

Social Initiatives Final Report

A Direction for Engagement & Education
Rose City Yacht Club

September, 2026

Introduction

Following the 2025 Net Promoter Survey, a dedicated work group was established in late 2025 to develop new ideas for social engagement. To further inform these efforts, a member Value Survey was conducted in march 2026. A summary of the findings is included as an appendix to this report, and full results are available on the Club Google Drive.

The work group, guided by survey findings, developed a number of ideas. Some of these ideas were implemented in 2026. The group's recommendations are presented in this final report.

Workgroup Members:

Cathy Skach (Lead)

Bill Kramer

Allen Phillips

Lisa Mork

Jeff Weatherill

Fran O'Bryant

Linda Shaw

Bruce Newton (ex officio)

Key Takeaways From Member Input

Core Engagement & Stability

Our membership remains stable, supported by a healthy and active core of participants. Members demonstrate strong overall engagement and investment in our community.

Bridging Clubhouse and Fleet

While the Clubhouse serves as a vital physical hub, the boats are the true "spokes" of our community. We recommend prioritizing events that connect the two—such as organizing **Saturday afternoon "pod sailing" excursions**.

Demand for Mariner Education

Members are looking for meaningful opportunities to grow as mariners rather than just social gatherings. There is high interest in practical educational classes, specifically covering: Docking techniques, Sail trim, Anchoring, Technical maintenance

Flexible Scheduling

To accommodate diverse member availability, social and on-the-water events should offer scheduling flexibility.

Late mornings and afternoons emerged as top priorities in member feedback.

Enhanced Connection Channels

Members expressed a desire for better connection pathways—both locally at the Clubhouse and while cruising "up North." We should leverage existing digital tools (such as our online Forum) and targeted interest-based events to bridge these social gaps.

Team Recommendations

- **Coordinate local cruise activities through the Cruising Chair.** Integrate engaging group events—such as beach cleanups, hikes, and safety seminars—into the cruising schedule.
- **Expand educational programming through the Education Lead.** Offer an annual lineup of classes covering practical skills, such as docking techniques and dinghy management.
- **Encourage members to sponsor membership-wide events at the Clubhouse.** (For example, hosting watch parties for major sporting events like the World Cup.)
- **Launch a weekly Sunday night email summarizing all upcoming RCYC events.** Include a direct link to the full calendar for easy reference.
- **Ensure Club-wide events are promoted early and consistently.** Since event promotion relies heavily on various volunteers, we suggest developing a comprehensive communication toolkit. This should provide hosts with templates for email, bulletin boards, and the *Foghorn*, complete with a structured timeline for rolling out announcements.

More Team Recommendations

- Continue to hold Let's go sailing" casual sailing events where folks can jump on boats and skippers can get crew together during an initial skipper's meeting. In addition to short notice events, plan to hold them with Walk BBQs. A team of 3-4 folks are needed to get this started.
- Try to hold more Open Boat" events in conjunction with social events such as the Fourth of July and Walk BBQs. This should be done through the Social Activity Lead.
- Explore with the Racing Committee the idea of holding informal races for Club members in addition to the formal races for the larger community.
- Hold a "Going North" seminar each year in February. In addition, continue to explore interest in various information sharing mechanisms such as a targeted forum or social media group for members planning to go north that year. [This needs implementation recommendations.]

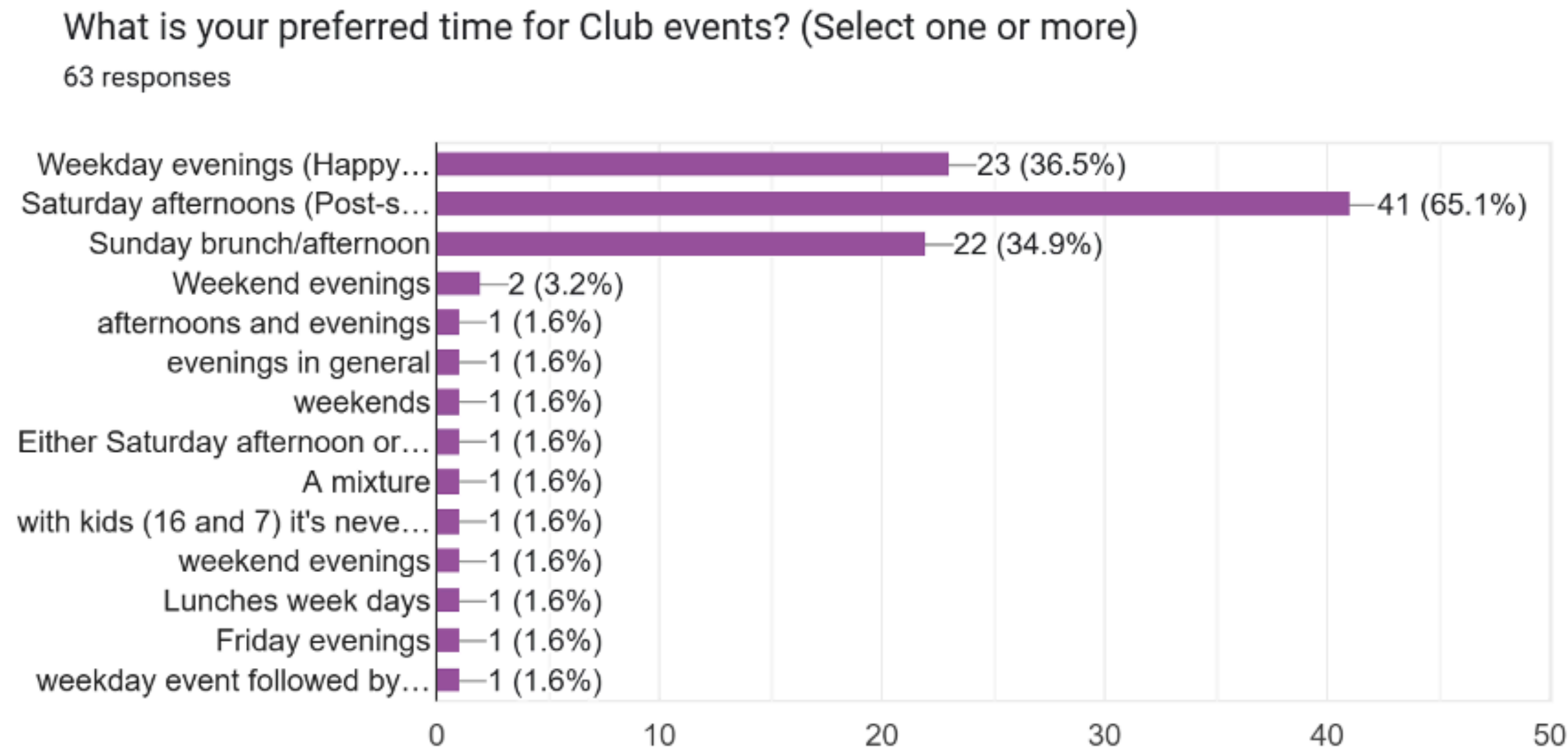
Social Initiatives Survey Summary

The Social Initiatives Team has compiled the results of the March 2026 survey. There were 63 responses, which is roughly 40% of the RCYC Active Membership. Internal or "membership" surveys typically get a wide range of participation. In the world of survey analytics, 40% puts us well above the average. Here is how that breaks down:

- **10% – 15%:** Average for external or customer satisfaction surveys.
- **20% – 30%:** Considered "Good" for internal organizations or clubs.
- **35% – 45%:** Considered "Excellent." This suggests a highly engaged membership that feels their opinion actually influences decisions.
- **50%+: Rare.** Usually only achieved when the survey is mandatory, or tied to a high-stakes vote (like the COLA vote).

There were a few major themes that emerged from the survey data.

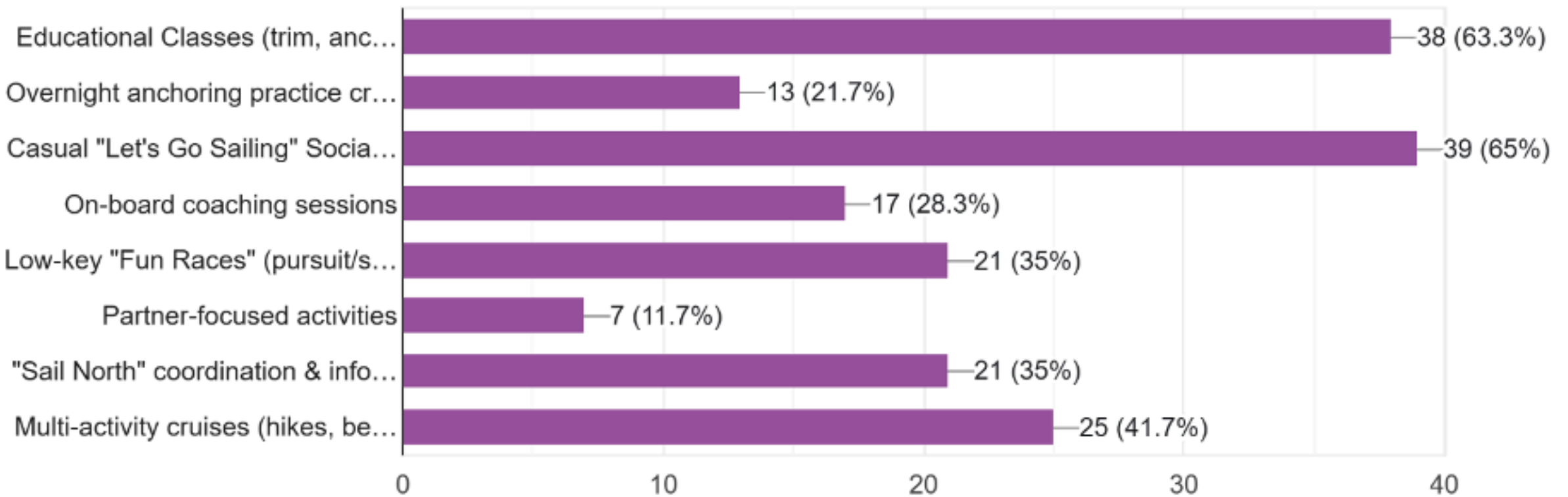
1. We asked members what their preferred time for social activities was and members **overwhelmingly expressed preference for Saturday afternoon:**



2. We asked which type of activities were most favored. Educational Classes and Casual "Let's go Sailing" Social Events were the top two selections:

Which of the following activities would you like to see more of over the next two years? (Check all that apply)

60 responses



3. There was significant interest (49%) in information exchange for folks "Going North."

Rate your interest: Voyaging North - information exchange.

62 responses

