

30 NEAR 30

ABOUT ME

region

Sasquatch (Susquehanna)

member

June 2015

board member

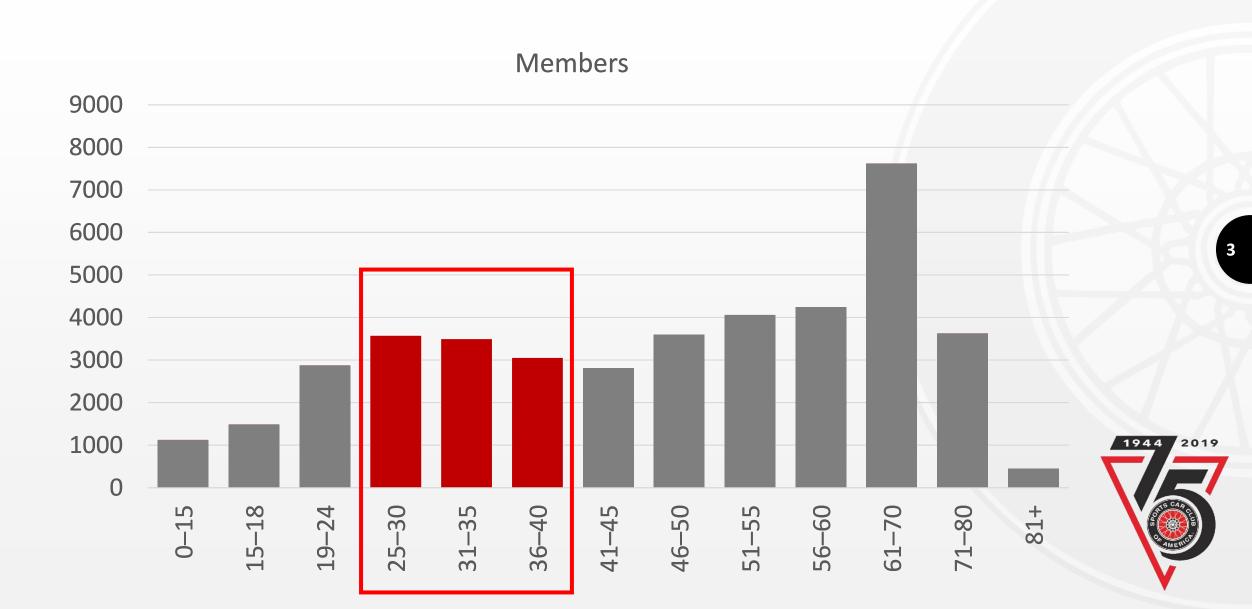
2016—present

motorsports

#77, autocross, road race, rallycross

profession marketing / communications



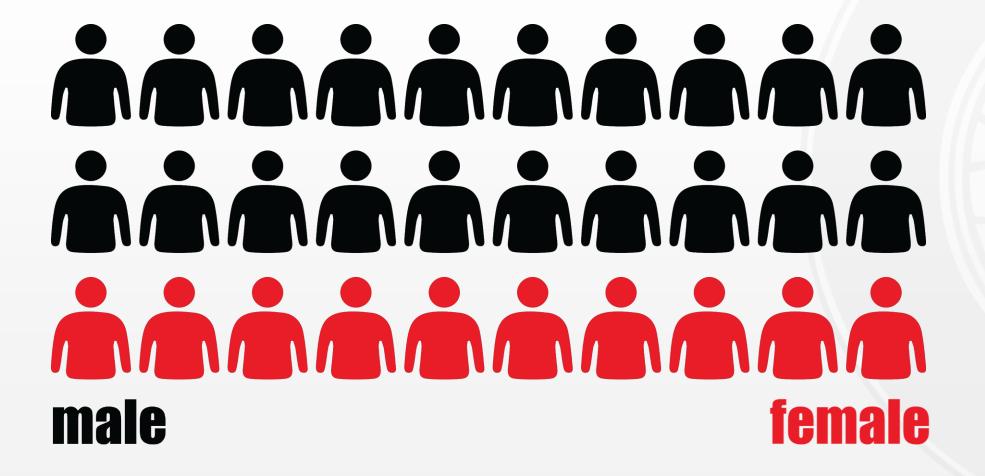


WHAT WE DID

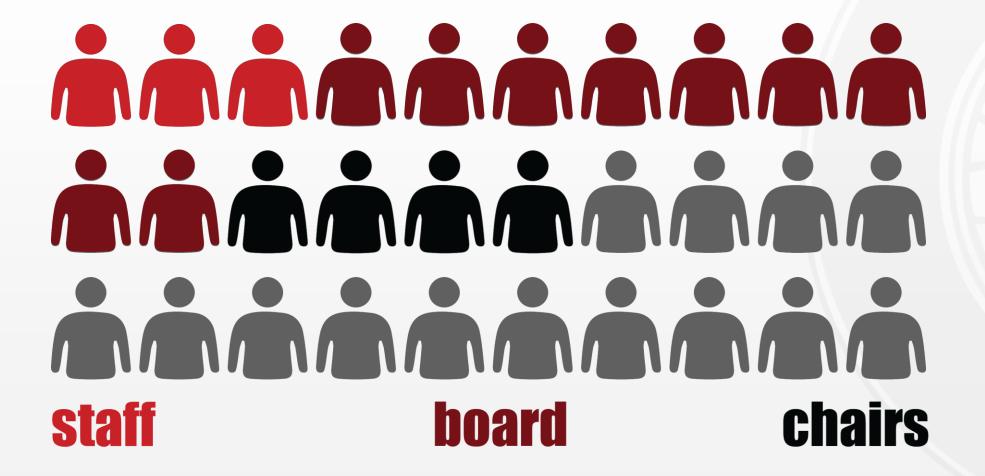
- Chose 30 members to participate in the focus group
- Created a secret Facebook group
- Posed questions and allowed open discussion
- Parsed and analyzed the comments on each question



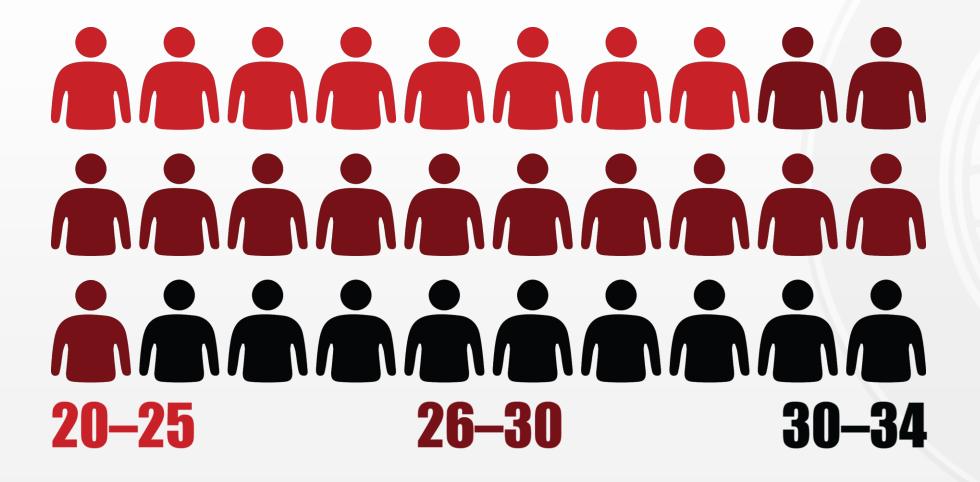
DEMOGRAPHICS









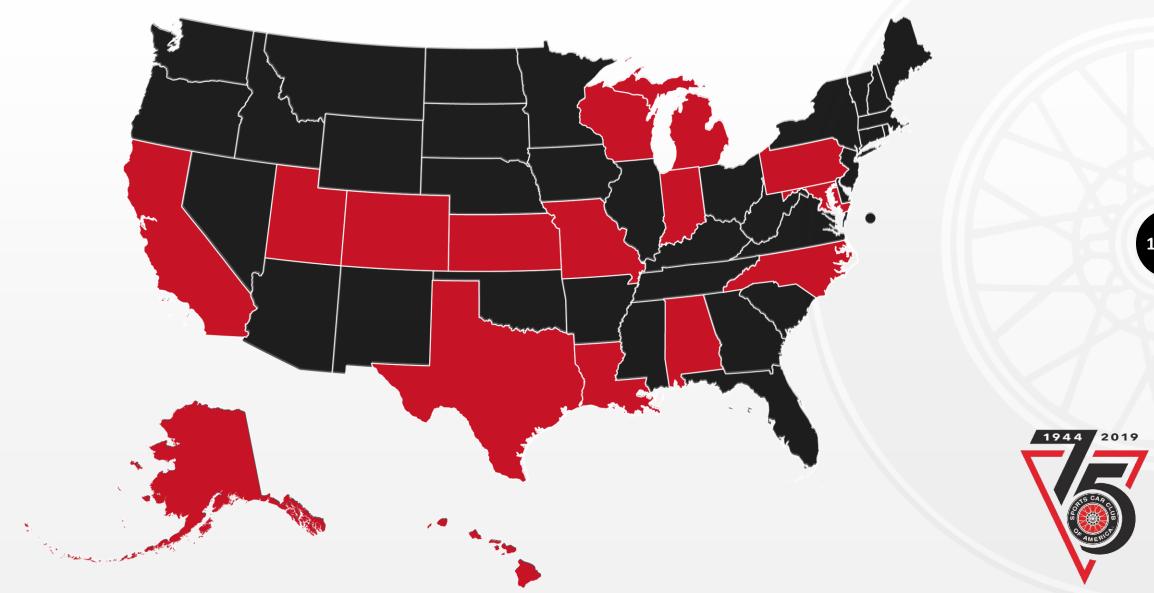




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GEOGRAPHY



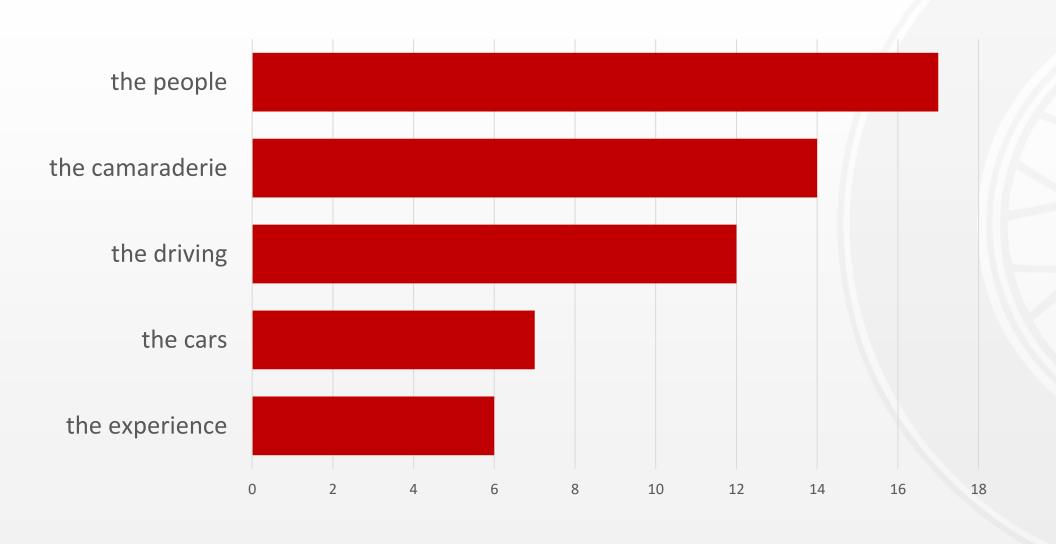
RESULTS

WHY GET INVOLVED





LIKES





BARRIERS





MEMBERSHIP





VOLUNTEERING





WHY NOT A MEMBER





IRRITATIONS







COMMON THREADS & THE PATH FORWARD

COMMON THREADS

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



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



QUESTIONS?