

## Membership & Quotas Chairperson Report – 2008/09 Season

April 29, 2009

### Summary

The 2008/09 membership levels recovered from last year's drop to finish above those seen in 2007 at 751 racers (includes Sr., Masters) and 164 officials and 66 members at large. [see appendix A detailed stats]

Membership income increased driven by:

- \$5 rate increase for competitors
- increased membership levels
- increase in the number of racers subject to late membership penalty

| Historical by Region (J1-J5) |            |            |            |
|------------------------------|------------|------------|------------|
|                              | 2007       | 2008       | 2009       |
| Western                      | 126        | 151        | 157        |
| Central                      | 247        | 213        | 234        |
| Eastern                      | 143        | 205        | 223        |
| N.Eastern                    | 188        | 108        | 115        |
| <b>total</b>                 | <b>704</b> | <b>677</b> | <b>729</b> |

| Year    | Membership Income * | Competitor Rate | Official Rate |
|---------|---------------------|-----------------|---------------|
| 2004/5  | 21,058              | ?               | ?             |
| 2005/6  | 17,510              | ?               | ?             |
| 2006/7  | 20,155              | 25              | 5             |
| 2007/8  | 24,350              | 30              | 5             |
| 2008/09 | 28,680              | 35              | 5             |

\* includes late fees + penalties

Club memberships increased by 1 this year for a total of 14 clubs with the addition of the Bear Creek Mountain Racing. Non-Voting Member clubs remain:

Mercersburg Academy Ski Team  
Ski Denton Racing Club  
Hidden Valley Race Club  
Shawnee Mountain

How our members chose to renew their memberships changed significantly this year with the number of mail-in registrations less than half of what was seen in 2007/08. Significant gains were made in both online and club based renewals.

| Application Method | 2007/08    |     | 2008/09    |     |
|--------------------|------------|-----|------------|-----|
| Online             | 280        | 29% | 437        | 45% |
| Mail-in            | 511        | 53% | 244        | 25% |
| Club               | 180        | 19% | 297        | 30% |
|                    | <b>971</b> |     | <b>978</b> |     |

### Membership reports issued (via email) this season:

| Date sent | Description   | Recipient   |
|-----------|---|---|
| Dec 1/08  | Member listing by Name; by Region/club                | PARA Board  |
| Dec 28    | Member listing by club                                | - Club Directors receive their own club's listing<br>- Regional Directors receive club listings in their region |
| Jan 1st   | Member listing by Name; by Region/club                | PARA Board  |
| Feb 2nd   | Member contact listing by Name, by class & Club       | PARA Executive Board, AO, Age, & Derby Chairs   |
| Feb 2nd   | Regional member contact listing by name, class & Club | Regional Directors for their regions  |

## Challenges experienced this year:

1. PARA region declaration errors
  - The mail-in memberships requested only club affiliation from which the region was established correctly at the time of manual record entry.
  - Of the online memberships, 23% had incorrect regional affiliation. The bulk of these were Eastern/Northeastern reversals(41) and Central racers declared as Eastern(24)

Although software check formulas were run, 6 errors were not caught before issuing quotas.

- J4/5 : no impact to quotas as there were 2 reversing errors [E / NE]
- J1 : no impact to quotas
- J3: Impacted quotas as 3 racers declared as Eastern were actually competing in Central region [2x ind., 1 club affiliated].

Corrective actions:

- Next season, all memberships will adopt the club identification only approach. This will address all but the independent racers.
  - Additional information to be added to the web site to provide region/club affiliation reference for our members.
2. Multiple membership renewals for a single person. A total of \$735 was refunded due to duplicate memberships. This occurs when
    - both parents renew memberships,
    - a parent does not remember whether their membership was renewed
    - the racer's club is also renewing memberships
    - During the renewal transaction, the member's computer browser times out so they are not aware that their renewal actually completed.

Changes in online membership renewal next season (see Membership changes for 2009/10) should reduce the probability that our members will take out additional memberships as they will have the facility to both look up their membership standing and the system will prevent multiple renewals.

3. Members with USSA "FC" membership.  
For this year, we allowed "FC" (Freestyle competitor) to suffice for USSA membership; however, in discussions with the USSA Membership, Alpine racers must have the appropriate USSA alpine registration. Should a racer also want to compete in Freestyle, the 2<sup>nd</sup> membership is discounted.

## Membership changes for 2009/10,

The Board of Directors has reviewed and accepted the recommendation to move to USSA provided service for PARA membership renewal (appendix C) as of the 2009/10 season. Besides the economic benefit, members will now renew both USSA and PARA at the same time as a single online transaction (or form if mail-in is preferred). The USSA card will note the status of State Dues and members will be able to use USSA Membership Tools to validate membership.

There are 2 disadvantages to the move to USSA:

- Family Memberships are not supported.
- Memberships are due much sooner – Oct 15<sup>th</sup>. After which time, late fees will apply to renewing racers.

## Family Memberships:

This past season, there were 74 family memberships consisting of:

|           |     |
|-----------|-----|
| Racers    | 169 |
| AO/CO/ACO | 36  |
| ML        | 60  |

This season, the average family unit had 2.3 racers, 0.5 official/coach, 0.8 Member at large. Eliminating the family fee structure would have a small but negative financial impact our membership. For this reason, maintaining the family membership in this upcoming season is recommended.

The only way to achieve this outside of USSA system is to manage it on a refund basis as the USSA renewal requires the member to declare their state affiliation (Pennsylvania) and the state fees cannot be 'opted out'.

To facilitate the refunds, a claim form will be available on the PARA web page.

Membership Due Date: Oct 15<sup>th</sup>

Though it seems early, the October date is set to align to the FIS licensing schedule.

The following membership communication will inform all of the changes:

- An email notification describing the changes will be sent to all 2008/09 members and clubs advising them of the changed date. <May + September>
- Information will be posted to the Membership page on the PARA website. <May>

While the 4 clubs that actively renewed their members memberships did improve the data quality and overall portfolio, Clubs will no longer be asked to manually renew their members' memberships.

Respectfully submitted,  
Sheila Nickle  
Membership and Quotas Chairperson



## Appendix B: 2008/09 Quotas

- Final
- Correction explanation

|  |  | Report Date: 29/2009 |         |         |                  |         |         |         |              |         |                  |         |              |         |         |         |              |     |
|--|--|----------------------|---------|---------|------------------|---------|---------|---------|--------------|---------|------------------|---------|--------------|---------|---------|---------|--------------|-----|
|  |  | too young            |         |         | J4/5 + 2nd yr J6 |         |         | J3      |              |         | J4/5 + 2nd yr J6 |         |              | J3      |         |         |              |     |
| Region   |  | Western              | Central | Eastern | Northeastern     | Western | Central | Eastern | Northeastern | Western | Central          | Eastern | Northeastern | Western | Central | Eastern | Northeastern |     |
| <b>Age Class &gt;&gt;&gt;</b>                  |  |                      |         |         |                  |         |         |         |              |         |                  |         |              |         |         |         |              |     |
| PARA Membership by Region + Gender             |  | M                    | 5       | 4       | 4                | 0       | 13      | 51      | 81           | 56      | 30               | 218     | 16           | 27      | 33      | 18      | 98           |     |
|  |  | F                    | 7       | 5       | 3                | 3       | 18      | 34      | 43           | 58      | 27               | 162     | 11           | 19      | 23      | 9       | 82           |     |
| <b>Total</b>                                   |  |                      | 12      | 9       | 7                | 3       | 31      | 85      | 124          | 114     | 57               | 380     | 27           | 46      | 56      | 27      | 180          |     |
| <b>PARA Distribution by Region + age class</b> |  |                      |         |         |                  |         |         |         |              |         |                  |         |              |         |         |         |              |     |
| <b>% of Total</b>                              |  |                      | 39%     | 29%     | 23%              | 10%     | 100%    | 22%     | 33%          | 30%     | 15%              | 100%    | 17%          | 27%     | 40%     | 17%     | 100%         |     |
| Gender Breakdown in Region                     |  | %M                   | 42%     | 44%     | 57%              | 0%      | 42%     | 60%     | 65%          | 48%     | 53%              | 57%     | 59%          | 59%     | 59%     | 62%     | 67%          |     |
|  |  | %F                   | 58%     | 56%     | 43%              | 100%    | 58%     | 40%     | 35%          | 51%     | 47%              | 43%     | 41%          | 41%     | 41%     | 38%     | 33%          |     |
| <b>Age Class &gt;&gt;&gt;</b>                  |  |                      |         |         |                  |         |         |         |              |         |                  |         |              |         |         |         |              |     |
| Quotas   |  | slots                |         |         |                  |         |         |         |              |         |                  |         |              |         |         |         |              | 95  |
|  |  | discretionary        |         |         |                  |         |         |         |              |         |                  |         |              |         |         |         |              | 5   |
| <b>total</b>                                   |  |                      |         |         |                  |         |         |         |              |         |                  |         |              |         |         |         |              | 100 |
| <b>quota slots</b>                             |  | M                    | 13      | 20      | 14               | 8       | 55      | 8       | 13           | 18      | 8                | 47      |              |         |         |         |              |     |
|  |  | F                    | 8       | 11      | 14               | 7       | 40      | 5       | 9            | 11      | 4                | 29      |              |         |         |         |              |     |
| <b>total</b>                                   |  |                      | 21      | 31      | 28               | 15      | 95      | 13      | 22           | 29      | 12               | 76      |              |         |         |         |              |     |
| <b>Age Class &gt;&gt;&gt;</b>                  |  |                      |         |         |                  |         |         |         |              |         |                  |         |              |         |         |         |              |     |
| PARA Membership by Region + Gender             |  | M                    | 16      | 28      | 15               | 11      | 70      | 3       | 12           | 9       | 10               | 34      | 0            | 1       | 0       | 1       | 2            |     |
|  |  | F                    | 13      | 8       | 11               | 3       | 35      | 1       | 5            | 6       | 2                | 14      | 0            | 0       | 0       | 0       | 0            |     |
| <b>Total</b>                                   |  |                      | 29      | 36      | 26               | 14      | 105     | 4       | 17           | 15      | 12               | 48      | 0            | 1       | 0       | 1       | 2            |     |
| <b>PARA Distribution by Region + age class</b> |  |                      |         |         |                  |         |         |         |              |         |                  |         |              |         |         |         |              |     |
| <b>% of Total</b>                              |  |                      | 28%     | 34%     | 25%              | 13%     | 100%    | 8%      | 35%          | 31%     | 25%              | 100%    | 0%           | 50%     | 0%      | 50%     | 100%         |     |
| Gender Breakdown in Region                     |  | %M                   | 55%     | 76%     | 58%              | 79%     | 67%     | 75%     | 71%          | 60%     | 63%              | 71%     | 0%           | 100%    | 0%      | 100%    | 100%         |     |
|  |  | %F                   | 45%     | 22%     | 42%              | 21%     | 33%     | 25%     | 29%          | 40%     | 17%              | 29%     | 0%           | 0%      | 0%      | 0%      | 0%           |     |

|  |  | Report Date: 29/2009 |         |         |              |         |         |         |              |         |         |         |              |
|--|--|----------------------|---------|---------|--------------|---------|---------|---------|--------------|---------|---------|---------|--------------|
|  |  | too young            |         |         | J1           |         |         | J2      |              |         | J3      |         |              |
| Region   |  | Western              | Central | Eastern | Northeastern | Western | Central | Eastern | Northeastern | Western | Central | Eastern | Northeastern |
| <b>Age Class &gt;&gt;&gt;</b>                  |  |                      |         |         |              |         |         |         |              |         |         |         |              |
| PARA Membership by Region + Gender             |  | M                    | 16      | 28      | 15           | 11      | 70      | 3       | 12           | 9       | 10      | 34      | 0            |
|  |  | F                    | 13      | 8       | 11           | 3       | 35      | 1       | 5            | 6       | 2       | 14      | 0            |
| <b>Total</b>                                   |  |                      | 29      | 36      | 26           | 14      | 105     | 4       | 17           | 15      | 12      | 48      | 0            |
| <b>PARA Distribution by Region + age class</b> |  |                      |         |         |              |         |         |         |              |         |         |         |              |
| <b>% of Total</b>                              |  |                      | 28%     | 34%     | 25%          | 13%     | 100%    | 8%      | 35%          | 31%     | 25%     | 100%    | 0%           |
| Gender Breakdown in Region                     |  | %M                   | 55%     | 76%     | 58%          | 79%     | 67%     | 75%     | 71%          | 60%     | 63%     | 71%     | 0%           |
|  |  | %F                   | 45%     | 22%     | 42%          | 21%     | 33%     | 25%     | 29%          | 40%     | 17%     | 29%     | 0%           |

# Appendix B cont'd Quota Correction Explanation

As originally published

PARA Membership 2008 / 09 Season

|  |  | Region     |            |               |              |             |            |
|--|--|------------|------------|---------------|--------------|-------------|------------|
|  |  | Western    | Central    | Eastern       | Northeastern | Western     |            |
| <b>Age Class &gt;&gt;&gt;</b>                  |  |            |            |               |              |             |            |
| PARA Membership by Region • Gender             |  | 16         | 24         | 41            | 18           | 99          | 16         |
|  |  | 11         | 19         | 23            | 9            | 62          | 13         |
| <b>Total</b>                                   |  | <b>27</b>  | <b>43</b>  | <b>64</b>     | <b>27</b>    | <b>161</b>  | <b>29</b>  |
| <b>PARA Distribution by Region • age class</b> |  | <b>17%</b> | <b>27%</b> | <b>40%</b>    | <b>17%</b>   | <b>100%</b> | <b>28%</b> |
| Gender Breakdown in Region                     |  | %M         | 56%        | 64%           | 67%          | 61%         | 55%        |
|  |  | %M         | 41%        | 44%           | 36%          | 33%         | 39%        |
| <b>Age Class &gt;&gt;&gt;</b>                  |  |            |            |               |              |             |            |
| <b>Quotas</b>                                  |  | slots      |            | discretionary |              | total       |            |
|  |  | 75         |            | 5             |              | 80          |            |
| raw score                                      |  | M          | 7.5        | 11.2          | 19.1         | 8.4         |            |
| raw score                                      |  | F          | 5.1        | 8.9           | 10.7         | 4.2         |            |
| rounded  |  | M          | 7          | 11            | 19           | 8           | 45         |
| rounded  |  | F          | 5          | 9             | 11           | 4           | 29         |
| add back to lowest region                      |  |            | 1          |               |              |             | 74         |
| <b>quota slots</b>                             |  | M          | 8          | 11            | 19           | 8           | 46         |
|  |  | F          | 5          | 9             | 11           | 4           | 29         |
| quota slots by region                          |  | total      | 13         | 20            | 30           | 12          | 75         |

Corrected

PARA Membership 2008 / 09 Season

|  |  | Region     |            |               |              |             |            |
|--|--|------------|------------|---------------|--------------|-------------|------------|
|  |  | Western    | Central    | Eastern       | Northeastern | Western     |            |
| <b>Age Class &gt;&gt;&gt;</b>                  |  |            |            |               |              |             |            |
| PARA Membership by Region • Gender             |  | 16         | 27         | 38            | 18           | 99          | 16         |
|  |  | 11         | 19         | 23            | 9            | 62          | 13         |
| <b>Total</b>                                   |  | <b>27</b>  | <b>43</b>  | <b>64</b>     | <b>27</b>    | <b>161</b>  | <b>29</b>  |
| <b>PARA Distribution by Region • age class</b> |  | <b>17%</b> | <b>27%</b> | <b>40%</b>    | <b>17%</b>   | <b>100%</b> | <b>28%</b> |
| Gender Breakdown in Region                     |  | %M         | 59%        | 66%           | 67%          | 61%         | 55%        |
|  |  | %M         | 41%        | 44%           | 36%          | 33%         | 39%        |
| <b>Age Class &gt;&gt;&gt;</b>                  |  |            |            |               |              |             |            |
| <b>Quotas</b>                                  |  | slots      |            | discretionary |              | total       |            |
|  |  | 75         |            | 5             |              | 80          |            |
| raw score                                      |  | M          | 7.5        | 12.6          | 17.7         | 8.4         |            |
| raw score                                      |  | F          | 5.1        | 8.9           | 10.7         | 4.2         |            |
| rounded  |  | M          | 7          | 13            | 18           | 8           | 46         |
| rounded  |  | F          | 5          | 9             | 11           | 4           | 29         |
| add back to lowest region                      |  |            | 7          |               |              |             | 75         |
| <b>quota slots</b>                             |  | M          | 7          | 13            | 18           | 8           | 46         |
|  |  | F          | 5          | 9             | 11           | 4           | 29         |
| quota slots by region                          |  | total      | 12         | 22            | 29           | 12          | 75         |

Recommendation: do not change quota value for Western region. consume 1 discretionary slot.

With the rounding rules applied, the leftover point that Western region originally got, now is no longer there.

Final Rounding of Quotas to address fractions of a person:

- o calculate the quota distribution to 0.1 digit
- o round: 0.5 rounds down, 0.6 rounds up
- o Flag those region/sex groupings that had a .5 round down
- o Calculate the difference between the total quota allotment and the number calculated thus far
- o where there is a difference, add 1 person to each flagged group (step 3) starting with the smallest region until no points remain.

## Appendix C: Proposal for Online Membership Service

USSA offers the state organizations the ability to include state registration (online + mail in) along with the USSA membership. When racers declare their state affiliation on the USSA form, they would be charged the appropriate state fees. The member would see the sum of their USSA license + state fee as a single transaction. PARA would receive member records via download and regular checks sent to a pre-determined address.

This service will go a long way to reduce administration by PARA and the clubs. This year alone, a

### Advantages:

From PARA administration/Club perspective:

- PARA renewal of USSA membership confirmed. Though PARA requires this, it is not validated. For scored races (J1,2) non-renewal would become evident when validating points lists resulting in issues on race day.
- Discourages non-racers from maintaining competitor status thus skewing quota calculations.
- All online setup, maintenance, administration, and member level transactions are performed by USSA.

From PARA member perspective:

- Fewer membership transactions. Members often confuse USSA and PARA or forget to renew PARA memberships their standing at USSA and PARA level will be noted on their USSA card.
- No service fee for online membership renewal
- Mail-in, fax and online membership options available anytime (mail-in does not become unavailable).
- No late fees for AY competitors

From USSA's perspective

- Ensures state level racers renew USSA membership.

### Disadvantages:

From PARA administration perspective:

- PARA does not require USSA membership for AO, ACO members. Of the 165 PARA AO/CO members, 15 do not list their USSA number (9%). For this service, we will need to retain the ability to receive PARA AO/CO memberships.
- Commitment to proceed must be authorized by PARA by late March to enable setup in time for FIS renewals.
- PARA donations cannot be done at the time of registration. In the 2008/09 season, this amounted to \$485.

From PARA member perspective:

- Loss of flat rate family memberships. To the typical family (2.3 competitors, 0.5 officials) this would result in an average increase from \$75 to \$83. For the largest of families (4 competitors) this will result in a cost of \$140. [4 families impacted].
- Earlier membership: due date (renewals only) this must align with the known USSA membership date: Oct 15<sup>th</sup>. A significant effort must be made to communicate this to our members this summer should we proceed with combining PARA and USSA membership.

**Feedback from NJSRA** who has been using USSA registration services for over 3 years:

- No problems experienced in using the USSA services
- USSA service has greatly simplified their administration and is generally received by the membership as simplifying the memberships needed to race
- They too had a flat family fee before going with USSA and found it was the only real resistance received to the move.
- In hindsight, knowing what they do now, would they go with USSA for state registration: "YES"

**The USSA 'Online' experience:**

Should PARA move to collecting memberships through USSA, the only change to the online membership transaction seen by members will be the statement of account as shown below in point #2

1. Login for the individual being renewed
2. Validate member contact information including parent names
3. Identify State association and Club from defined drop-downs. Those without club association do have the option of independent.

**State & Club**

\* State:

\* Club:

**Division**

Division:

- Please Select
- No Club Affiliation
- Bear Creek Race Club
- Blue Knob Race Club
- Blue Mountain Race Team**
- Camelback Ski Team
- Elk Mountain Ski Club
- Hidden Valley Race Club PA
- Jack Frost/ Big Boulder Racing
- Liberty Mountain Racing Team
- Mercersburg Academy Ski Team
- Mountain Ski Training Inc
- Ski Denton Race Team
- Ski Roundtop Race Club
- Ski Sawmill Race Club
- Sno Mountain Ski Team
- Tussey Mountain Alpine Racing Team
- Western PA Race Club
- Whitetail Ski Ed Foundation Inc

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4. If the chosen state association collects their Membership fees with USSA, the member will then see their statement of account similar to this:

### Your Membership Cart

| Membership/Items                      | Qty | Amount          |
|---------------------------------------|-----|-----------------|
| <b>Memberships</b>                    |     |                 |
| Alpine Competitor <span>Remove</span> | 1   | \$125.00        |
| <b>Division/State Dues</b>            |     |                 |
| NJSRA State Dues                      | 1   | \$30.00         |
| NJSRA State Dues Late Fee             | 1   | \$20.00         |
| <b>Other</b>                          |     |                 |
| Member Late Fee                       | 1   | \$25.00         |
| <b>Total</b>                          |     | <b>\$200.00</b> |

5. Select any additional licenses, pay dues.
6. Done.