

- CR-7. Membership Outreach Activities: PTS/ Membership Improvement Reports**
CR-7a. Passport to Service Report – *George Camp*-Report Received
CR-7b. Tech Hotline Liner Report-*George Camp* -Report Received
**CR-7c Problems with PTS cards and the \$5 fee for the Jaguar Journal -
Discussion – *Deanie***

CR7a PTS Report-*George Camp*

The PTS program is a serious drain on the resources of JCNA as it has existed in the past. In 2010 there were 421 PTS request and in 2011 so far there have been 263. That is a total of 684 at a cost of \$5.00 each to process (more for Canada). That \$3420.00 would require 136 people to sign up to make it break even. Reports that 10% had joined from PTS were optimistic and a figure of 4% is more accurate. Even at 10% the program lost \$1720. The figure for break even is 20%. We are not close to that but there is a glimmer of light.

I asked each of the regional directors to change the way we do PTS. In the past the PTS packet was sent and a club was selected by some method to be contacted. Whether the club did or did not is a mystery and haphazard. I have been sending the PTS request information to the Regional Directors in hopes they would contact all clubs that might interest the applicant. To do this project by a strict geographical boundary or arbitrary JCNA boundaries is just plain dumb and archaic.

Some have continued to do nothing, or the least they could and the results mirror the success of the past. Others have taken the task as a challenge and contacted the prospective member either by phone or e mail. The results of this approach are very encouraging. Exact figures will be available at the BOD meeting.

Of the 263 request this year almost 70% are from the Web site (no records were kept in prior years). This should be an indicator to all where our focus and exposure is. Of the remaining 30% from owners handbooks almost 50% are from second or third owners who found the PTS card in the handbook and sent it in. Our current agreement with Jaguar Cars needs to be explored. While it is great that our club invitation is in the new cars it is buried in a library of manuals that now come with new cars. When the PTS began it was a card in the end of a rather brief manual and those days are past. We need to explore new approaches (see recommendations).

We also had an issue of members using the PTS to obtain additional copies of the Jaguar Journal. Those have been stopped but as the membership roster has no interface with the PTS program on the front end the issue only comes to light after the fact. There will be a program in the future to run the PTS request against the latest membership roster but it would seem possible for the web site to screen members against that issue.

Web requested PTS packets go out within 48 hours of receipt. The cards received from Jaguar (Archives) are a bit more problematic but come about every two weeks and then go out within 48 hours. Included in the packet is a current copy of the Jaguar Journal and a revised letter form the President of JCNA (copy of letter provided in BOD packet).

Recommendations

1. The PTS program run for one more year with all data kept necessary to determine the validity of the program.
2. Regional directors commit to taking an active part in the recruiting process and contact applicants directly when possible.
3. Applicants are shared with all possible clubs in their service area even when that crosses JCNA arbitrary boundaries.
4. Clubs are to respond to the sharing of potential new members within 7 days of being notified by the regional directors. (Remember folks do well those things that are checked).
5. Regional directors will share with each other approaches that work—and those that do not.
6. At the end of the year if the success rate has not reached 20% or is not climbing the program be scrapped and resources used is another approach to grow the membership...
7. If #6 is not palatable then the recommendation is that the PTS program simply reverts to JCNA control and direct contact will be made and our MAL will climb even more. Once a MAL then the clubs will be notified.
8. Should the PTS program continue suggest we contact Jaguar Cars and provide a packet to go with each new car that consist of a stylish envelope, letter from the president, list of clubs, web site, and a JCNA flier along with other directions. This could be done for about \$1 per new as postage is removed.

Please make any comments on this report prior to the BOD meeting to publications@jcna.com.
Or call 888-258-2524 ex#3.

Submitted by George Camp

See Attachment Below

Where Do PTS Request Come From?

(Subtitle-is this where we should put some effort?)

The following is a recap of where PTS request come from by State and JCNA Region of PTS from April 2010 to present (Oct.9 2011)

<p><u>North West</u> ID 3 MT 1 OR 4 WA 11</p>	<p><u>North Central</u> IL 22 IN 10 KS 7 KY 7 MI 24 MN 5 NE 3 OH 27 SD 1 WI 6 WV 1</p> <p><u>Canada</u> BC 4 Ont 8 QC 1</p>	<p><u>North East</u> CT 12 DC 1 DE 2 MA 8 MD 19 ME 2 NH 7 NJ 22 NY 35 PA 33 RI 2</p> <p><u>Others</u> Japan 1 Mexico 1 Dutch Car. 1</p>
<p><u>South West</u> AZ 7 CA 82 CO 6 HI 2 IA 3 NM 3 NV 3 UT 3 WY 1</p>	<p><u>South Central</u> AR 4 LA 13 MO 12 OK 6 TX 65</p>	<p><u>South East</u> AL 11 FL 86 GA 32 MS 2 NC 18 SC 18 TN 13 VA 23</p>

Red indicates areas that more effort in recruitment might be advisable.