

# *COWAN LAKE SAILING ASSOCIATION*



**CLSA 2011 Survey**





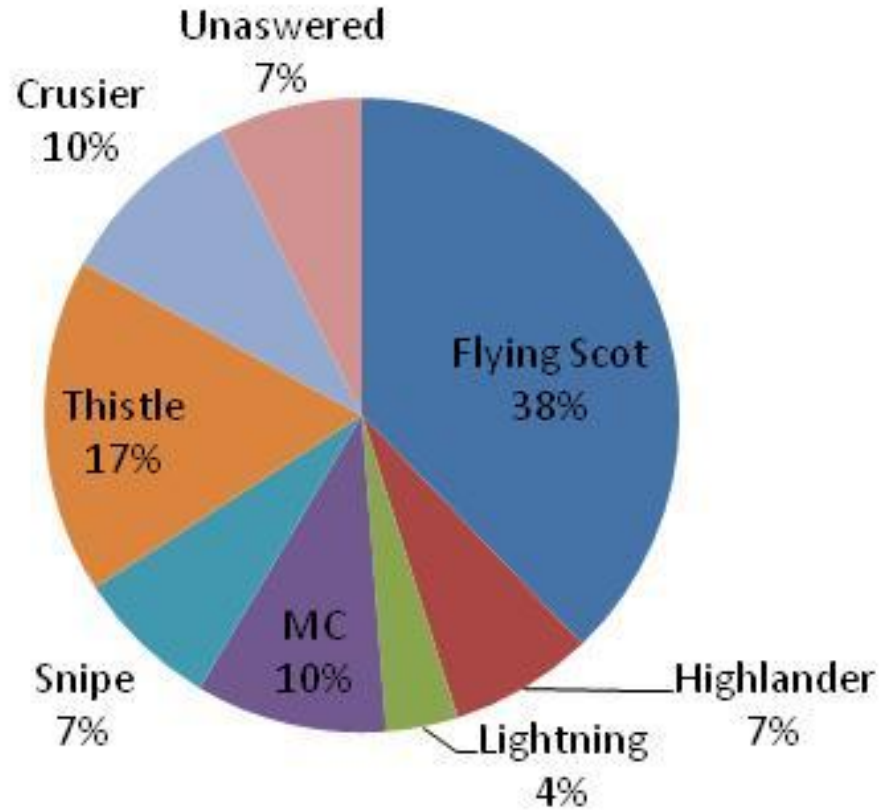
# Who responded?





# 82 Members Responded to Survey

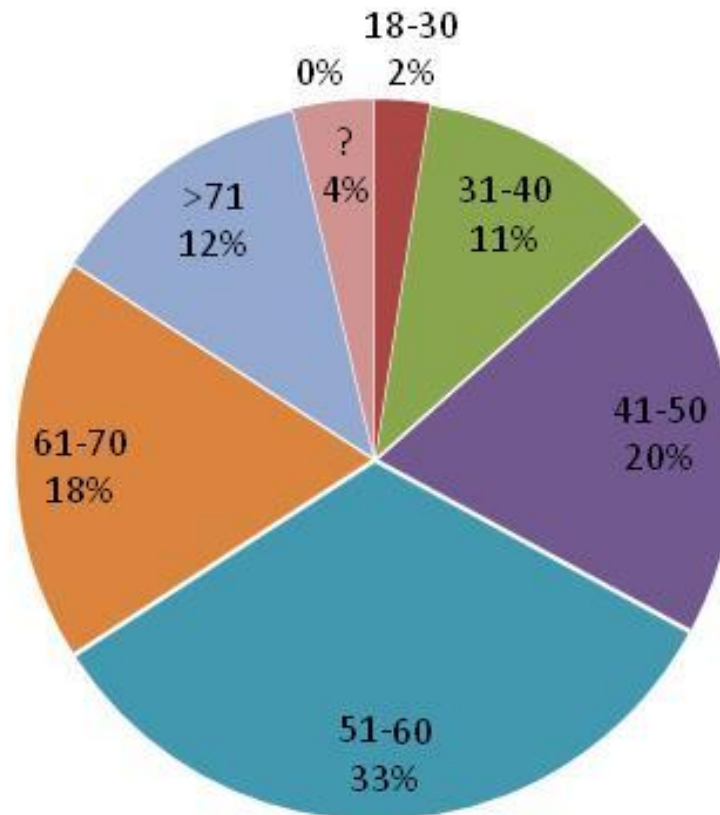
## CLSA 2011 Survey - 72% Overall Response Rate





# Our Club Membership is Aging!

## CLSA Membership Age Range

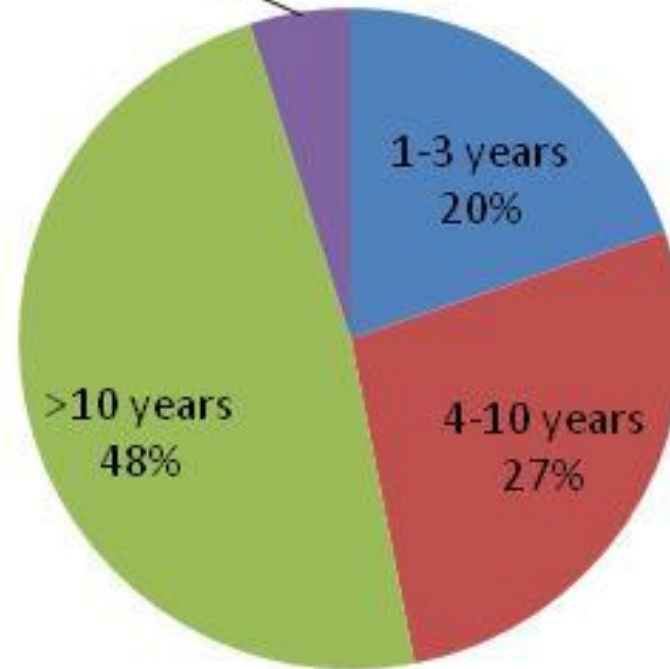


# CLSA Members Have Good Sustainability



## CLSA Tenure

New  
5%

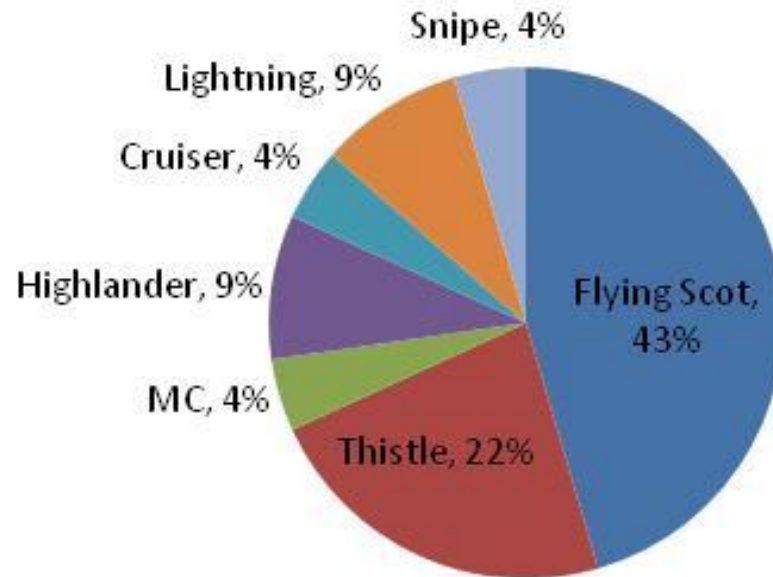




# Where are Our Kids?

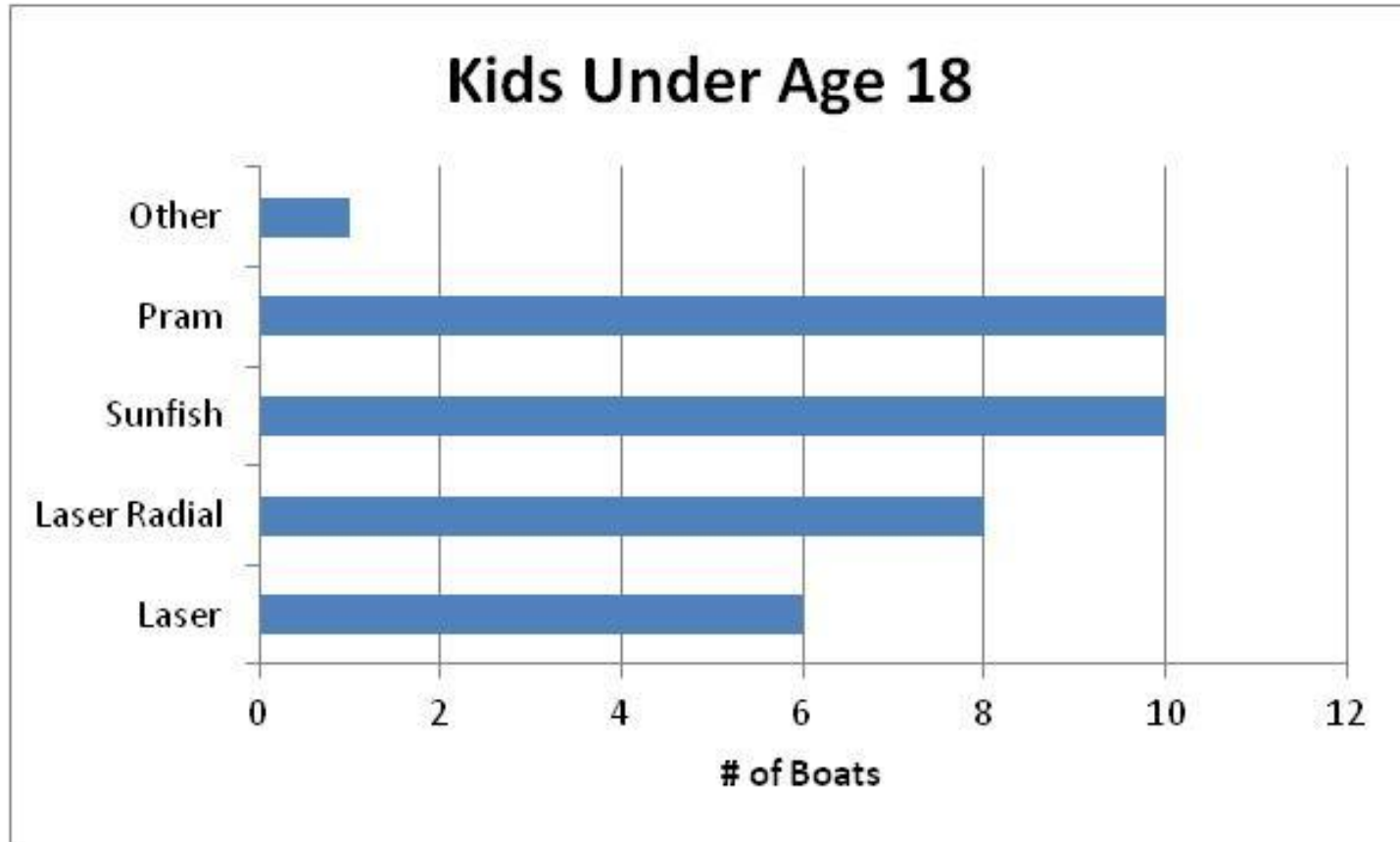
## Kids Under Age 18 - What Fleets?

(28% of respondents have kids under 18)



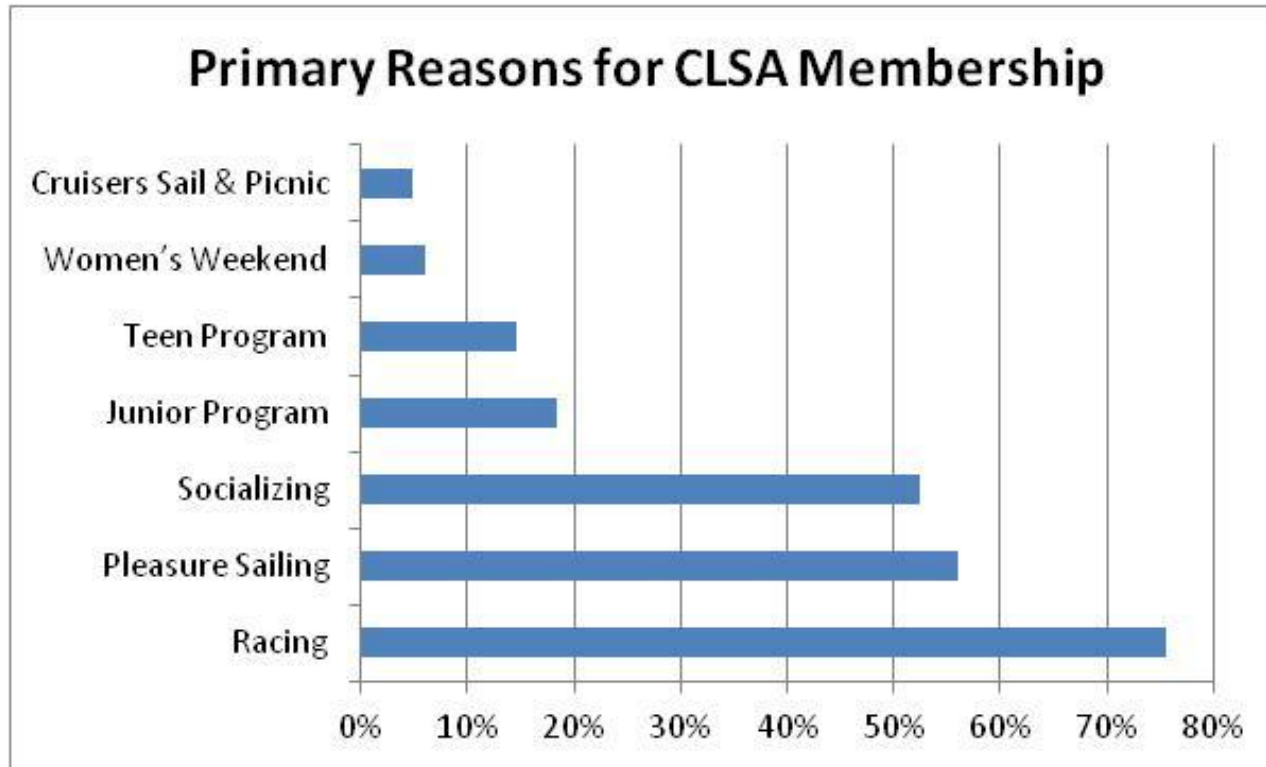


# What Type of Boats are these Kids Sailing?



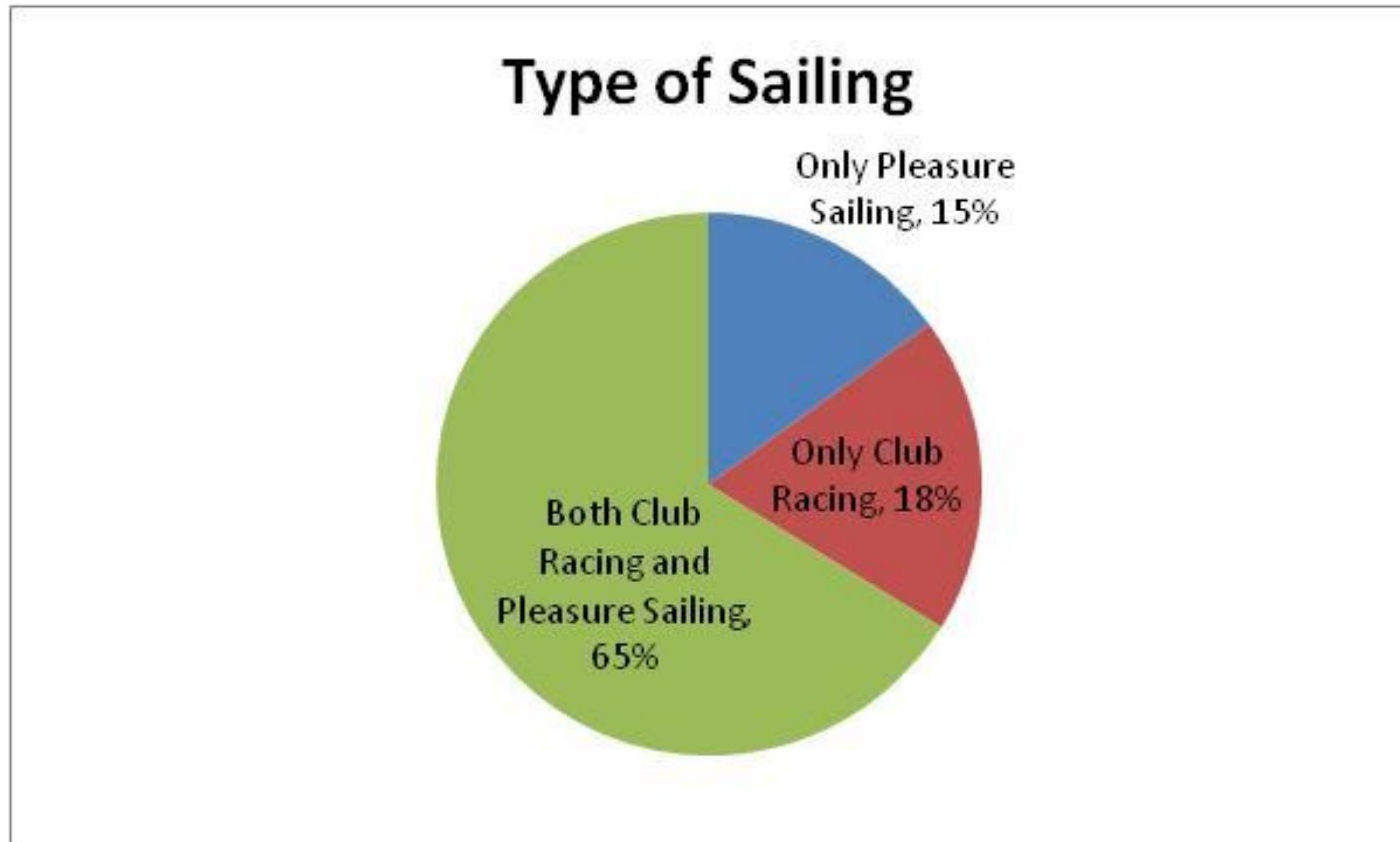


# Primary Reason for Membership





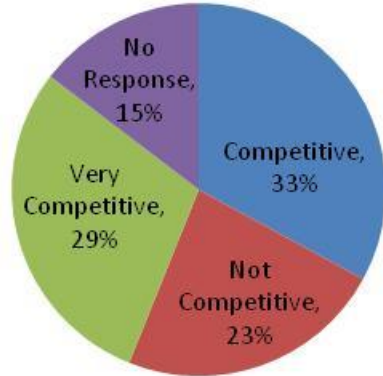
# Sailing Habits – Type of Sailing Members Do





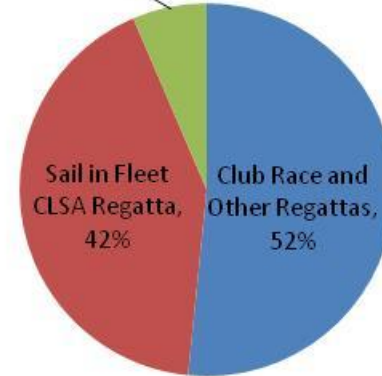
# Sailing Habits

## Competitiveness of Racers

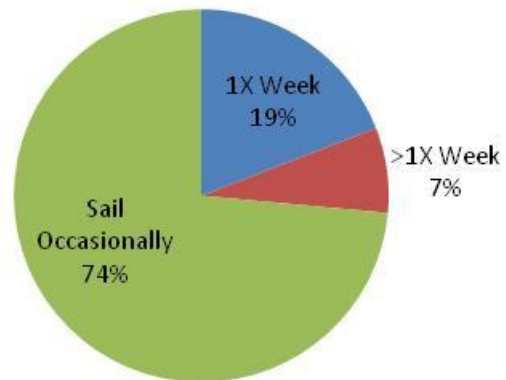


## CLSA Racers

Travel to Other Regattas, 6%



## Pleasure Sailors



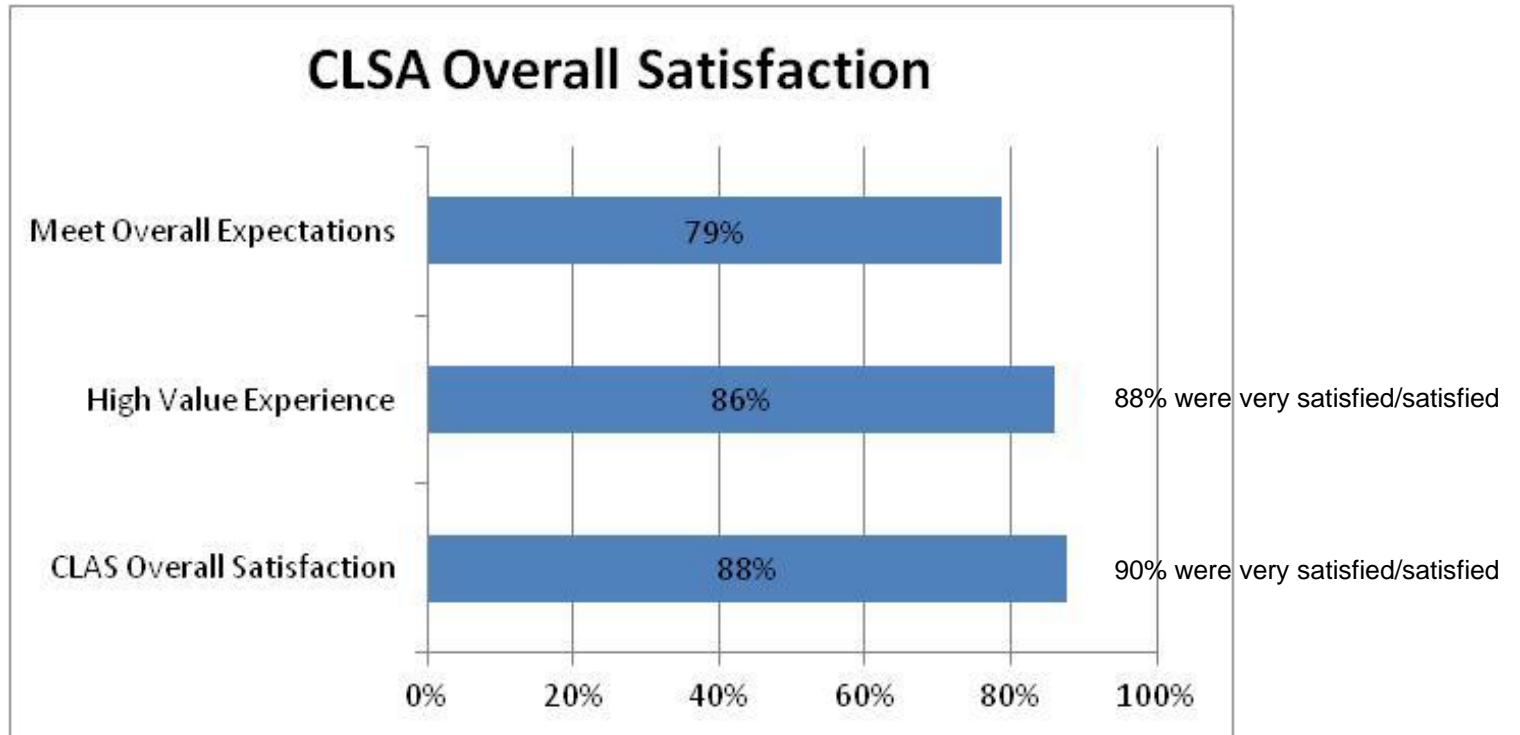


What do they think?





# High CLSA Overall Value and Satisfaction



100% - very satisfied  
80% - satisfied  
60% - meet expectations  
40% - dissatisfied  
20% - very dissatisfied



# Overall CLSA Likes/Dislikes

## Likes:

Voluntary comments fall into several groupings including: racing/sailing venue (39%), facilities (17%), people and friendly atmosphere (16%), good value for cost (13%), training (8%) and socializing aspect (5%).

- “Club provides a fun and safe environment to get most out of sailing in Cincy”
- “Access to club facilities and lake”
- “A racing and social atmosphere at a low price” and “best venue for sailing in the area”
- “Junior program”

## Dislikes:

Fewer voluntary comments - fall into groupings including: race/work parties (21%), facilities/parking/roads (14%) and the “old guard” (10%).

- “All the work party and race committee duties”
- “Politics of CLSA board and directors” and “take it or leave it attitude with the junior program”
- “wear and tear on access road” and “tired facilities (restrooms)”
- “Over zealous shouting sailors particularly the Highlander fleet” and “disharmony between fleets”
- “nothing (19%)”



# CLSA's Benefit - Membership's Perception

Three areas resonate when members speak of CLSA's benefits. They include the overall family and social atmosphere/friendship (30%), sailing venue offered (26%), and access/convenience in Cincinnati (16%).

- “good sailing community with good lake facility”
- “a little slice of heaven”
- “good return on investment”
- “good value for very enjoyable sailing and social activities”
- “having kids – the biggest investment for us is the junior program”
- “good atmosphere for family sailing”
- “best place to sail and race in Cincinnati.”



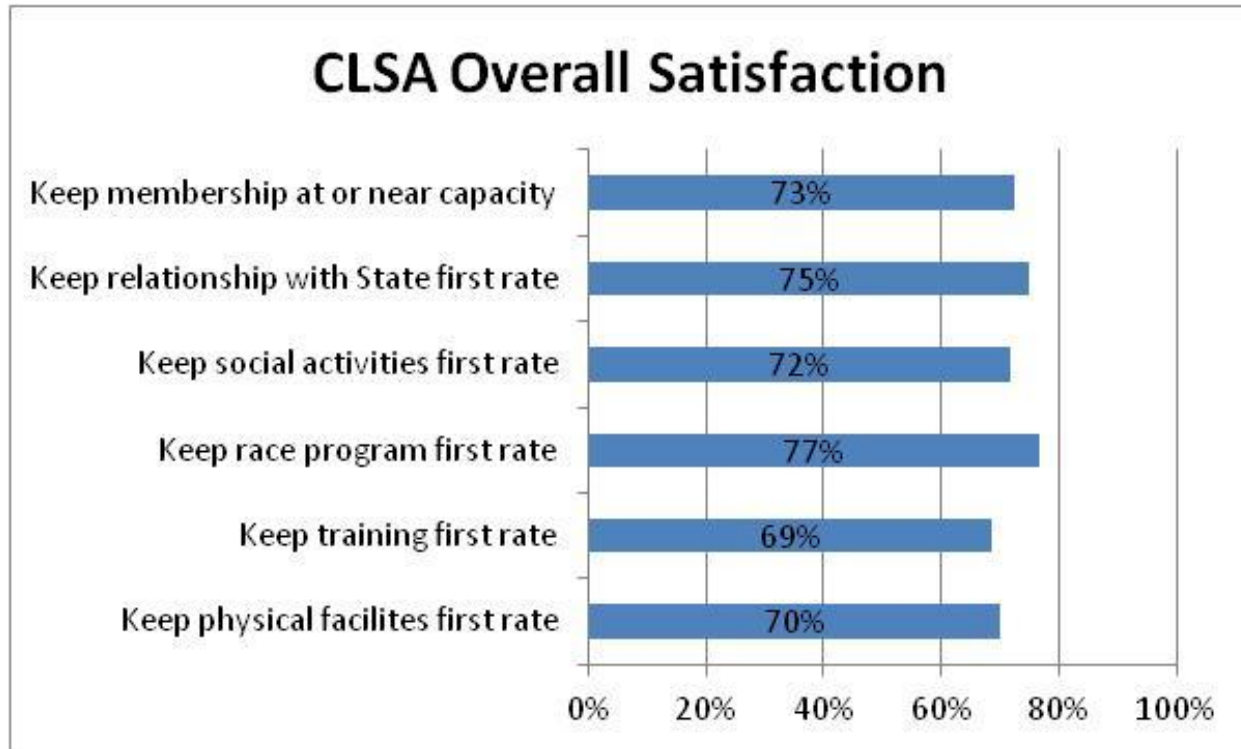
# Improvements to Enhance Membership

Members identified several key areas to focus on to enhance their experience. These include: repairing docks and dock system (16%) and advanced training – adult/junior (16%).

- “a better dock system”
- “attract a young group of sailors”
- “more focus on training” and “more aggressive JR training focused on racing”
- “allow non-racing membership”
- “parking lot – better organization”
- “a boat hoist and boat storage at bottom of hill”
- “make racing not a major agenda item”
- “too many commitments that make it hard for younger families to balance work/life obligations”
- “would pay more not to do so many work parties”



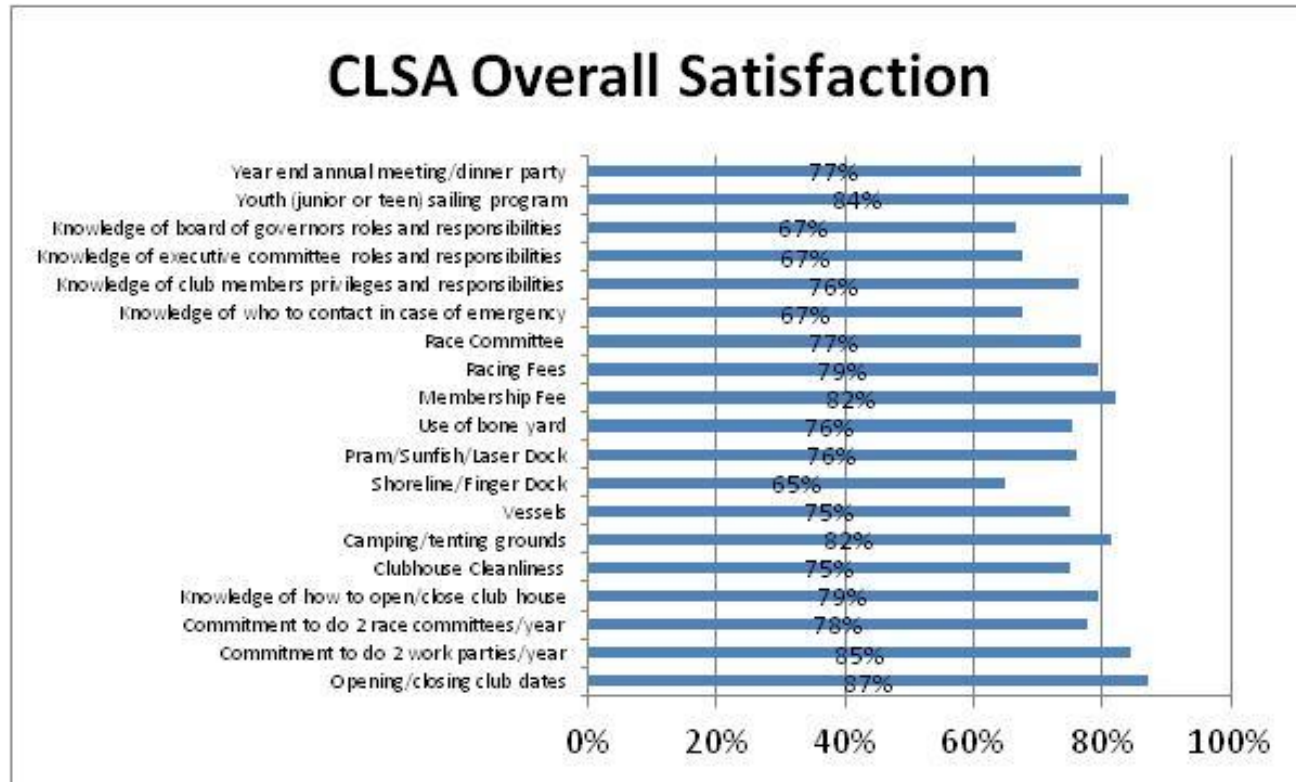
# Overall Satisfaction vs CLSA Objectives



100% - very satisfied  
80% - satisfied  
60% - meet expectations  
40% - dissatisfied  
20% - very dissatisfied



# Overall Satisfaction – More Specifics...



100% - very satisfied  
80% - satisfied  
60% - meet expectations  
40% - dissatisfied  
20% - very dissatisfied



# Overall Leadership Satisfaction





# One Thing the Leadership Can Do...

Majority of voluntary comments fall are related to better communication.

- “Be open to change and find ways to say yes and not No.”
- “Put the updates on the website and request feedback in surveys more than every 4 years.”
- “Better communication and transparency of issues and decisions that affect the club.”
- “I wouldn't mind seeing minutes posted on the website.”
- “Focus on opening the club for more youth non-members. Friends of members. Or people wanting learn to sail weekend.”
- “More ways to integrate racers and cruisers”
- “Set up an orientation and basic safety/power boat training program for new members.”
- “Keep doing a great job!”

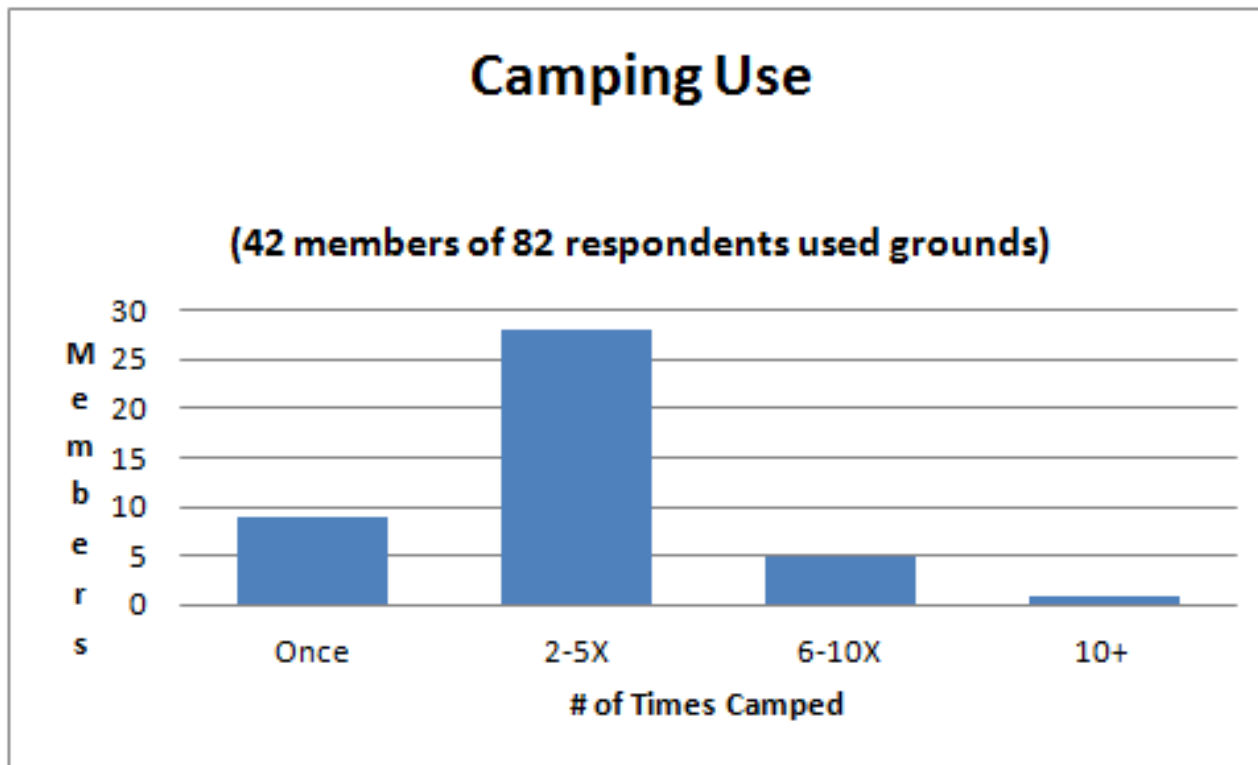


# Specific Inquiries

Camping, Website, Funding



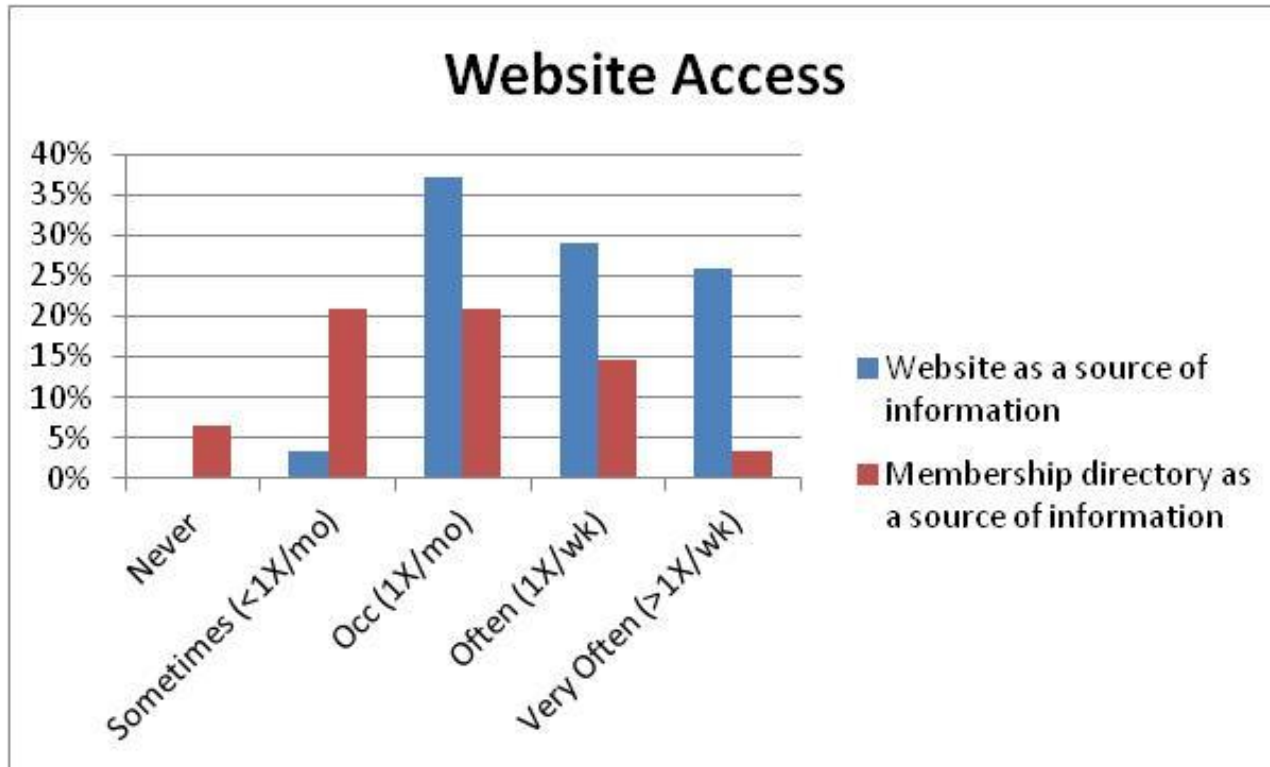
# Use of Facilities for Camping





# CLSA Website

(Overall Satisfaction = 4.5)



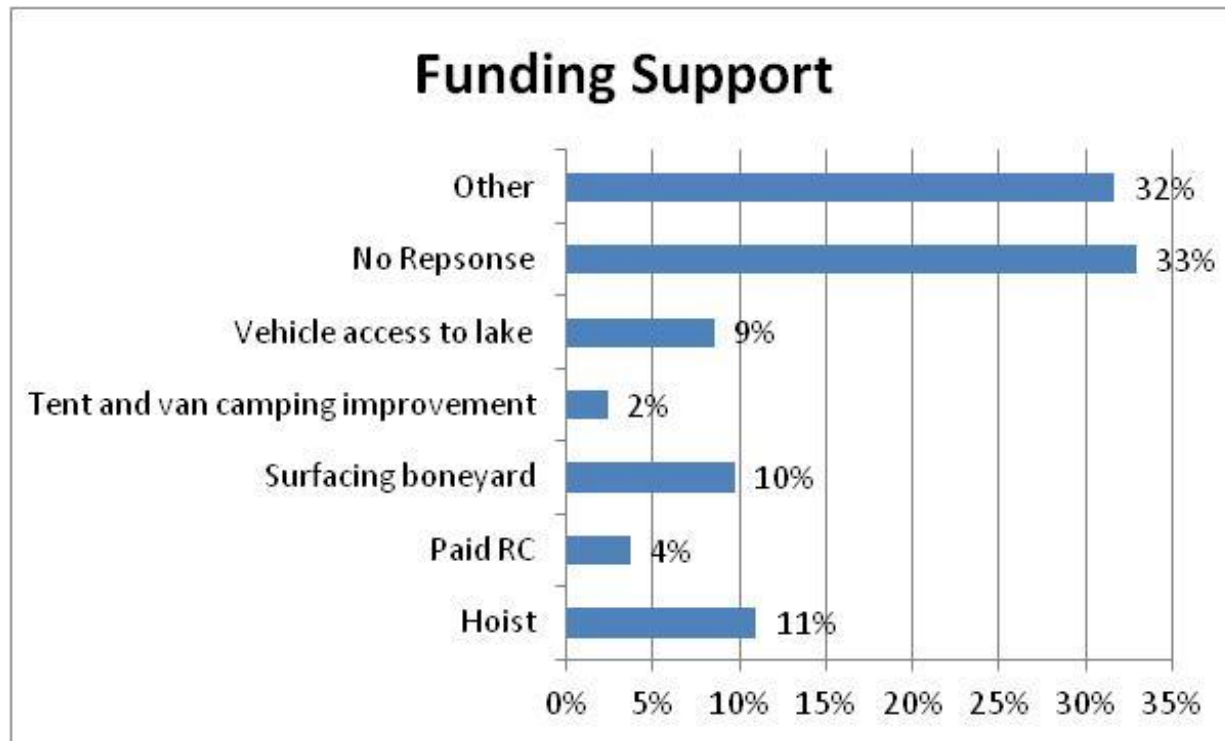


# CLSA Website Biggest Improvement...

- “Update the homepage picture, make it fresh looking”
- “Add a Wiki or Blog to allow members to post items of interest and links to other sites”
- “Clean up / update the fleet pages”
- “We need to train a back up person to Ken Irwin. He does so much and this site is so valuable, we need to be sure it is supported so that Ken can step back from his duties should he so desire.”
- “on-line membership renewal and RC / work party sign up”
- “youth section needs updating”



# Support for Capital Improvements



Other (n=26): access to lake & hoist, fix the road, upgrade restrooms, no support to spend money



# Final Voluntary Comments

- “I feel that CLSA can be a great sailing club if they do a better job with orientation for new members. When I first joined, I was completely in the dark. I had to dig for answers to even simple questions regarding rigging my flying scot for the first time. I'm very interested in racing, but I've had difficulties understanding how to get started.”
- “Love our club!”
- “I am thankful we have a club with nice members and lake to sail our boats without having to deal with motor boats.”
- “The club is awfully good as is. Don't make any big changes.”
- “We have a racing program second to none, so maybe we need to expound on what we are doing better than almost any other club.”
- “CLSA really is a fantastic place to escape to and enjoy. I understand the difficulties of running a volunteer organization and my only complaints surround effective communication of duties.”
- “I love this club. I wish I had joined it when my kids were younger.”



In conclusion...





# If there's one slide you remember...

## **Top Line Conclusions:**

- Grow membership
  - we are an aging club
  - needs to be our top priority
  
- Training
  - more adult training
  - better race management
  
- Communication from Board of Governors / Executive Committee
  - more transparency
  
- Facilities
  - fix access road
  - clubhouse restrooms upgrade
  - camping is popular