

Member Relations Update

July 2022 Board Meeting

Member Relations (MR) Roster

- Alan Meyer (Chair)
- Bruce Williams
- Jim Zakely
- Janet Caille
- Mike Corbin
- Nancy Casadevall
- Sean Orner

NOTE: After Jacques Rieux stepped down, no stock member on MR. Multiple stock members have been approached, with no bites yet.

MR - Areas of responsibility

- Hospitality
Cards (or more) for members or their immediate family with loss, serious health issues, or celebrations.
- YEE Recognition Categories
- Social Activities
- Retention

MR - Hospitality

- When someone contacts MR about a member's loss/health/celebration, we send a PWV card and sometimes flowers.
- We track hospitality activities in a Google Drive spreadsheet
- We realize this is an incomplete process, likely only hearing a subset of things that happen to our members.
- However, we have received positive feedback and plan to continue.

MR - YEE Recognition Categories

- MR defines the YEE RCs each year and **informs** the board (no approval)
- We inform the membership just after ST
- There are live stats for each category on the CLRD website
- Recognitions done at YEE with small non-cash token of appreciation

- We are also responsible for service awards (5 year increments)
 - We now have this automated, status visible on CLRD website
 - A few years ago we changed criteria - a year of service is any year with any amount of PWV activity, on or off trail, big or small
 - We give out service award pins and have a good inventory for 5, 10, 15, 20, 25 years.

MR - Social Activities

- PWV is not inherently a social organization but ...
- We recognize that social connections, friendships, feeling visible and appreciated, is important to keeping members engaged and returning
- A few years ago, MR agreed to be responsible for some PWV social events
 - 2nd Year Member Event
 - Mid-Summer Event
 - Holiday Event
- Other social events are encouraged and the responsibility of others
 - YEE, Spring Training social, stock events, fund raising, AG events, committee events, etc

MR - Social Activities

There has been regular discussion on whether PWV has enough social events, knowing that this is important glue for engaging and retaining members.

In normal years (pre-COVID and hopefully again soon), there are 12 all-member social events:

- ST, Mid-Summer Event, YEE, Holiday Party
- 8 Affiliation meetings

Plus, various more targeted social events:

- 2nd Year Event, Stock Events, Fund Raisers and more

MR believes that PWV offers sufficient social opportunities

MR - Retention

- Several years ago, Strategic Planning had an emphasis on retention
- Nobody was responsible
- MR agreed to take this on, as the most reasonable home for retention

- We have done several things to help address retention
 - Track retention (on CLRD website)
 - Each April-May, contact Inactive members who were active the previous year
 - Host several key social events

- We are open to other ideas
- We recognize MR doesn't (and shouldn't) have a monopoly on things that affect retention. A member's overall experience in PWV has an impact.

Retention Outreach Results

For several years the MR team has reached out in May to members active in the previous year but currently inactive. We skipped 2021 due to COVID.

The goals are 1) to spur folks who just forgot to submit their agreement and 2) to understand why some members are choosing to not return

For 2022, given that we skipped 2021, we contacted all members who had a patrol sometime in 2019-2021, and were Inactive as of 4/13/2022.

Retention Outreach Results

We contacted all members who had a patrol sometime in 2019-2021, and were Inactive as of 4/13/2022

SUMMARY		
Total On List	104	100%
Will rejoin	22	21%
Will not rejoin	53	51%
No response	29	28%

Reasons for NOT rejoining	
Leaving the area	17
Health related	11
Too busy for PWV	13
No patrol buddy	0
No connected to PWV	2
Dislike of PWV	2
Other	8

Selected comments from members not rejoining

- Several “aged out”, with comments like: “I’m 85 now and staying in town”
- “My horse died. When I hike, I like to take my dog with me”
- Several found other activities during COVID that are keeping them too busy.
- "I just never felt that I 'clicked' with the PWV folks. Never really felt part of the group or any sub-group. That's just me. "
- "Thanks for your message, I will not be rejoining PWV this year. I didn't enjoy the patrol style of hiking and found that the uniform, however minimal, detracted from my interactions with other trail users and made them more guarded than they would be otherwise. I also found that the long travel times to and from most of the trails made it challenging to schedule in the limited time I have had available over the last few summers.”

Strategic Planning Retention Graph

Member Retention

For each year, display the number of members who joined that year, and the number (and percent) of those members who participated the following year, 2 years later and 3 years later. Note that 'participation' means the member participated in at least one patrol or some off-trail activity.

The % of returning members each year is compared with an average of the previous 3 years. Colored cells indicate when the % is higher (green) or lower (red) than the previous 3 year average

Year	Members Joined	Year+1		Year+2		Year+3	
		Number	%	Number	%	Number	%
2022	54						
2021	52	32	62 %				
2020	1	1	100 %	1	100 %		
2019	51	25	49 %	26	51 %	23	45 %
2018	45	31	69 %	14	31 %	20	44 %
2017	40	32	80 %	26	65 %	23	58 %
2016	73	48	66 %	44	60 %	40	55 %
2015	52	38	73 %	27	52 %	21	40 %
2014	60	33	55 %	30	50 %	22	37 %
2013	60	33	55 %	33	55 %	31	52 %

- Can be found on CLRD website under Summary Reports / Strategic Planning
- Previous research (and input from Kevin Cannon) show that our retention rate is good relative to similar groups
- COVID has likely caused some additional retention (e.g. folks finding other activities)

As of 7/14/22