



Florida Chapter CMAA

2018 Member Survey – Key Takeaways



Respondent Profile

- 62% of Members aged 40 – 59.
- 87% Male; 13% Female.
- 62% associated with residential community.
- 77% Country Clubs or Golf Clubs.
- 50% General Managers or COO, 22% Clubhouse Manager or Food & Beverage Manager.
- 18% of members are 'new', with a membership tenure of less than 2 years.
- 33% are CCM certified, while 32% indicated that they are currently pursuing CCM certification.



Importance of Membership Activities

- Quality education remains the priority, followed by professional networking.
- Developing staff is most important for new members.



Membership Activities	New Member Ratings	Ratings		Change
		2018	2016	
Delivering a high quality education	4.63	4.54	4.30	0.24
Providing opportunities for professional networking	4.30	4.35	4.20	0.15
Developing staff at your club	4.67	4.32	4.00	0.32
Providing statistics/data regarding club management	4.30	4.17	4.10	0.07
Providing skill development in club/board governance	4.12	4.10	3.80	0.30
Advocacy on key issues with legislative/regulatory bodies	4.21	3.95	3.60	0.35
Providing opportunities for social interaction	3.86	3.78	3.50	0.28
Promoting the club industry to the general public	4.14	3.71	3.30	0.41

Value on the Rise

Ratings in ALL areas
have increased from
2016

- Delivering high
quality education
4.00 >> 4.36
- Opportunities for
networking **3.90**
>> 4.02
- Developing staff
3.40 >> 3.81



**The chapter is providing value in
areas that align most with what
matters to members, especially
delivering quality education.**

Connecting with Members

- 39% of Members used the FLCMAA app.
- 35% connect with FLCMAA via Social Media.
- 86% of members who connect via social media find it effective.
- 76% of members would like future contact to be via email



Educational Topics of Interest

- **The three most interesting educational topics to respondents were:**
 - Food & Beverage Operation
 - Leadership
 - Club Operational Topics

- **In 2016, the most interesting topics were:**
 - Staff Motivational Programs
 - Effective Communication to Club Members
 - Food & Beverage Operations



Members are Engaging in Online Learning

- Three quarters (75%) of respondents participate in online learning.
- 86% (of 75%) indicate that online learning is very important to them.
- 85% of members are aware of CMAA University.
- 89% are aware of the potential to gain educational credits online.



Member Satisfaction with FL CMAA Board

- Satisfaction with the Board of Directors has increased significantly.
- 66% of respondents indicated that their level of satisfaction is “Excellent”, compared to only 33% in 2016.



Overall Expectations

- Overall Satisfaction with FLCMAA has increased since 2016
- 97% of respondents indicated that the Chapter is meeting their expectations, compared to 90% in 2016



Engaging Members

- 'Call to action' member engagement still remains a challenge.
- 16% Survey Participation Rate.
- More incentives and giveaways will benefit engagement.
- 32% of members are in the process of certification.



Goals and Objectives

- Expand educational platform across a wider array of job descriptions
- Increase membership growth
- Explore educational incentive program
- Introduce “masters-level” educational programs for CCM / CCE managers
- Explore home-and-away educational formats with northern chapters



GGA Project Team

Henry DeLozier



hdelozier@globalgolfadvisors.com

Martin Tzankov



mtzankov@globalgolfadvisors.com