

JCNA MEMBERSHIP COMMITTEE REPORT (updated)

2020 JCNA Annual General Meeting, virtual/phone conference/August 22, 2020

July 19, 2020

Mark Mayuga, Chairman JCNA Membership Committee

We are all aware of the challenges we face during this COVID-19 Pandemic which has changed our lives so completely. This update reflects some of the issues and trends that are occurring during our lockdowns and quarantines. You all are aware of the conditions and rules holding social and driving events has become an issue of “social distancing” and in some locals, actual quarantine requirements.

JCNA has been going through a transition of change from the “Old Guard” who joined in the 1950’s, 60’s, 70’, and 80’s. These members were “car guys and gals” who enjoyed the driving, competition, socializing, and restoration of various Jaguar automobiles. This group is now a much older and retiring demographic. Many have sold their cars, or simply have other interests like grandchildren, moved out of the area, have lost interest, or have simply decided to move on to other areas of entertainment and social networking. What is left is a small cadre of dedicated old timers and enthusiasts who still have a deep allegiance to this wonderful hobby, collecting Jaguar Cars.

What has become evident is that “social networking” is now the new norm of keeping in touch with friends, such platforms as FACEBOOK, INSTAGRAM, TWITTER, are now the new social conduit for members to share ideas and conversations. SKYPE and ZOOM are now the new normal for holding Board of Director meetings, and because of the current pandemic, have almost become the exclusive sources for club members to keep in touch. Even club newsletters are going electronic as the costs of printed versions has become a major expense for many clubs. Printed club newsletters are also seeing a down-turn in advertising revenue on one hand, and electronic newsletters are gaining popularity because you are not limited by the number of pages and full-colour issues and unlimited photographs are a possibility. Also, electronic versions allow for the advertisers to introduce new “specials and deals” for club members.

We have surveyed the PASSPORT TO SERVICE membership referrals, and it seems to be a steady source of potential new memberships. One of the issues is the follow-through at the club level, some membership chairmen are not responding in a timely manner and potential members in their area end-up applying as MEMBERS AT LARGE or they simply fall through the cracks. We know clubs are doing everything they can to recruit new members. Staging Dealer events, business cards with membership information on windshields, contests for the most new members, FACEBOOK and INSTAGRAM pages, applications at Jaguar Service shops, hand-outs at CARS and COFFEE Events, partnerships with other car clubs car show events, the list goes on.

Recently, in my club, we have experienced an increase in membership due to providing technical information, maintenance referrals, cars for sale and purchase, and other services. This is provided on our website as our website is interactive with several contact persons in various areas of restoration, sales, service, parts locator, etc. We also make sure our advertisers have links to our website and they have become a major source of new members referrals.

There is no doubt that we are in a special time of uncertainty and concern, people's priorities have become center stage, and, in some cases, even financial wellbeing is now an issue. JCNA membership is decreasing, yes, because of many factors; (i) an aging membership; (ii) people have simply moved on; (iii) high cost of Jaguar Automobile ownership has reduced the affordability for most working individuals, families, or retirees; (iv) membership has changed to a more social character; (v) a decreasing number of members are interested in competition events; (vi) people's priorities have changed and they have other ways to meet and interact with people; (vii) and finally, despite this current situation, other traditional organizations (Lions Club, Kiwanis, Rotary, PTA's, Yacht Club's, Alumni Associations, American Legion, VFW, and others for example) in general are experiencing the same down-turn in membership and will continue until the next generation decides they need to have such social structures.

The question is how do we capture this new profile of potential members, do we use "social networking"; do we underscore the social aspects of JCNA membership; do we overhaul some of our core events to reflect the new priorities of less competition and more social interaction; we need to project a more modern look and feel to our member clubs; we need to show more people in our communications rather than cars; we need to offer more to the dealerships in support of sales and services; the new website is a great start, we need to carry that feel and look throughout the entire JCNA family of clubs.

We need to ask some hard questions of ourselves and our goals. Is JCNA going to survive on an old model or should we look to reinvent ourselves to reflect the new realities of today and what is in the foreseeable future. Leadership has been our strong suit, is it time to give that leadership new tools to work with? We have a long and rich history, no question of that, how do we leverage that history to grow and prosper?

Respectfully submitted,

Mark Mayuga, Chairman