



AGAMENTICUS YACHT CLUB

## **SURVEY RESULTS 2013**

### **Members and Participating Non-Members**

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# RESPONSE TO THE SURVEY

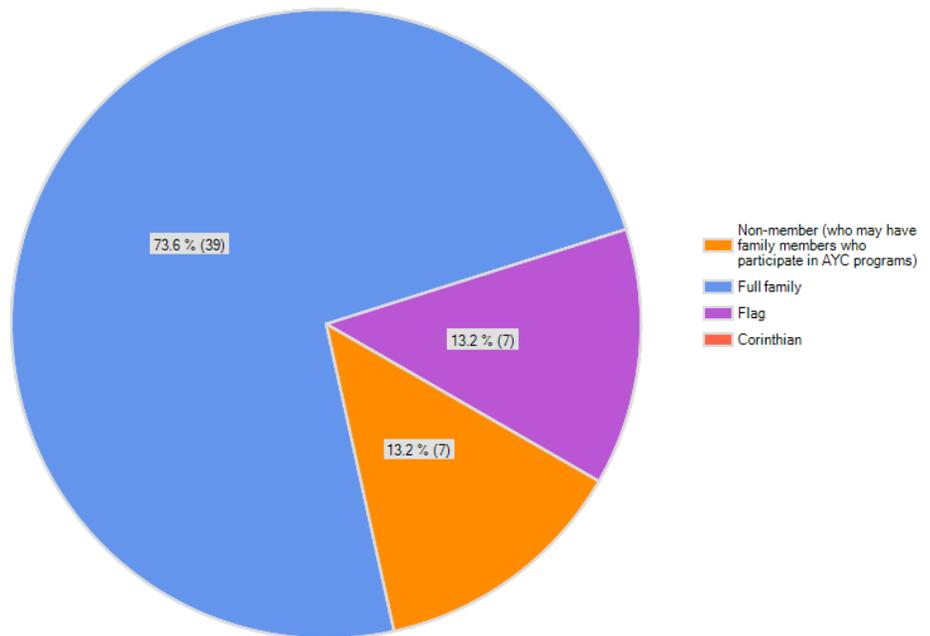
## Who Participated

### Members and Non-Members

In September of 2013, the Race Committee of the Agamenticus Yacht Club authorized a survey of members and families (including non-members) of sailors participating in both youth and adult activities. A mailing list of 126 potential participants yielded 55 responses (43.7%), after an initial and a reminder mailing. Although it is desirable to have 100% participation, a more realistic goal is between 40% and 50%, if the sample is representative of the overall population. The chart below indicates who responded (Note: 2 responders skipped this question).

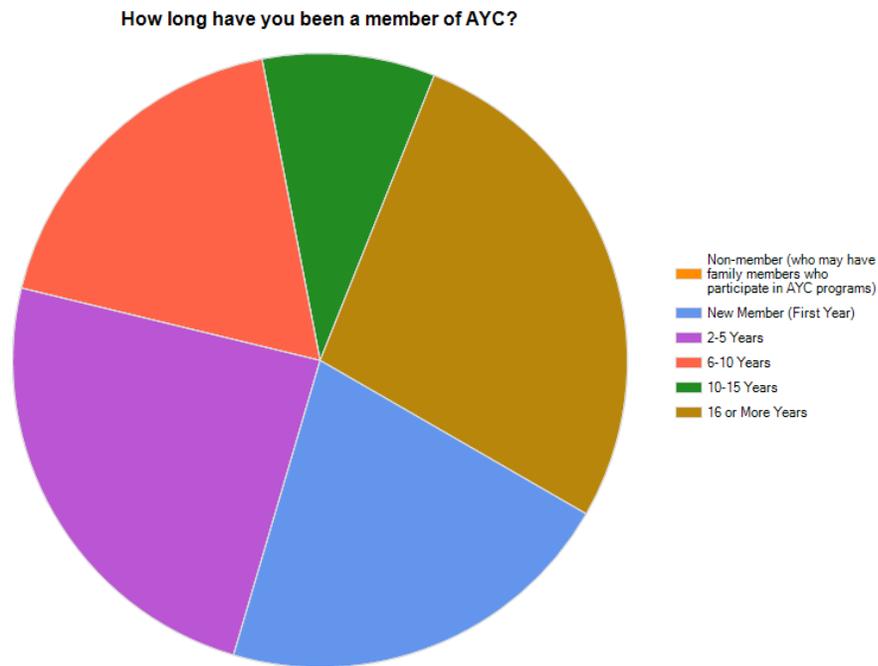
RESPONSE RATE OF OVER 40% IS CONSISTENT WITH THAT OF OTHER VOLUNTEER ORGANIZATIONS SURVEYED BY CITY

First, we'd like to know a little about you. What is your membership status?



Of the Full Family members responding to the survey, membership tenure broke into 4 groups of similar size, with a slight edge to the 16+ year cohort. (Note: 15 of the 55 respondents did not indicate tenure)

- New members – 20%
- 2-5 year members – 22.5%
- 6-15 year members – 27.5%
- Members who have been at AYC for 16 or more years. – 30.0%



## How Important Are AYC’s Program Offerings to the Membership

### What’s Hot, What’s Not For Full-Family Members

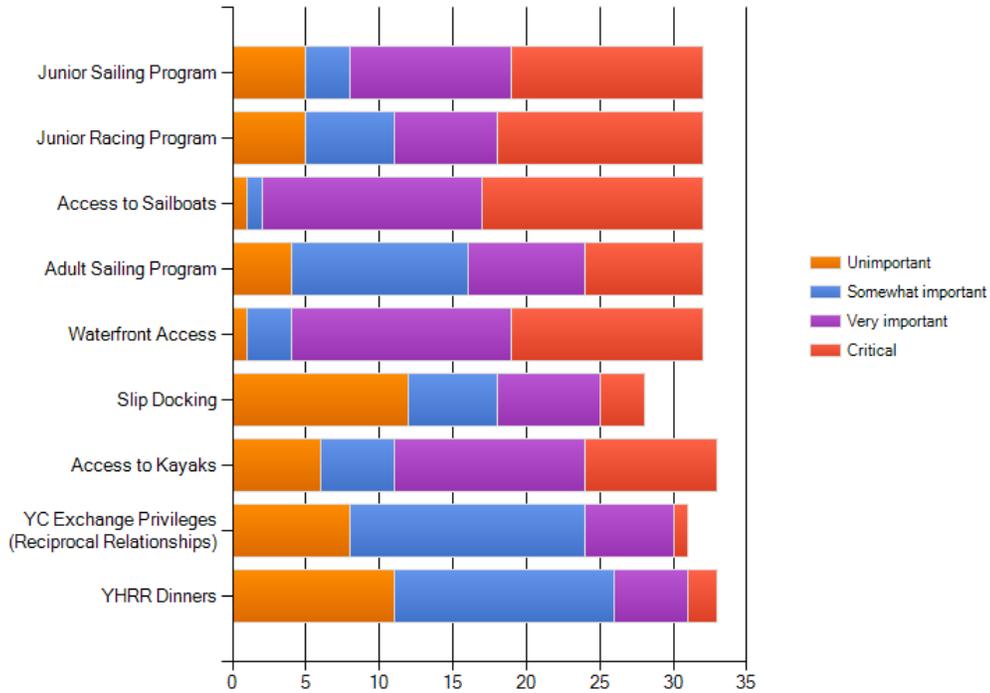
Survey Participants were asked how important AYC’s offerings were to them on a scale ranging from Unimportant to Critical. The offerings most often rated either “Very Important” or “Critical” by all responding were **Access to Sailboats** and **Waterfront Access**, closely followed by the **Junior Sailing and Racing Programs**. On the other hand, slip docking was seen as relatively unimportant; however, this may be due to the small number of survey responders who actually have a slip?

While the **Adult Sailing Program** did not garner the level of support shown for the Junior programs, very few thought this offering to be “Unimportant.”

Finally, the while only a small portion of those responding saw high value (Critical or Very Important) in Reciprocal Relationships and the YHRR dinners, there is certainly enough interest to continue these

programs. It would be interesting to know how many responding “Unimportant” to the YHRR offering have alternative access to the facility (i.e. are members of YHRR).

**AYC offers a range of programs. How important are each of these offerings to you?**

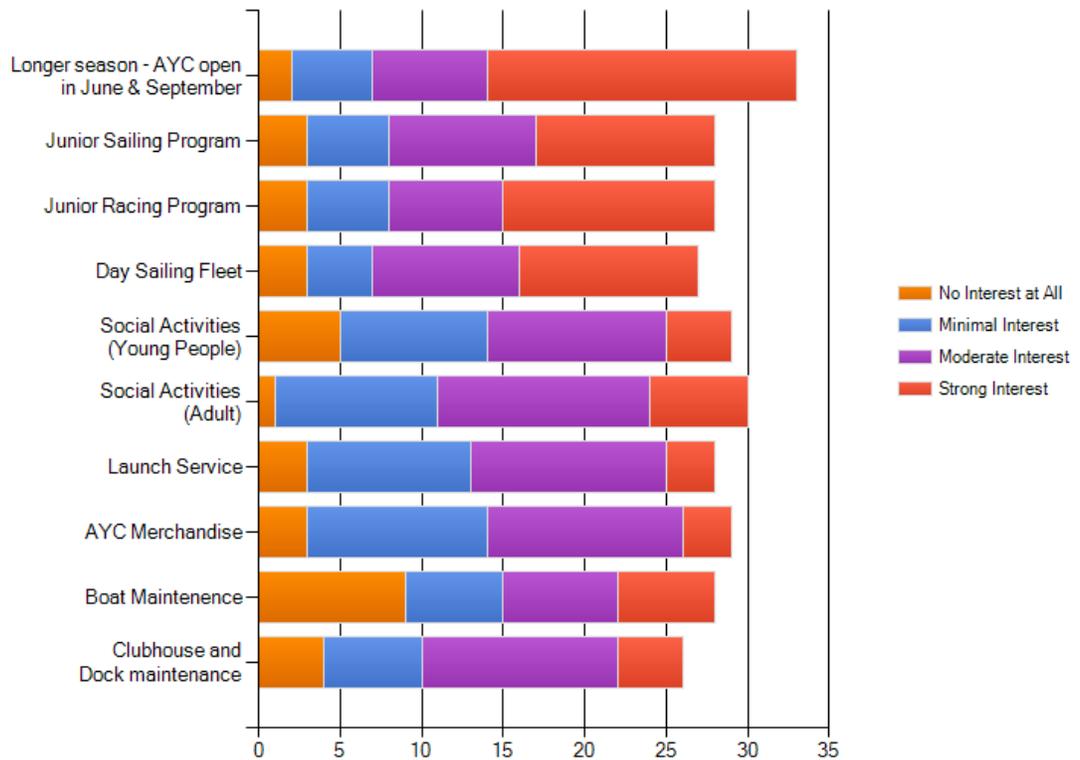


### Which AYC Program Offerings Should Be Expanded or Improved?

Full Family members speak out for a Longer Season, Better Communication, Improved Instruction, Fleet Improvements and More for Adult Members without Children

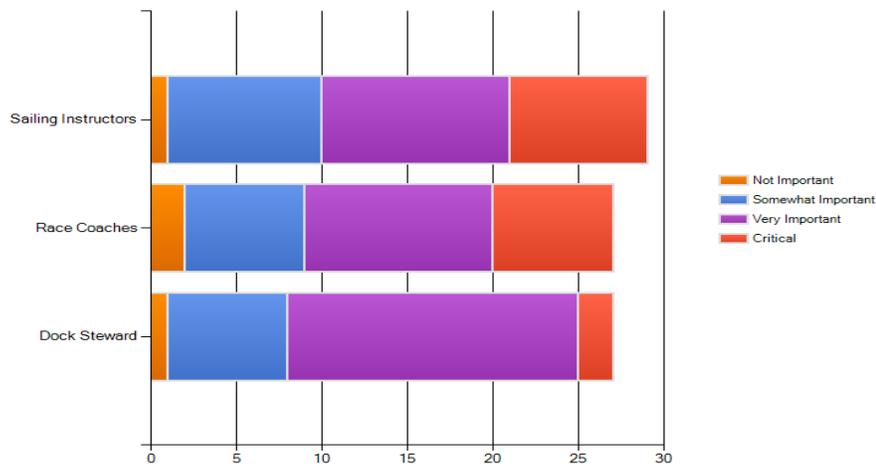
Survey participants strongly support the extension of the AYC season. In the verbatim responses (see page 8), the most commonly cited improvement overall was “longer season.” There was excellent support for Junior Sailing and Racing, and improvements to the Day Sailing Fleet. There was also good support for improved social activities for Adults, one area where the emphasis on Adult options outweighed support for youth options.

**Which of the following programs, service offerings or facilities would you like to see AYC expand or improve in the coming years?**



And what positions need to be strengthened? The need to beef up sailing instruction, not surprisingly edged support for improvement to the race coaches. And while very few saw dock stewards as unimportant, few saw this as “critical” to the success of the club at this point in time.

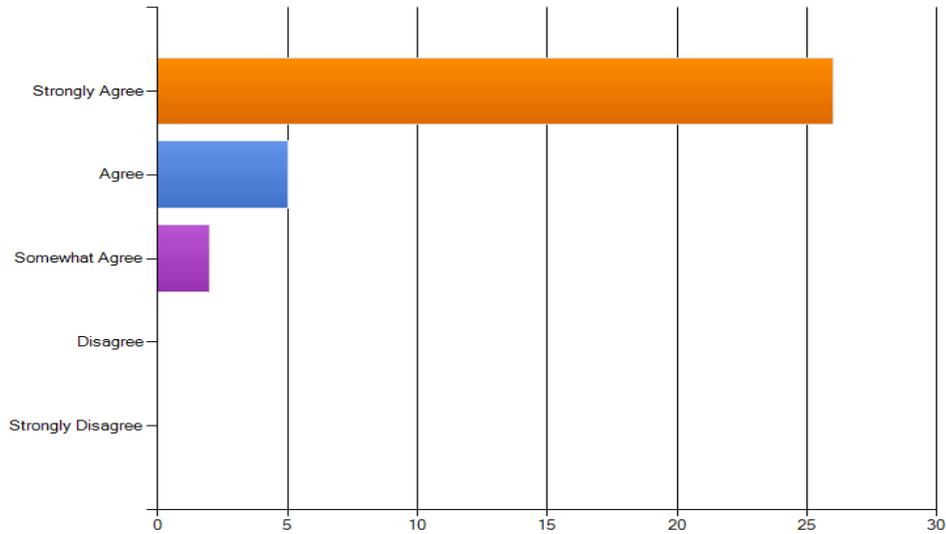
**What club staff positions would you like to see added or upgraded in the future?**



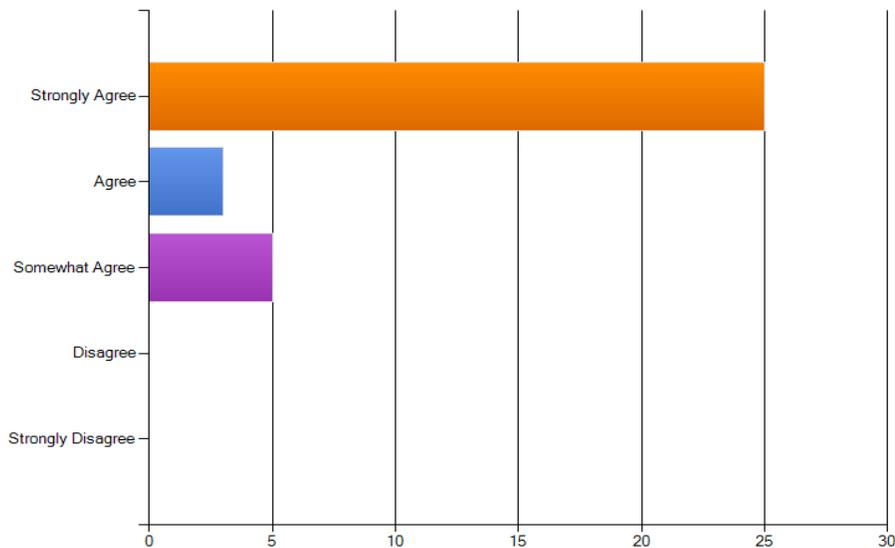
**Overall Satisfaction with Membership is High Among Full Family Members**

The numbers pretty much speak for themselves. The vast majority have had a positive experience and expect to return.

**AYC membership has been a positive experience for me and/or my family.**



**I/we intend to renew my/our membership in AYC as long as I/we live/summer/vacation in this geographic area.**



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**From the Full Family Members In Their Own Words - Verbatim Responses to Open Ended Questions**

When asked “What is the single improvement or upgrade that could be done at AYC that would have the most value to you (and your family)? “ AYC Full Family members were very clear: Below are their consolidated responses:

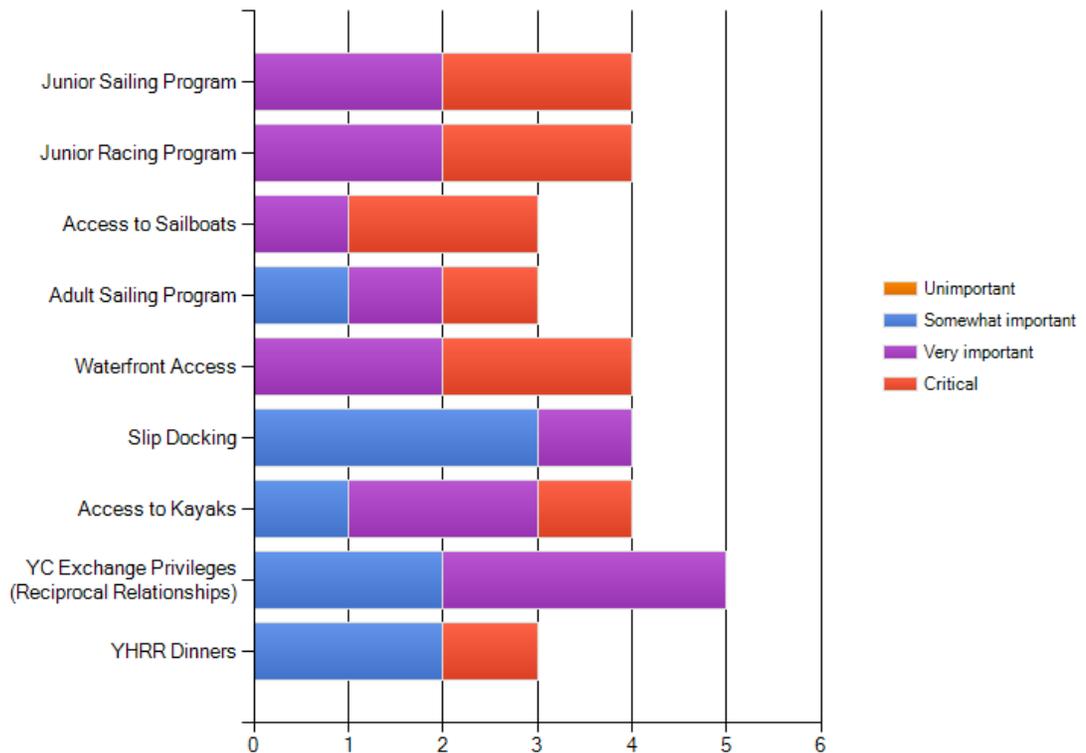
- Longer season and extended hours of operation (early morning and late afternoon)
  - Availability of J22 in June and September
  - Early morning and after-work club boat access
  - Dock access for kayaks (early and late season)
- More qualified coaches and instructors available to all club members
  - Adequate safety boats and coach boats at regattas.
  - Look beyond the club (and local area) for high quality instructors
  - Consider some high-intensity single week programs
- More for adult members (especially those without children in junior programs)
  - Adult sailing instruction on same level as youth programs
  - J22 activities
    - Group cruise to Shoals, K'port, or Portsmouth/Kittery
    - Harbor mastery, mooring exercises, etc.
  - Temporary tie-up space (for lunch at YHRR, etc.)
- More frequent communication from race program leadership to families and members
  - Coordinator for junior programs should be a tech-savvy, master communicator
  - Young instructors and coaches should not be tasked with total communication role
- Make improvements and additions to the fleet
  - Usability of the J22s (focus on easier to use motors and mounts)
  - Comprehensive safety check for all club boats, including racing boats
  - Husky in good working condition
  - Additional coach boats for the race team (safety issue)
  - New boats (or at least sails) for racing boats

## What Do Our Flag Members Value?

### Member Responses

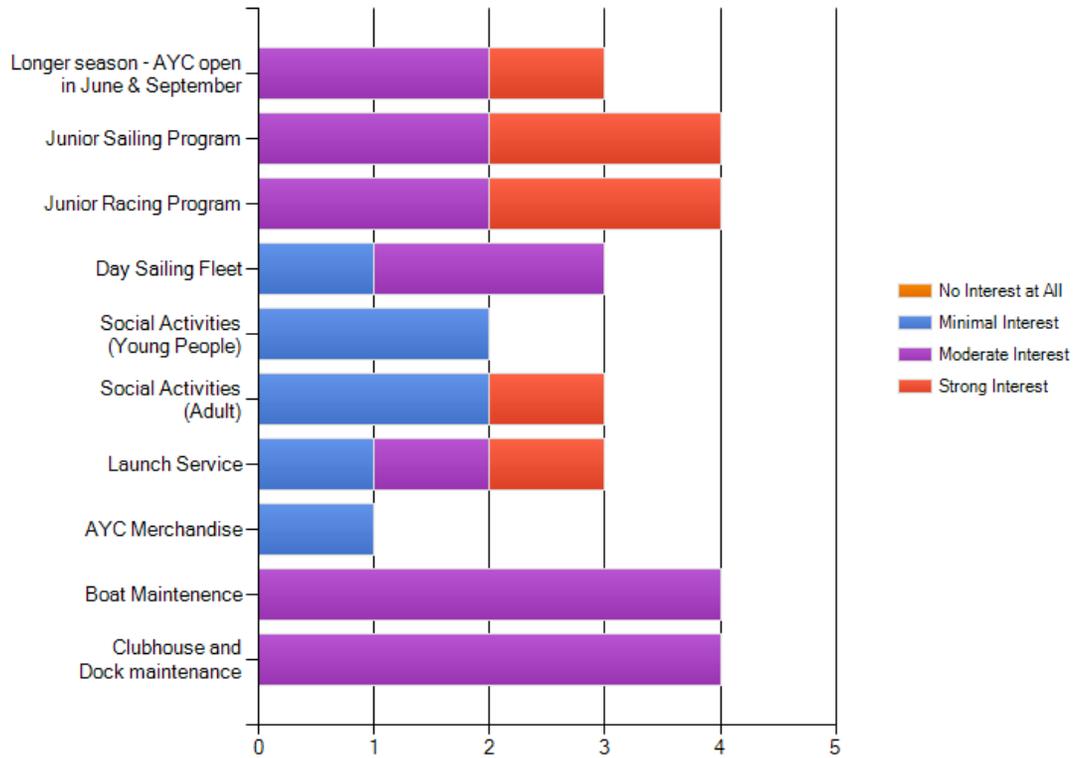
Over 13% of those responding to the survey were Flag members. Those who fall into this special category mirrored the rest of the membership in their support (Very Important/Critical) for the Junior Programs, Access to Sailboats and Waterfront Access. The question for which we got the greatest number of responses had to do with Reciprocal Privileges, although no one deemed it Critical.

**AYC offers a range of programs. How important are each of these offerings to you?**



Flag members also joined the rest of the membership in strongly supporting the expansion and/or improvement of the Junior programs, and generally supporting a longer season.

**Which of the following programs, service offerings or facilities would you like to see AYC expand or improve in the coming years?**



The Flag members shared their perspective on the Junior Programs as well. The one member reporting participation in these programs saw them as an area of strength for the club. Regarding improvements, the responding Flag members said:

Flag members were generally positive about their overall experience. 100% of those responding to the question “AYC membership has been a positive experience for me and/or my family” strongly agreed to the statement. Only one Flag member indicated that they might not renew in the coming year.

## What Do Members and Non-Members Think About AYC's Programs for Young People?

### Verbatim Responses to Open-Ended Questions Concerning the Junior Programs (Sailing and Racing)

We received numerous comments on the Junior sailing and the Junior Racing programs, many of which were very positive. However, those responding did not pull any punches when they cited needed improvements (e.g. communication, involvement of parents, instruction and instructors).

Below find the verbatim responses of all survey participants (members and non-members) re: needed improvements to the **Junior Sailing Program**.

- Instruction:
  - Instructors relate well to the kids
  - Inconsistent quality (some excellent, some average)
  - Need to make better use of time (rainy day activities, free time at regattas)
  - Need coaches with deep knowledge of the boats they are sailing/racing
  - US Sail Curriculum
  - Intensive one-week program?
  - Exposure to more boats (kayaks, rowing shells, etc.)
  - Perhaps a little too rigid?
- Communication:
  - More frequent (written) reports to parents on progress of sailors, use of time, etc.
  - Notification of parents regarding problems, safety incidents, etc. with the parents as to how the child is doing in terms of listening, trying new things, learning, confidence
  - More opportunities for family involvement
- Fleet
  - Fully maintained sail and power boats.

Responses of all participants re: needed improvements to the: **Junior Racing Program**

- Coaches
  - Relate well to kids
  - More consistent, high quality coaching and introduction of visiting instructors
  - Expert clinics for sailors who wish to advance and compete successfully at a regional or national level
  - Add coaches
  - Right blend of discipline and fun - coaches need to be authority figures
  - Genuine positive and negative feedback for sailors leading to improvement

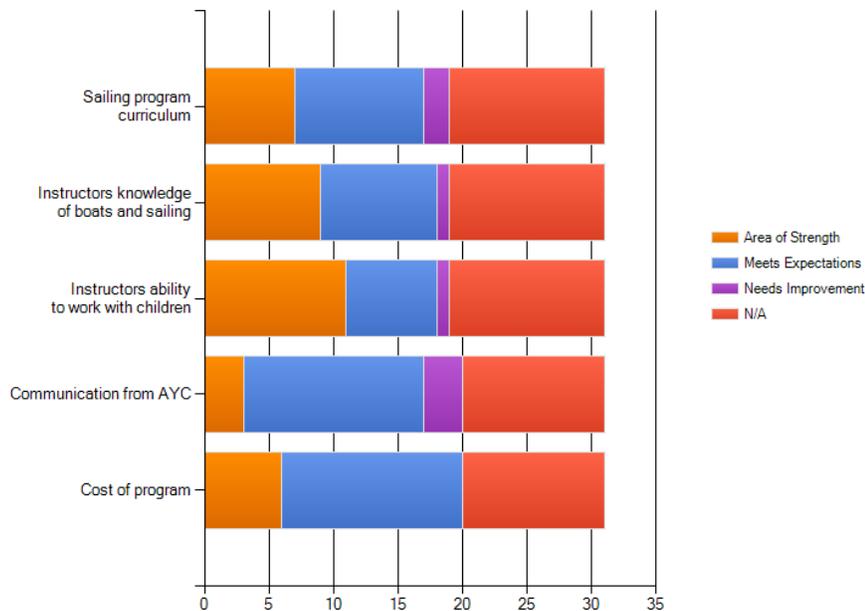
- Coordinator
  - More organized
  - Better communicator (reports to parents, season schedule, etc.)
  - Better expectation setting (housing, travel, expenses, etc.)
- Communication and information
  - Differences between green and blue fleets (Opti Races)?
- Support for racing fleet
  - Parents must now trailer boats to races
- Fleet upgrades
  - New 420's
  - Coach boats

**Member Responses to Rating Questions**

**How do our members rate the Junior Sailing Program?**

Thirty-seven (37) full family members responded to the survey. Nearly 40% of those responding indicated that neither they nor their family members participate in the Junior programs (Sailing or Racing). For those full family responders who did/do participate, most felt that communication from AYC and the cost of the program “Meets Expectations,” but saw the instructors knowledge ability to work with children an “Area of Strength.” Very few (10% or less) saw any of the areas below as “Needs Improvement.”

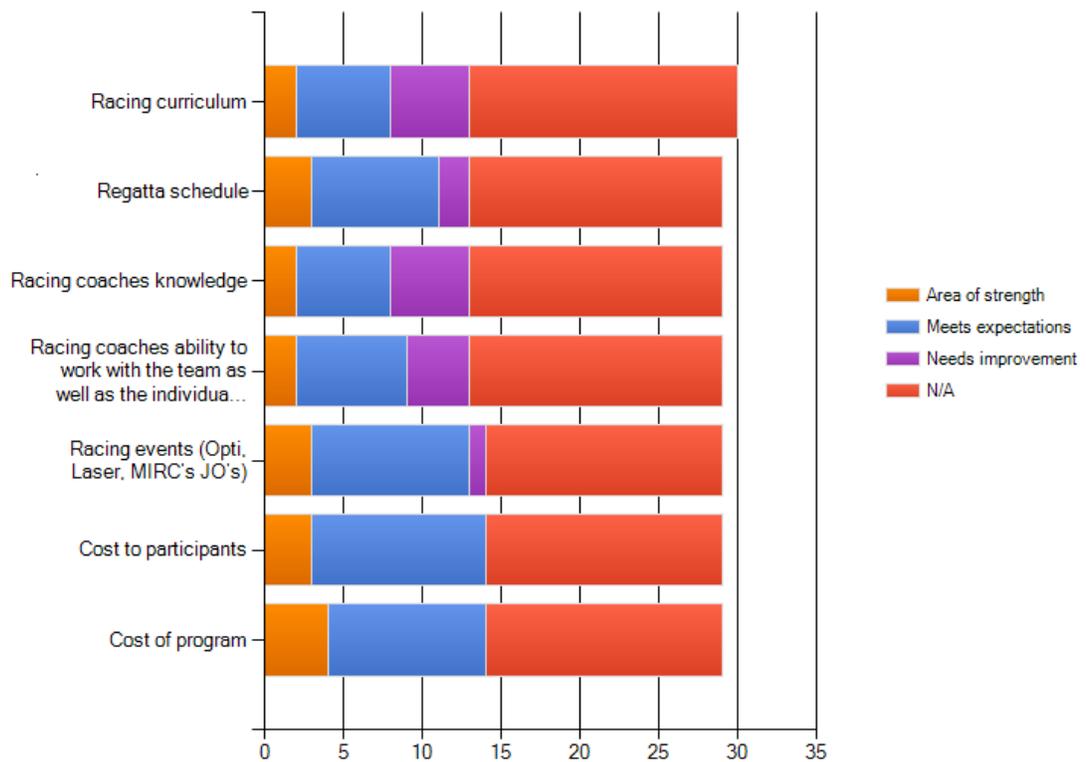
**Junior Sailing Program – Please rate the following program attributes. (If neither you nor your family participate, please indicate N/A)**



### How do our members rate the Junior Racing Program?

Only about half of the full family members responding have any real involvement with the Junior Racing Program. Fewer full family members see the Junior Racing program as an “Area of Strength” when compared with their thoughts on the Junior Sailing Program. Areas most cited as “Needs Improvement” were the Racing Curriculum and the knowledge of the Racing Coaches. Events and costs mostly “Met Expectations.”

**Junior Racing Program – Please rate the following program attributes. (If neither you nor your family participate, please indicate N/A)**



### Non-Member Responses to Rating Questions

Non-Member response was very, very light. What follows should be noted, but taken with a real grain of salt due to the small sample size.

#### **How do our non-members rate the Junior Sailing Program?**

The standout issue here is that non-Members (who responded) would appreciate more communication from AYC. They were “ok” concerning the curriculum, instructor knowledge and the instructors’ ability to work with children. Cost of the program generally meets expectations, but was not cited as an area of strength.

#### **How do our non-members rate the Junior Racing Program?**

Although only a few non-members participated in the survey, they were generally “ok” with program costs. However, they were very positive in their rating of the curriculum and coaches.

Executive Summary – Highlights of Survey– This is just a sampling.

Who responded 43.7% of the people polled responded

Balanced response

- New members – 20%
- 2-5 year members – 22.5%
- 6-15 year members – 27.5%
- Members who have been at AYC for 16 or more years. – 30.0%

Most important to our members

- Access to Sailboats and Waterfront
- Junior Programs (Sailing and Racing)

Requests for Expansion and Improvement

- Longer season and extended hours of operation
  - Some of the things mentioned included
  - Availability of J22 in June and September
  - Early morning and after-work club boat access
  - Dock access for kayaks (early and late season)
- Continue to upgrade the fleet
- Further strengthen the Junior Programs
  - Coaching
  - Improved communication with parents

Overall - High satisfaction with membership and willingness to renew.