



SCCA NATIONAL CONVENTION

January 17-19, 2019

30 NEAR 30

Good morning everyone! First of all, what a privilege it is to be here having this conversation with you all this morning.

ABOUT ME

region

Sasquatch (Susquehanna)

member

June 2015

board member

2016—present

motorsports

#77, autocross, road race, rallycross

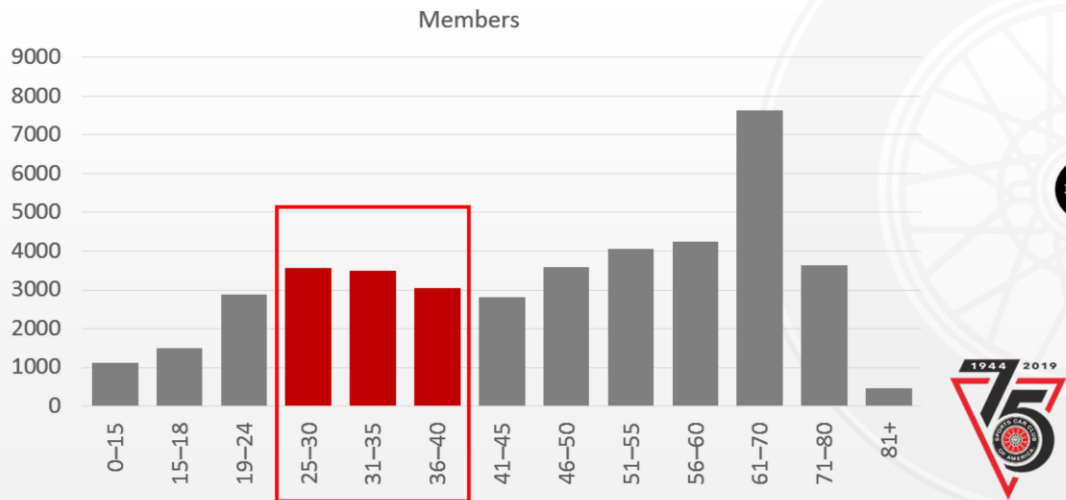
profession

marketing



That's enough about me... let's talk about this 30-Near-30 initiative.

WHAT IS 30 NEAR 30?



Historically speaking, SCCA membership in the 30-39 age demographic is where we see the fewest number of members, particularly 35-39.

While there are many life changes that we've identified that contribute to this, we wanted to identify other key issues that impact this demographic, so we started the 30-NEAR-30 initiative.

WHAT WE DID

- Chose 30 members to participate in the focus group
- Created a secret Facebook group
- Posed questions and allowed open discussion
- Parsed and analyzed the comments on each question

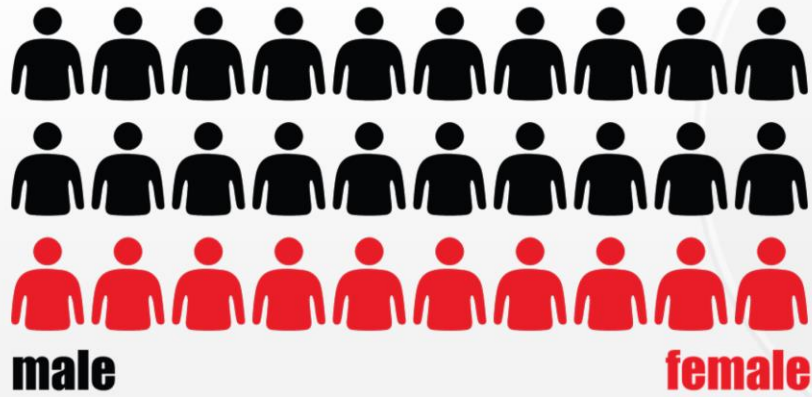




DEMOGRAPHICS

Next I want to share a little demographic information on SCCA members and participants who took part in the 30 Near 30 Focus Group in 2018, and the origin of the information and findings I'll be talking about today.

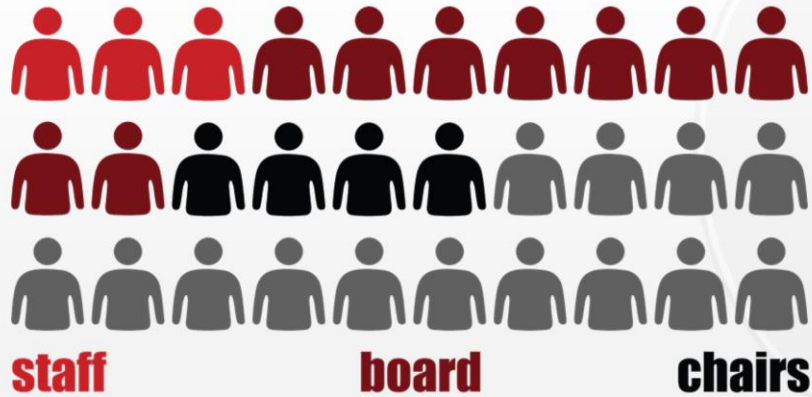
GENDER



20 men
10 women

Includes 3 leads – one man, two women

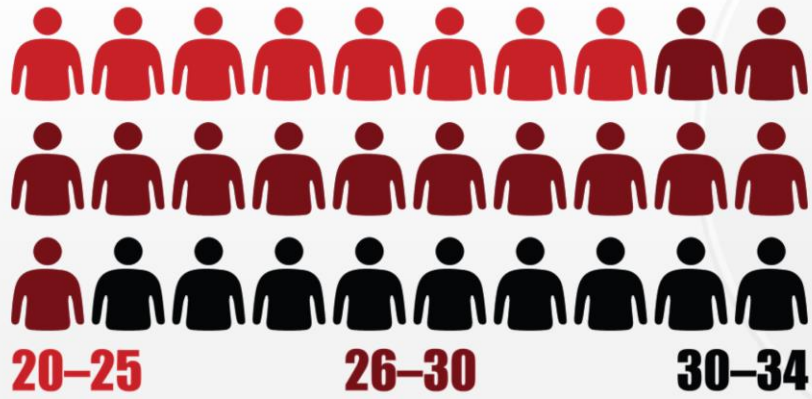
LEADERS



3 are current national staff
9 were on Regional BODs
4 were leaders in programs within their region.

So that's 16, or roughly half who we'd consider "Leaders" by their titles

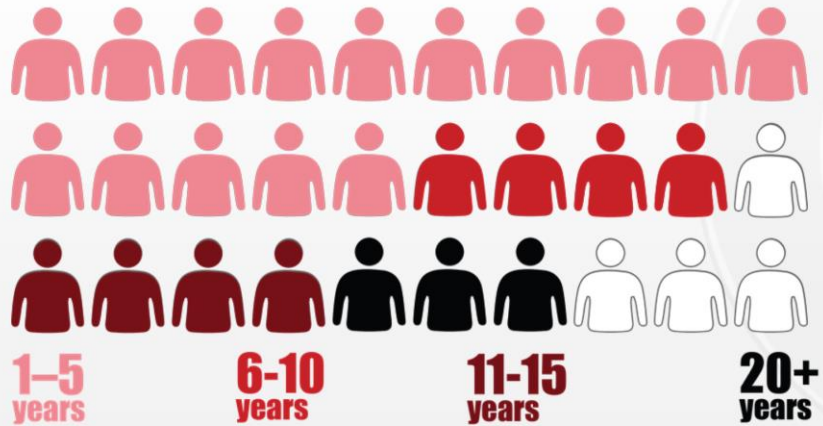
AGE



8 in the 20-25 age range
13 in the 26-30 age range
9 in the 30-34 age range (including me)



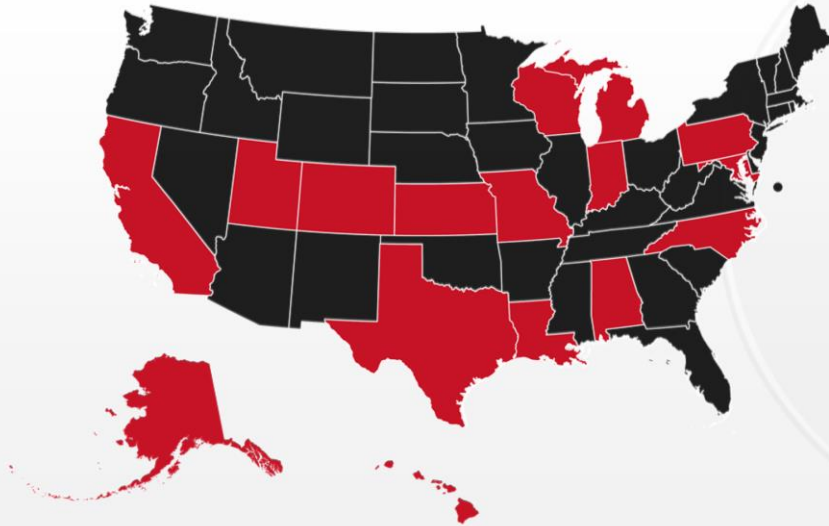
MEMBERSHIP TENURE



15 were members 1-5 years
4 were members 6-10 years
4 were members 11-15 years
3 were members 20+ years
4 were non-members



GEOGRAPHY



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While not all regions could be represented in such a small focus group, we did ensure that all divisions were represented, from focus group members across 16 states.



RESULTS

RECAP

Gathered a group of men and women around the age of 30 with a good mix of leaders and members, and varied length of membership. We created a dedicated Facebook group and facilitated open conversations with specific questions all to better understand what makes this age group tick, and start to identify what we can do as leaders to better retain and engage them.

The next slides are the results, by question posed.

WHY GET INVOLVED



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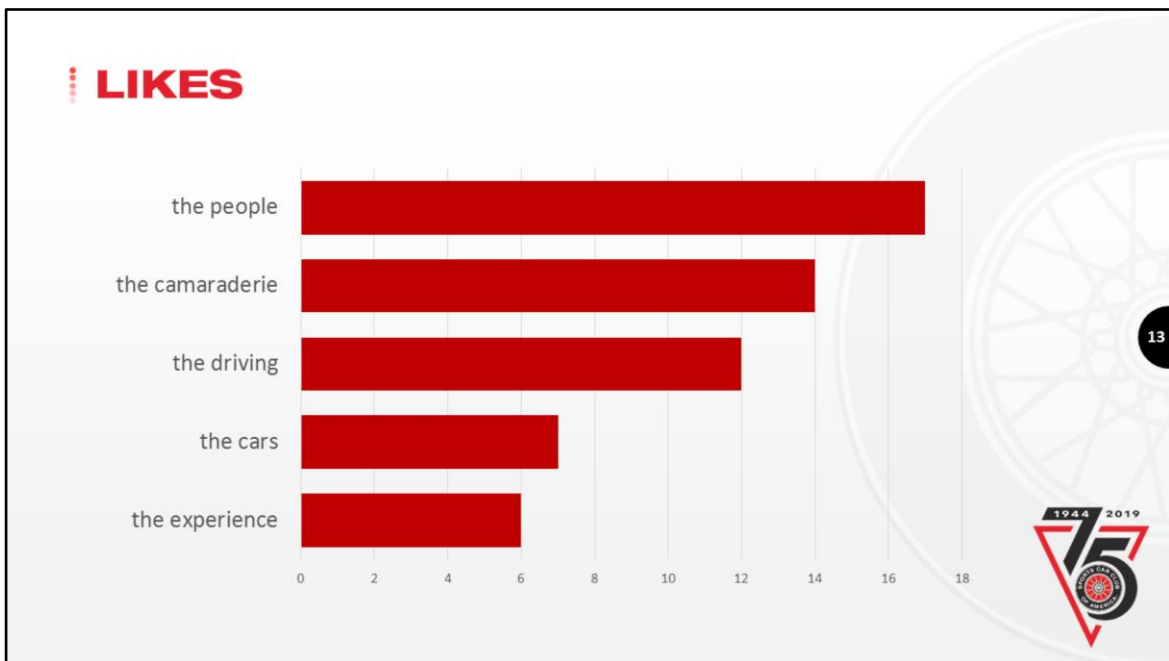
Question: Why did you get involved with the SCCA?

Interesting split here

Autocross was the big one for... most people with shorter membership tenure. This was their entry point (not surprising)... **Friends** often played a role in this group's joining.

Family was the big answer for those people with longer membership tenures, often with parents signing them up at a very young age.

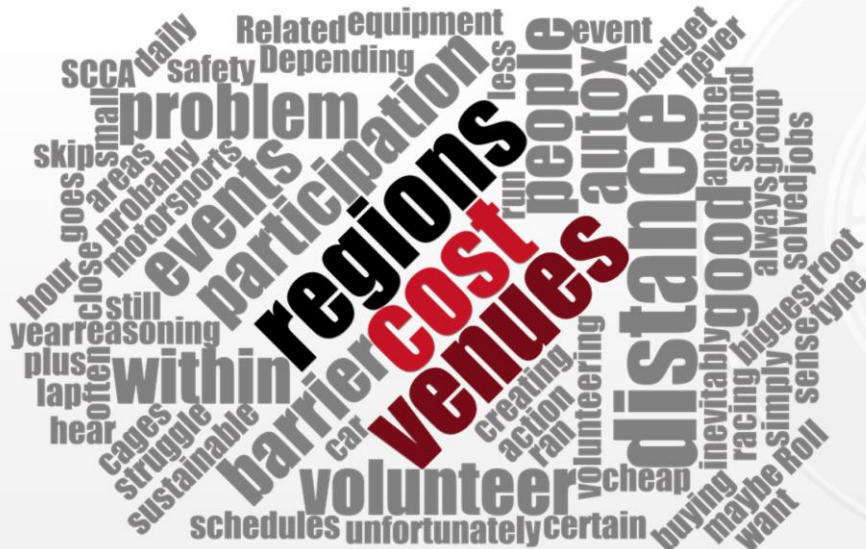
No matter what the entry point was... "**people**" were mentioned quite often in the responses for why they're here.



Question: What do you like most about the SCCA?

This graphic is pretty self explanatory. Simply put, they broadly answered:
I came for the cars, stay for the people... and the racing.

■ BARRIERS



Question: What barriers to participation have you experienced with the SCCA?

COST: this isn't really a surprise, right? Motorsports can be expensive

VENUES/LOCATIONS: This one surprised me, but a few noted lack of venues or losing venues, generally Solo, which makes it difficult to continue participating when that's what can be afforded

REGIONS: This one was interesting. One member noted: "There are 5 regions within a 2.5 hour drive of me, and I'd love to run with them all but our schedules inevitably overlap," and a few others agreed. So perceived lack of cooperation or the disconnect between regions is a barrier for this age group.



Question: What is your (and your peers) perception of membership? Do you join for a common cause, out of necessity, to network?

I personally found this one very interesting.

CHEAPER:

- Joined to pay reduced rates at auto/rallycross
- To save weekend membership fees
- One member said, "People join mostly because it's cheaper to do a whole season with a membership. I don't think most people see it as being a part of something because you can attend an event with or without a full SCCA membership."

AWARDS

- To qualify for end of year awards – several people noted this as the main reason they joined

DISCOUNTS

- Some use the discounts offered by SCCA partners, some don't. This was fairly evenly split, but it was brought up.

[illegible]

NECESSITY: If I don't, who will... and we all wanna have fun with cars.

- NETWORK:** Secondary reason, seems to be a perk

Visibility → road racers vs. autocrossers. Limited cross-pollination between the programs.

- Time & Cost** — Specifically mentioned when it comes to volunteering at road races

WHY NOT A MEMBER



Question: If you aren't currently a member, why not? What is your barrier to joining?

No big surprise here: mixture of time and money.

Big purchases: house, cars

Big life events: grad school, marriage, kids, etc.



- This really emerged with the idea that “the sometimes inconsistent way regions in the same area do things, and the lack of willingness for those regions to work together. (*Importance of consistency...*)
- But also, respect for regions in the area to avoid conflicting events

RESPECT

- Respect for each other
- So the conversation around this topic was mostly concerning the treatment of women and the perceived lack of respect.
- But, one member noted “when this type of behavior is not only executed but essentially condoned, the matter becomes much more prevalent.”
- Essentially, this boiled down to the welcoming environment statement in this comment, “We have to make our events more friendly if we want to keep on doing them.

FINGER POINTING / COMPLAINING

- Ok. Who here can think of an example of finger pointing?
 - “Topeka doesn’t get it...”
 - “It’s all the millenials’ fault...”
 - Or really, [insert somebody perceived to be in charge here] doesn’t care.
- Armchair Event Chairs also fit in here? Complaining but never really wanting to help. We all know a few, right?

DISCONNECT

- One member likened SCCA to how federal and state governments don’t always see eye-to-eye saying, “The disconnect between national event leaders not understanding how things play out at a regional level and the opposite, region event leaders not understanding aspects of national events and processes”
- Also noted in this kind of bucket was the disconnect between programs with no cross-pollination between solo and road racing, for example.

KARTS

- Really goes to the future of the club
- One member noted dealing with an RE who repeatedly and publicly stated that it’s not the “Sports Kart Club of America” and shown disdain for karts all around.
- Another noted that this is an important topic, not only because kids are the future but because you have many people around that age of 30 starting families who drift away from SCCA for a while. If the kids classes were looked at in more of a positive manner, we’d probably get that many more families coming out together.

As one of the members put it, and I agree, **I think the topic of irritations “can all be summed up to say, “Old school habits and the resistance to change and flexibility.”**

COMMUNICATION

FACEBOOK vs. EMAIL



Question: What is your preferred method of communication?

Mixed answers here

Some prefer emails because they can save them

Others prefer the ease of Facebook.

As leaders, this age group tends toward Facebook

This was split 50/50... which makes both equally as important as the other when it comes to communicating with this age group.



**COMMON THREADS
& THE PATH FORWARD**

COMMON THREADS

- Communication is key
- Involvement, engagement & inclusivity
- Respect
- Autocross
- Be open to change
- Cost

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This age group isn't going anywhere...
They WANT to be involved
They WANT to help
Include them

THE PATH FORWARD

- Do your own regional focus group (they're not difficult!)
- Leadership roles
- Ask us to step up & mentor us
- Look into tenure of your younger members
- Consider ways to cross-pollinate programs
- Celebrate the small wins; reward
- Consider requiring membership for championship awards
- No finger pointing — work together

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CELEBRATE SMALL WINS:

“We celebrated every small victory so much it snowballed into getting a newer generation to start pitching in.”

QUESTIONS?