

NATIONAL AGM



SCCA
LEADERSHIP SUMMIT
ANNUAL CONVENTION

Las Vegas
January 22, 2016

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Car Owner/Driver/Corner Worker/Pro-Event Volunteer



Thank You SCCA

■ Voice of the Member

- Thank you for making “Car Guys” dreams come true!
- Dedication of 100’s of CFR volunteers, 1000’s nationally
- World class venues
- Safe environment
- Outstanding community of people

HAVE FUN • BE SAFE • GO FAST!



Membership Input

- Thank you for the invitation to speak as a Club Member

Question...

What is the biggest “operational challenge”
CFR Road Racing faces over the next 5 years?



Member Perception

...Getting enough volunteers
to work the events...



What Members See and Hear

- Workers being asked to do more events
- Shifting demographic of workers
- Burn-out factor
- Cost factor
- Natural attrition
- Same pool of dedicated workers
- Near-miss event cancellation (Sept. Sebring)



Member Question

Is there a problem?

Is this only a CFR problem?

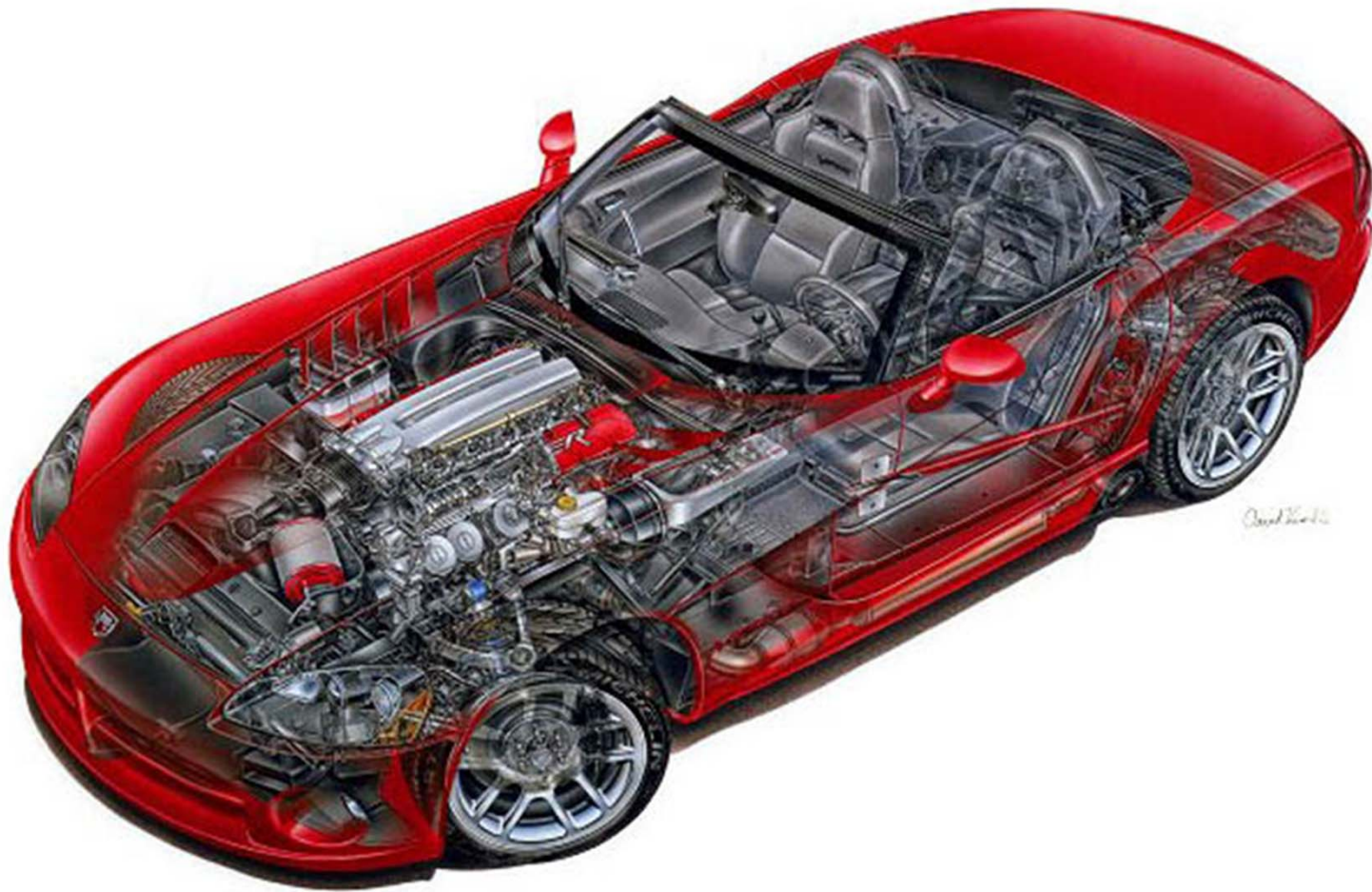
Can the problem be defined?



Metrics – For Example



Metrics – Lots of Moving Parts



Metrics – Expect Performance



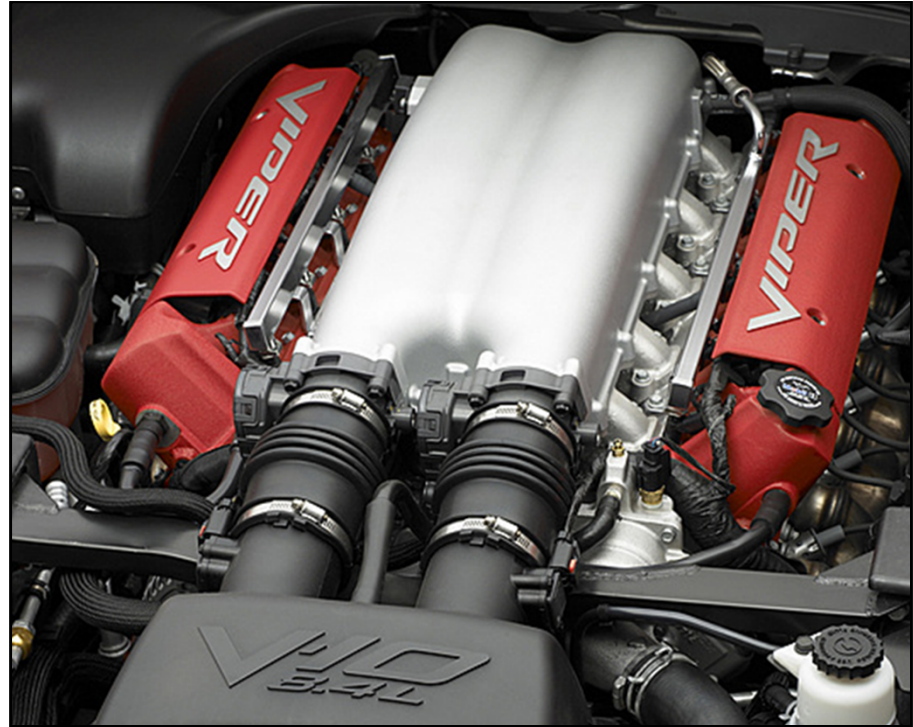
Metrics – Complexity

How do you keep all this complexity under control?

What are the critical systems?

What do you monitor?

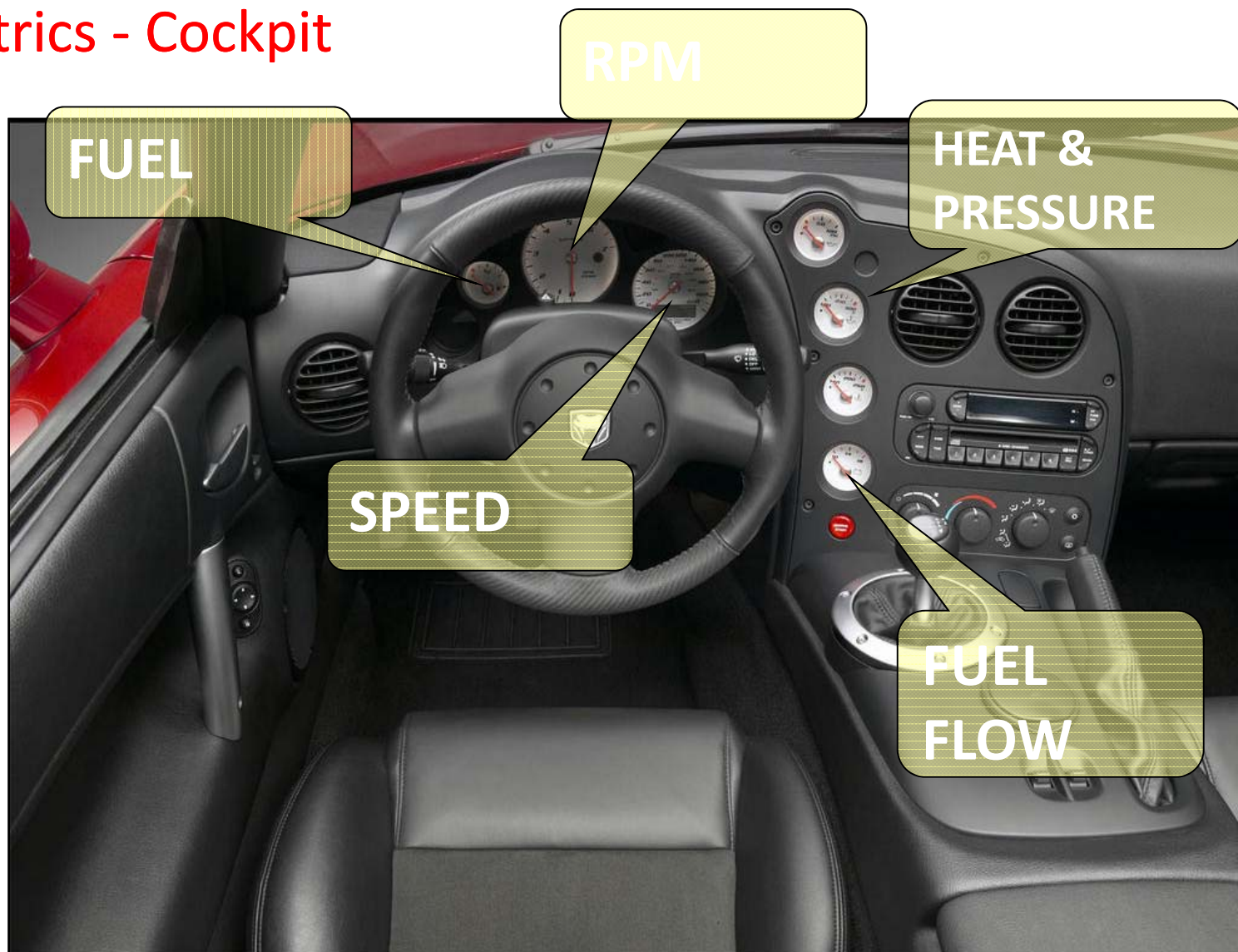
How do you know when something is wrong?



LOOK AT YOUR DASHBOARD!



Metrics - Cockpit



Metrics – Current Reporting

What metrics do we have
for our volunteer workers?



Metrics - Volunteers



The point is

- Do we know the details?
- Do we have a trigger to identify problems?
- How do we best address membership?
- How do we recruit?
- Who do we recruit?
- Where to we recruit?
- What is the value proposition?
- What media do we use?



Membership Chair - CFR

- Darren Gunn
 - Excellent communications
 - Frequent interaction with members
 - Great demeanor
 - Entertaining promoter
 - Best interests of the Club
- Does he have enough tools?
- Why ask this...?



The Audience

Today's only audience is
CURRENT MEMBERS!



Ideas

- Define the “Car-Guy” demographic for CFR/SCCA
- Determine where to find them
- How to promote SCCA
 - Who is SCCA anyway?
 - Information details – better defined
 - What/who we need
 - How to get involved
 - Forums for introduction and training



Ideas

- Online presence
 - CFR website: good but not engaging
 - Facebook: good but targeting members
 - Youtube: some excellent content, some old
- Promotions and jump-off points
 - PDX, Auto-Cross
 - Videos
 - Cooperation with Clubs, Car Dealers
 - Car Shows
 - Vendor Databases



Ideas

- Schools/Organizations
 - Volunteer Community Service Hours
 - Technical Projects
 - SAE Affiliates
- Tech Challenge
 - Team Dismantle/Re-Assemble Race Car Event
- Car Corals at Race Events
 - Race Weekend Corals With SCCA Tour
- YouTube
 - Dedicated Channel – Linkages to Region Sites



Ideas

- Hard Copy Media Distribution
 - Undelivered Copies of SportsCar
 - Regional Publications – CFR Checker
- Video Ads
 - Movie Theatres
 - Cable Providers
- Auto Company Collaboration
 - Ford Performance – Barter System
- Testimonial Personalities
 - Randy Pobst, Jay Leno, Adam Carolla



SCCA Content

SCCA has some
EXCELLENT VIDEOS!
...but not targeting workers...



SCCA Content

liteCam



SCCA Content

Already on



Get the Message Out – Targeting Workers

- Marketing initiative
 - Define requirements
 - Media – Print, Video, Premiums
 - Recruiting drive
- Define value proposition
 - Testimonials
 - Opportunity to work Pro-Events

WE NEED GOOD MULTI-MEDIA MATERIALS!



If We Have a Problem...

- Maintain metrics
 - Keep finger on the pulse
- Marketing budget
 - Define the scope first
- Recruiting budget
 - Look at perceived cost/benefit
- Pro-active management
 - Stay ahead of the curve



Keep us doing THIS!





CENTRAL FLORIDA REGION

Thank You SCCA
and
Thank You Workers!

