

## **CR-2A     2024 Membership Committee Report, Nedra Rummell**

### **JCNA MEMBERSHIP COMMITTEE REPORT**

The JCNA Membership Committee (MEMCOM) was formed to support all Affiliated Clubs, focusing on membership recruitment efforts, member renewals, member retention and Club growth. The Committee's goal is to provide Clubs proactive ideas, new avenues of recruitment, create opportunities and methodologies for membership participation in local, regional, and North American JCNA events.

The MEMCOM continues to recruit participants from each Affiliate Club, as well as additional JCNA representation. Zoom meeting invitees included: Club Presidents and Membership Chairs, Regional Directors, JCNA Administrator, Jaguar Journal Managing Editor, and JLR Liaison. During 2024, meetings were held each month, except December, with an average attendance of 28-30. It should be noted, a suggestion was made by JCNA Leadership to revert to the former JCNA MEMCOM format which consisted of a Chairperson, Vice Chair, Secretary and two representatives from each Region. This proposition was presented and discussed during a meeting and overwhelmingly, the attending members felt the current all-inclusive representation was more successful in identifying the needs of the Affiliate Clubs.

#### **Historically, as a Committee, MEMCOM supports JCNA's goals to:**

- Preserve the history and heritage of Jaguar Cars
- Continuing activities that traditionally aligned with car clubs
- Provide events and services to our members that invite them to come together in a common interest
- Attract new owners who appreciate the history, the performance, and the camaraderie of being a member of an organization that provides a common place to share their passion for the Jaguar automobile

#### **2024 MEMCOM Accomplishments:**

- Increased participation in monthly Zoom meetings
- Increased emphasis on Passport to Service referrals
- The 2025 JCNA dues increase resulted in a potential succession from JCNA by the Canadian Clubs. MEMCOM provided an opportunity for their complaints to be heard and forwarded to JCNA leadership. As a result, the MEMCOM Chair was invited to a Canadian Regional Meeting and the Canadian Town Hall meeting with the Executive Board to allow the Canadian delegation to voice their concern and disappointment. The Canadian Clubs requested their dues revert to \$45 for 2025 and 2026. The proposal was presented at a JCNA Board meeting and declined.
- A NE Region Club threatened to secede from JCNA as a result of the dues increase. A conference call meeting was arranged with JCNA leadership to listen to their concerns. As a result, they will maintain their Affiliation status for another year
- Suggested and created a JCNA Club Survey - Question arose regarding how can MEMCOM assist struggling Clubs without insight regarding their membership status, financial stability, and monthly activity level? To better understand the dynamics of each Club, JCNA approved MEMCOM's suggestion for each club to complete a nine-page questionnaire highlighting membership, financial, communications. Thirty-five Clubs responded. Note: Completing of survey was not mandatory. An analysis of the survey will be distributed during AGM after approval by JCNA leadership.
- JCNA Benefits – submitted suggestions for modification
- Regional Directors – submitted suggestion for additional communications with their respective Clubs in an effort to meet reporting deadlines
- Identified three struggling Clubs to Regional Directors and suggested increased communications

- Created Library of Marketing aids, as compiled by Les Hamilton's Marketing Committee, and distributed to Club leaders
- Continued reminders for Affiliate Clubs to maintain up to date information on the JCNA website for Club listings

#### **What are the biggest roadblocks to increasing JCNA Membership?**

- The membership landscape is changing, we are an "aging" organization. As our members age, they are driving and participating less, selling their prized Jaguars, and eventually terminating their club membership.
- To combat decline in membership, our goal has been to develop a program to attract younger members who generally prefer driving newer model Jags to social events, instead of restoration and completion.
- Discontinued manufacturing of Jaguar internal combustion models, not all current Jaguar enthusiasts are willing to invest in the transition.
- Delay in introducing a new line of electric Jaguars, limited to only one model option
- Considering the recent re-imaging of Jaguars, how do we define the future market? Who will be buying the upscale electric model?
- Current owners are concerned about future repair services as it is predicted the number of dealerships will be reduced and local repair shops are closing
- Dealership relationships and support of Affiliate Clubs are declining
- 2025 JCNA dues increase. Resulted in potential Canadian Club resignation, as well as one NE Regional Club's threat
- Increasing Affiliate Club expenses, ranging from trophies, meal prices and venue costs, Concours expenses and increase JCNA Dues

#### **2025 MEMCOM Goals and Challenges**

- Identify methods to attract EV owners, as well as those purchasing older modern Jaguars
- Membership Renewals – continue to emphasize the importance of maintaining current members
- JCNA Website Membership Best Practices – continue to update and add the library of marketing tools
- Distribute JCNA Membership Survey results to all Affiliate Clubs
- Membership Benefits – obtain approval for modifications and distribute to all Clubs and post of JCNA website
- How can JCNA improve its "value" to Affiliate Clubs
- Improve and expand communications of Clubs needs to Regional Directors and direct to JCNA Board
- Encourage Clubs to submit event articles for publication in the Jaguar Journal

As Memcom Chair, I would like to thank all the individuals who took time to participate in our monthly Zoom meetings. There was a wealth of shared information about successes as well as challenges in our quest to grow, or at least maintain our current membership. I look forward to your continued participation in 2025.

Respectfully submitted

***Nedra Rummell***

JCNA Membership Committee Chair