

VANCOUVER ISLAND REGION PORSCHE CLUB OF AMERICA
Web site and communication survey responses
April 2020

Purpose

The Vancouver Island Region is undertaking an update of the club web site, and as part of that project wishes to find out what members would like to see in an updated site. Another task that the club Executive is undertaking is a review of the effectiveness of club communications. To gather member's input on both of these closely related topics, the club asked members to respond to a survey.

A request to participate was sent out to all members on March 16th, 2020, with a request to respond by March 31, 2020, and a reminder was sent on March 27, 2020. Forty five members completed the survey, and the results are summarized here.

Q1

What content would you like find on the club web site that is not there now?

- None , or Nothing (4)
- More up-to-date (4)
- Classified (3)
- Parts for sale or wanted for members only

Member cars and experiences:

- Members reflections on significant Porsche events or experiences
- interviews and reviews of member cars
- Members interesting alternate cars
- members' cars detail

Member forums:

- Member forums. I did this to my car and it was great, I did that to my car and it wasn't so great.
- don't know
- "how to" articles and more for sale and looking for classified ads
- more tech related
- Member forum section (2)
- Members forum, discussion groups, faqs, items for sale etc.
- more local news
- Forums for discussion, as well as Items for sale.

Events

- Easier events calendar
- more event info on one page, not spread over many.
- Up-to-date information about all club activities with dates and links to registration

- Events
- monthly meeting locations and times
- Porsche news, Members to vote for meeting days
- More info on Cars and Coffee at Oak Bay Marina when it resumes

OK as is

- Current content is great.
- seems fine to me
- all good (2)
- Happy with current content

Q2

What features or functionality would you like to see that does not exist now?

- None, nothing, (11)
- member log in (2)

Member forum

- Enjoy the featuring of members and their cars. Perhaps a few tech articles now and then?
- Members writing about their Porsche cars (with photos)
- members forum
- Forum sections by Porsche models
- message board for members
- an island-specific parts swap or classifieds section would be great, and a forum or registry of people who work on our own cars and would enjoy helping others with theirs would be great too
- possible posting area for members, classified section
- Self-serve buy/sell
- Links to other classified ads.
- better web speed
- Has more than we need really
- Use president's email newsletter as primary source
- Up to date information
- all good
- just clean it up. Content is okay

Q3

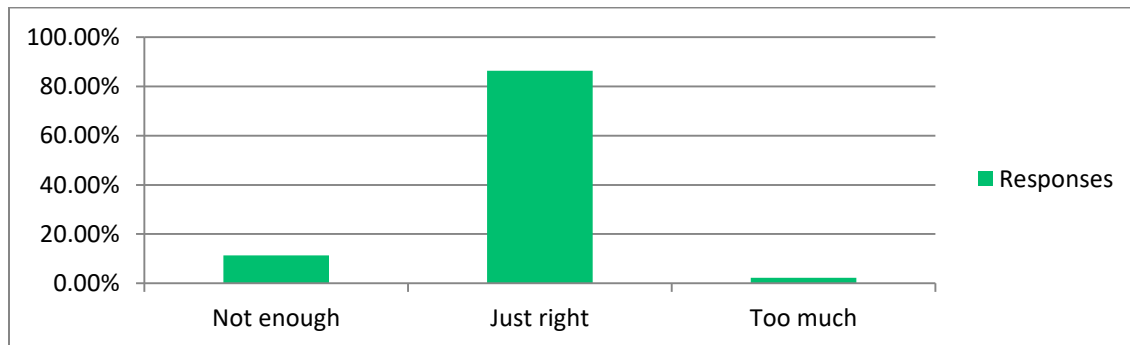
Is there anything else about the current site that you would like to see changed?

- No (17)
- we're well into 2020 and the "home" page has only one thing from 2020 on it
- font and background could be clearer
- Post the region bylaws
- Up to date information ... or delete it because it's not worthwhile to visit.
- videos and pictures of club activities
- website, as created, doesn't have much that interests me
- Newer more up to date appearance
- it's an unattractive site...just give it an update. Consider putting up club documents like bylaws,
- direct links to other zone 6 regions
- more modern style
- different layout

Q4

Currently, the communication that members receive from the Regional Executive team includes:- an E-mail once a month from the VIR President about upcoming events, and a monthly newsletter (Porscher) containing stories about events and members, news from the President, Board members and Chairs, notice of upcoming events, and information on sponsors and discounts available to members. Is this communications about club events and news:

Answer Choices	Responses	
Not enough	11.36%	5
Just right	86.36%	38
Too much	2.27%	1
	Answered	44



Q5

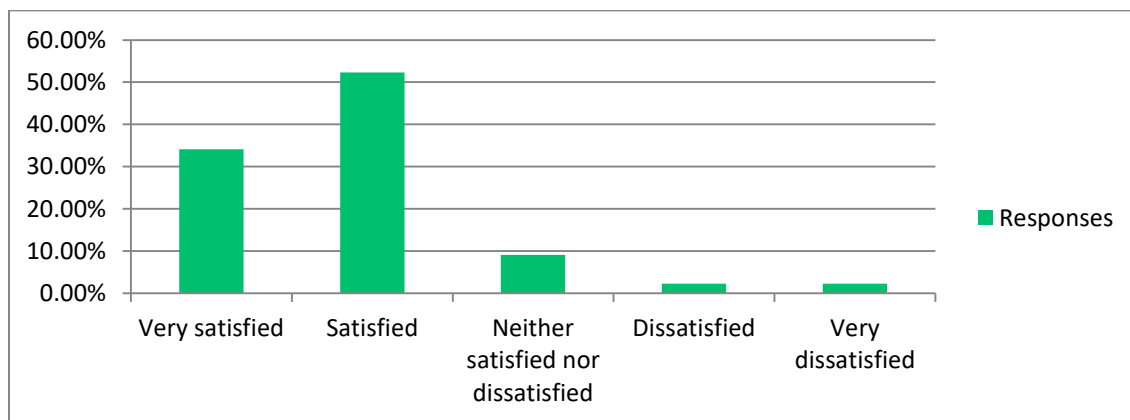
If your answer was "Not enough", please tell us what other communication you would like to occur

- It is fine as is (3)
- Emails mid-month also
- bi weekly from the president would be nice if feasible
- just a little bit more advance warning about event sign-ups and things would be super nice, but I don't have an easy suggestion about how to implement that
- Face to face meetings with the members!
- I am extremely dissatisfied with the clubs response to covid-19 compared to other pca regions and other clubs in B.C. I also find it troubling that the executive team waited as long as it did to start canceling events. The club should have been more proactive considering the club members ages. I also did not find out about the clubs cancelation of all events until another member told me it was posted to Facebook.

Q6

The President and other Directors and Chairs provide regular reports in Porscher. How satisfied are you with this approach for keeping you apprised of the ongoing business matters handled by the Executive team?

Answer Choices	Responses	
Very satisfied	34.09%	15
Satisfied	52.27%	23
Neither satisfied nor dissatisfied	9.09%	4
Dissatisfied	2.27%	1
Very dissatisfied	2.27%	1
Comments		10
	Answered	44



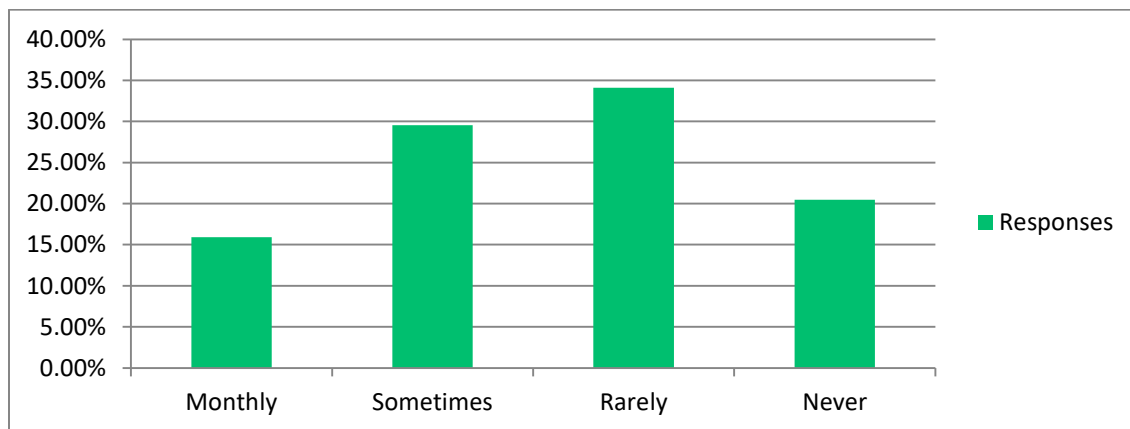
Comments

- Perhaps there should be a page or area where this is also on the website so that you don't have to go back to the newsletter for the latest information.
- If they are busy they can keep their reports shorter if required
- Treasurer comments every once in a while would be informative
- I would like to see meeting minutes be sent out to club members in the Porscher or in a presidents email
- Include a member / director update on the website. Minutes should be readily available.
- No opportunity to question them.
- The club does a great job in this area.
- excellent work by club executive
- Much appreciated
- Great job!!!!

Q 7

Board of Directors meeting minutes can be obtained by any member by e-mailing a request to the club Secretary. How often are you likely to want to review Executive team meeting minutes?

Answer Choices	Responses	
Monthly	15.91%	7
Sometimes	29.55%	13
Rarely	34.09%	15
Never	20.45%	9
	Answered	44

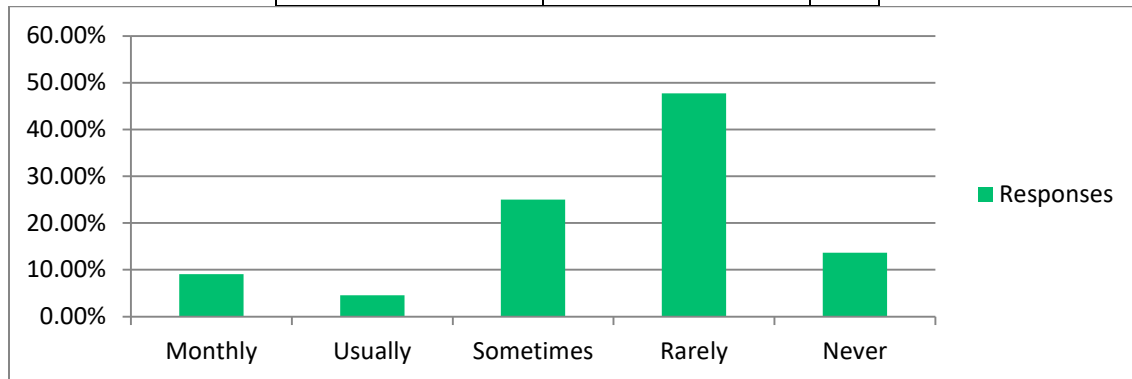


Q8

Currently, the Board holds monthly Board meetings to address club business. Members are welcome to attend, with advance notice to the Secretary, if they are interested in getting some insight into how the club is managed, interested in joining the Executive team, or have an item they wish to put on the agenda. However, these are not social events. Some clubs hold monthly meetings for members in addition to these monthly Board meetings.

How often do you think you would attend a monthly member's meeting?

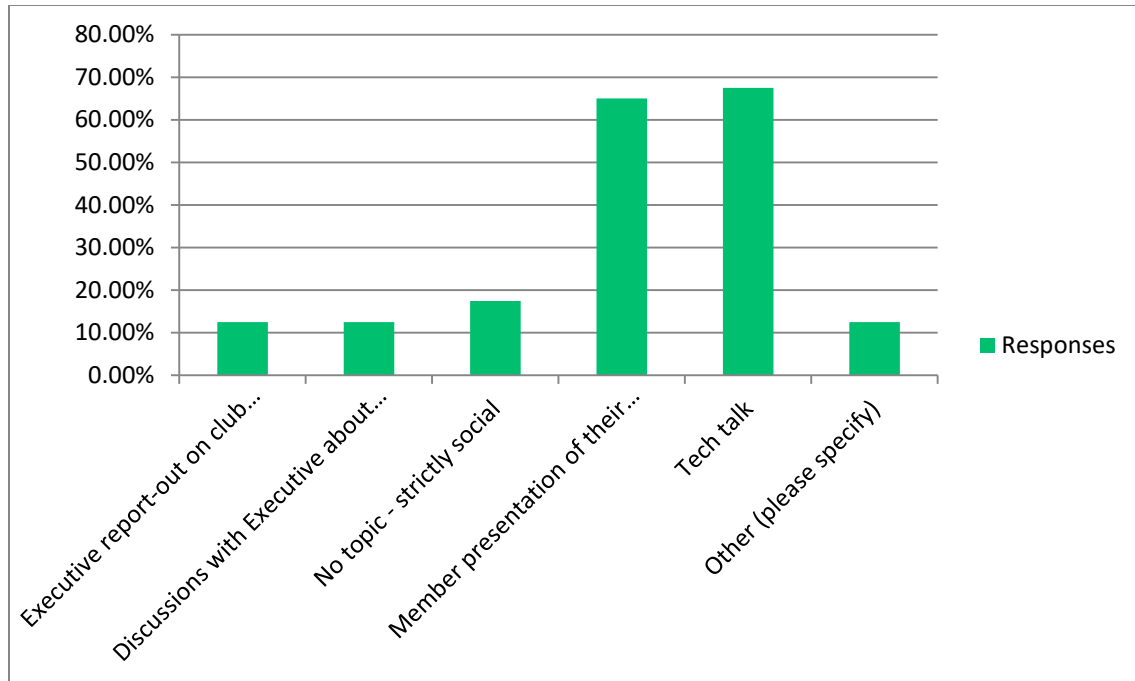
Answer Choices	Responses	
Monthly	9.09%	4
Usually	4.55%	2
Sometimes	25.00%	11
Rarely	47.73%	21
Never	13.64%	6
	Answered	44



Q9

What purpose or topic would attract you to a monthly meeting?

Answer Choices	Responses	
Executive report-out on club management	12.50%	5
Discussions with Executive about club management	12.50%	5
No topic - strictly social	17.50%	7
Member presentation of their Porsche or travel experiences	65.00%	26
Tech talk	67.50%	27
Other (please specify)	12.50%	5
	Answered	40



Other topics of interest

- Logistics of driving from mid-Island to Victoria make this impractical
- None really.
- Rennsport organizing.
- HPDE and driving skills topics
- Too cumbersome with the island geography not to mention not necessary

Q10

2021 will be VIR's 25th Anniversary. Do you have any thoughts about a special way to celebrate this milestone?

Party

- Party (3)
- Big Birthday Party at the VIMC after a day on the road or on the track or on a rally course or on an off road route. A mini Black Rock. All free to members, paid from the accumulated funds.
- A formal dress dinner in February, similar to the Euro Cars and Coffee Christmas dinner. Include something else like a talk or a wine/spirit tasting

Driving

- How about a regional tour, one that travels the nicest roads on the island and visits areas that many may not go to otherwise, our own Grand Tour!
- driving events
- A multi day tour of the Island

- A convoy drive up and down the island
- Perhaps a drive as we did for Porsche's 70th anniversary?
- special drive up island and lunch at race track
- Targa Vancouver Island like Targa California. We've got some great roads and beautiful scenery. Doesn't have to be high end as it's about getting the members together for a nice multi day drive.
- Parade for each 911 model for each year for the past 25 years.
- celebration at VIMC and up island somewhere
- special summer ride & BBQ on a beach
- A summer rally to a mid-island location for lunch and stories

Black Rock

- BlackRock special event night
- Black Rock
- If Black Rock 2021 goes ahead cover 1/2 cost of all VIR members attending
- Black Rock. Have dealer increase club discounts for one time purchase/service during the year

Stuff

- Clothing, a get together for a day,
- T-shirts would be nice (to be purchased by the members obviously), coffee and cars celebration snacks for those of us that aren't in the Victoria area
- give away free Porsche swag
- commemorative swag

Other

- a Porsche gathering mid-island at Parksville down at the sports fields near the water or any other such place. Line the cars up by year and model
- Perhaps a BBQ with our cars of course-maybe donations for worthy cause at that event.
- Members message board to share experiences and offer a way to post helpful ideas
- An Porsche themed photo and art display.
- Saanich fairground full day event .