



PVS Membership Study: Status Update

Jim Thompson
PVS Strategic Planning Chair

March 5, 2008

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1



Purpose

- Background: Recommendation from the November 14th BOD meeting:
 - Tell the story of how PVS serves the needs of the community
 - Provides the Executive Director and Board members information to engage key stakeholders of aquatic facilities and government bodies
 - Document PVS needs for aquatic facilities
 - Document benefits (impacts) of meeting (failing to meet) PVS needs
- Today's discussion provides status of the work to analyze PVS membership
 - Share results of the analyses with BOD
- Looking BOD members to answer
 - What questions do you have on the analyses?
 - What directions would you like to see the analysis work go?



Today's Discussion

- Demographics
 - Geographic Location
 - Profile
- Key Points
- Next Steps
- Appendix

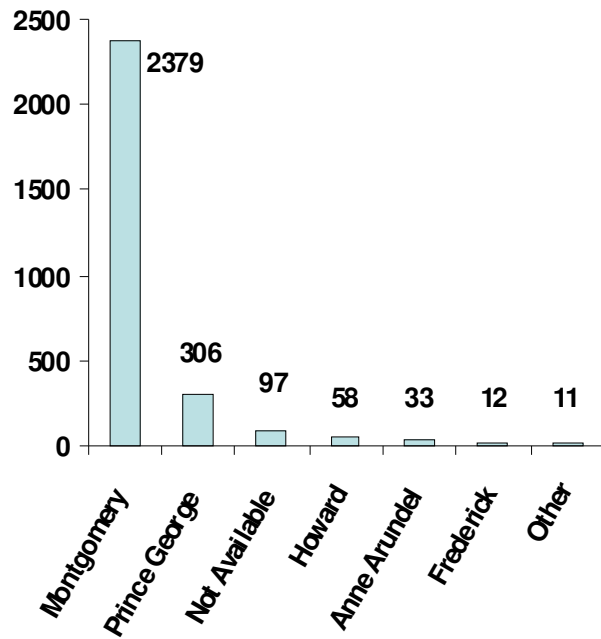


Geographic Locations – January 2008 BOD Meeting



PVS Membership Distribution (Geocoding)

PVS Athletes: Maryland (2007)



Maryland

- Membership is concentrated in Montgomery County, which has about 82% of Maryland athletes (29% overall)
- Maryland has 2,896 athletes (35% overall)

District of Columbia (2007)

- DC has 288 athletes (3.5% overall)

Notes

- Others: Mailing addresses outside of DC, MD and VA account for 93 athletes (just over 1% overall)
- Not Available: Not sent for geocoding or experienced error during geocoding

January 7, 2008

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6

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4

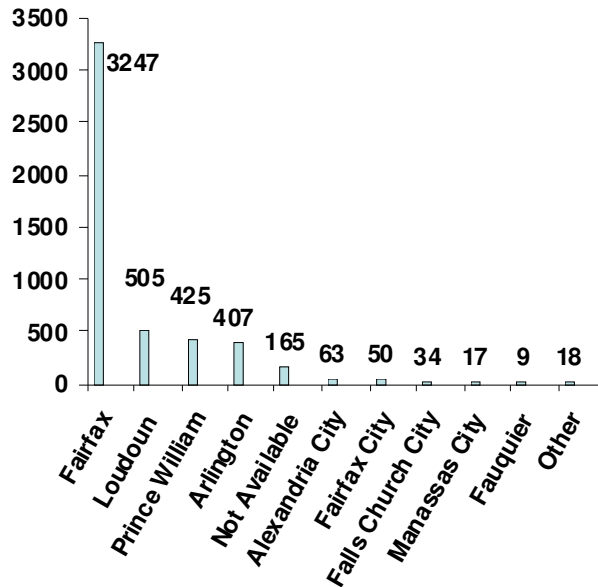


Geographic Locations – January 2008 BOD Meeting



PVS Membership Distribution (Geocoding)

PVS Athletes: Virginia (2007)



Virginia

- Like Maryland, the bulk of PVS members is concentrated in one county (Fairfax), which accounts for 66% of Virginia members (40% overall)
- Virginia has 4,940 athletes (60% overall)
- Item of note: With the creation of Patriot Swim Club (PATS) about 150 swimmers will move to VA LSC.
 - 122 from Prince William County
 - 15 from Fairfax County
 - 9 unknown county
 - 3 from Fauquier County
 - 2 from Loudoun County
 - 2 from Manassas City

Chart at left includes PATS swimmers

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5



Geographic Locations – Census Tract Density Maps

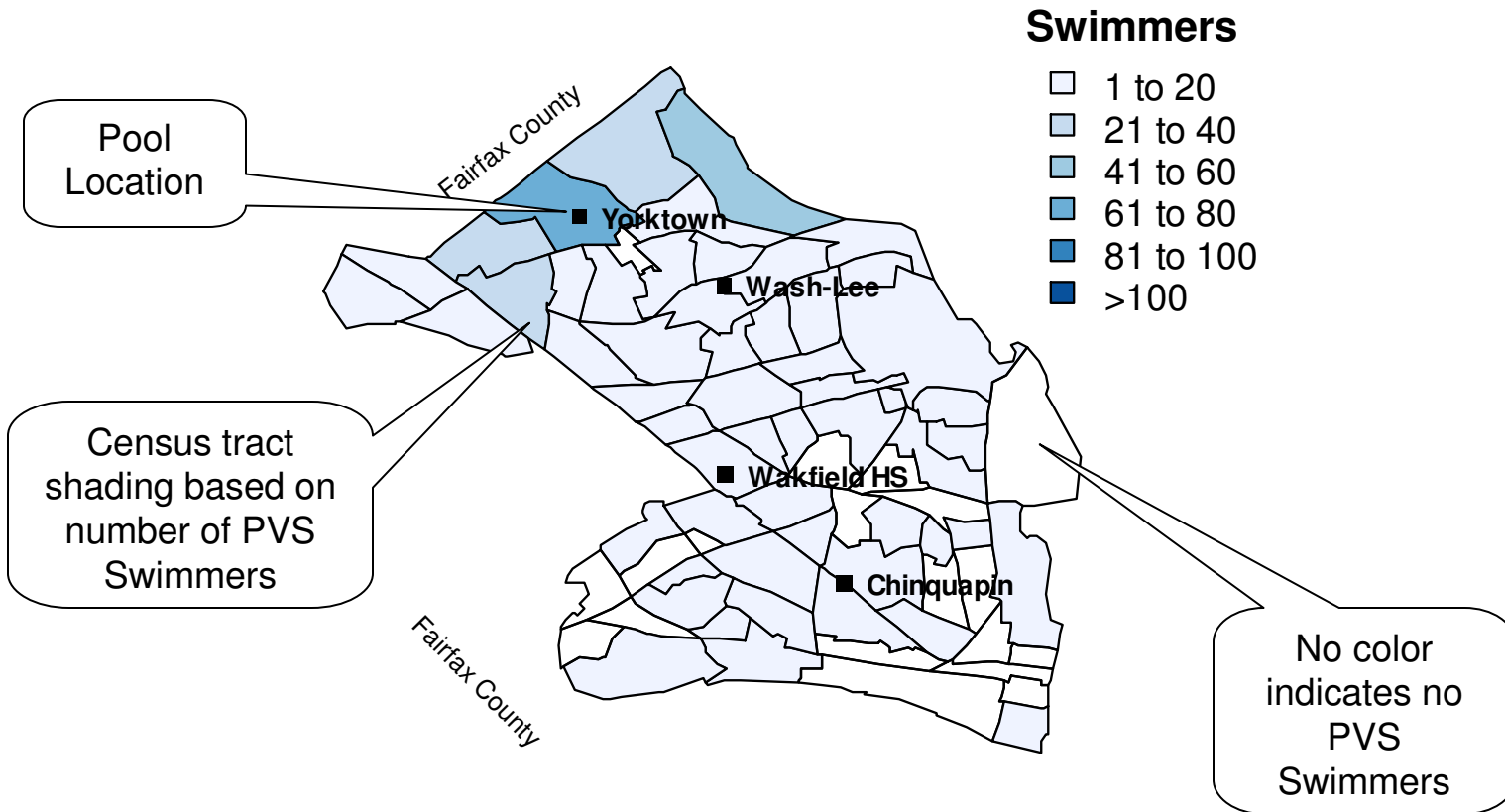
- The Appendix contains membership density maps showing number of PVS athlete members by census tract.
 - Montgomery County
 - Prince Georges County
 - Howard County
 - Washington, D.C.
 - Fairfax County & Fairfax City
 - Arlington County, Falls Church City and Alexandria City
 - Prince William County
 - Loudoun County
- Color shading indicates number of swimmers in a census tract
- Pools used by PVS teams are shown on the map to provide points of reference
- See sample on next slide



Census Tract Distribution (2007)

Northern Virginia II

504 Members



Counties: Arlington
Cities: Fall Church City, Alexandria City

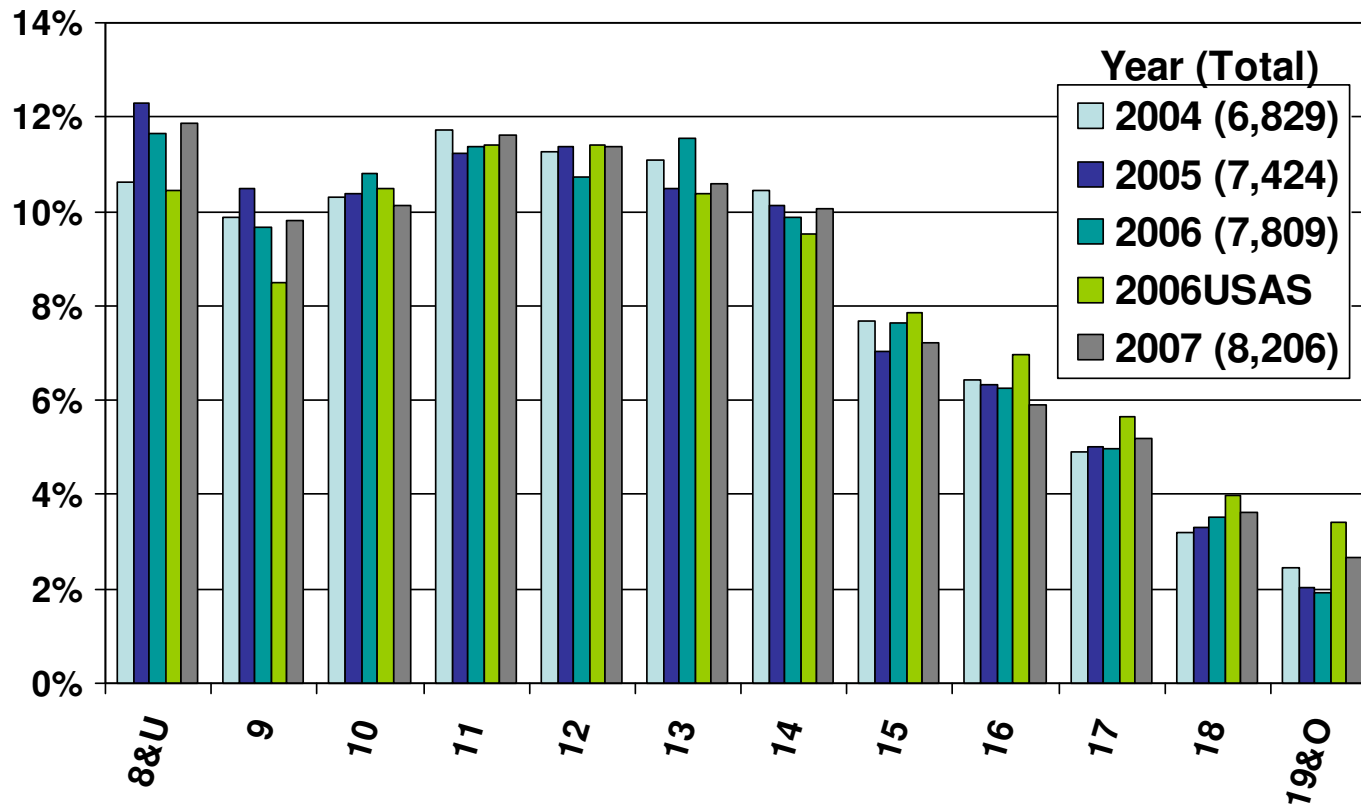
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PVS Member Profile

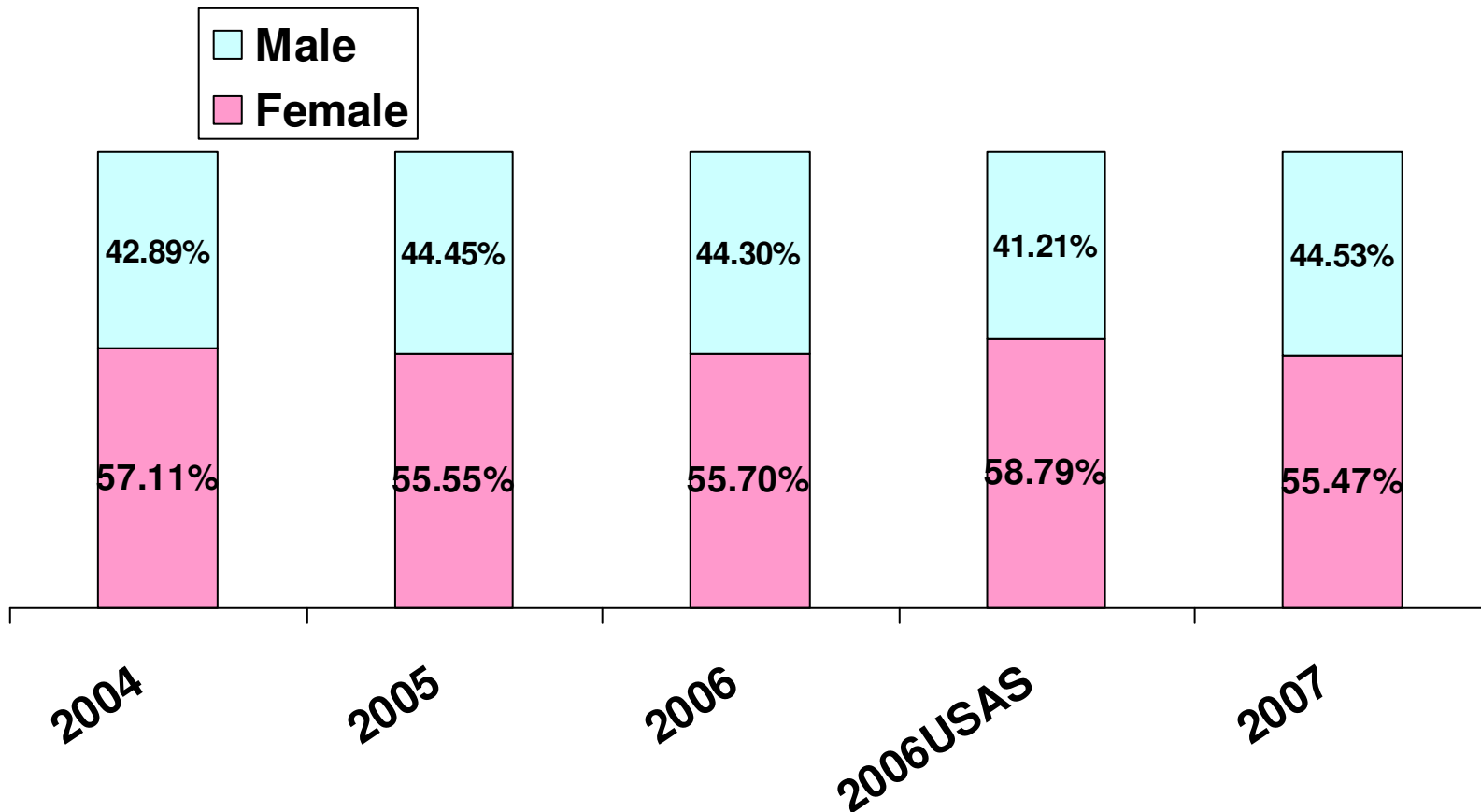
Age Group Distribution (Percent of Total)





PVS Member Profile

Gender Distribution

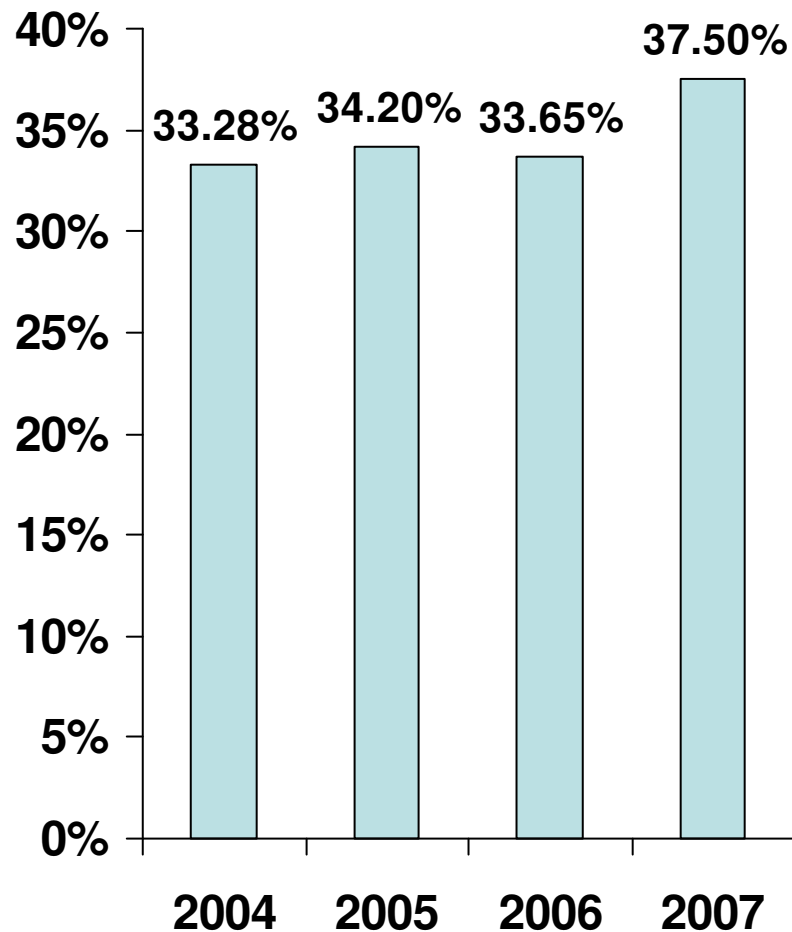


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Overall Attrition Rate

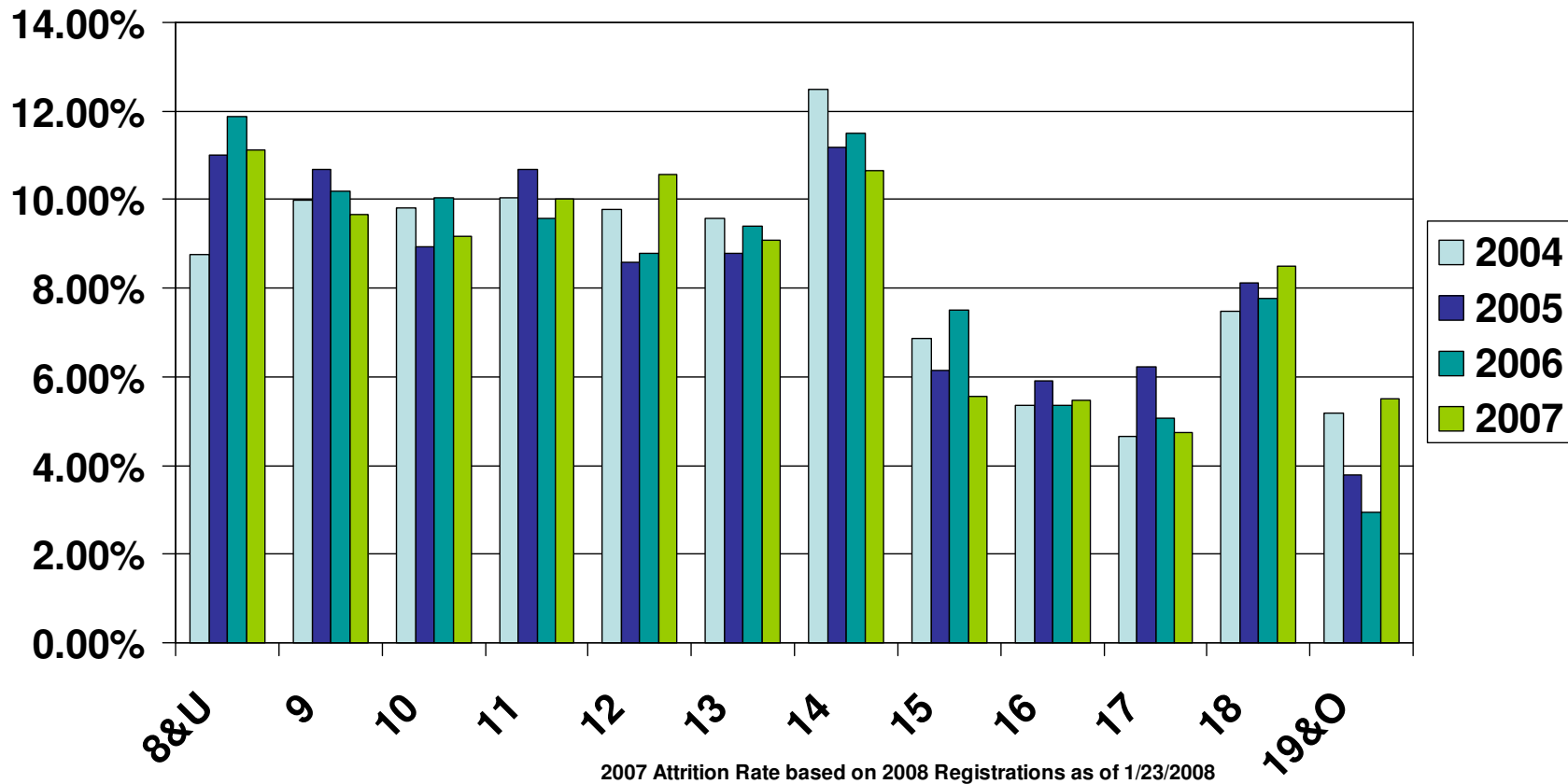


2007 Attrition Rate based on 2008 Registrations as of 1/23/2008

- What is the attrition rate for members?
 - “Attrition”: percent of swimmers that do not register with PVS in the following year.
 - Four year average is 34.66%.
- This rate does not include swimmer migration from one team to another team.
- 2007 attrition rate includes departure of PATS

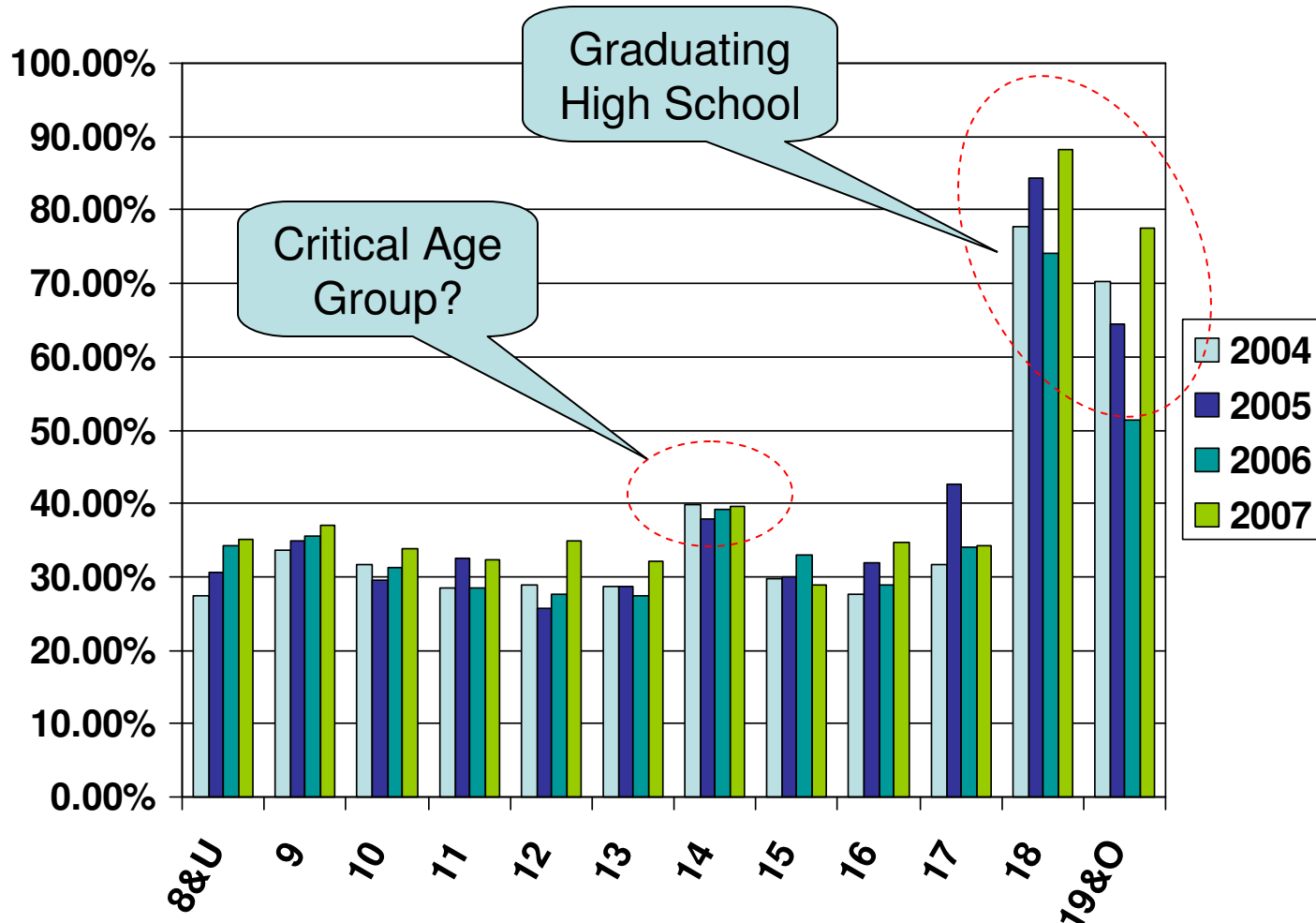


Attrition – Age Distribution





Attrition Rate By Age Group

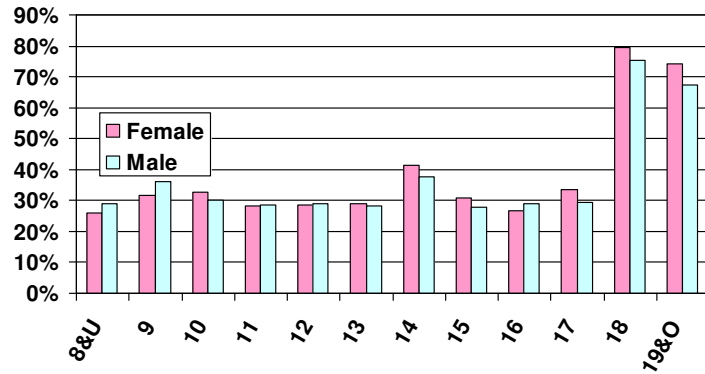


2007 Attrition Rate based on 2008 Registrations as of 1/23/2008

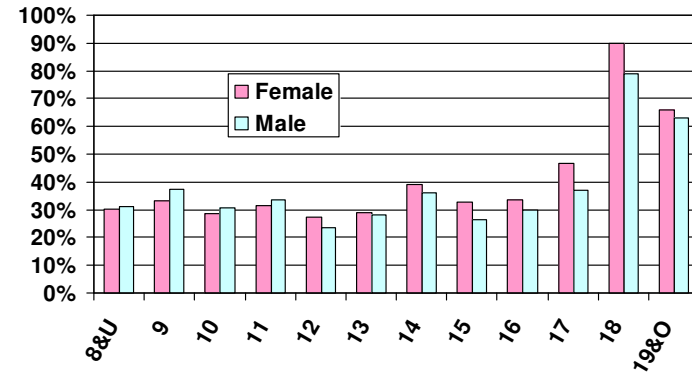


Attrition Rate By Gender

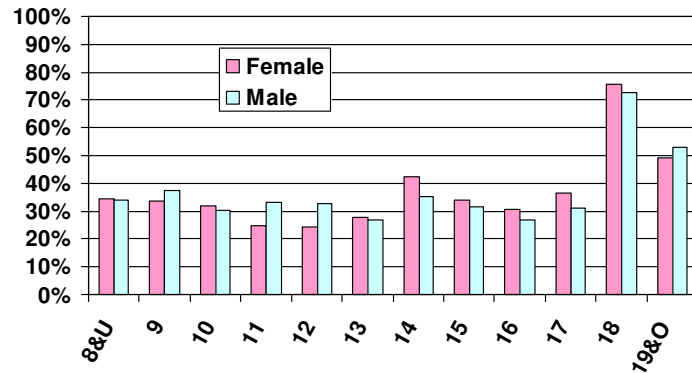
2004



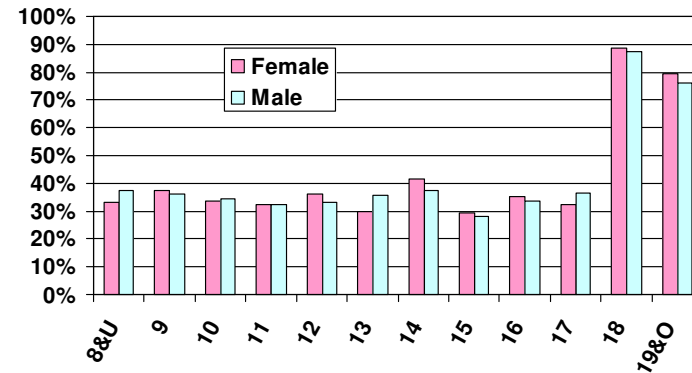
2005



2006



2007

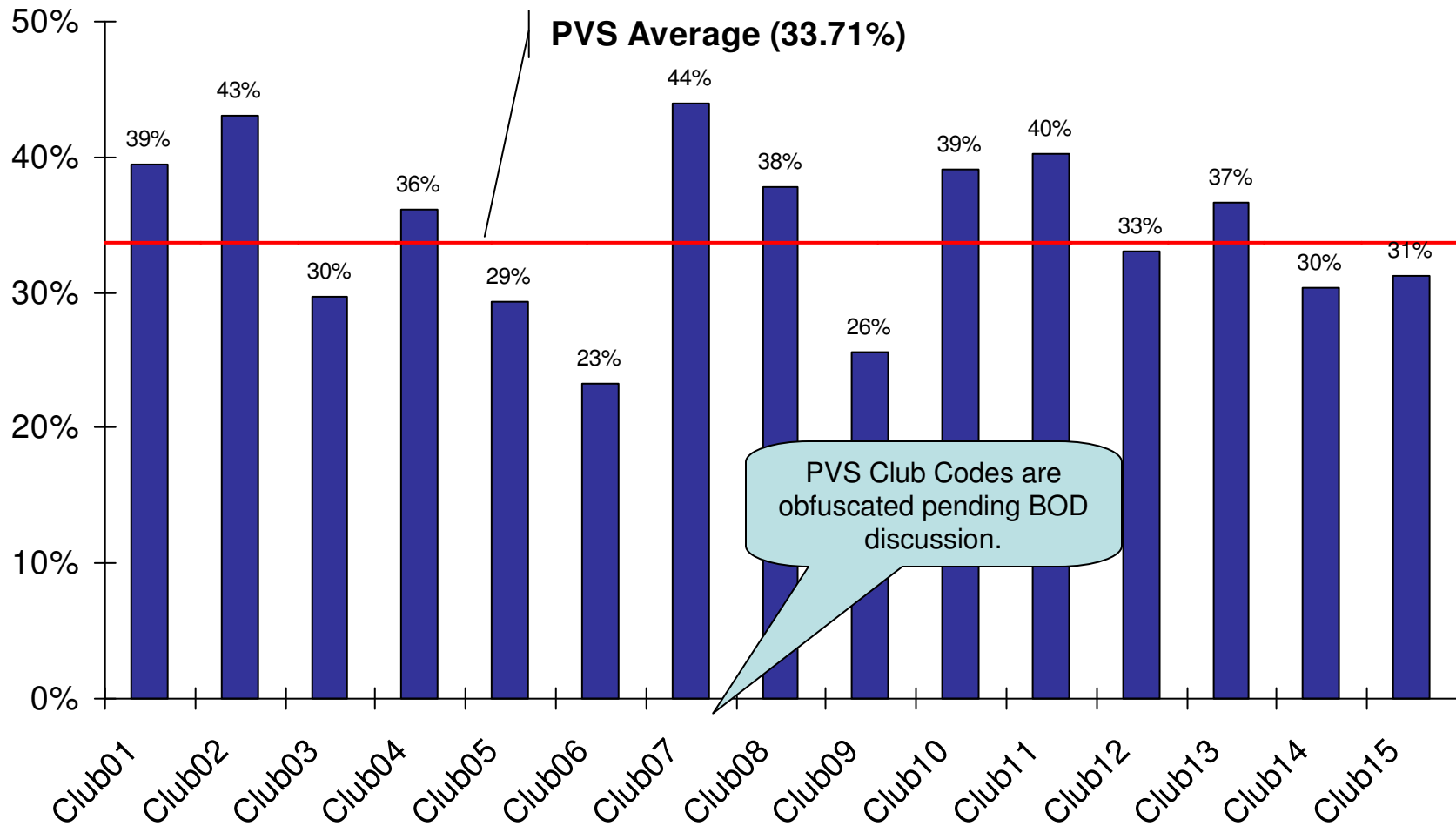


2007 Attrition Rate based on 2008 Registrations as of 1/23/2008



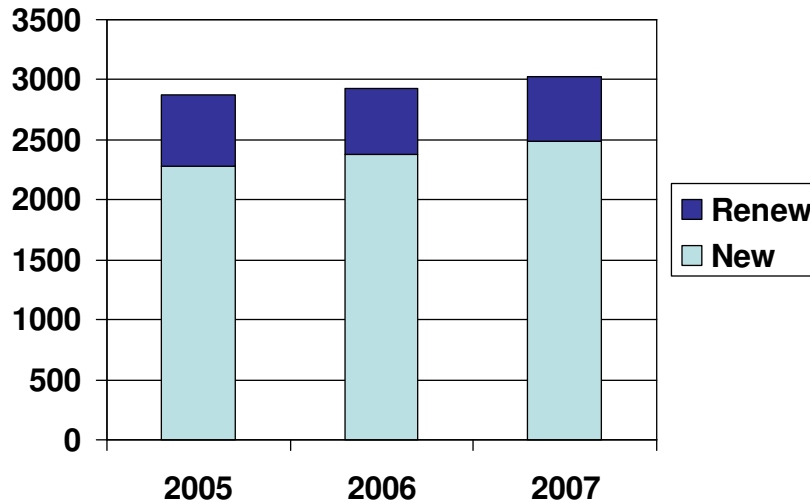
Average Attrition Rate by Club (2004 thru 2006)

Only PVS clubs whose membership averaged over 100 during the period.





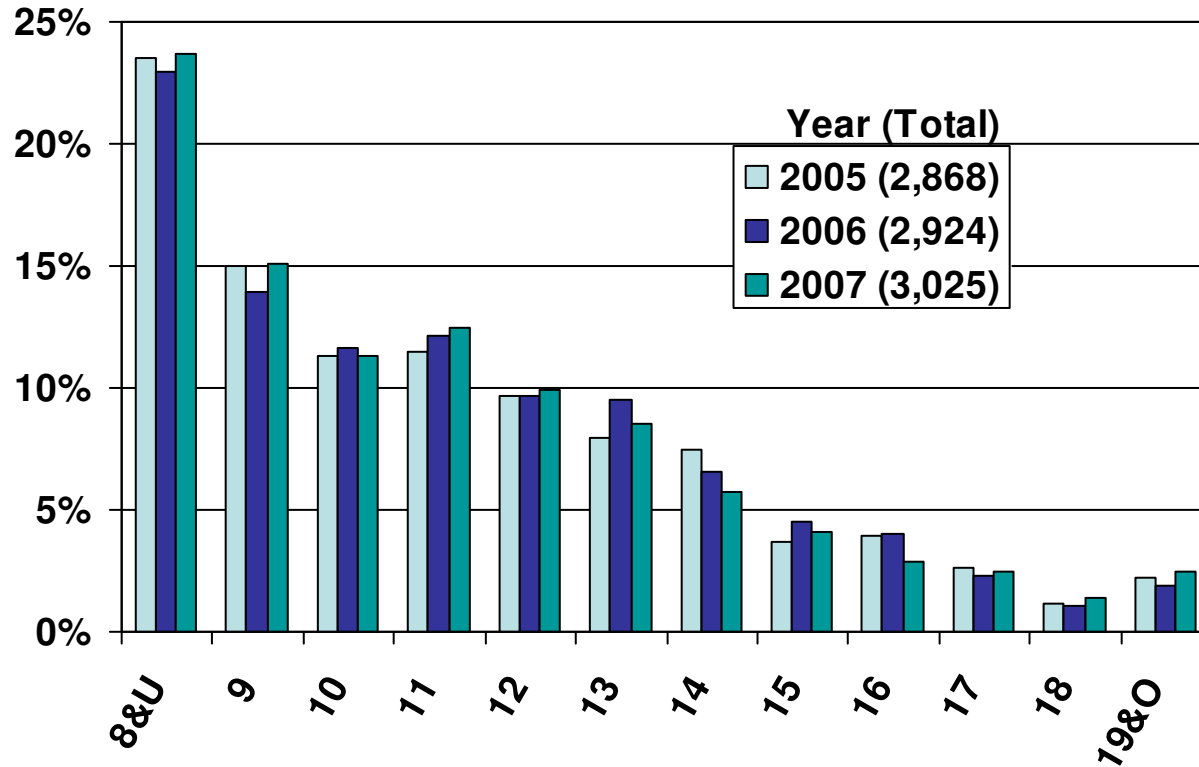
Incoming Swimmers



- There are two categories of swimmers who are “new” to PVS in a season:
 - “New” swimmers are those who have not been registered with USA Swimming in the preceding 12 years or are new to swimming.
 - “Renew” are swimmers who were registered with USA Swimming at some point in the preceding 12 years.



Incoming Swimmers





Key Points

- For the most part PVS profile mirrors USA Swimming
- About 1/3 of our swimmers do not re-register in the following year.
 - Age 14 seems a critical age for re-registration.
 - There appears to be an age difference in the attrition rates for Females and Males.
 - Clubs could share best practices on retaining swimmers.
- Incoming swimmers
 - About 20% of swimmers joining a PVS club are returning swimmers who had left PVS for a while.



Next Steps

- Prepare HOD report
- Possible paths for continued analysis
 - More detailed profile on swimmers that leave PVS. Possible perspectives:
 - Geography
 - Economic environment
 - Meet participation
 - Incorporating other explanatory variables into PVS membership model
 - Benchmark PVS with USA Swimming and/or other LSC
- Would club level analysis be useful for member clubs?
 - Demographic profile
 - Geographic distribution of members
 - Meet participation



Appendix

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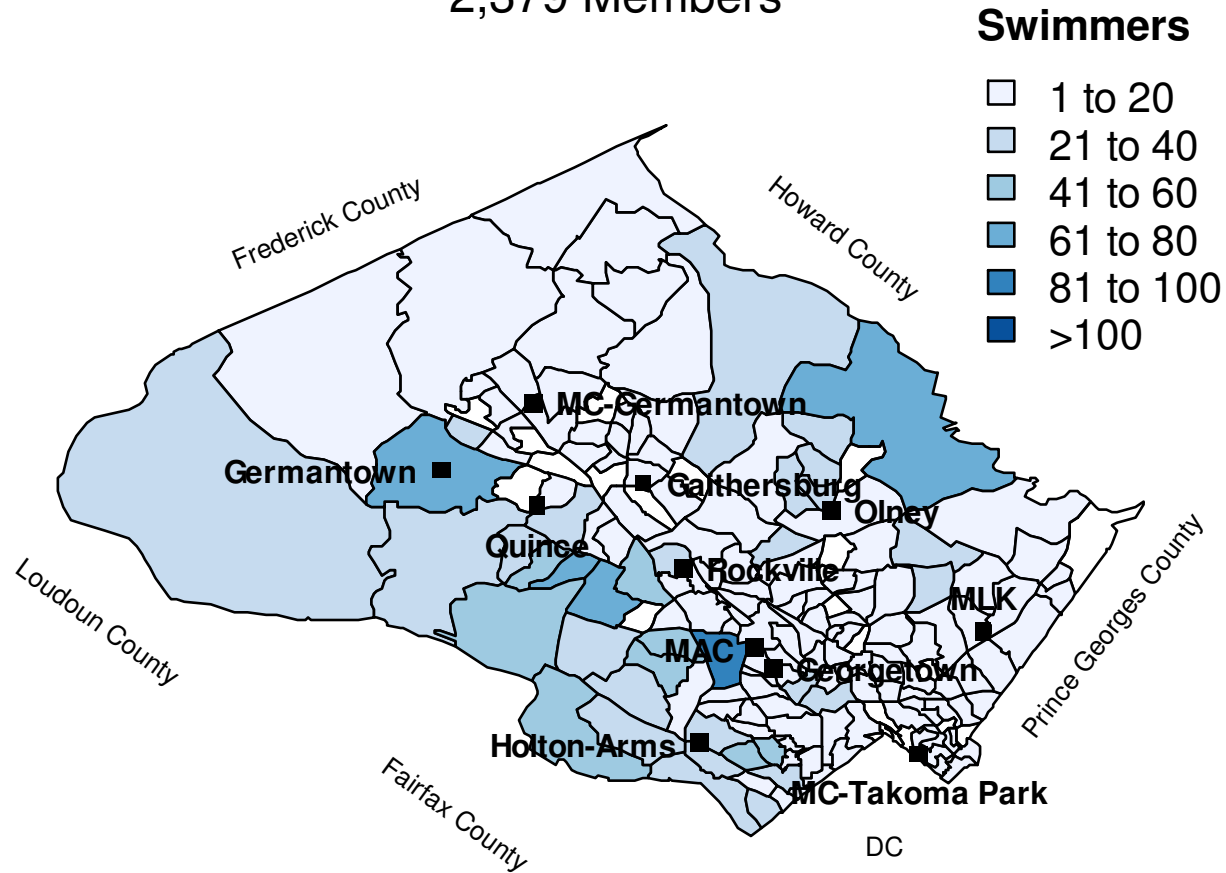
19



Census Tract Distribution (2007)

Montgomery County

2,379 Members

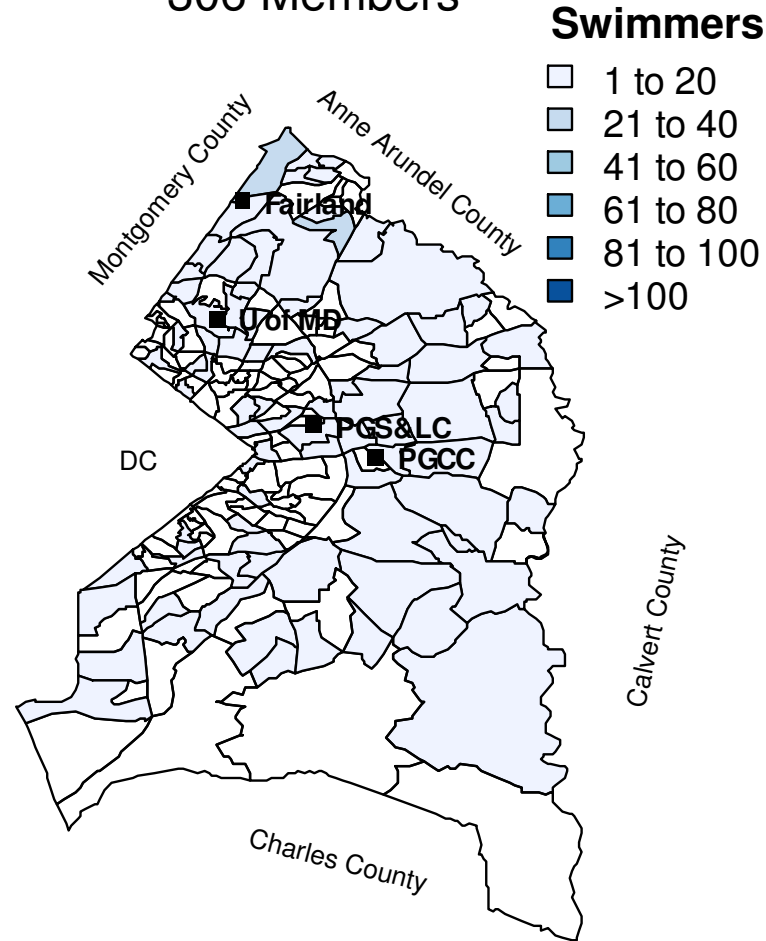




Census Tract Distribution (2007)

Princes Georges County

306 Members



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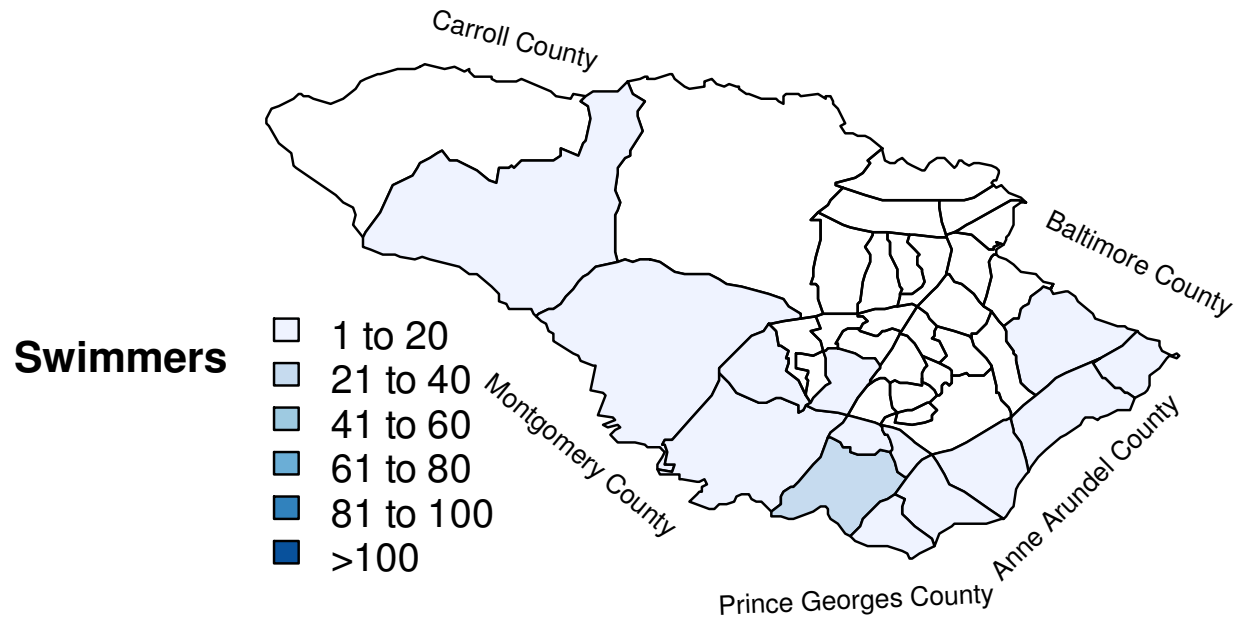
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Census Tract Distribution (2007)

Howard County

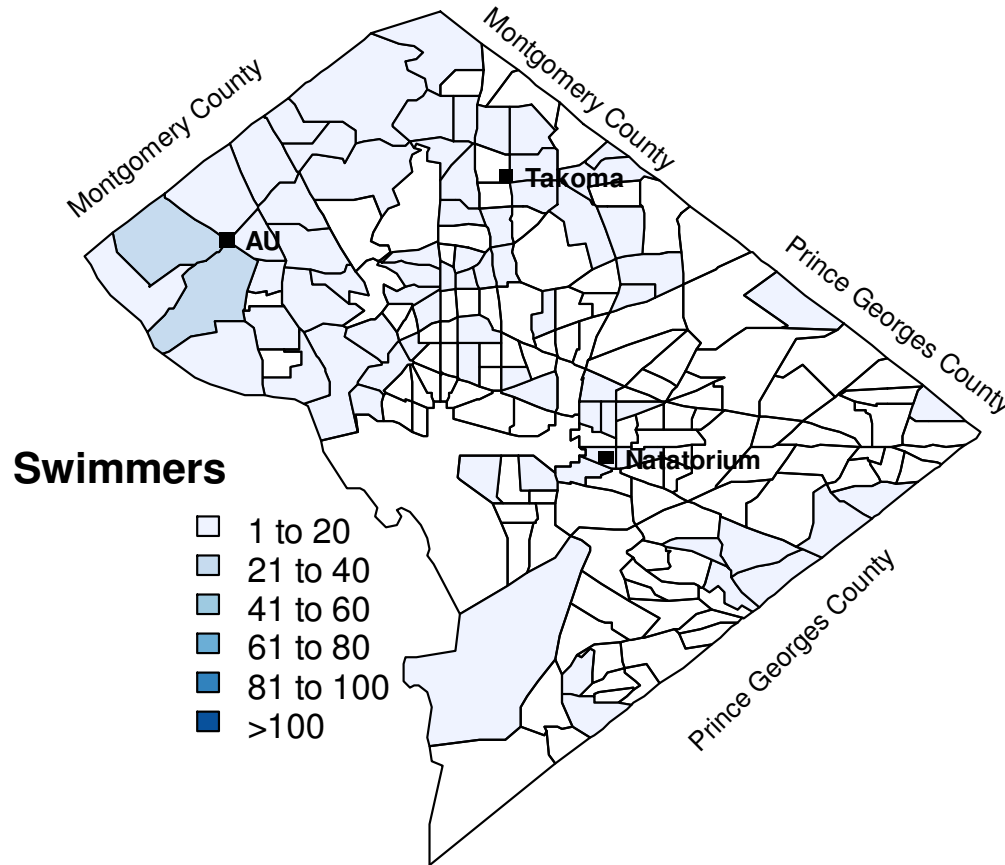
58 Members





Census Tract Distribution (2007)

District of Columbia
288 Members



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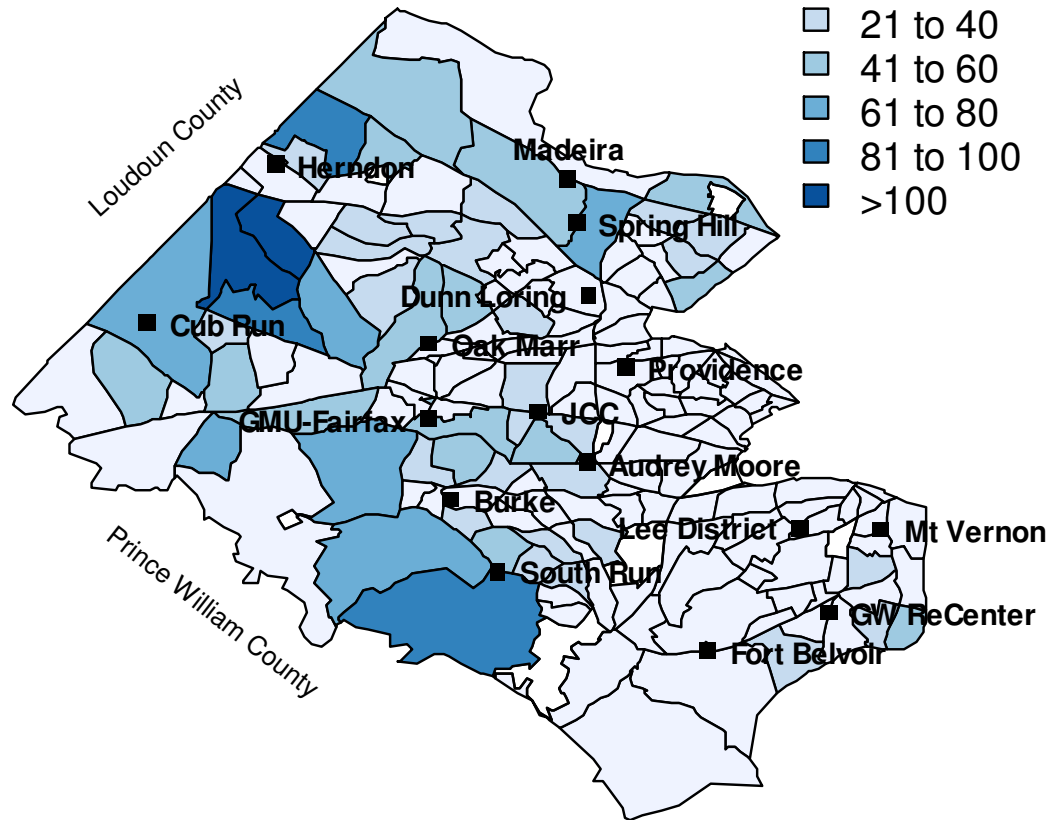
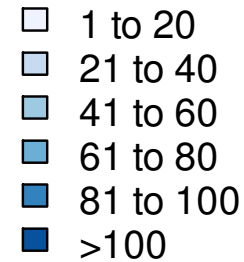
23



Census Tract Distribution (2007)

Northern Virginia I
3,297 Members

Swimmers



Counties: Fairfax
Cities: Fairfax City

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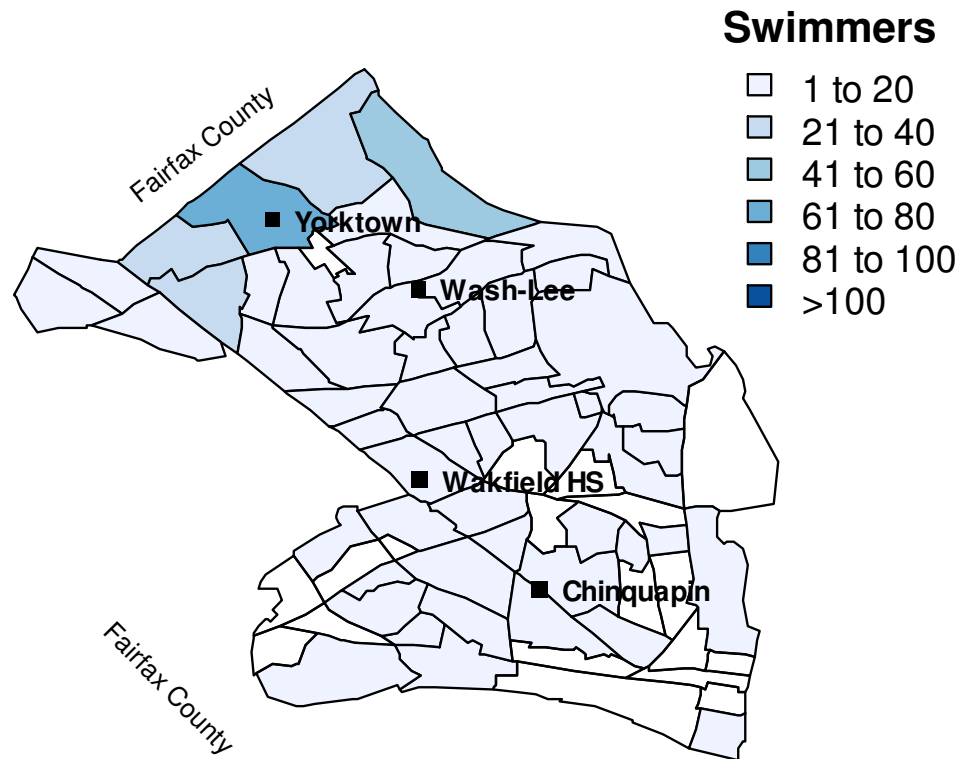
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Census Tract Distribution (2007)

Northern Virginia II

504 Members



Counties: Arlington

Cities: Fall Church City, Alexandria City

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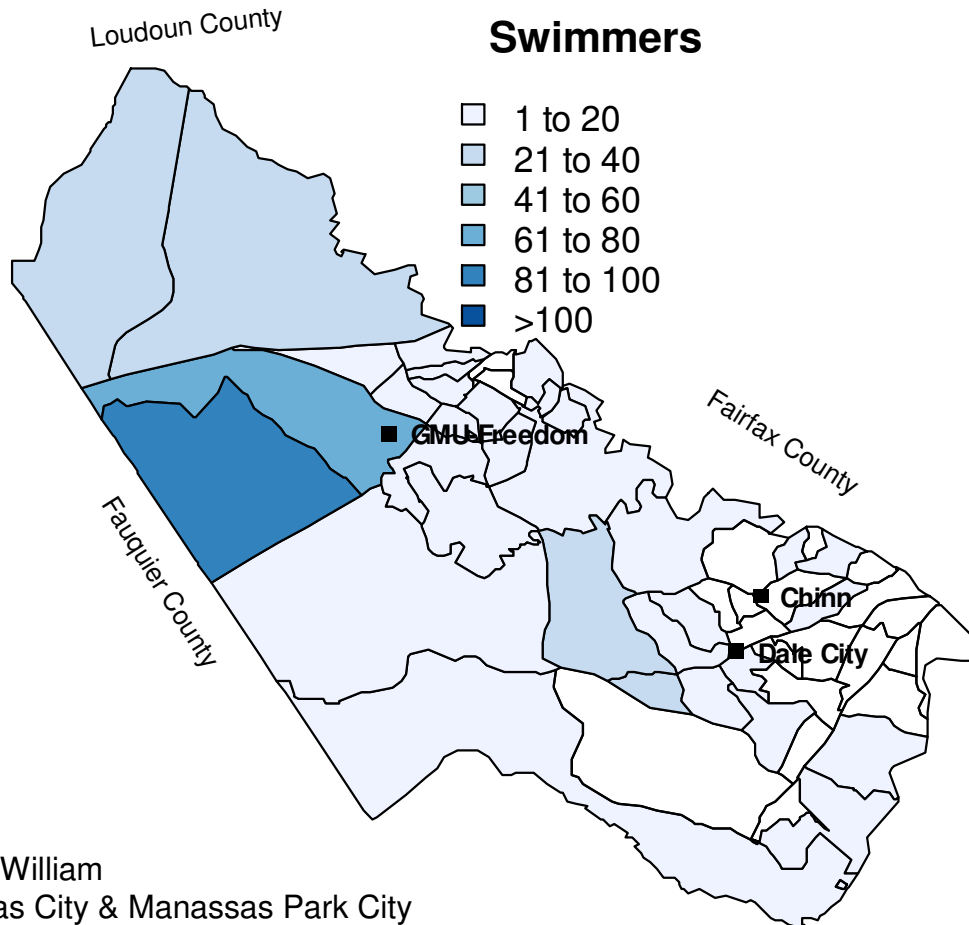
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25



Census Tract Distribution (2007)

Prince William County
446 Members
Swimmers



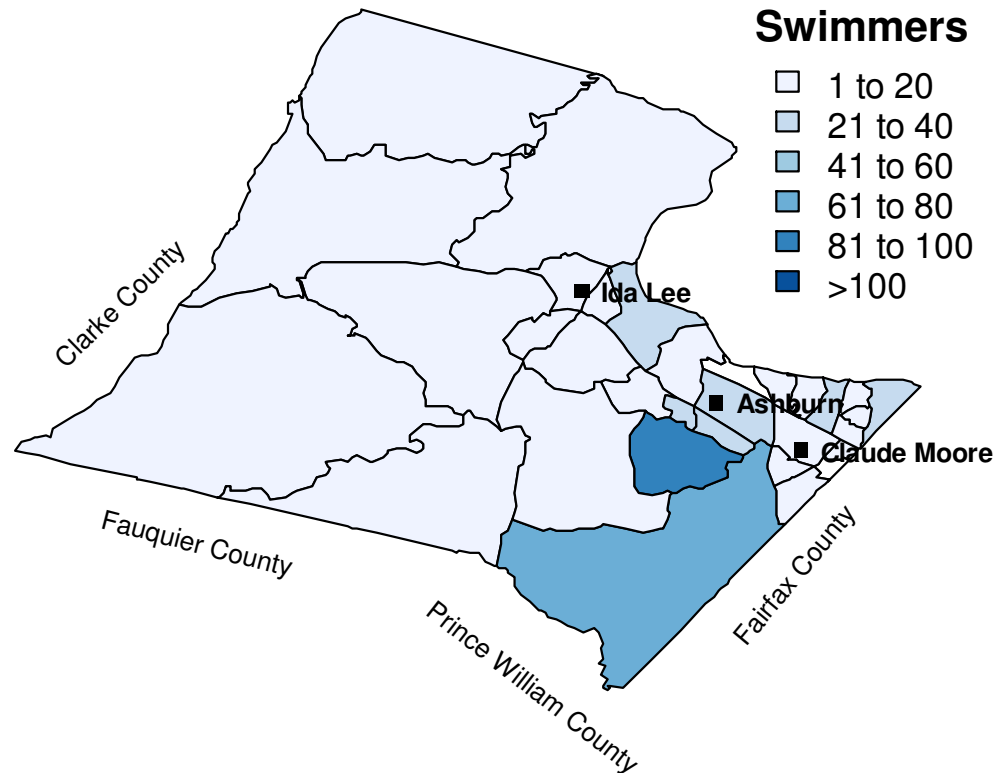
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Census Tract Distribution (2007)

Loudoun County
505 Members



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