

PARA Membership & Quotas Report – 2014/15 Season

May 1, 2015

D. R. Bond – Membership Chairperson

Membership Levels

Overall Membership

The overall PARA Membership level saw a 1% increase from 2012/13 to the 2013/2014 season.

2011/12 - 1215 total members

2012/13 - 1183 total members

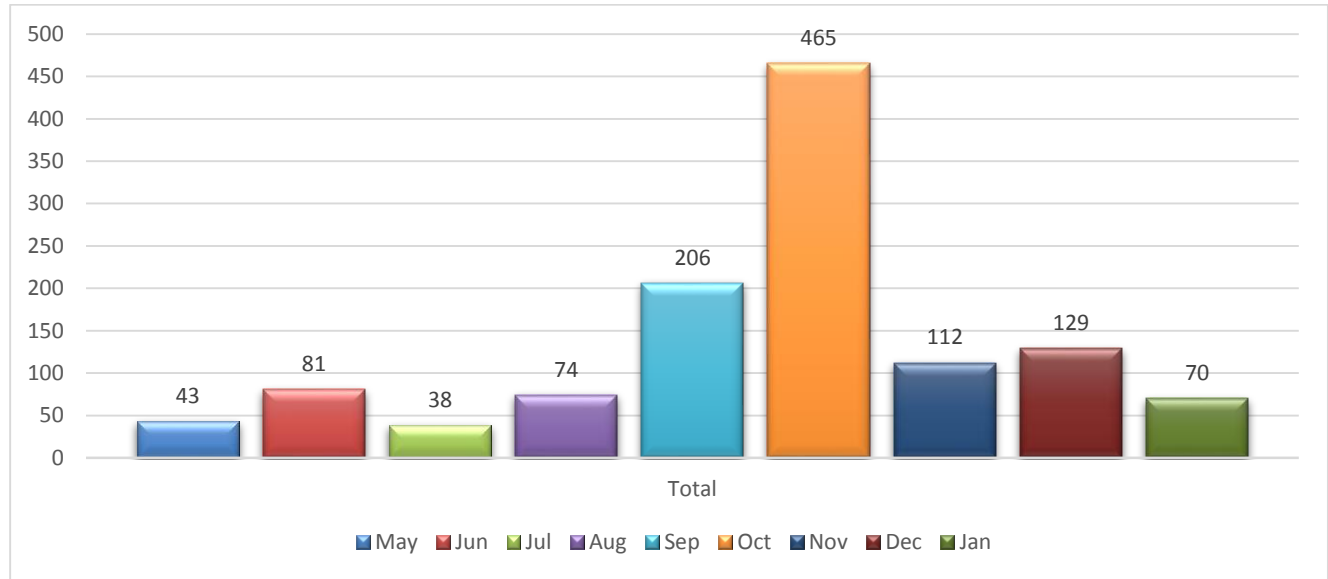
2013/14 – 1197 total members

2014/15 – 1218 total members

The below chart illustrates the membership levels over the past years separating the Total Membership between Officials and Competitors.

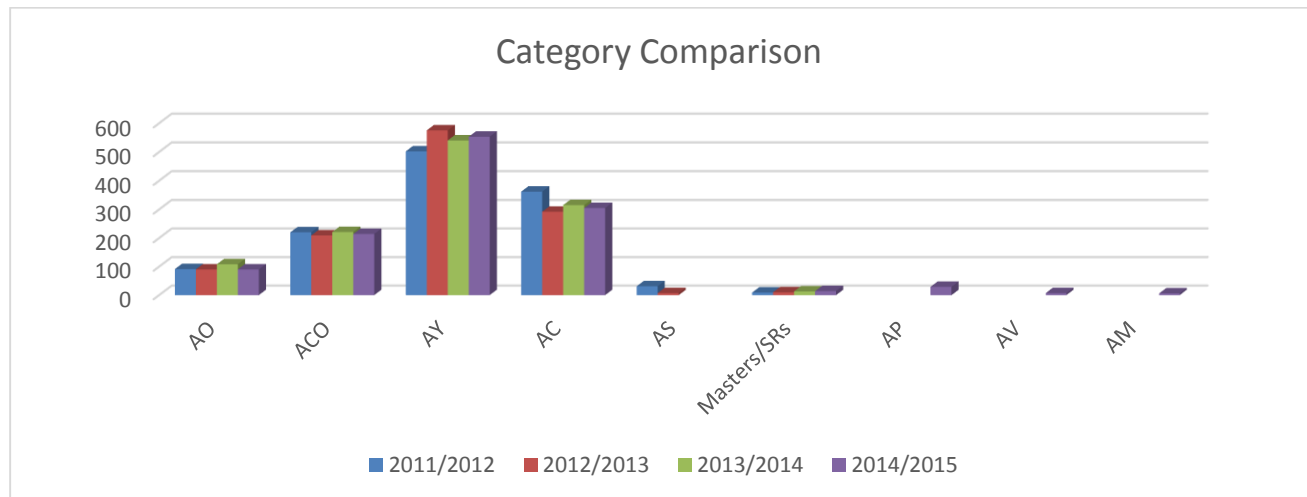


By Month Membership Signup



USSA Licensing Comparison

The below chart compares the USSA Licensing between the past seasons showing where the changes Licensing changes have occurred. An analysis by Age Category is not possible from previous years due to the USSA Age Change which occurred in the 2012/13 Season. However, there is a comparable analysis starting with the 2011/12 Season through the 2014/2015 Season.



	2011/2012	% CHG	2012/2013	% CHG	2013/2014	% CHG	2014/2015	% CHG
AO	91	-6%	90	-1%	108	17%	90	-20%
ACO	220	-5%	209	-5%	221	5%	214	-3%
Officials	311	-5%	299	-4%	329	9%	304	-8%
AY	502		575	15%	540	-6%	553	2%
AC	362		292	-19%	315	7%	305	-3%
AS	31		7	-77%				
COMPETITORS	895	-1%	874	-2%	855	-2%	858	0%
Masters/SRs	9		10	11%	13	23%	14	7%
AP					0		29	100%
AV					0		7	100%
AM					0		6	100%
GRAND TOTALS	1215	-4%	1183	-3%	1197	1%	1218	2%

Comparison Membership by Region

Historical by Region	2007	2008	2009	2010	2011	2012	2013	2014	2015
?						37	29	25	28
Western	126	151	157	172	225	286	285	308	321
Central	247	213	234	263	297	407	399	402	422
Eastern	143	205	223	244	249	313	311	240	233
N.Eastern	188	108	115	132	129	175	156	213	214
Undeclared				6	6		4	9	
Total	704	677	729	811	900	1218	1184	1197	1218

Row Labels	Count of Region
?	28
IND	28
Central	422
LMRT	85
SRRC	148
SSRT	5
TMART	37
WTSEF	147
Eastern	233
BMRT	141
JFBB	85
MMST	7
Northeastern	214
EMSC	122
PASEF	78
SHWN	14
Western	321
BKRT	13
DCWST	86
HVRC	71
WPRC	151
Grand Total	1218

New Membership Analysis

The following tables illustrate the breakdown of our New Membership. PARA welcomed 248 new members shown by 'New Members by Region by Club', 'New Members by Region by License' and 'New Members by Class by Gender'.

USSA ID	(Multiple Items)	USSA ID	(Multiple Items)	Row Labels	Count of USSA ID
				AC	33
				F	10
				U14	2
				U16	5
				U18	3
				M	23
				U14	10
				U16	12
				U18	1
				ACO	12
				F	3
				AO ACO	3
				M	9
				AO ACO	9
				AO	6
				F	3
				AO	3
				M	3
				AO	3
				AP	18
				F	13
				AP	13
				M	5
				AP	5
				AV	5
				M	5
				AV	5
				AY	173
				F	77
				U08	8
				U10	26
				U12	34
				U14	9
				M	96
				U08	9
				U10	36
				U12	34
				U14	17
				F	1
				0	1
					1
				Grand Total	248

Observations

We are roughly losing as many members as we are gaining on a yearly basis.

Age Classification Analysis

The following analysis reworks the 2011/12 Membership data which had been using the previous USSA 'J' Age Classification and mapping that Membership into the USSA 'U' Age Classification.

Total Membership

2011/12 Membership - Re-Mapped Data to the USSA 'U' Age Classifications

Count of USSA ID		Column Labels								
Row Labels		0	U10	U12	U14	U16	U18	U21	#N/A	Grand Total
?				1			1	3	32	37
NULL				1			1	3	32	37
Central		23	27	72	72	56	34	12	111	407
Eastern		19	14	65	63	47	23	13	69	313
Northeastern		11	11	40	33	22	12	6	40	175
Western		36	29	49	57	39	10	7	59	286
Grand Total		89	81	227	225	164	80	41	311	1218

2012/13 Membership - USSA 'U' Age Groupings

Count of USSA ID		Column Labels								
Row Labels		U8	U10	U12	U14	U16	U18	U21	SR	Grand Total
?					2	1	1	5	1	19
Central		7	40	67	65	57	43	2	2	399
Eastern		1	30	58	59	49	33	7	1	311
Northeastern		4	16	28	30	25	11	3	1	156
Western		16	46	59	50	33	14	3		285
#N/A		1	2		1					4
Grand Total		29	134	212	207	165	102	20	5	310

2013/14 Membership - USSA 'U' Age Groupings

Count of USSA ID	Column Labels															
Row Labels	U08	U10	U12	U14	U16	U18	U21	SR	ACACO	ACAM	AM	AMACO	ACO	AO	Grand Total	
?				1			2	6	5	1		5		7	7	34
Central	3	40	56	73	56	36	8	1	2		4		1	71	51	402
Eastern	2	20	34	57	42	19	2		1	1	2			50	10	240
Northeastern	1	14	37	47	28	21	4	1	3				1	37	19	213
Western	18	52	57	51	34	22	4	1	1					47	21	308
Grand Total	24	126	185	228	160	100	24	8	8	1	11		2	212	108	1197

2014/15 Membership - USSA 'U' Age Groupings

Count of USSA ID	Column Labels																		
Row Labels	U08	U10	U12	U14	U16	U18	U21	SR	AC AM	AC AO ACO	AM	AM AO ACO	AO	AO ACO	AO AP	AP	AV	Grand Total	
?	1	1					3	2			1		10	8		1	1	28	
Central	10	39	73	73	54	38	9	2	3		2	3	1	39	65	1	8	2	422
Eastern		16	48	48	36	22	1			1	2	2		9	47			1	233
Northeastern	1	22	40	34	31	23	3	1			4		1	14	36		3	1	214
Western	10	43	56	64	36	19	3				1			18	52		17	2	321
Grand Total	22	121	217	219	157	102	19	5	3	1	9	6	2	90	208	1	29	7	1218

Observations

- U10 total members are essentially the same
- U12 had a 15% increase
- U14 had a 4% decrease
- U16 total members are essentially the same
- U18/U21 total members are essentially the same

Membership Analysis vs. National USSA Alpine Membership Trend

5-year Attrition Trend in USSA Alpine Membership

The attrition rates from U14 up are staggering.

USSA 5-Year average attrition trend	
U14 to U16	-31%
U14 to U18	-53%
U14 to U21	-70%
U14 to Senior	-83%

USSA membership figures especially from the last two seasons (FY14 and FY15) show an increase in attrition as athletes move from the U16 to U18 ages jumping to 34% and 37% respectively, while other years and age group jumps average out to approximately 30%. For the last three seasons (FY13-FY15) the attrition as athletes move from U18 to U21 jumped sharply to 39%, 40% and 41%. There is a gap between high school and college participation and the transition to masters or club league racing.

PARA Attrition Trend for 2014/2015

U14 as basis	219	
U14 to U16	157	-28.31%
U14 to U18	102	-53.42%
U14 to U21	19	-91.32%

Quotas

Quota percentages remained relatively the same however the number of participants in PA Championships was reduced due to the reduction in the field size.

PARA Membership 2014/2015 Season

In the event that the actual value calculated from the percentage of the population falls below the minimum number or above the maximum number designated, that minimum or maximum number shall be used for the field size.

U16s:

The total number of athletes invited to the U16 Derby would be 50% percent of the PARA membership in the U16 age class, with a minimum of 65 athletes plus 5 discretionary and a maximum 85 plus 5 discretionary.

U14s:

The total number of athletes invited to the U14 Derby would be 35% percent of the PARA membership in the U14 age class, with a minimum of 65 athletes plus 5 discretionary and a maximum 85 plus 5 discretionary.

U12s:

The total number of athletes invited to the U12 Derby would be 35% percent of the PARA membership in the U12 age class, with a minimum of 65 athletes plus 5 discretionary and a maximum 85 plus 5 discretionary

CHAMPIONSHIP FIELD SIZE based on PARA Membership		73					76					79				
		U12					U14					U16				
		Region	Western	Central	Eastern	Northeastern	Western	Central	Eastern	Northeastern	Western	Central	Eastern	Northeastern		
Age Class >>>		U12					U14					U16				
PARA Qualifying Racers	M	12	31	17	19	79	26	38	26	9	99	19	28	15	13	75
	F	26	23	23	21	93	24	24	16	20	84	9	23	20	15	67
	Total	38	54	40	40	172	50	62	42	29	183	28	51	35	28	142
PARA Distribution by Qualifying Racers	% of Total	22%	31%	23%	23%	100%	27%	33.9%	23%	16%	100%	20%	36%	25%	20%	100%
Gender Breakdown in Region	%M	32%	57%	43%	48%	46%	52%	61%	62%	31%	54%	68%	55%	43%	46%	53%
	%F	68%	43%	58%	53%	54%	48%	39%	38%	69%	46%	32%	45%	57%	54%	47%
Age Class >>>		U12					U14					U16				
Quotas	slots	73					76					79				
	discretionary	5					5					5				
	total	78					81					84				
quota slots	M	5	13	7	8	33	11	16	11	4	42	11	16	8	7	42
	F	11	10	10	9	40	10	10	7	8	35	5	13	11	8	37
quota slots by region	total	16	23	17	17	73	21	26	18	12	77	16	29	19	15	79

Looking Ahead

1. USSA Dues Management fees will continue at 5% service fees for registration. With the BOD confirmation an increase in the membership rates for the 2015/16 season will not be pursued, we have confirmed to USSA the same rate structure as in previous years
2. Institution of USSA Direct Deposit. USSA offered payment for your division or state dues by direct deposit for those interested. Instituted in the 2014/2015 season and has cut down the time in which funds are transferred from USSA to PARA.

Pre-Congress Update

New Membership Programs

- Sport Task Force Groups:
 - Comprised of sport, club and industry representatives
 - Charged with studying sport entry, attrition, retention and growth opportunities
- Key considerations:
 - How can we broaden the reach of our sports at all levels
 - How can USSA better serve its members
- Key observations and solutions:
 - Options will include a variety of membership categories, pricing and benefit levels to address a broad range of potential members
 - Recognize the impact of membership fees on families through a cap on USSA fees
 - Foster multi-sport participation by allowing additional USSA memberships at no charge
 - Open the door to young club members, high school and college racers to participate at every age through the new general membership
 - Provide an opportunity for athletes at all levels to compete by offering Short-Term membership options
 - Make sport entry affordable through a reduction in USSA membership fees for youth
 - Provide ease of entry into our sports by employing a sliding scale of athlete memberships based on age class and level of participation
- Systems Enhancements to come:
 - One transaction per family
 - Online upgrades and changes
 - Enhanced notification of requirements
 - E-signature requirements
 - Background screening
 - Fast Start Coaching Course

Respectfully submitted,

David R. Bond