

## Sierra Chapter - Chapter Scorecard

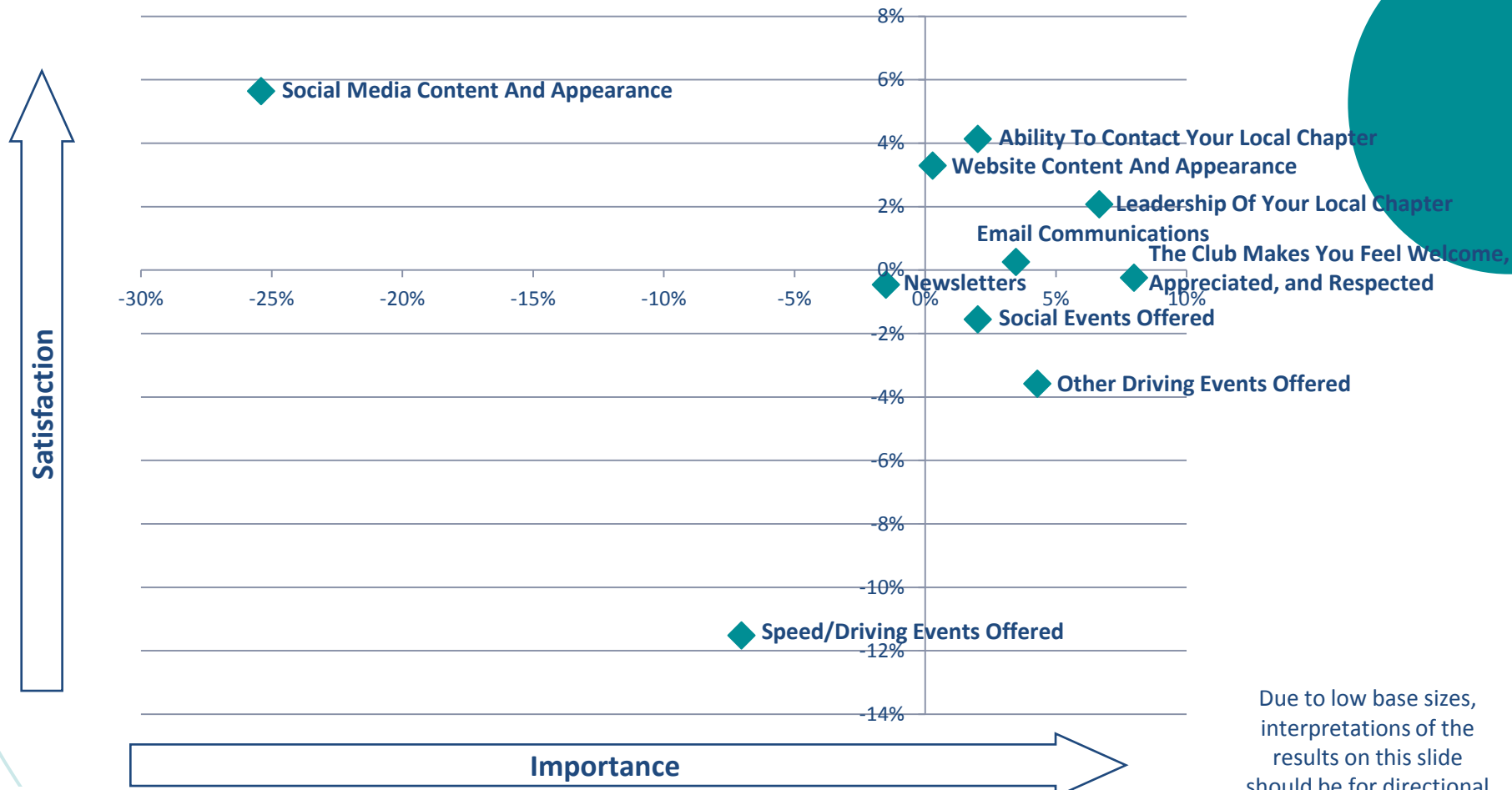
	Satisfaction V. Sat = 5 V. Dissat = 1	Unweighted Value Avg Sat (U)	Question Weight (Q)	Weighted Value (U * Q)
<b>Member Satisfaction Survey Results</b>				
Chapter email communication - content	4.80	4.67	2.40	11.22
Chapter email communication - frequency	4.50			
Chapter email communication - appearance	4.72			
Chapter newsletter communication - content	4.64	4.64	2.40	11.14
Chapter newsletter communication - frequency	4.64			
Chapter newsletter communication - appearance	4.64			
Chapter website communication - content	4.91	4.82	2.10	10.12
Chapter website communication - appearance	4.73			
Chapter social media communication - content	4.94	4.94	1.38	6.82
Chapter social media communication - appearance	4.94			
Initiating contact - website	4.75	4.86	2.20	10.70
Initiating contact - social media	4.91			
Initiating contact - email	4.86			
Initiating contact - telephone	4.93			
Feeling welcome, appreciated and respected	4.65	4.65	2.90	13.49
Local chapter leadership	4.76	4.76	2.70	12.85
Frequency of social events	4.69	4.59	1.70	7.80
Variety of social events	4.54			
Attractiveness of social events	4.54			
Frequency of speed/driving events	4.15	4.18	2.00	8.36
Variety of speed/driving events	4.27			
Attractiveness of speed/driving events	4.12			
Frequency of other driving events	4.58	4.50	2.00	9.00
Variety of other driving events	4.42			
Attractiveness of other driving events	4.50			
Overall club experience	4.69	4.69	1.00	4.69
Membership renewal likelihood	4.88	4.88	1.00	4.88
<b>Subtotal Score, Member Satisfaction Survey Results</b>				<b>111.06</b>
<b>Member Growth &amp; Retention</b>				
	<b>Baseline</b>	<b>Current</b>	<b>Rate (Actual)</b>	<b>Rate (Factored)</b>
Member Growth Rate	118	137	16.1%	66.1
Member Retention Rate	118	101	85.6%	55.6
<b>Subtotal Score, Member Growth &amp; Retention</b>				<b>121.7</b>
<b>Chapter Rank &amp; Quartile</b>				
		<b>Rank</b>	<b>Quartile</b>	
Member Satisfaction Survey Results		1	1	
Member Growth & Retention		2	1	
<b>Total Score, Chapter Rank &amp; Quartile</b>				<b>1</b>

Report date: 3/12/2014 11:11:34 AM

Region: PR

# Local Level - Satisfaction by Importance – Deviation from Mean

## Sierra Chapter



Due to low base sizes, interpretations of the results on this slide should be for directional purposes only.

Base sizes  
 Min= 11  
 Max= 26

## **Chapter Performance Report Notes**

Chapter performance is comprised equally of *quantitative* and *qualitative* elements. The *quantitative* element consists of membership growth and retention in equal measure. The *qualitative* element is drawn from responses to the member satisfaction survey administered in May. Each is further explained in the following paragraphs.

### **Chapter Scorecard**

#### **Quantitative – Growth & Retention**

Membership growth for a given chapter compares the number of full members as of June 2013 vs. June 2012. The baseline of zero percent growth equals a score of (50). Each percentage growth or contraction equates to +1.00 or -1.00, respectively, to that baseline score. For example, a 2.50% positive growth rate equals a score of 52.50; a 4.25% contraction (negative growth) rate equals a score of 45.75.

Member retention for a given chapter is the proportion of members who were eligible for membership renewal during the prior (12) months and who actually renewed their memberships. The baseline (goal) of 80% renewal (retention) rate equals a score of (50). Each percentage retention rate above or below 80% equates to +1.00 or -1.00, respectively, to that baseline score. For example, an 83.25% retention rate equals a score of 53.25; a 77.0% retention rate equates to a score of 47.00.

Scores for membership growth and for member retention were added together for each chapter. Chapters' scores were then ranked (among all chapters) from high to low and grouped into quartiles (17 chapters per quartile).

#### **Qualitative – Satisfaction**

The member satisfaction survey polled members on (10) aspects of local chapter services, plus overall club experience and likelihood of renewal. Questions pertaining to several chapter services had multiple parts (e.g., newsletter content, frequency and appearance). Responses for a given chapter were quantified (5 = very satisfied, 1 = very dissatisfied) and averaged for each part of each survey question pertaining to local chapter services. Response averages for multiple-part questions were normalized (i.e., response averages for a 3-part question were added then divided by 3).

Once normalized, response averages were factored based on that local chapter service's relative importance to all survey respondents. A baseline weight (Question Weight) of 2.0 was adjusted up for relatively more important services and down for relatively less important services. Response averages were multiplied by their corresponding weights, then summed to yield a member satisfaction score for each chapter. Chapters' member satisfaction scores were then ranked (among all chapters) from high to low and grouped into quartiles.

#### **Summary Score**

Finally, membership growth/retention scores were added to member satisfaction scores for each chapter to yield an overall chapter performance score. Again, these scores were then ranked (among all chapters) from high to low and grouped into quartiles.

### **Satisfaction/Importance Matrix**

In addition to its scorecard results, each chapter is receiving a plot diagram indicating relative importance (horizontal axis) and satisfaction levels (vertical axis) among survey respondents. The overall average of all importance/satisfaction responses is denoted by the "0%" lines which intersect near the middle of the diagram. Local chapter services are then plotted based on their relative importance and satisfaction levels.

Services in the upper right quadrant (positive percentage values for both importance and satisfaction) are relatively important and satisfying -- the more so, the further up and/or to the right the plotted point is from the "0%" lines' intersection. These are services at which the chapter should sustain its focus to excel.

Likewise, services in the lower right quadrant are relatively more important but relatively less satisfying; these are services for which improvement will be most valued by members, i.e. **opportunities for improvement**.

Conversely, services which fall into the upper left quadrant (relatively more satisfying but relatively less important) may merit less focus if chapter resources are constrained.

## ***Chapter Performance Report Notes***

Likewise, services which fall into the lower left quadrant (relatively less important and less satisfying) may not warrant additional focus in resource-constrained circumstances.

Red text=counts not included in base

q11 How satisfied are you with each of the following aspects of the email and newsletter communications sent to you by your local chapter?

		Sierra Chapter
Email Content :	<b>Base:</b>	<b>25</b>
	Very satisfied	88%
	Somewhat satisfied	4%
	Neither satisfied nor dissatisfied	8%
	Somewhat dissatisfied	0%
	Very dissatisfied	0%
	Have not read	1

		Sierra Chapter
Email Frequency :	<b>Base:</b>	<b>26</b>
	Very satisfied	73%
	Somewhat satisfied	8%
	Neither satisfied nor dissatisfied	15%
	Somewhat dissatisfied	4%
	Very dissatisfied	0%
	Have not read	0

		Sierra Chapter
Email Appearance :	<b>Base:</b>	<b>25</b>
	Very satisfied	88%
	Somewhat satisfied	0%
	Neither satisfied nor dissatisfied	8%
	Somewhat dissatisfied	4%
	Very dissatisfied	0%
	Have not read	1

		Sierra Chapter
Newsletter Content :	<b>Base:</b>	<b>25</b>
	Very satisfied	84%
	Somewhat satisfied	4%
	Neither satisfied nor dissatisfied	4%
	Somewhat dissatisfied	8%
	Very dissatisfied	0%
	Have not read	1

		Sierra Chapter
Newsletter Frequency :	<b>Base:</b>	<b>25</b>
	Very satisfied	76%
	Somewhat satisfied	16%
	Neither satisfied nor dissatisfied	4%
	Somewhat dissatisfied	4%
	Very dissatisfied	0%
	Have not read	1

**Sierra Chapter****25**

<b>Newsletter Appearance :</b>	Very satisfied	80%
	Somewhat satisfied	8%
	Neither satisfied nor dissatisfied	8%
	Somewhat dissatisfied	4%
	Very dissatisfied	0%
	Have not read	1

**Q12. How satisfied are you with each of the following aspects of the website and social media communications provided by your local chapter?****Sierra Chapter****22**

<b>Web site Content :</b>	Very satisfied	95%
	Somewhat satisfied	0%
	Neither satisfied nor dissatisfied	5%
	Somewhat dissatisfied	0%
	Very dissatisfied	0%
	Have not read	4

**Sierra Chapter****22**

<b>Web site Appearance :</b>	Very satisfied	86%
	Somewhat satisfied	5%
	Neither satisfied nor dissatisfied	5%
	Somewhat dissatisfied	5%
	Very dissatisfied	0%
	Have not read	4

**Sierra Chapter****16**

<b>Social Media Content :</b>	Very satisfied	94%
	Somewhat satisfied	6%
	Neither satisfied nor dissatisfied	0%
	Somewhat dissatisfied	0%
	Very dissatisfied	0%
	Have not read	10

**Sierra Chapter****16**

<b>Social Media Appearance :</b>	Very satisfied	94%
	Somewhat satisfied	6%
	Neither satisfied nor dissatisfied	0%
	Somewhat dissatisfied	0%
	Very dissatisfied	0%
	Have not read	10

**Q13. How satisfied are you with each of the following types of communications that you may have used to initiate contact with the local chapter?****Sierra Chapter****20**

<b>'Website communications</b>	Very satisfied	90%
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<b>(e.g., comments and feedback forms) :</b>	Somewhat satisfied	0%
	Neither satisfied nor dissatisfied	5%
	Somewhat dissatisfied	5%
	Very dissatisfied	0%
	<b>Have not communicated directly with the local chapter this way</b>	<b>6</b>

<b>'Social media communications (e.g., commenting or messaging on Facebook, Twitter or LinkedIn) :</b>	<b>Base:</b>	<b>Sierra Chapter</b>
		<b>11</b>
	Very satisfied	91%
	Somewhat satisfied	9%
	Neither satisfied nor dissatisfied	0%
	Somewhat dissatisfied	0%
Very dissatisfied	0%	
	<b>Have not communicated directly with the local chapter this way</b>	<b>15</b>

<b>Email :</b>	<b>Base:</b>	<b>Sierra Chapter</b>
		<b>21</b>
	Very satisfied	90%
	Somewhat satisfied	5%
	Neither satisfied nor dissatisfied	5%
	Somewhat dissatisfied	0%
Very dissatisfied	0%	
	<b>Have not communicated directly with the local chapter this way</b>	<b>5</b>

<b>Telephone :</b>	<b>Base:</b>	<b>Sierra Chapter</b>
		<b>15</b>
	Very satisfied	93%
	Somewhat satisfied	7%
	Neither satisfied nor dissatisfied	0%
	Somewhat dissatisfied	0%
Very dissatisfied	0%	
	<b>Have not communicated directly with the local chapter this way</b>	<b>11</b>

**q14 How satisfied are you that the club makes you feel welcome, appreciated and respected at local chapter events?**

<b>Base:</b>	<b>Sierra Chapter</b>	
	<b>23</b>	
Very satisfied	83%	
Somewhat satisfied	9%	
Neither satisfied nor dissatisfied	4%	
Somewhat dissatisfied	0%	
Very dissatisfied	4%	
	<b>Have not attended local chapter events</b>	<b>3</b>

**q15 How satisfied are you overall with the leadership of your local chapter?**

<b>Base:</b>	<b>Sierra Chapter</b>
	<b>21</b>
Very satisfied	86%

Somewhat satisfied	10%
Neither satisfied nor dissatisfied	0%
Somewhat dissatisfied	5%
Very dissatisfied	0%
<b>Unfamiliar with its leadership</b>	<b>5</b>

**Q16. How satisfied are you with the frequency of the following events offered by your local chapter?**

**Sierra Chapter**

**26**

<b>'Frequency of social events offered (e.g., dinners, concours, show &amp; shine, etc.)' :</b>	<b>Base:</b>	
	Very satisfied	81%
	Somewhat satisfied	8%
	Neither satisfied nor dissatisfied	12%
	Somewhat dissatisfied	-
<b>'Frequency of speed/driving events offered (e.g., driving schools, autocrosses, club racing, etc.)' :</b>	Very dissatisfied	-
	Very satisfied	54%
	Somewhat satisfied	15%
	Neither satisfied nor dissatisfied	27%
	Somewhat dissatisfied	-
<b>'Frequency of other driving events offered (e.g., tours, etc.)' :</b>	Very dissatisfied	4%
	Very satisfied	73%
	Somewhat satisfied	12%
	Neither satisfied nor dissatisfied	15%
	Somewhat dissatisfied	-
	Very dissatisfied	-

**Q17. How satisfied are you with the variety of the following events offered by your local chapter?**

**Sierra Chapter**

**26**

<b>'Variety of social events offered (e.g., dinners, concours, show &amp; shine, etc.)' :</b>	<b>Base:</b>	
	Very satisfied	77%
	Somewhat satisfied	8%
	Neither satisfied nor dissatisfied	12%
	Somewhat dissatisfied	-
<b>'Variety of speed/driving events offered (e.g., driving schools, autocrosses, club racing, etc.)' :</b>	Very dissatisfied	4%
	Very satisfied	62%
	Somewhat satisfied	12%
	Neither satisfied nor dissatisfied	23%
	Somewhat dissatisfied	-
<b>'Variety of other driving events offered (e.g., tours, etc.)' :</b>	Very dissatisfied	4%
	Very satisfied	73%
	Somewhat satisfied	4%
	Neither satisfied nor dissatisfied	19%
	Somewhat dissatisfied	-
	Very dissatisfied	4%

**Q18. How satisfied are you with the attractiveness of the following events offered by your local chapter?**

**Sierra Chapter**

**26**

<b>'Attractiveness of social events offered (e.g., dinners, concours, show &amp; shine, etc.)' :</b>	<b>Base:</b>	
	Very satisfied	77%
	Somewhat satisfied	8%
	Neither satisfied nor dissatisfied	12%
	Somewhat dissatisfied	-
<b>'Attractiveness of</b>	Very dissatisfied	4%
	Very satisfied	54%



speed/driving events offered (e.g., driving schools, autocrosses, club racing, etc.) :	Somewhat satisfied	12%
	Neither satisfied nor dissatisfied	31%
	Somewhat dissatisfied	-
	Very dissatisfied	4%
'Attractiveness of other driving events offered (e.g., tours, etc.)' :	Very satisfied	77%
	Somewhat satisfied	4%
	Neither satisfied nor dissatisfied	15%
	Somewhat dissatisfied	-
	Very dissatisfied	4%

**Q19. For each of the following services and benefits offered by the local chapter, please rate how important each one is to you when thinking about the value you receive from the Club.**

		<b>Sierra Chapter</b>
	<b>Base:</b>	<b>26</b>
<b>Email communications :</b>	Very important	77%
	Somewhat important	15%
	Neither important nor unimportant	8%
	Not too important	0%
	Not at all important	0%
	Not aware of this item	0

		<b>Sierra Chapter</b>
	<b>Base:</b>	<b>26</b>
<b>Newsletters :</b>	Very important	65%
	Somewhat important	23%
	Neither important nor unimportant	4%
	Not too important	8%
	Not at all important	0%
	Not aware of this item	0

		<b>Sierra Chapter</b>
	<b>Base:</b>	<b>26</b>
<b>Website content and appearance :</b>	Very important	65%
	Somewhat important	23%
	Neither important nor unimportant	12%
	Not too important	0%
	Not at all important	0%
	Not aware of this item	0

		<b>Sierra Chapter</b>
	<b>Base:</b>	<b>23</b>
<b>Social Media content and appearance :</b>	Very important	48%
	Somewhat important	9%
	Neither important nor unimportant	17%
	Not too important	9%
	Not at all important	17%
	Not aware of this item	3

		<b>Sierra Chapter</b>
	<b>Base:</b>	<b>26</b>

'Ability to contact your local chapter (e.g., phone, email, social media and website)' :	Very important	69%
	Somewhat important	23%
	Neither important nor unimportant	8%
	Not too important	0%
	Not at all important	0%
	Not aware of this item	0

**Sierra Chapter**

'Whether the club makes you feel welcome, appreciated and respected' :	<b>Base:</b>	<b>26</b>
	Very important	96%
	Somewhat important	0%
	Neither important nor unimportant	4%
	Not too important	0%
	Not at all important	0%
Not aware of this item	0	

**Sierra Chapter**

Leadership of your local chapter :	<b>Base:</b>	<b>26</b>
	Very important	85%
	Somewhat important	15%
	Neither important nor unimportant	0%
	Not too important	0%
	Not at all important	0%
Not aware of this item	0	

**Sierra Chapter**

'Social events offered (e.g., dinners, concours, show & shine, etc.)' :	<b>Base:</b>	<b>26</b>
	Very important	77%
	Somewhat important	8%
	Neither important nor unimportant	15%
	Not too important	0%
	Not at all important	0%
Not aware of this item	0	

**Sierra Chapter**

'Speed/driving events offered (e.g., driving schools, autocrosses, club racing, etc.)' :	<b>Base:</b>	<b>26</b>
	Very important	50%
	Somewhat important	31%
	Neither important nor unimportant	12%
	Not too important	8%
	Not at all important	0%
Not aware of this item	0	

**Sierra Chapter**

'Other driving events offered (e.g., tours, etc.)' :	<b>Base:</b>	<b>26</b>
	Very important	77%
	Somewhat important	19%
	Neither important nor unimportant	4%
	Not too important	0%
	Not at all important	0%

Not aware of this item

0

q24 Thinking now of your overall experience with the BMW Car Club of America, including both national and local chapter experiences, how satisfied are you with your membership?

Base:

Very satisfied

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Very dissatisfied

Sierra Chapter

26

77%

19%

-

4%

-

q25 How likely are you to renew your membership?

Base:

Very likely

Somewhat likely

Unsure

Somewhat unlikely

Very unlikely

Not applicable -- lifetime member

Sierra Chapter

26

92%

4%

4%

0%

0%

0