

Membership & Quotas Report – 2010/11 Season

Apr 30, 2011

S. Nickle, Membership Chairperson

Membership Levels:

Membership levels continued to increase (7% overall) for all but Masters/Sr Competitors and the age group under 7. While improved economic conditions can account for some of the growth, the increases are substantially greater than that seen by USSA 2.5%.

The decrease in membership at the youngest level (<7) is understandable as families have now adjusted to the elimination of the “family” membership rate.

		2011	2010	Δ %	2009
Officials	CO				46
	AO	97	99	-2%	56
	ACO	232	222	5%	62
	Subtotal	329	321	2%	164
Competitors	J1	74	68	9%	48
	J2	106	104	2%	105
	J3	200	171	17%	164
	J4	233	239	-3%	210
	J5	195	144	35%	136
	J6	90	80	13%	67
	J7	7	11	-36%	6
	Subtotal	905	817	11%	736
	AM	19	22	-14%	10
	SM	14	25	-44%	5
	Subtotal	33	47	-30%	15
# members	Total	1267	1185	7%	915

Δ% = 2011 change relative to 2010

This increase was unevenly distributed across our member clubs (see right) ranging from the gains of 34% in the Western region to a loss of 1.5% in the NE.

Of note,

- Shawnee (SHWN), returned to full standing this season, saw a significant decrease in membership but remains at twice their 2009 membership levels.
- HVRC, new member club for 2011, saw significant increase in membership.
- As of 2010, WPRC freestyle competitors no longer hold PARA memberships.
- Mercersburg Academy (MAST) is not a PARA club but where known, its racers are tracked.

	J1& younger Competitors by Club				
	<<- USSA registration -->				
	2011	2010		2009	
SDRC	0	-	0	-100%	6
MAST	2	-60%	5	-50%	10
TMART	31	-6%	33	10%	30
WTSEF	85	20%	71	11%	64
SRRC	107	9%	98	13%	87
LMRT	69	33%	52	49%	35
SSRT	3	0%	3	50%	2
Central	297		262		234
					13.4%
PASEF	51	31%	39	-17%	47
BMRT	104	-6%	111	5%	106
JFBB	53	4%	51	9%	47
BC	41	14%	36	57%	23
Eastern	249		237		223
					5.1%
SNO	16	-6%	17	-23%	22
EMSC	97	4%	93	9%	85
SHWN	16	-24%	21	163%	8
NE	129		131		115
					-1.5%
WPRC	104	11%	94	-24%	123
BKRT	16	0%	16	0%	16
HVRC	31	82%	17	143%	7
DCWST	74	80%	41	273%	11
Western	225		168		157
					33.9%
IND	6	-50%	12	50%	8

Membership Income:

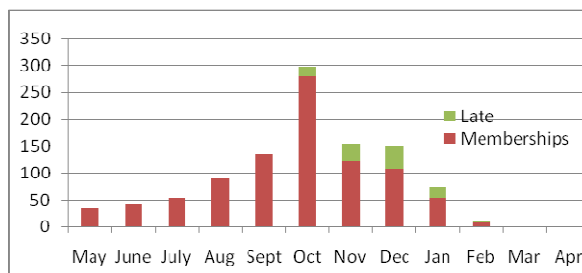
Total income from individual memberships this year was \$36,665, representing an increase of 8.8% from 2010 season but the added cost of USSA's Dues Management fees (5%) (new this year) resulted in a net income of \$34,707.

Before transitioning to USSA managed membership (2009/10 season), any on-line registration fees were paid for by the members. With the transition, PARA took on responsibility of these costs in the form of the USSA Dues Management fee but also saw a significant increase in membership as there were far fewer 'loop-holes' for members to miss on renewal. The added income for USSA has likely enabled the online member services improvements we'll begin to see in the 2012 season.

Membership Renewal Timing:

The one statistic that shows no sign of improvement is the number of members renewing late. While this does provide added income to PARA, it is also an indicator of the level of indecision our member clubs face in staffing for their programs. These are renewals of previous racers, not the expected late season new racers and we're seeing a growing trend here.

Late fees	# members affected	Late fees	Penalty	total
2008/09	82	1230	900	\$ 2,130
2009/10	103	1545	0	\$ 1,545
2010/11	115	1725	0	\$ 1,725



On our behalf, USSA did send to our membership 2 reminders for renewal before the cutoff date. With the newsletter builder subscription, in 2012 we will be able to send more timely and specific reminders for renewal.

2010 Issues

Memberships for Foreign citizens continue to be a challenge as their registration is by mail and most do not realize it is even required. This is expected to continue to be an ongoing challenge.

Communications

Membership listings were issued to club directors and posted to the PARA website*:
- Nov 1/10
- Dec 1/10
- Feb 1/11

* Addresses & phone numbers were withheld from lists published to the PARA website.

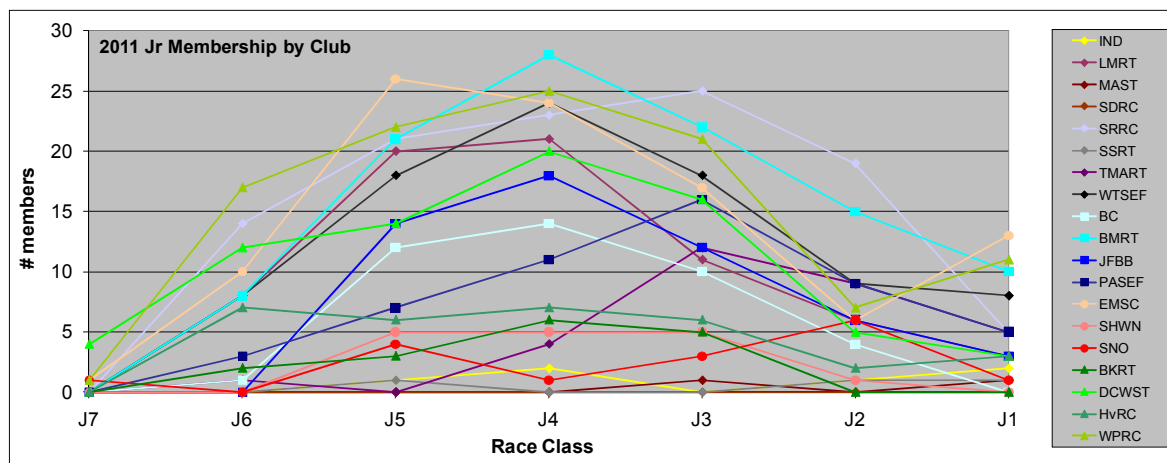
Looking ahead:

USSA Dues Management fees will continue at 5% service fees for registration. The PARA bylaws require a vote of the full BOD which meets only annually early May. Because USSA must incorporate fees changes in their software development & testing, any changes to fee structure will not take effect for a year (ie a change passed in May 2011 will be realized for the 2012/2013 season).

For the 2012 season, the USSA membership website will undergo some significant changes:

- New account system allowing members to associate and manage multiple memberships under a single account
- User-friendly password creation
- Additional security: Member tools (club roster, member lookup, member list and card print) will require login to access
- Online chat assistance for membership completion

USSA continues to work through the options for accommodating the FIS Alpine age change (2012/13 season). Initially, this appears to be only a shifting of the age classes by 1 year but if it proceeds as proposed, given our membership profile, there is likely more far reaching impact.



The table below remaps our current membership to the Proposed revised classifications.

- Will the J3 → J2 dropout happen
...sooner at U14 → J16 ?
... or later at U16 → J18 ?
- What will the PA cup look like if there were only 108 competitors where today there are 180?
- 9 yr olds make up ~48% of today's J5 class. How can PARA best support this age group?

States	2011	Current	Age	Proposal	2011	
		-	20			
PA Cup 180	74	J1	19	U21	29	108
			18			
	106	J2	17	U18	79	
J3 Derby 200	200	J3	16	U16	158	158
			15			
J4/5 Derby 428	233	J4	14	U14	238	448
			13			
	195	J5	12	U12	210	
			11			
	91	J6	10	U10	192	
			9			
	7	J7	8			
			7			
			6			
			6			

More will be known following the spring FIS meetings.

Trends: We are seeing changes in the makeup of the regions and across age groups.

- J1/2 groups are growing but as fast as that of the other groups:

Historical by Age Class				
	2008	2009	2010	2011
J1/2	159	154	172	180
J3	148	164	171	200
J4+ unde	370	419	474	526

Distribution of Age Class within each year

	2008	2009	2010	2011
J1/2	23%	21%	21%	20%
J3	22%	22%	21%	22%
J4+ unde	55%	57%	58%	58%

- J3 Males in the Eastern & Northeastern regions continue to decrease while the female numbers increase but numbers for all are rather erratic (ref: Western J3 male & female in 2010)

J3	Males			Females		
	2009	2010	2011	2009	2010	2011
Eastern	41	34	30	23	25	30
NE	18	10	9	9	14	16
Central	27	36	44	19	23	23
Western	51	17	24	34	12	24

With only 3 years of data, it is difficult to identify the reason for these changes much less use the data for accurate forecasting, being the 2nd year for decreases in these groups, it's appropriate to work with local clubs to better understand these changes.

USSA was able to provide data to help understand the dynamics of the membership. They provided the starting year our current competitors joined USSA. The findings reinforce what we already knew (ref:appendix B):

- We have a huge turnover of racers that compete for only 1 year.
- Our "business" from a volume perspective is J4 and younger.

Respectfully submitted,
 Sheila Nickle
 Membership and Quotas Chairperson

Appendix A: 2010/11 Quotas

Age Class >>>		J4/5					J3						
Quotas	slots	95					75						
	missionary	5					5						
	total	100					80						
raw score	M	14.6	18.1	12.1	7.9		9.0	16.6	11.3	3.4			
raw score	F	9.3	12.5	14.2	6.3		9.0	8.7	10.9	6.0			
rounded	M	15	18	12	8	53	9	17	11	3	40		
rounded	F	9	12	14	6	41	9	9	11	6	35		
add back to lowest region		94					75						
quota slots	M	15	18	12	8	53	9	17	11	3	40	M	
	F	9	13	14	6	42	9	9	11	6	35	F	
quota slots by region		total	24	31	26	14	95	18	26	22	9	75	total

Appendix B: 2010/11 Membership Levels

Class		J6					J4/5					J3					
Region		Western	Central	Eastern	North-eastern		Western	Central	Eastern	North-eastern		Western	Central	Eastern	North-eastern		
Age Class >>>		too young					J4/5					J3					
PARA Membership	M	22	19	8	6	55	63	79	57	37	236	24	44	30	9	107	
by Region + Gender	F	21	11	4	6	42	40	54	68	30	192	24	23	30	16	93	
Total		43	30	12	12	97	103	133	125	67	428	48	67	60	25	200	
PARA Distribution by Region + age class		% of Total	44%	31%	12%	12%	100%	24%	31.1%	29%	16%	100%	24%	34%	30%	13%	100%
Gender Breakdown in Region	%M	51%	63%	67%	50%	57%	61%	59%	46%	55%	55%	50%	66%	50%	36%	54%	
	%F	49%	37%	33%	50%	43%	39%	41%	54%	45%	45%	50%	34%	50%	64%	47%	

Class		J2					J1					SM					AM									
Region		Western	Central	Eastern	North-eastern	?	Western	Central	Eastern	North-eastern	?	Western	Central	Eastern	North-eastern	?	Western	Central	Eastern	North-eastern	?					
Age Class >>>		J2					J1					SM					AM									
PARA Membership	M	8	26	26	8	0	68	10	17	11	9	0	47	0	6	1	1	6	14	2	6	2	1	8	19	
by Region + Gender	F	6	18	8	5	1	38	7	6	7	5	2	27	0	0	0	0	0	0	0	0	0	0	0	0	
Total		14	44	34	13	1	106	17	23	18	14	2	74	0	6	1	1	6	14	2	6	2	1	8	19	
PARA Distribution by Region + age class		% of Total	13%	32%	32%	12%	1%	90%	23%	31%	24%	19%	3%	97%	0	43%	7%	0.071	43%	57%	14%	43%	14%	7%	57%	79%
Gender Breakdown in Region	%M	57%	76%	76%	62%	0%	64%	59%	74%	61%	64%	0%	0.64	0	100%	100%	1	100%	100%	100%	100%	100%	100%	100%	100%	
	%F	43%	24%	24%	38%	100%	36%	41%	26%	39%	36%	100%	0.36	0	0%	0%	0	0%	0%	0%	0%	0%	0%	0%	0%	

Appendix C: Relationship of starting age to racing career length

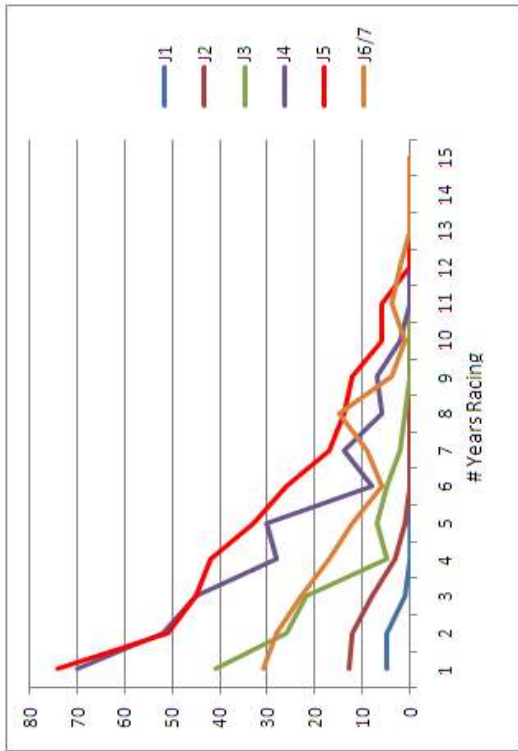
This chart shows that for our current racers (2011), at what level did they start and how many years did they stay in.

# years Racing	When did they start racing?					
	J1	J2	J3	J4	J5	J6/7
1	5	13	41	70	74	31
2	5	12	26	52	51	28
3	1	8	22	45	45	23
4	0	3	5	28	42	17
5	0	1	7	30	33	12
6	0	0	5	8	26	6
7	0	0	2	14	17	9
8	0	0	1	6	14	15
9	0	0	0	7	12	4
10	0	0	0	2	6	1
11	0	0	0	0	6	4
12	0	0	0	0	0	2
13	0	0	0	0	0	0
14	0	0	0	0	0	0
15	0	0	0	0	0	0
racer years >>	11	37	109	262	326	152
	18	78	266	848	1265	617



% makeup of initial Jclass by years involved
 This can be used to predict the probability for racing duration from starting age (ie there ~50% probability that a racer, starting as a J4 will race for more than 2 years.)

	J1	J2	J3	J4	J5	J6/7
1	45%	35%	38%	27%	23%	20%
2	45%	32%	24%	20%	16%	18%
3	9%	22%	20%	17%	14%	15%
4	0%	8%	5%	11%	13%	11%
5	0%	3%	6%	11%	10%	8%
6	0%	0%	5%	3%	8%	4%
7	0%	0%	2%	5%	5%	6%
8	0%	0%	1%	2%	4%	10%
9	0%	0%	0%	3%	4%	3%
10	0%	0%	0%	1%	2%	1%
11	0%	0%	0%	0%	2%	3%
12	0%	0%	0%	0%	0%	1%
13	0%	0%	0%	0%	0%	0%
14	0%	0%	0%	0%	0%	0%
15	0%	0%	0%	0%	0%	0%



For racers starting no later than J4, they don't appear to race longer if they start younger/older.
 J1,2,3 all seem to have ~40% of racers participate only a single year.

