

WPW2008 Committee Update

9 December 2007

Jim Logan, Committee Lead

1. I held two WPW2008 sessions assessing both the state of our “ride programs”, and to a lesser extent other (off-topic) aspects of the club. Outcome of those sessions attached in the SWOT assessment document.
2. I judge the representation involved is “good enough” for assessment purposes. As we move ahead several steps ahead to planning and execution, I’ll likely solicit help from the club leadership to make sure those steps are more inclusive and definitely represent and have the support of the club and club leadership.
3. Overall, it is clear we have members passionate for both cycling and the club, and if we find appropriate ways to empower members and perhaps set expectations for involvement, we can increase member participation in planning and execution our ride programs.
4. As we look at improving our ride programs for 2008, we clearly have some low hanging fruit:
 - a. **Season plan and rules proactively planned and managed.** Right now, our ride calendar is too chaotic. It is clearly possible to go the other way, and become too rigid. There is a happy balance to strive for.
 - b. **Improved coaching and development of ride leaders.** This likely has two aspects – as a group, finding ways for ride leaders to better coach each other; and also improving feedback to ride leaders, such as by ride reports. Promote positive role models, like Ken Cushy and some others in the south hills.
 - c. **Accentuate, celebrate, and support differences within the club, rather than homogenizing our ride program toward a one size fits all. At the same time, better set, communicate, coach, and to some extent enforce the differences.** Change how we describe rides primarily from attributes of the ride (pace and terrain), to the attributes of the group that wants to ride together.
 - d. **Proactively take steps to be more welcoming of new riders, as well as to decrease the anxiety of existing members that they will enjoy rather than be surprised or annoyed at a ride.**

I have confidence that in the next round of meetings, the WPW2008 committee can make explicit, actionable proposals, associated with people willing to contribute to or lead these efforts.

5. Next steps:

- a. **Meetings to explicitly identify action proposals for the 2008 ride program**, associated with those willing to lead and/or contribute to those efforts. Dates and venues:
 - i. Tuesday 18 Dec, Back room at Hambones, Lawrenceville, 7 PM.
 - ii. Saturday date TBD, tentatively at the house of the Craigs, near North Park. Likely after New Years
 - iii. Potentially one more to get better geographical balance – possibly at the January WPW club meeting, potentially delving into the south and/or east to get better participation
 - b. **A short online survey of our membership.** While there is low cost to experimenting in improving our ride programs, one key piece of information to plan our 2008 ride program is a more inclusive survey that focuses on two questions. Such a survey can be executed with online survey tools, such as SurveyMonkey.com. See Appendix A for a preliminary version of such a survey.
 - c. **2008 Ride program planning meeting.** Explicitly, I am willing to volunteer to lead/facilitate this effort as part of the WPW2008 committee efforts to develop an explicit season plan, and pencil in key dates and who is accountable for what.
6. I don't want to confuse this report, but there are several topics informed by the assessment that are easier to report on in person:
- a. The identity of the club. In short, for 2008, I am using the identity that the WPW is the club with the strong ride calendar and programs, and implicitly encouraging an identity focused on service to each other and the region.
 - b. How we communicate within the club and to road riders in our region. This clearly is part of having a successful ride program.
 - c. New technology (i.e. the Internet) allows us to rethink the roles of leadership and member empowerment. How formal/informal leadership and accountability is defined.

7. Assistance/direction I need from the club leadership:

- a. **Any concerns?**
- b. **Encouragement to continue**
- c. **Because I cannot attend the leadership team meeting this Monday, the leadership team is not getting a chance to explicitly contribute to the assessment. Does this lessen the chance of buy-in and support from the leadership team?**
- d. **Asked back for the January meeting to present the committee report.**

Respectfully submitted,
Jim Logan
Chair, WPW2008 Committee

Appendix A – First Draft of Proposed Online Survey of Entire Membership – January Timeframe

i. **How weakly or strongly our members identify with each of these groups.** *Note more explicit definitions needed at the time of survey. Also, rating scale will be defined.*

1. Geographical:
 - a. Northeast
 - b. Northwest
 - c. Southeast
 - d. Southwest
 - e. Central (City)
 - f. North
 - g. South
 - h. East
 - i. Other _____
2. New bicycle riders
3. New club riders
4. Riders interesting in developing ride skills
5. Riders interested in gaining confidence in road riding
6. Riders interested in increasing bicycling performance/fitness
7. Riders that want weekday group rides
8. Social riders – The social experience is the reason to ride
9. Long distance riders
10. Guaranteed no drop rides
11. Fitness riders – riding as part of your fitness development or maintenance plan
12. Aggressive riders (unrepentant hammerheads, aka “unfriendly bastards” - *I can use this label because I am one ☺*) – go go go.
13. Fast but friendly – “no drop rides”
14. Seeking the next challenge (recent example – Dirty Dozen training rides)
15. Fitness riders
16. Family rides
17. Women-only ride group
18. Charity event riders
19. Trail riders
20. Group riding, pace line skills
21. Riders willing to support or coach ride groups seeking such assistance
22. Other: _____

Question rationale: We can't be all things to all people, but we can be a few things that allows us to be inclusive to most members. My current idea is to seed several group concepts into the ride plan around groups of interested members, and then let such groups let the real identify of the group “emerge” i.e. Empower groups to define over time their own identity. There is a low cost to experiment – so let's experiment. As the WPW2008

committee meets, we will tweak the list in this survey question, using the committee as a *de facto* test group.

- ii. **Whether the club can reasonably expect each and every active member to contribute in some way to the club over the course of the year, and to what extent the membership is open to some activities being assigned as we all work to cover the grunt work. (as an example, for a ride group associated with a given theme, such as “family rides” or “social rides”, as being assigned or signing up to be the group participant that is the “host” for a given ride, even though their may be other support).**

jrl