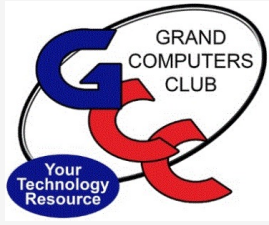




Grand Computers Club

Strategic planning
Process



Assess Member Needs & Interests

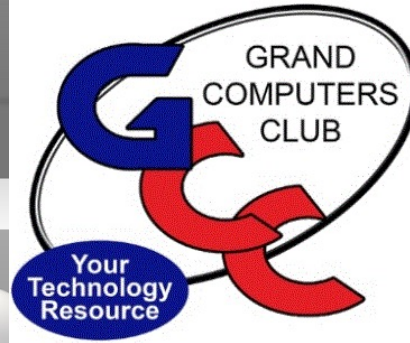
Understand preferences, skill levels, what is wanted from the club

- GCC member survey completed in January 2024 (Results will follow this discussion)
 - GCC member survey December 2023
 - Monitor “Observation” study
 - Volunteers met in separate focus groups:
 - Club monitors
 - Special Interest Group Leader
 - Results used to develop SWOT analysis and subsequent Strategic Plan
-

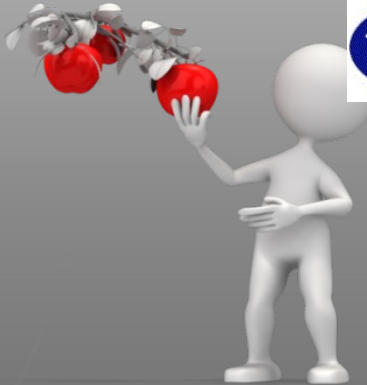
STRENGTHS



WEAKNESSES



OPPORTUNITIES



THREATS



SWOT Analysis by Club Leadership

Strategic Plan Developed – Proposed

Goal 1:

**Develop and implement a
comprehensive
communication strategy
highlighting the benefits of the
GCC**

Goal 2:

**Expand education class
selection**

Goal 3:

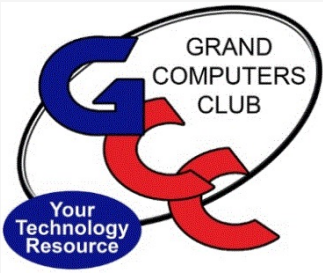
**Enhance member
engagement**

Goal 4:

**Develop a sustainable
leadership succession
plan**

Goal 5:

**Increase the Club's
volunteer base and
develop a retention plan**



**NEXT
STEPS**

Club leaders review and revise proposed plan

Plan approved at Board meeting

Goal oversight assigned to club leaders and plan is developed in detail.

Implementation begins!

GCC MEMBERSHIP SURVEY RESULTS 2024

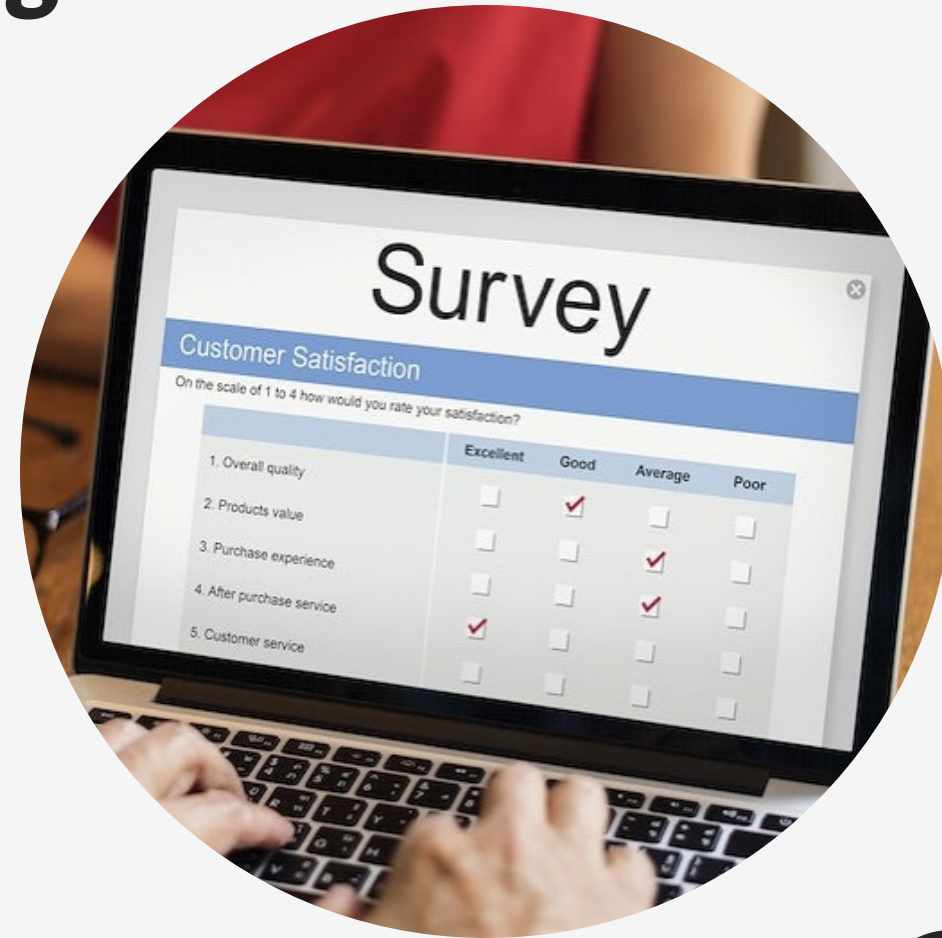


Survey Results

Nearly 500 (~1/3 of members)
survey responses were received

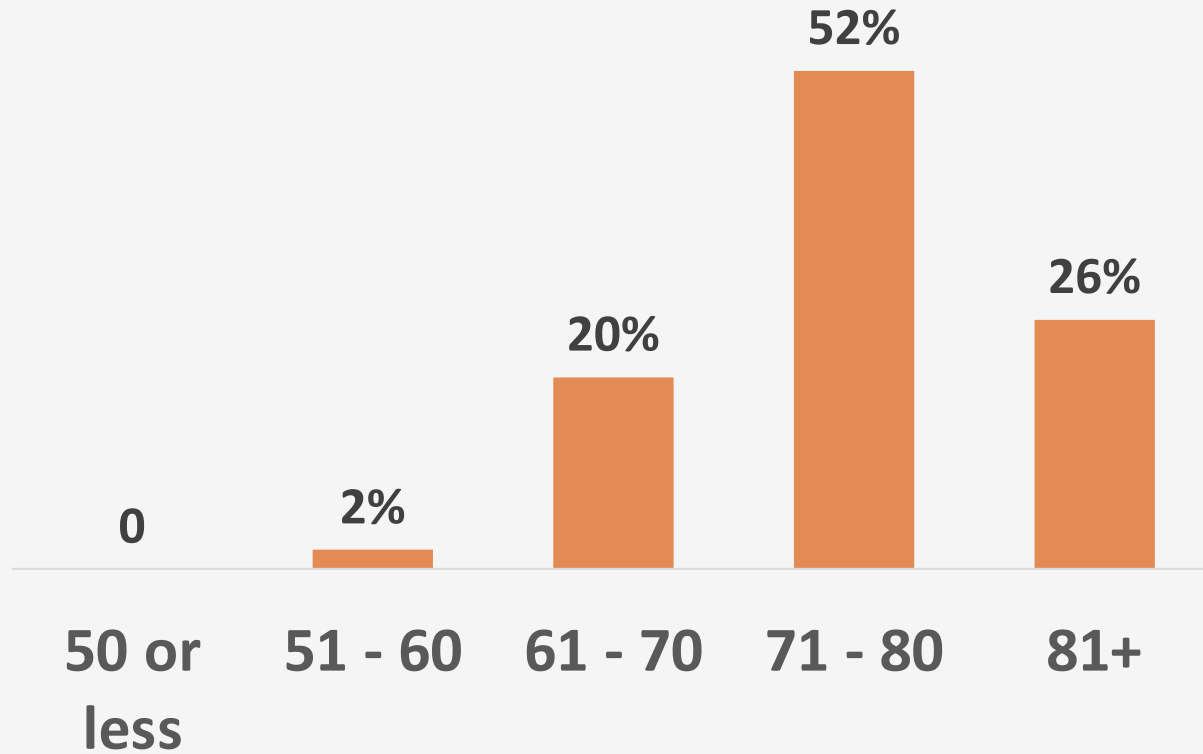
The average completion time
was just over 6 minutes

33% of respondents shared
comments

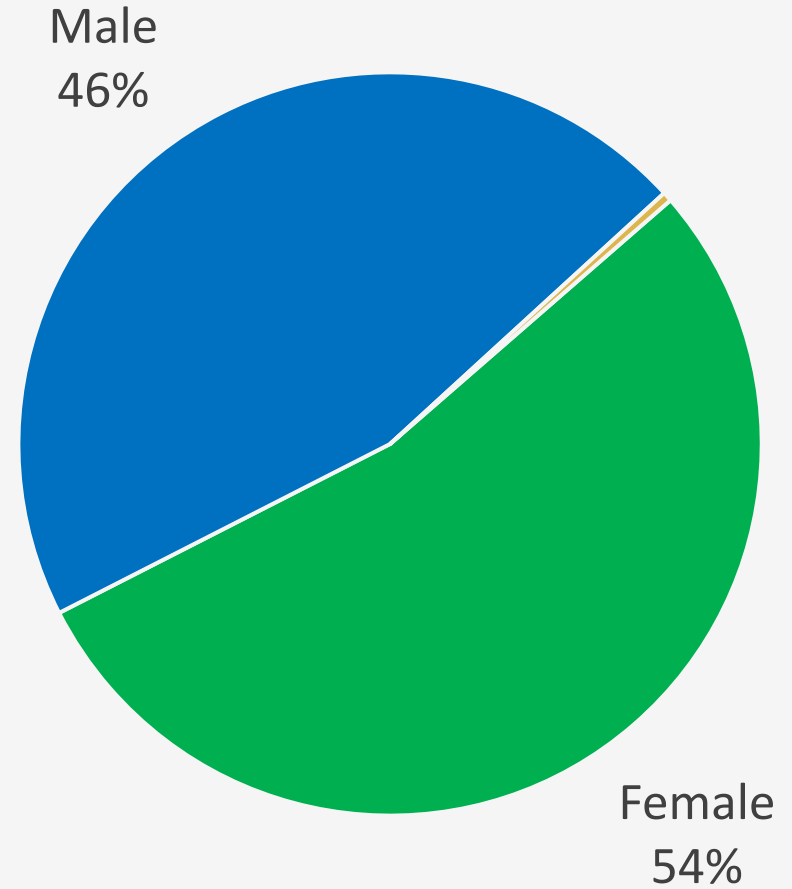


Age & Gender

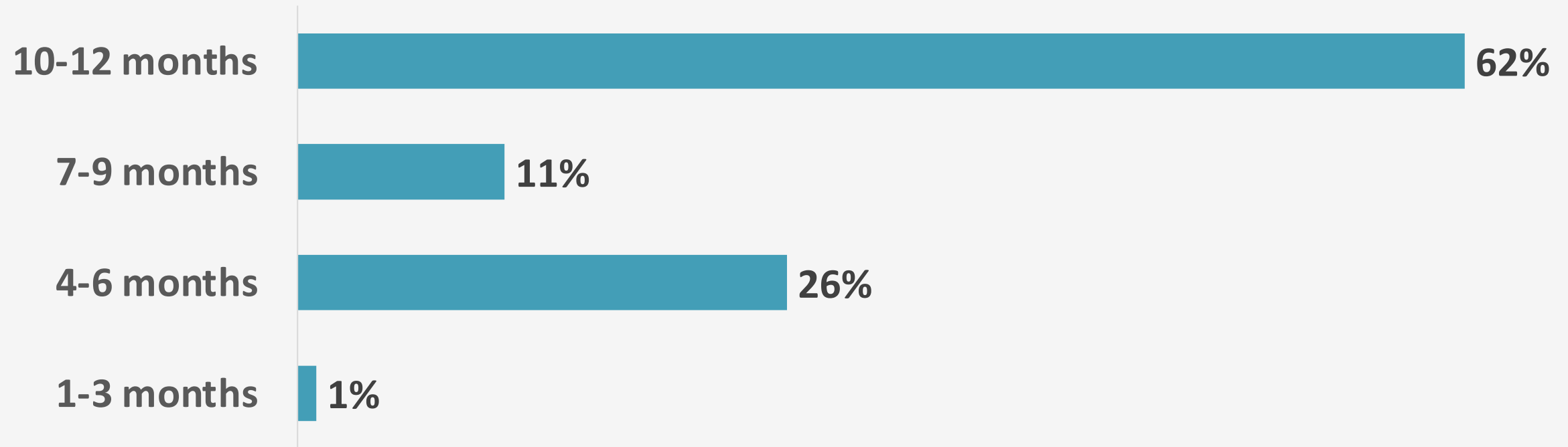
Age



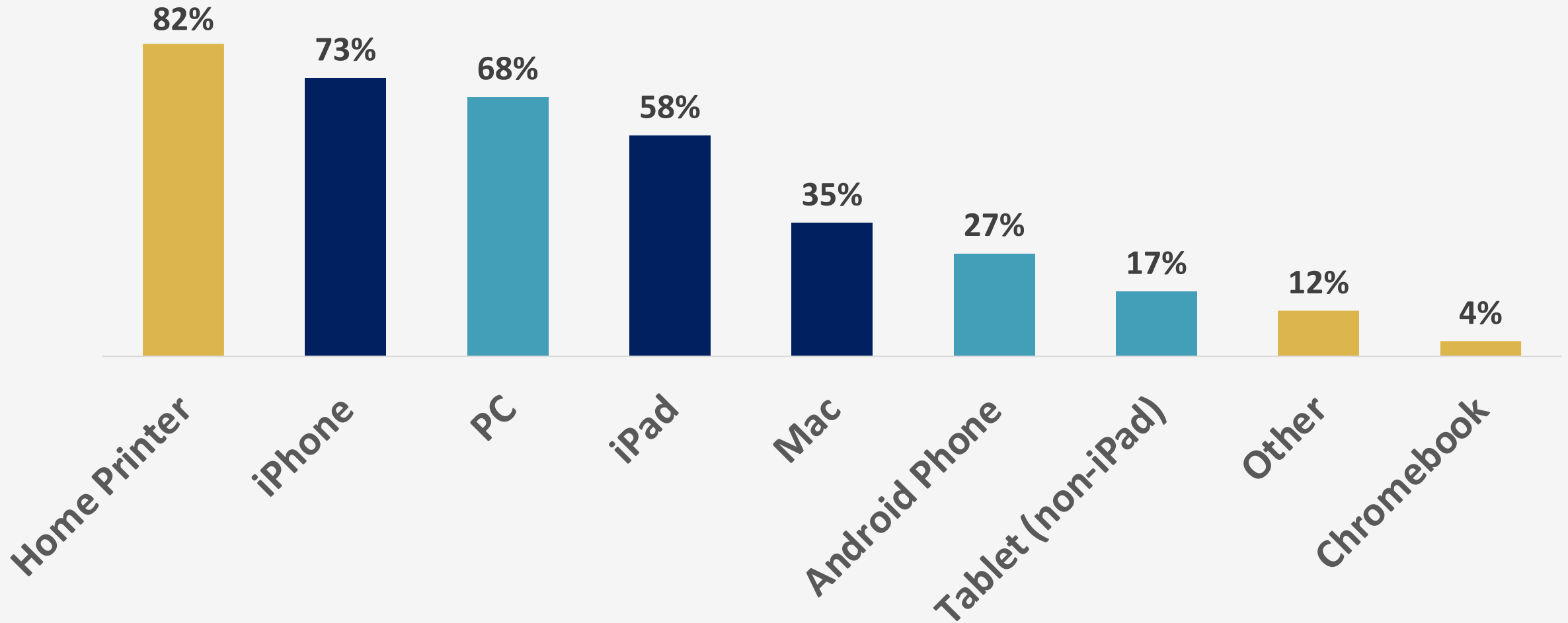
Gender



Months per Year in the Grand

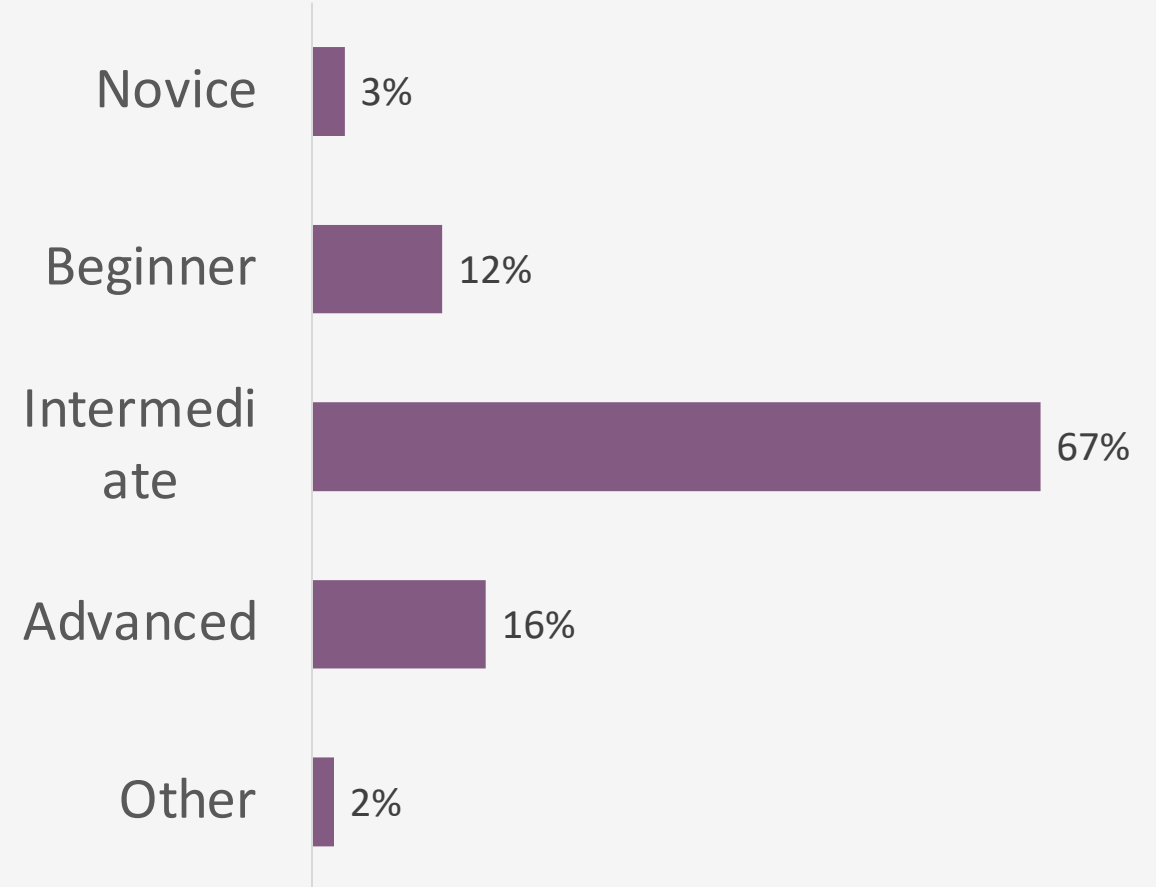


Q4: Indicate the devices you own

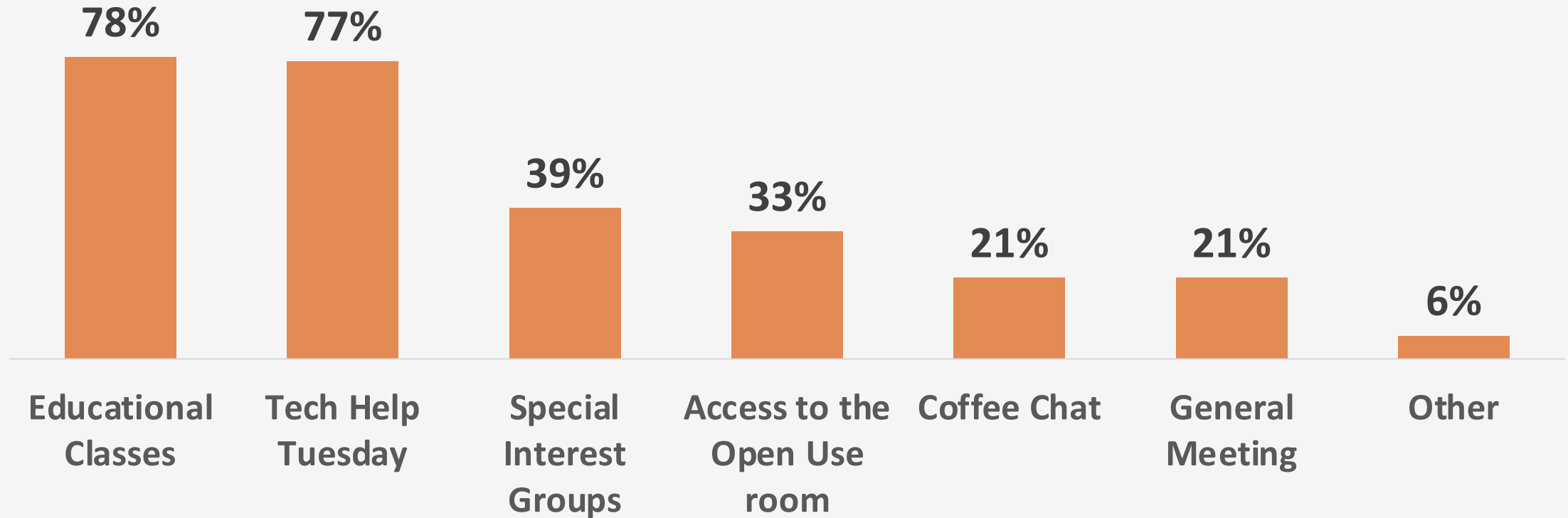


Q5: Describe your overall technology proficiency.

- **NOVICE** -Those with little to no experience or who have minimal experience.
 - **BEGINNER**: Individuals who have just started learning and have a basic understanding of the subject.
 - **INTERMEDIATE**: Individuals with a solid understanding of the basics and are ready to expand into more complex topics.
 - **ADVANCED**: Individuals with extensive knowledge and experience using technology and software products.
-

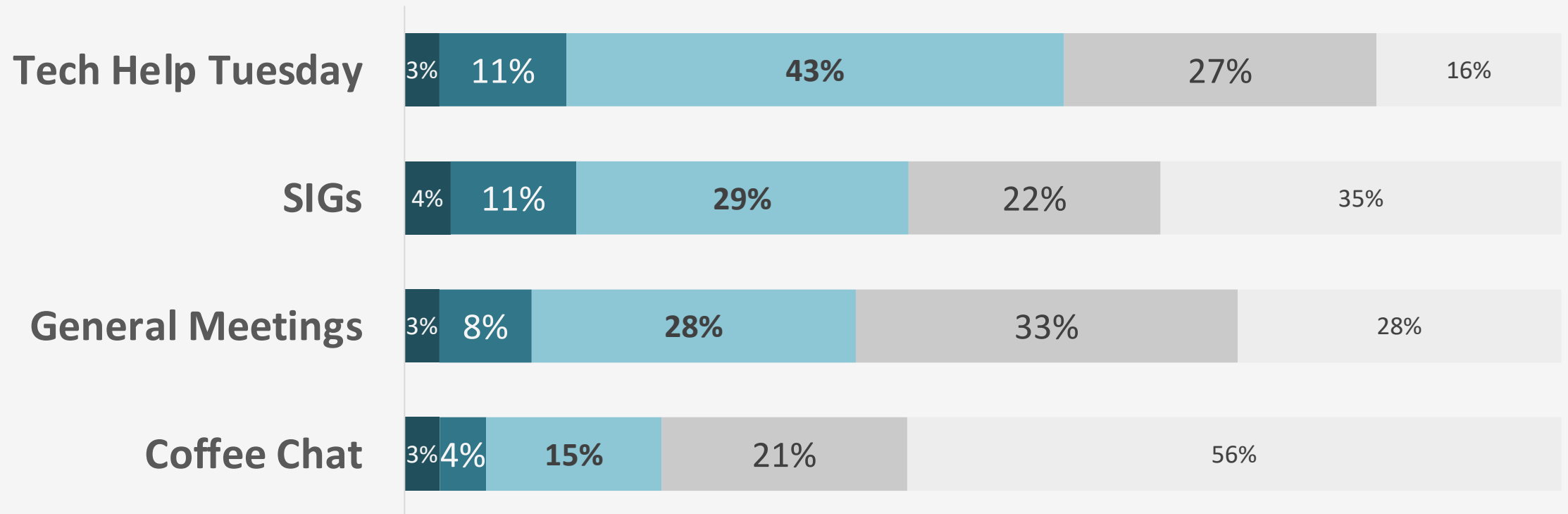


Q6: Services/Amenities that prompted you to join

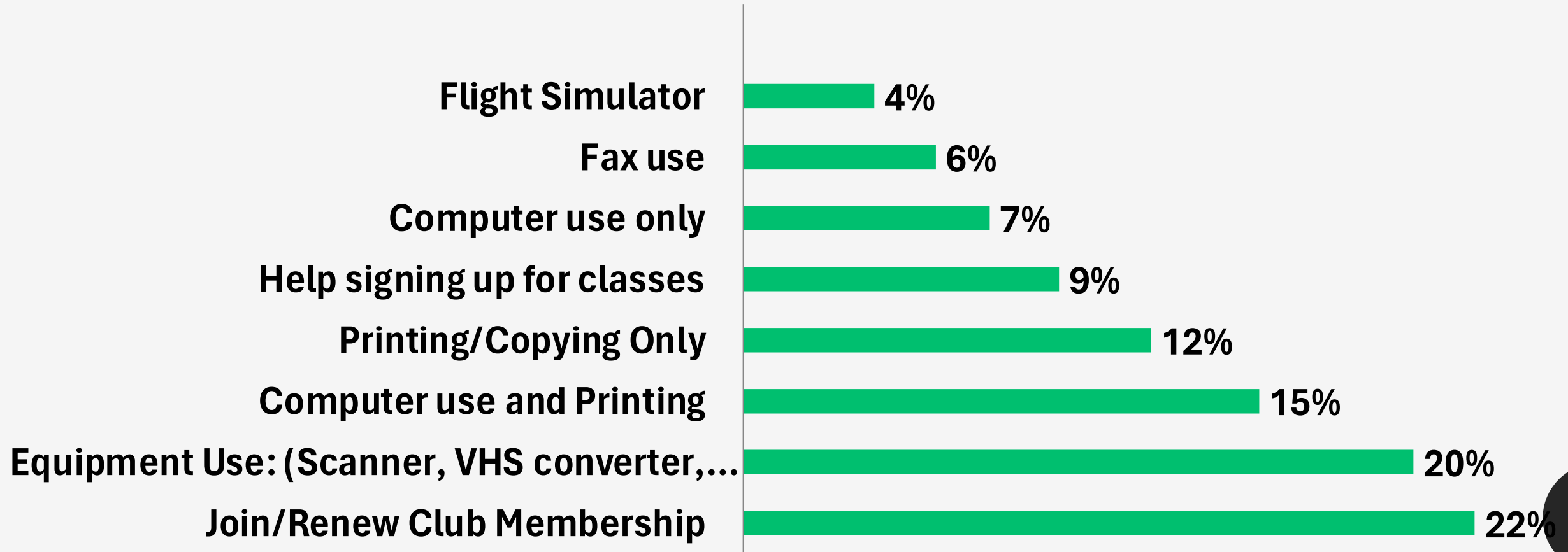


Q7: How often do you participate in the following activities?

■ Always ■ Very Often ■ Sometimes ■ Rarely ■ Never

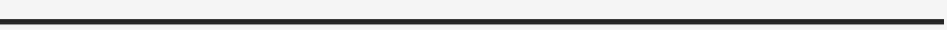


Q8: How do you use the Open Use room?



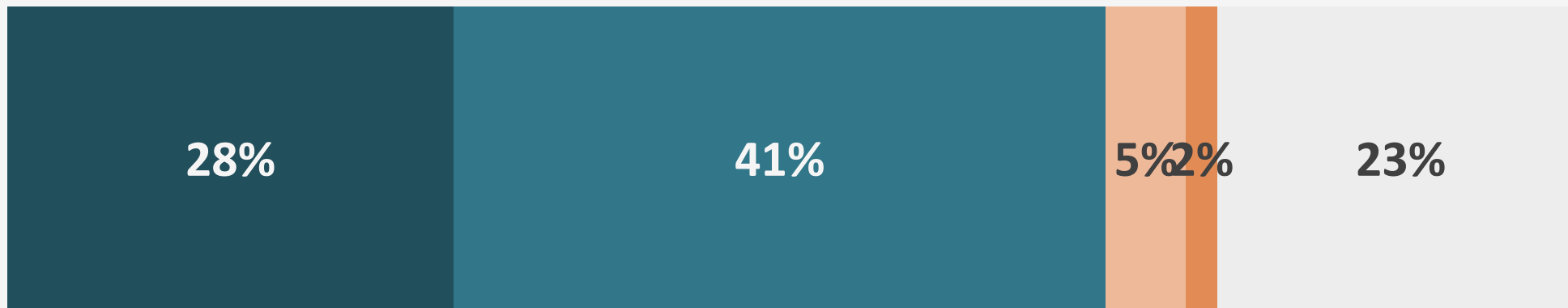
***Q9: Please rate the usability and
readability of the GCC website***

4.3 



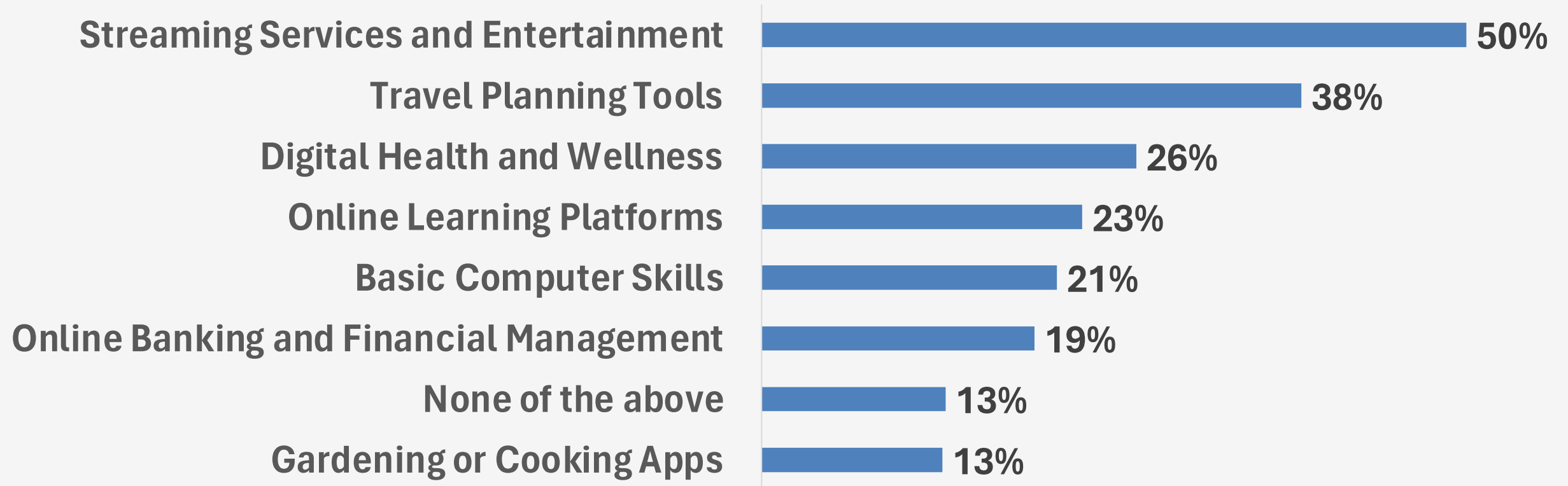
Q10: How satisfied are you with the Education Classes being offered

■ Very Satisfied ■ Satisfied ■ Dissatisfied ■ Very Dissatisfied ■ N/A



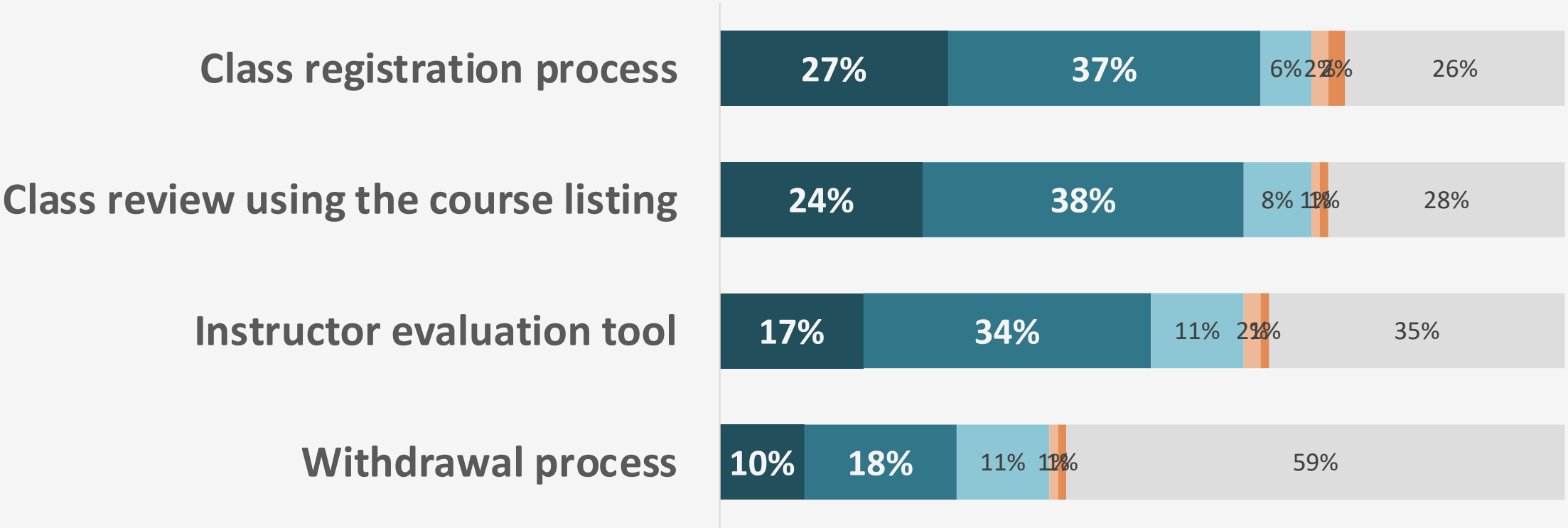
Comments are a mix of need more intermediate/advanced and need more beginners.

Q11: Education Topics of Interest



Q12: *Satisfaction with Education Class registration and withdrawal*

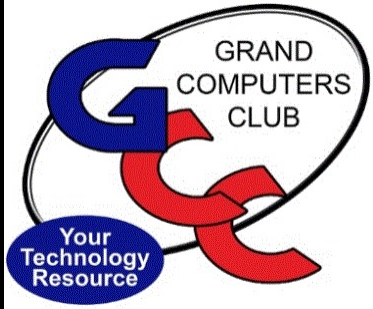
Very Satisfied Satisfied Neither Dissatisfied Very Dissatisfied N/A



Q13: How aware are you of the SIGs?

■ A great deal ■ A lot ■ A moderate amount ■ A little ■ None at all





Thank you to **Denise Wassenaar** and **Ann Hopperstad** for creating and implementing the survey and analysis.

Questions?

Questions about Process?



January 2024 LRP Survey Results