

Northwest Rowing Council

Future Purpose Survey

**- Preliminary Results -
February 2020**

Setting the stage for today

- **We are revisiting the mission of the NWRC to focus efforts**
 - What areas are of most value to members?
 - Which of these are not served by other organizations?
- **On-line survey is a starting point**
 - Launched a couple of weeks ago
 - Good response so far, and quality and thoughtfulness of responses very high
 - 43 responses from 36 unique clubs (out of total of 75 member clubs)
 - Broad representation of clubs (location, size, and type)
 - 5 colleges
 - 5 juniors-only clubs
 - 7 masters-only clubs
 - 19 masters/juniors clubs
 - Respondents skew senior / experienced
 - 10 Presidents/Board members
 - 27 Director/Head Coach (includes executive directors, program directors)
 - 6 Other (mostly coaches)
- **Currently *beginning* to look at data**
 - Goal of today is to share a top level view of the responses so far and solicit comments and thoughts

Regional SWOT Analysis

- Comments from survey edited and grouped (hopefully retaining initial intent of the response..)
- Tables below show only comments mentioned 2 or more times, and they are not yet tabulated by type/size of club
- Many other ideas and thoughts mentioned only once so far; still part of the process when the NWRC digs deeper

Strengths

- Cooperation, collegiality, and shared philosophy among coaches/clubs, inter-team teamwork (11)
- Year round access to rowable water / weather (9)
- Depth and size of rowing community. Large population of competitive rowers and rowing clubs. (9)
- History of rowing in the region, visibility of the sport (in Seattle in particular) (7)
- Number of rowable waterways (3)
- Vancouver Lake course, PVRA (3)
- The opportunities to race formally / informally with scrimmages (3)
- Outdoors, enthusiastic population (2)
- Good competition (2)
- Generally good coaching (2)

Weaknesses

- Lack of (top) racing venues (6)
- Not enough coaches / lack of a developed professional talent pool of coaches (6)
- Lack of cohesion, unity, vision / too busy to collaborate (4)
- Lack of competitive opportunities (including scrimmages) (4)
- Clubs outside the Seattle metro area get overlooked (2)
- Lack of a rower development structure (i.e. U15, U17, U19) (2)
- Treated as second class citizens by USRowing / distance from USRowing HQ (2)
- Focus on sweep at junior level (2)
- Lack of support and opportunities for newer, smaller programs (2)
- Cost of equipment / cost in general (2)
- Geographic spread / distance between clubs (2)

Opportunities

- Many thoughts on opportunities to grow the number of athletes (17)
 - Better outreach and building diversity (improving accessibility, inclusiveness) (5)
 - Then 12 other ideas racing from opportunities with military and veteran rowing to education/recreation-based programs in partnership with schools/other youth organizations
- Several comments on expanding racing opportunities (6)
 - Developing "race leagues / levels" / facilitating more scrimmaging (3)
- Regional coordination around middle school rowing (3)
- Coaching development workshops to attract, develop a larger, more skilled coaching group (2)

Threats

- Loss of Vancouver Lake as rowing venue / milfoil (12)
- Comments related to access/Infrastructure, such as regulations or land costs limiting access to water (5)
- Limited support for coaches resulting in lack of available & qualified coaches (3)
- Lack of regional leadership/advocacy (3)
- The rising/high cost of the sport (3)

Critical

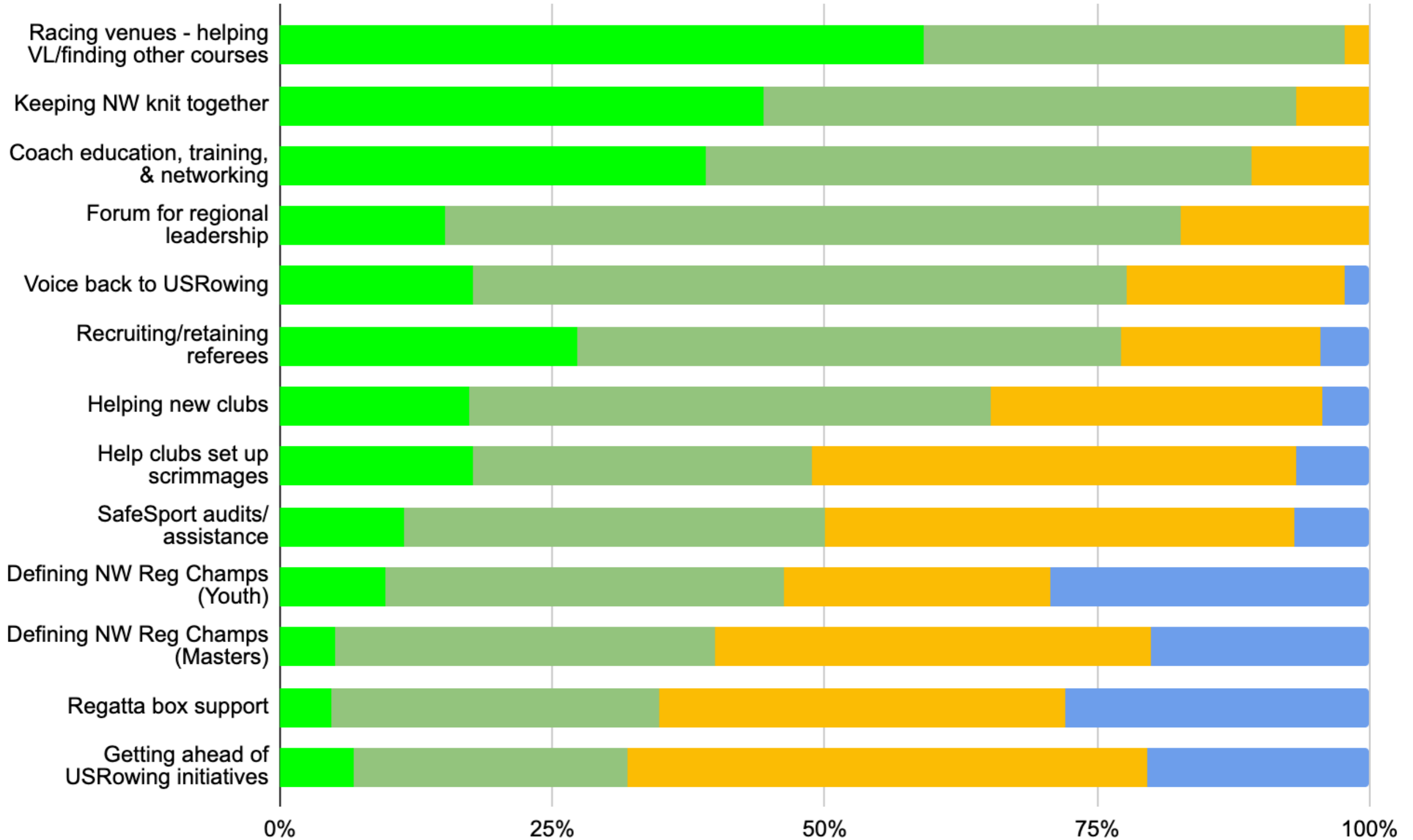
High

Nice, but...

Meh

What would be the value to your Club if we did this (and did it well)?

- Data below is for all 43 responses to date - not yet tabulated by type/size of club
- ~25% of respondents thought their club could contribute financially if needed, ~60% thought something nominal would fly, and ~15% thought efforts should be all volunteer



Next steps and closing thoughts

- **What happens next?**
 - **Ongoing communication with clubs**
 - **NWRC Board discussion and brainstorming on implications for future direction**
 - **Creation of a draft future direction plan for discussion with members by November**
- **Some closing thoughts...**
 - **NWRC is looking for focus, not inviting mission creep**
 - **Looking for opportunities to strengthen and support ongoing efforts / other organizations rather than taking on things ourselves...**
 - **What we do take on should/will be things that we are uniquely positioned to do, and can do effectively and well**
 - **Thank you to everyone for the thoughtful and detailed responses in the survey**
 - **... and thank you in advance for caring deeply about rowing in the NW and continuing the dialogue!**