CR 7   January 2014 PTS Report

Since taking over the PTS Coordinator position in SEP 2012 I've kept some statistics on the number of requests received, the number of referrals sent (sometimes to multiple clubs) and the overall success rate. The tables below summarize results for the last part of 2012, for 2013 and overall.
Note: These are the statistics as they existed at the end of 2013. Totals for "Joined and Success Rate" have not been updated since then.

Period	SEP-DEC 2012
Total requests	**143**
Mail requests	69 (48%)
Web requests	74 (52%)
Joined	**24**
Success rate	**17%**

Period	JAN-MAR 2013	APR-JUN 2013	JUL-SEP 2013	OCT-DEC 2013	2013 Summary
Total requests	**77**	**94**	**83**	**73**	**327**
Mail requests	35 (45%)	42 (45%)	29 (35%)	21 (29%)	127 (39%)
Web requests	42 (55%)	52 (55%)	54 (65%)	52 (71%)	200 (61%)
Joined	**10**	**10**	**9**	**2**	**31**
Success rate	**13%**	**11%**	**11%**	**3%**	**9.5%**

Period	Cumulative Through 2013
Total requests	**470**
Mail requests	196 (42%)
Web requests	274 (58%)
Joined	**55**
Success rate	**12%**

(JAN-FEB 2014 numbers not included)

One noticeable trend is that fewer requests are requiring a response by mail and more can be answered electronically. This is a welcome trend since the electronic responses are easier and quicker for me to process. Many of the requests received by mail are the old PTS forms which do not have a block for the requester's email address or phone number. Thankfully, these cards are being phased out of the system and the newer cards received by mail have an email address. It also appears more people are finding the JCNA website and using the link there to submit an electronic PTS request.   The following table summarizes the method of response for 2013 (I didn't track this in 2012).

Period >>>>	JAN- MAR	APR-JUN	JUL-SEP	OCT-DEC	2013 Totals
Email response	64 (83%)	76 (81%)	73 (88%)	69 (95%)	282 (86%)
Mailed response	13 (17%)	18 (19%)	10 (12%)	4 (5%)	45 (14%)
Total	77	94	83	73	327

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. In 2013 I received 327 PTS requests but made 440 referrals to local clubs. The breakdown of referrals by region in 2013 is:

NW – 12
SW – 85
NC – 85
SC – 55
NE – 94
SE – 93
MAL - 16

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. Few clubs provide feedback when someone joins and 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 or months 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 with the degree of accuracy I'd like. You will note from the first table, however, that the success rate for any given quarter improves over time if I invest the effort to repeatedly look up the names of those who received referrals to see if they've joined a club. I would welcome any ideas on how to improve this process (and help from clubs or Regions). **With the preceding in mind, for 2013 I have some indication that 31 of the 327 people who requested information have joined, giving the PTS program a success rate of about 10%.** I anticipate this rate will go up over time as more people join. 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 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. I would welcome the assistance of AGM delegates and RD's in working with the clubs to provide the information. The map is "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 or complete 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 Coordinator

March 2014 Update

PTS Requests in 2014

Period	JAN-FEB 2014
Total requests	53
Mail requests	15
Web requests	38
Joined	Not Yet Calculated
Success rate	

At present, I am the only one who has access to update the club information on the Google map (http://goo.gl/maps/VzJYE). I'd recommend some be designated / volunteer to be a backup so they could take over the duties if I'm not able to make updates or changes. It's not a very difficult process and I can grant access to whoever's designated.

JCNA Membership Committee
The Membership Committee has re-formed with the following members:

Greg Huelsman (Jaguar Driver's Club Area 51) **Co-Chair**
Doug Dechant (Jaguar Club of Southern Arizona) **Co-Chair**
Bill Rader (Jaguar Club of Austin)
David Hayden (Carolina Jaguar Club)
Jennifer Oram (Canadian XK Jaguar Register)
Jay Hixon (Jaguar Club of Florida)
Ed Avis (Jaguar Association of New England)

The Committee held a teleconference on March 15th, 2014 and Greg Huelsman and Doug Dechant volunteered to be co-Chairs of the Committee. The Committee had previously developed three products and will move forward to implement them (with JCNA approval):

- A draft membership survey to go out to all members in the Jaguar Journal
- A list of "effective practices" to share with all JCNA clubs to help them with both their internal membership processes and new member recruitment and retention
- A document outlining JCNA Membership Benefits to share with the clubs

Several other initiatives have been discussed but need more work before implementation.

The Co-Chairmen will coordinate our efforts with the JCNA BOD.