

Report: Recruitment and Retention 2013-14

The Surrey Square Wheelers undertook a Pilot Project with funding support from the FVSRDA, FVSRDA DeSmit fund and the BC Federation of Square Dancing in the late summer and early fall of 2013.

The targeted recruitment objective for 2013-2014 was to attract 4 squares of 32 prospects to try out the recreation and to retain 24 of those prospects through to graduation.

By the end of October 2013 58 prospective new dancers participated in some new dancer classes. By mid March 2014, 27 of these prospects had become registered members of the club.

Of the new members of the Surrey Square Wheelers:

- 7 had been invited to participate by friends in the club
- 7 had participated as a result of the new dance location in the Brookwood Senior Centre
- 5 had been attracted by newspaper advertisements
- 3 were attracted by the large sign outside the seniors centre
- 3 were invited by club members through contacts made during the Surrey Square Wheelers offering new dancer classes in conjunction with Surrey Community Services in Cloverdale two years ago.
- 2 were attracted by Square Dance demonstrations.
- 2 have yet to be determined.

Total membership in the Surrey Square Wheelers in March 2014 was 153 up only one from 2013. Only the Plus dancer group lost members in that period partly due to normal attrition and partly due to the new Brookwood Senior Centre location increasing driving time to get to dances.

Conclusion: The recruitment results indicated that each marketing technique effort showed some success and should be expanded and intensified. It also showed the importance continually monitoring the attendance of new existing members throughout the year and then contacting them with encouragement to come back if they had not danced for a couple of nights.

Submitted by Bryan Jensen, Surrey Square Wheelers

19 New Dancers Graduated from the Surrey Square Wheelers New Dancers Class April 2014