

## D-7 District Commander's Challenge – 2017 Final Report

**D-7's District Commander's Challenge** is meant to recognize squadron performance. It compares each squadron's performance, compared to the previous calendar year, in six different areas: Membership, Member Retention, Public Boating Class Registrations, Member Education (both Advanced and Elective Grades), VSC, and Coop Charting. Details of the award and criteria are on the D7 web site.

By looking at performance as a percentage of the previous year, the D-7 Commander's Challenge levels the playing field for both small and large squadrons. Past winners were Stark County, Kanawha, Akron, Mid Ohio Valley, Berea, North Coast, and Vermilion.

**Congratulations to winner Ten Mile, second place Akron, third place Mansfield and Pittsburgh (tie), and fifth place North Coast.** There were only three points separating Akron, Mansfield, Pittsburgh, and North Coast.

**I encourage each squadron to review this summary of their performance for 2017, and use it to set goals for improvement in 2018. Please refer to the spreadsheet summarizing this data in the seat packet.**

### Category 1. Membership

Comparing Membership December 31, 2016 to the previous year, **Pittsburgh** had membership growth of 4%, and **Mid Ohio** equaled 2016. Akron lost one member, a drop of 0.5%. **Akron** continues to be the largest squadron in D7, and is the twelfth largest squadron in USPS.

On the downside, District 7 is down 8% from last year. Three squadrons did not recruit any new members in 2017, and one squadron, South Hills, had to disband. **Here is a summary of new members recruited in 2017.**

- Akron – 30
- Berea - 21
- Pittsburgh - 18
- North Coast - 8
- Vermilion - 3
- Ten Mile - 1
- Cleveland - 1
- Mid Ohio - 1

These numbers included seven transfers from South Hills – mostly to Pittsburgh. In addition, D7 had 17 **“reinstated” members** in 2017. These are past members who not renewed in at least one year. **Don't overlook this source of members!**

### Category 2. Boating class registrations

The big news here is that **Ten Mile's ABC students increased 235%**. Even more noteworthy is that their squadron, with 25 members, taught more 2.5 times more students than they have members. This is the first time that has happened since we initiated the Commander's Challenge in 2006. Squadrons receive 5 bonus points when this happens.

Also noteworthy, **North Coast** more than tripled, from 20 to 66 students, and **Berea** increased from 34 to 59. **Overall**, D7 had about 46% more students than last year.

There were five squadrons who did not teach an ABC class in 2017.

**The ABC class should be a major source of new members for your squadron – scheduling ABC is an important strategy for membership growth.**

**Category 3. Member Education**, both Advanced and Elective grades

**Akron** had the most Advanced and Elective graduates in 2017. Overall, D7 had fewer AG graduates, but nearly double EG grads.

Two squadrons haven't had an advanced or elective class completion in six years, and one hasn't in five years. If 90% of our members join for Education, these squadrons are missing an opportunity.

**Category 4. Member Retention**

Member Retention is one of the most important statistics for a squadron. It is an indicator of "Member Satisfaction". If our classes and activities are effective, we would expect members to show their approval by renewing.

**Five squadrons, Mid Ohio, Mansfield, North Coast, and Stark County had over 90% renewal. Last year, seven squadrons exceeded 90%.** On the whole, D7 Member Retention was down 7% from last year. This may be a function of demographics – older members age and eventually don't renew, and we are not replacing them with younger members.

**Category 5. Vessel Examinations (VSC)**

**Ten Mile and Stark County led D7** with an increase of 50% over of 2016. **Akron, Pittsburgh, Mansfield, and Vermilion also increased VSC's over 2016.** Overall, **D7 did 7% more VSC's than last year.**

**Category 6. Cooperative Charting**

In 2017, four squadrons participated in Coop Charting, and only in the **Geodetic Survey**. **Mansfield and Akron increased credits, compared with 2016. Stark County lead D7 by a large margin, and was 3<sup>rd</sup> in all of USPS. As a district, D7 was second in USPS.**

**The summary for the D-7 Commander's Challenge for 2017:**

Ranking, Final 2017					
rank	points		rank	points	
1	26	Ten Mile	7	12	Stark County
2	23	Akron	8	11	Mid Ohio Valley
3	21	Mansfield	9	9	Vermilion
3	21	Pittsburgh	10	5	Cleveland
5	20	North Coast	11	0	Kanawha River
6	16	Berea	11	0	South Hills

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