTEES AND TASK FORCES

Just over half of the club members surveyed said they have volunteered in the past to work on specific activities, (e.g. yearbook) or task forces, (e.g. bylaw committee).

WHAT MEMBERS WANT TO VOLUNTEER FOR

Of those that completed the survey, 43% of the members have served on the Executive at one time or another in the past, and 91% said that serving on the executive was a satisfying experience. However, despite the 91% satisfying experience, the survey indicates clearly that SCYC members do NOT want to serve on the Executive or leadership roles. This most likely is because of the anticipated time commitment that comes with the "job". Nevertheless, and positively, 82% of members indicated that they are happy to volunteer for a task force or specific event in a non leadership capacity. **This is positive, having members step forward and volunteer is very helpful, and goes a long way to reducing the club executive workload.**

The big concern is that the club has a small pocket of members to draw on to take on leadership roles! This is unsustainable and will require success in our membership campaign to resolve this. That being said the executive will ensure that new members who indicate interest, will be supported with clear job descriptions and guided so they will have a thorough understanding of the commitment required.

FUND USAGE

There are two questions where the data (from question 7) was examined to seek insight into the guidance of the membership

1. Does the membership want to maintain the level of current programs or reduce them?
2. Should the Club consider using the Fund for periodic reduction of dues or consider using for special projects or donations.

The summary results (based on a selection choice of "3" or greater) were as follows:

- 57% / 58% of the respondents supported maintaining current program levels with fund or dues increase. 61% responded that the club should reduce current programs and events sufficiently to provide a balanced budget.

- This response (within 4%) is too narrow to clearly determine a path forward. The reality for SCYC is that until we have a substantial increase in membership, additional funds are needed to maintain current program levels.
- The survey response indicated a significant membership support for retaining the fund for capital projects. The reality for SCYC is that building a new clubhouse, close to Fairwinds Marina is not feasible. Alternative options for deployment of the fund are; 1) a major upgrade of the afterdeck. Upgrading the Afterdeck should not be pursued until we have a better understanding of future plans for the marina. 2) Contracting into a long term lease in the “Landing”. At this time, it is not clear that SCYC can access space in the “Landings” and if that would be of interest to members.
- Regarding other uses of the fund, a draw on the fund for special projects/donations was supported by 64%. Dues reduction was least supported at 32%. The support for using the fund for special projects / donations aligns with what members said last year, with a strong support for donating to the purchase of West Ballenas. For members who may not be aware, the club annual donations total approximately \$500 yearly.

MEMBERSHIP STATISTICS and MEMBER SATISFACTION

BOAT USAGE

A high percentage of members use their boats primarily for day trips and longer cruises using cruising stations and reciprocals. Members use their boats much less frequently for racing, rallies and fishing. These results support the program importance, as was discussed earlier.

HOW MUCH LONGER MEMBERS PLAN TO OWN THEIR BOAT

Almost 38% of surveyed members said they are planning to sell their boats and get out of boating in the next 5 years! This emphasizes the importance the club embarking on a strong Membership Campaign to attract and sustain our club.

NUMBER OF YEARS MEMBERS HAVE BELONGED TO SCYC?

Over 50% of our members have belonged to the club for 3-15 years and close to 40% have been members for more than 15 years. This supports the reality that the average age of the membership is increasing.

MEMBER SATISFACTION

Members response was 85% that they were more than satisfied with the value they receive from membership in SCYC and the same percentage were more than satisfied with the effectiveness in our communication. This percentage increases to 98% if the middle choice “3” (satisfied) is included. Thank you for your positive endorsement. This result is due to the executive and members who’ve given their time over the past years.

FINAL THOUGHTS

As many members know, the club held a comprehensive survey in 2013. The survey in 2013 had approximately twice the number of respondents as the 2021 survey. Two questions asked in the 2013 survey are worth mentioning, because they are very much related to the club's current environment in 2021. The two questions with responses were;

- 1) What are the "Greatest Challenges facing SCYC"? The top two responses were: Membership Challenges and Membership Development. **Here we are 9 years later, and clearly membership development remains a very critical issue.**
- 2) What are and the "Greatest areas of Opportunity"? The top two responses were: Fairwinds Development and Pursue SCYC Club Facilities. **At long last we'll soon see the completion of Fairwinds Development.**

SCYC remains a strong club with enthusiastic members from a wide geographic area participating in social, sailing and powerboating activities. With a focus on membership growth, continuation of excellent benefits and social events, our club can look forward to many decades of fun and friendships - both on the water as well as at the shoreline. The club executive mandate is to continue to strive to support programs that ensure benefits are available to all members in a balanced way.