

SEP 2012 – FEB 2013 Report for JCNA BOD consideration

From the time I took over as the PTS Program Administrator to the date of this report I have received 167 requests for information from prospective new members. Eighty-three of the 167 (50%) were electronic requests made via the JCNA website and 84 of the 167 (50%) came from cards mailed in to Jaguar.

Some inquiries came from areas where there are multiple Jaguar clubs and in these cases I've sent the referrals to all the appropriate clubs. Therefore there are more referrals than actual requests and for this period I made 248 referrals to local clubs. The largest number of referrals was for the SE Region (71) and the fewest were for the NW Region (10).

Please refer to the accompanying Excel spreadsheet for more detail on the information above. **Note that the electronic version has multiple tabs at the bottom of the sheet.**

At the moment the weakest part of the PTS referral program is the lack of feedback when one of these people actually joins a club. Only a couple of clubs have promised to provide feedback when someone joins. It's a very time-consuming process for me to take the list of referrals and go to the JCNA online member lookup to determine how many of these have joined. It's further complicated because (1) they may not join for a few weeks and (2) when they join their names may not appear on the lookup for some period of time. It would thus be necessary to go to the lookup over and over and over again to get accurate statistics. As it is I can measure how many requests are received and how many referrals are made – I just can't track the success rate! I would welcome any ideas on how to improve this process (and help from clubs or Regions). With the preceding in mind, for this period I have some indication that only 10 of the 167 people who requested information have joined (6%). It is not known how many referrals are actually pursued by local clubs.

The Google map showing the location of all the North American clubs continues to be a useful tool for me and I hope for others as well. I'm somewhat disappointed that more clubs have not provided me with the information to accurately describe their location and Points of Contact. If you look at the map (<http://goo.gl/maps/VzJYE>) you'll notice that the markers for some clubs have a black dot on them. The black dot signifies clubs that I feel have provided sufficient information. Until very recently the map was "unlisted" on the Internet, meaning only those who had the link could find it. I had been waiting for more information from the clubs but have now made the map "public", meaning that someone searching for "Jaguar Clubs" may now be able to find the map.

As a side note to all this, in my dealings with the clubs I've found that some do not have accurate contact information for the club officers on their JCNA webpage and some don't seem to know how to update their information. Since I send each referral to the President and Membership chair as listed on the webpage it may be that my emails are not reaching some club contacts.

Respectfully,
Ed Avis
JCNA PTS Administrator