



**SCCA NATIONAL
CONVENTION**
January 17-19, 2019

Welcoming Environment & *30 Near 30*

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Who are we?

If you ask 10 people to describe the SCCA, you'll likely get 9 different answers!

While our core purpose has remained constant, we need to “plant a flag” to ensure everyone understands these tenets and can share them with new or potential Members!

It's also good to remind ourselves why we joined the SCCA.



Q: What is a mission statement?

- A mission statement is a written declaration of an organization's core purpose.
- It is used to focus leadership and employees and to inform other stakeholders as to the organization's reason for being.
- It normally remains unchanged over time.






- *The Mission of the SCCA is to fuel a safe, fun and exciting motorsports experience for auto enthusiasts.*

For 75 years, the core purpose of the Sports Car Club of America has been to provide a place where automobile and motorsports enthusiasts could come together with like-minded people to share their hobby and feed their passion.

Q: What is the SCCA Mission?





Q: What is a vision statement?

- A vision statement is an aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future.
- It is intended to serve as a clear guide for choosing current and future courses of action.



- *Our Vision is to be the preferred motorsports community in the U.S., built on fun, shared passion and access to an exhilarating motorsports experience.*

For 75 years, the SCCA has been an automobile and motorsports enthusiast membership organization and sanctioning body for amateur and professional motorsports.

Q: What is the SCCA Vision?
Where are we going?



Q: What is a values statement?

- A values statement lists the core principles and competencies that guide and direct an organization and its culture.
- In a values-led organization, the values create a moral compass for the organization and its employees and stakeholders.
- These core values are an internalized framework that is shared and acted on by leadership to drive behaviors and performance.

purpose

integrity

core
values

aspiration

important



Q: What are the SCCA Values?
What's most important to us?

Excellence Service Passion
Team Experience
Stewardship

For 75 years, the SCCA has focused on organizing and delivering outstanding events while providing great value for its Members.

Safety and sportsmanship have been crucial to our success.

The new SCCA *Values* represent how we want to “show up” every day in our behaviors and performance as we Live and Work the SCCA Way.





Q: How can we use the
SCCA Values?

Excellence Service Passion
Team Experience
Stewardship

Feedback is more easily shared when there is a clear set of expectations that is well-communicated and understood.

The SCCA *Values* will be used to help Staff leadership select, coach and reward employees.

The SCCA *Values* will also help Region leadership coach and provide feedback to their volunteers and even participants at events.



Live the SCCA Way

Excellence: *The Spirit of a Competitor*

- Strive to be the best
- Display a sense of urgency
- Never give up

Service: *The Heart of a Volunteer*

- Follow the Golden Rule
- Treat others with respect
- Embrace our SCCA family

Passion: *The Attitude of an Enthusiast*

- Be a passionate team player
- Take your job seriously, but don't take yourself too seriously
- Celebrate success and have FUN



Work the SCCA Way

Team: *The Art of Working Together*

- Collaborate consistently
- Be courageous
- Maintain perspective (balance)

Experience: *The Act of Wowing our Community*

- Deliver world-class events
- Create memorable connections
- Be famous for friendly service

Stewardship: *The Mindset of an Owner*

- Show up, work hard and take initiative
- Protect the SCCA brand
- Learn continually



Q: What is a “welcoming environment?”

- A welcoming environment is a space where people can find themselves represented and reflected in other like-minded individuals, and where they understand that all people are treated with respect and dignity.
- A welcoming environment happens when organizations consider who will be using what they’re offering, and those services and activities are equitable and accessible to all members of the community.





Trying something for the first time can be exciting, but it can also be intimidating as they encounter new peers, new experiences, and new environments and surroundings.

New and potential Members should be guided and supported and made to feel welcomed.

Everyone needs to be confident that their ideas and their concerns will be heard, understood and considered without judgement.

A welcoming environment





- *The SCCA strives to ensure that ALL participants in its events and activities enjoy a welcoming environment. The SCCA supports equality of opportunity and treatment for all participants and will make every effort to maintain an environment that is free of harassment, discrimination, and any behavior that interferes with a safe, fun, and exciting experience.*

Q: What is the SCCA Welcoming Environment Statement





- *A commitment to a welcoming environment and the SCCA Values is expected of all its members and attendees, including drivers, workers, crew, guests, staff, contractors and exhibitors, and other participants at SCCA activities, sessions and social events and when representing the SCCA in print or electronic media.*

Q: To whom does this apply?

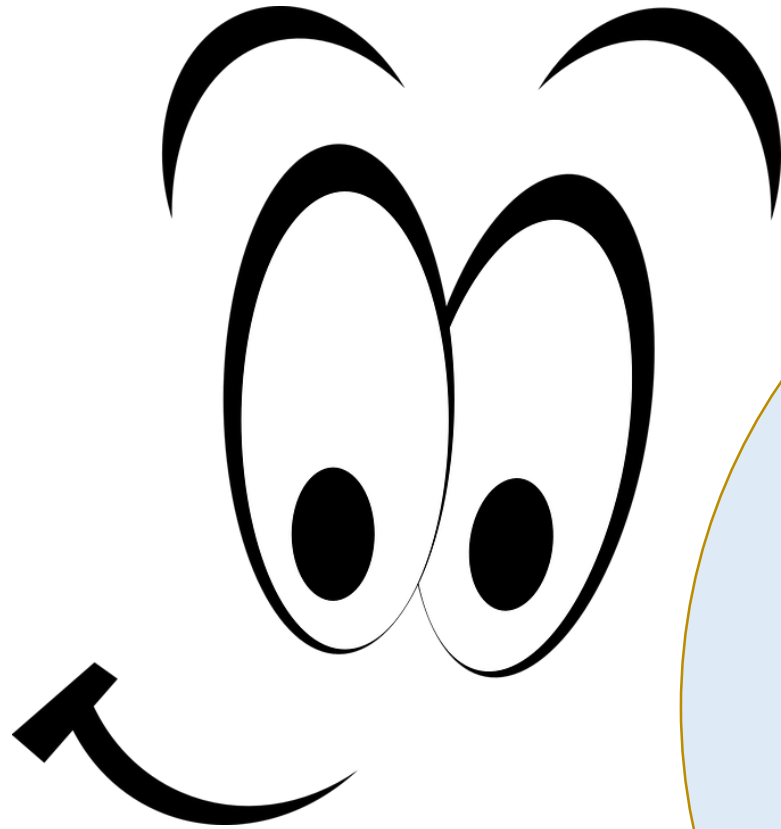


30 Near 30

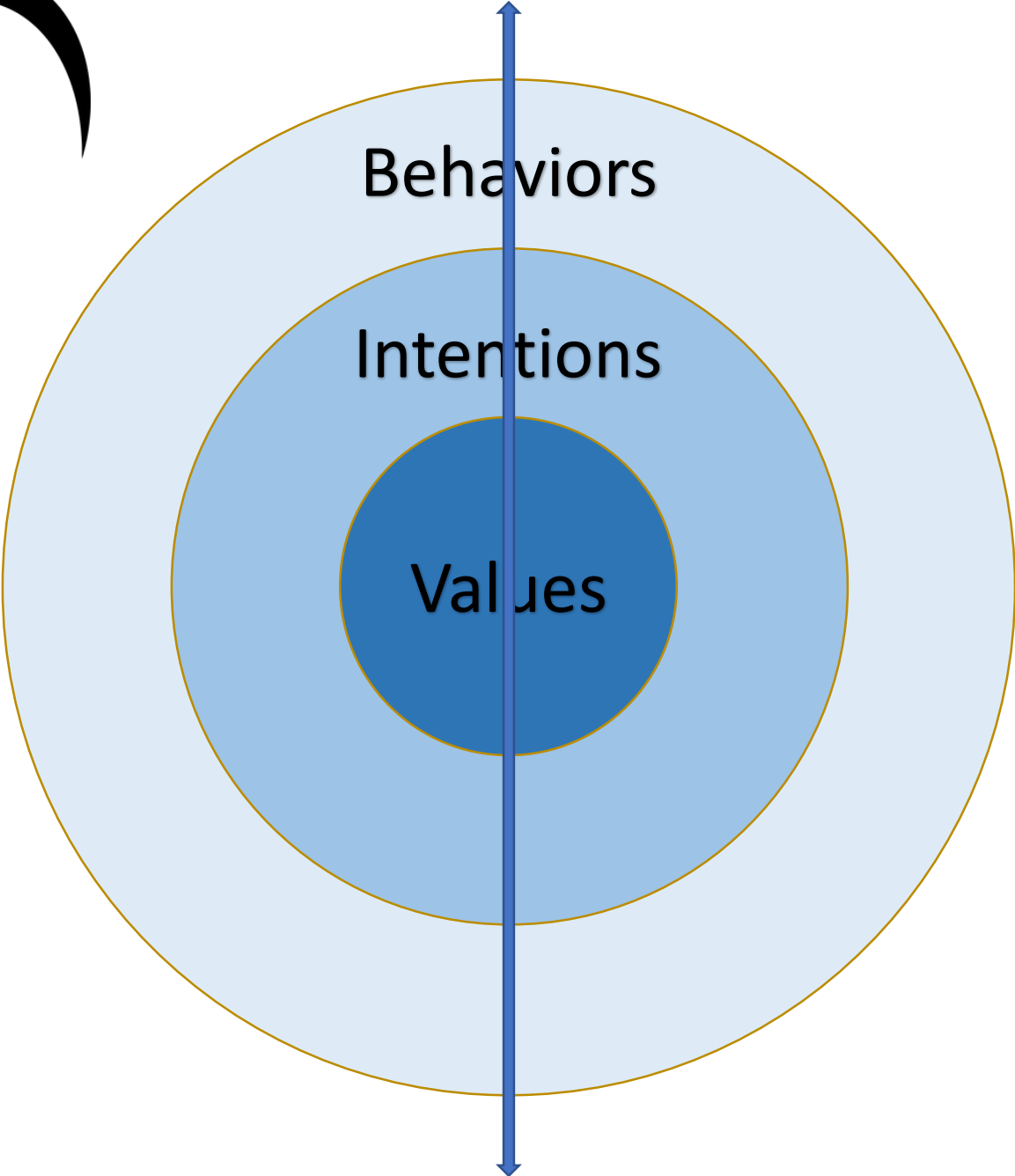
How to attract and retain this critical demographic





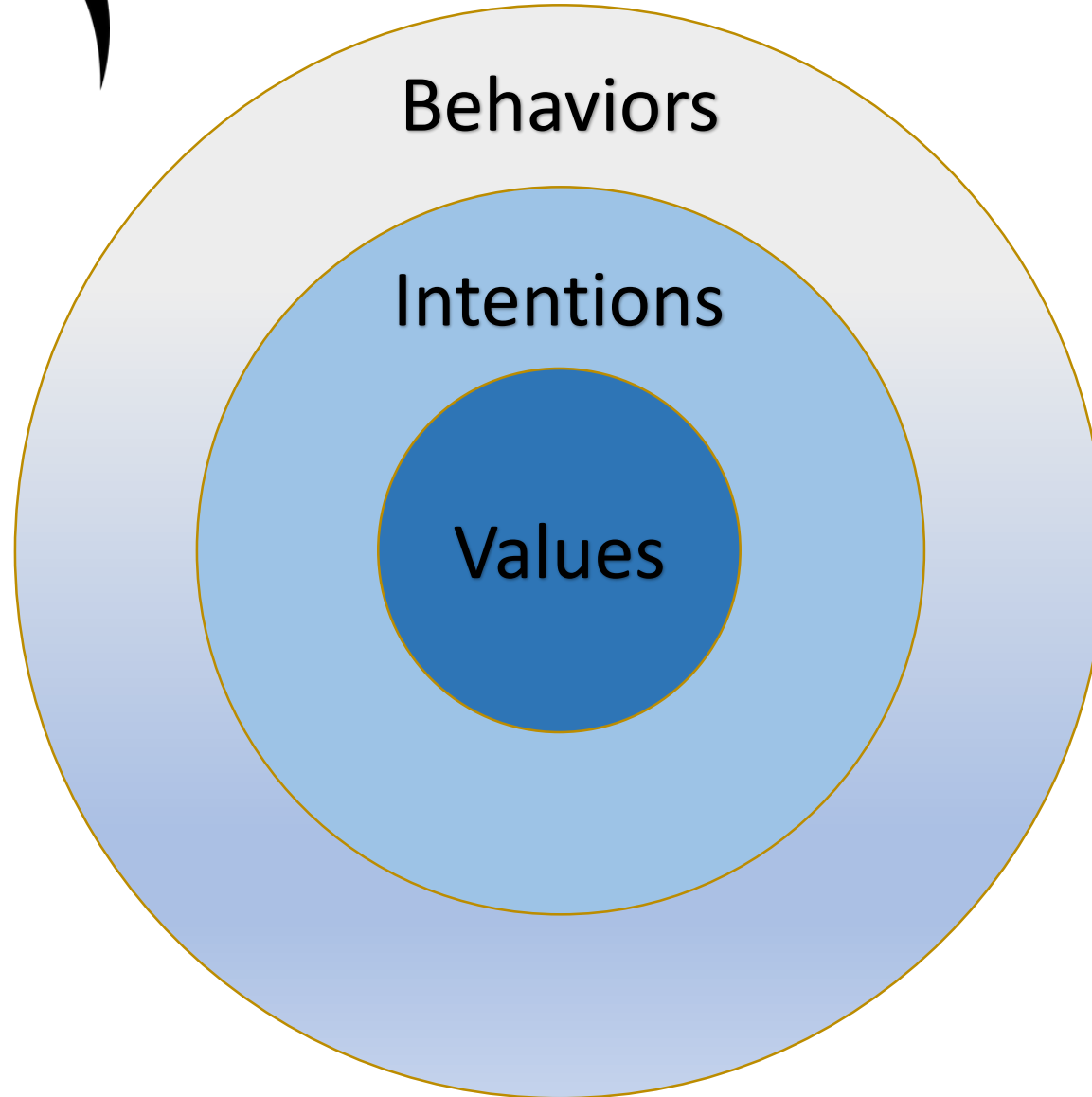


Perceptions





Perceptions





Taking a Stand

Along with the new SCCA *Mission, Vision and Values*, the *Welcoming Environment Statement* is the flag we've planted. If our *Mission, Vision, and Values* are our new compass, then a *Welcoming Environment* will serve as a barometer for us to measure how we're doing.

We hope to turn our culture into one we can all be proud of, where we can enjoy our hobby with other like-minded individuals who also want to have *#funwithcars* and will come and stay to play with us because we have a welcoming environment.



Q: What do we do if someone behaves badly?

- First, treat them with the same respect and dignity you expect, and model the desired behavior. Then, give the **BEST** feedback:

Behavior: express the specific behavior that was witnessed or reported

Express impact: share the impact of that behavior on the person, the event, or others' perceptions of them or the Club

Solicit input: ask for their viewpoint and their intent

Talk next steps: what's going to happen, what you want them to start or stop doing, and the benefits for – or consequences for not – improving the behavior





We all came to the SCCA to have fun with our cars. But most of us have stayed because of the people.

Regardless if you drive on a road or a track, in a parking lot or in the dirt, wear a helmet or a hat, on a corner or in a meeting, behind the scenes or in the spotlight...we are all responsible for our culture and environment.

There is no “They” – only “We.”

The SCCA is *our* Club.

Having *#funwithcars* and fun
with car people



