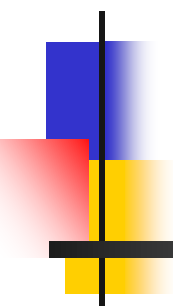
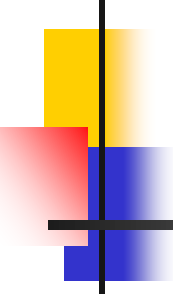


JCNA MEMBERSHIP COMMITTEE



Report to JCNA
Leadership, Delegates
and Members at the AGM
– March, 2017

January 25, 2017



JCNA MEMBERSHIP COMMITTEE

Mission

To remind - the purpose of the JCNA Membership Committee is to help JCNA and JCNA Local Affiliate Clubs find, recruit and retain members. Our goal is to create and communicate the tools and processes that enable JCNA and the Local Affiliate Clubs to have effective Membership Programs and to ensure that the membership experience is the best it can be of any automobile club in the world.

To achieve our goals we have at least one Membership Committee representative from each JCNA Region, and we have established an effective Regional Management / Communications process.



JCNA Membership Committee Committee Members

Northwest Region

- ❖ **Judith Hinamon** - Jaguar Owners Club of Oregon

North Central

- ❖ **Steve Harman** – Susquehanna Valley Jaguar Club
- ❖ **Greg Huelsman** – Jaguar Drivers' Club Area 51

Northeast Region

- ❖ **Ed Avis** - Jaguar Assoc. of New England
- ❖ **Eleanor Morris** – Capital Region Jaguar Club of NY

Southwest Region

- ❖ **Douglas Dechant (Advisor)**- Jaguar Club of Southern Arizona
- ❖ **Roland Quintero** – Sacramento Jaguar Club
- ❖ **Nedra Rummell – Chair** - San Diego Jaguar Club

South Central Region

- ❖ **Lisa Schafer** - Jaguar Club of Austin

Southeast Region

- ❖ **Derek Haynes** - Southwest Florida Club

JCNA Membership Committee Accomplishments in Last Year



- Conducted survey of Members-at-Large
 - First survey ever conducted of MALs
 - Results were shared with JCNA Leadership
 - Overall, MAL responses were very positive

- Conducted survey of presidents by region regarding flat dues
 - Results were shared with JCNA Leadership
 - Responses were mixed
 - Many LCs modified their dues to suit, some complained about not knowing in time or at all
 - Memcom's recommendation was that JCNA should communicate that the flat dues decision was revisited in Sept. of 2016 and the decision stands

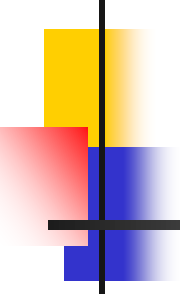
- Ad-Hoc Committee formed to research regional & non-regional multi-club activities to promote greater involvement, greater partnership between LCs and to promote more member enjoyment
 - Committee results are being finalized
 - The JCNA website (under "Events" is the tool, but more need to use it and input data into it
 - More to follow soon

- Jack Humphrey placed all additional Membership resource tools onto the JCNA website
 - Tool are under the "membership" tab
 - Additions to these resource tools continue to be improved and expanded by the Membership Committee

JCNA MEMBERSHIP COMMITTEE

Going Forward

- Currently working on Scope of Work for 2017
- We will continue to create and communicate Best Practice Tools and Samples & add these resources to the JCNA website
- Continue our Regional Management and Communications Process. Our goal is to establish quarterly communications to all regional presidents and membership chairs
- Committee's budget is set for 2017
- With approval from JCNA, consider communications to Members-at-Large
- Consider new ideas for events that include owners of all types of Jaguar cars (classics, new and everything in between)
- With help from JCNA Admin. And Asst. Admin., enabled better process to transfer members from club to club
- Survey other constituents to determine future needs and improve member satisfaction
- Analyze membership trends, JCNA's image, how we are working together and other matters that can strengthen the organization and improve member satisfaction



JCNA MEMBERSHIP COMMITTEE

Questions/Comments

JCNA MEMBERSHIP COMMITTEE



Thank You

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Notes
