

Membership Committee

Spring 2018 Report



Prepared By Membership Chair:

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MI PGA – Membership Committee

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Summary:

To date the Membership committee has not had a formal conference call to discuss the strategic plan. Focus has been individually targeted at the current MSR cycle and the number of Michigan PGA members that have completed their education credit hours. Please see detailed PGA MSR Summary Report and additional MSR credit opportunities on pages 2 and 3. In regards to the strategic plan pertaining to membership and apprentices, progress and analysis is detailed below on following pages 4 and 5.

MI PGA MSR Summary Report

Data as of February 9, 2018

Completed PGA & Total MSR	398
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PGA Only Need		
Easy to attain with recovery plan	103	86%
Harder to attain with recovery plan	11	9%
Not likely attainable with recovery plan	6	5%
Total	120	100%

Total MSR Only		
Easy to attain with recovery plan	27	93%
Harder to attain with recovery plan	2	7%
Not likely attainable with recovery plan	0	
Total	29	100%

Need Both PGA and MSR		
Easy to attain with recovery plan	52	29%
Harder to attain with recovery plan	16	9%
Difficult to attain with recovery plan	15	8%
Not likely attainable with recovery plan	98	54%
Total	181	100%

Members not met requirements	330
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Statistic	Count	% of Total Members
Members with No Requirement	160	22%
Members Met Requirement	238	33%
Total	398	55%

Members with Requirement	568	78%
Members not met requirements	330	45%
Total MI PGA Member	728	100%

Summary of Members not meeting requirements		
Easy to attain with recovery plan	182	55%
Harder to attain with recovery plan	29	9%
Difficult to attain with recovery plan	15	5%
Not likely attainable with recovery plan	104	32%
Members not met requirements	330	100%

Forecast of MRS Completion w Recovery Plan				
Members with No Requirement	160	22%		
Members Met Requirement	238	33%		
Easy to attain with recovery plan	182	25%	80%	580
Harder to attain with recovery plan	29	4%		
Difficult to attain with recovery plan	15	2%		
Not likely attainable with recovery plan	104	14%	20%	148
Total MI PGA Member	728	100%	100%	728

Recovery Plan

Event	PGA / MSR
Spring Meeting	4
Spring Education	4
Chapter Meeting	2
Total	10

Other MSR options outside of Recovery Plan

2017 PGA Show - Member Business Videos

Topic	MSR
Exploring Global Employment Opportunities	2
PGA Education - What's New	2
How PD Programs Can Impact Your Business	2
PGA Town Hall	1
Social Media - Add To Your Worth at your Facility ...	2
PGA Junior League - Getting Started	2
An Inside Look at How Employers Decide Applicants .	2
How to Get, Keep and Retire from a Job	2
Total	15

MI PGA Members fall into 4 categories

- 1) Completed PGA and Total MSR credit requirements = 398 (55%)
- 2) Only needing to complete PGA credits = 120 (16%)
- 3) Only needing to complete total MSR credits = 29 (4%)
- 4) Needing both PGA and MSR credits = 181 (25%)

If you break categories 2-4 into 4 areas

- a) Easy to attain with recovery plan
- b) Harder to attain with recovery plan
- c) Difficult to attain with recovery plan
- d) Not likely to attain with recovery plan

The three categories (2-4) are summarized showing

- 182 members can easily complete all MSR requirements
- 29 will have a hard time to complete with the recovery plan
- 15 will have a difficult time to complete with recovery plan
- 104 will not likely complete requirements

About 20% of MI PGA members are at risk to not complete all MSR credits by the end of the cycle. This could potentially place current 12 class F and IN members in jeopardy of termination. About 92 members would be placed into class F with a difficult time of recovering. the remaining 44 will need to complete other MSR opportunities to avoid class F.

2017 PGA Merchandise Show - Member Business Theater

Exploring Global Employment Opportunities

[Play Video](#)

PGA Education - What's New

[Play Video](#)

How Player Development Programs Can Impact Your Business

[Play Video](#)

PGA Town Hall

[Play Video](#)

Social Media - Add To Your Worth at your Facility and Build Your Personal Brand

[Play Video](#)

PGA Junior League - Getting Started

[Play Video](#)

An Inside Look at How Employers Decide Applicants Fate

[Play Video](#)

How to Get, Keep and Retire from a Job

[Play Video](#)

PGA members can receive two (2) PGA Education MSR by watching a video from the list and taking an assessment at the conclusion of the video.

Note: The PGA Town Hall is worth one (1) PGA Meeting MSR credit.

MSR credit may be earned only one time for any online MSR course. In order to earn MSR credit, you must score a 70% or higher on the assessment. If you do not score 70% or higher, you will be allowed one (1) re-take opportunity. You will be directed to the assessment when the video concludes. Members must have the updated version of web browsers. Once video has started you must allow the video to run in its entirety without any interruptions such as stopping or pausing.

Strategic Plan

- 1) Objective – Increase QUALITY of graduating apprentices
 - a) Strategy – Develop and implement a mentoring and education program that prepares apprentices to achieve membership
 - i) Action – Identify and engage a group of recently elected PGA members to serve as mentors to current apprentices.
 - ii) Action – Work with PGA members serving as mentors to create and implement a mentoring program and develop support materials by 3/18

Progress and analysis:

The Michigan PGA currently has 76 registered apprentices. Of that, 61% have not completed level 1 under the PGA PGM 2.0 education program. Only 8 apprentices are in PGA L3 and are potentially eligible for election fiscal year 2018. At this point individual analysis is necessary to determine acceptable progress of the 61% who have not completed Level 1.

Registered: No Levels Completed				
Head	Assist	Other	Total	%
6	40	0	46	61%

Level 1 Completed				
Head	Assist	Other	Total	%
2	18	0	20	26%

Level 2 Completed				
Head	Assist	Other	Total	%
1	5	2	8	11%

Graduated Not Elected				
Head	Assist	Other	Total	%
0	1	1	2	3%
Total			76	100%

Apprentice by Class		
B-1	6	8%
B-4	2	3%
B-6	3	4%
B-8	58	76%
B-12	2	3%
B-13	3	4%
B-14	2	3%
Total	76	100%

Females	4
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- 2) MEASURABLE – decrease suspension rate of MI PGA Apprentices to less than 5%
 - a) Strategy – Cultivating our new apprentice series moving forward for tournaments and education
 - i) Action – seek out an apprentice or assistant to lead the reformation of the Assistant Association (if the committee feels it would be helpful in achieving our mission) by 3/18
 - ii) MEASURABLE – increase participation of apprentices participating in at least 1 event to 75%

Analysis:

Of the 76 apprentices in Michigan, the membership committee currently does not know the number of suspended apprentices to determine actual number of apprentices eligible to participate in section and chapter events. Establishing a viable Assistants Association may need further discussion. Currently the MI PGA has very few eligible apprentices to participate in the assistants association (56

B-8's). Furthermore, how many of the 109 A-8's currently participate in Chapter Pro Am's and are not interested in participating in the Assistant Association? When the Assistances Association was thriving in the late 90's early 2000's, do we have data on the number of apprentices and A-8's that were active members?

3) Objective – Recruit Apprentices and PGM Students

a) Strategy – create awareness and interest among targeted populations that a career as a PGA Member is a viable option

i) Action – research PGA apprentice recruitment materials that are available and share with Player Development Committee by 1/18

ii) Action - establish and deliver an apprentice recruitment program/process and materials from various targeted groups to members and educate them on how to use it in recruiting apprentices (IE: PGA Jr. League, HS Golf, college golfers, junior tours and midnight golf, etc..) by 3/18

(1) MEASURABLE – maintain a level of 5 apprentices per year entering a PGM University that indicate a major reason for their decision is a PGA Professional's counsel.

iii) Action – offer a scholarship program approval by 3/18 and be ready to grant no later than Fall Student for 2019 (if we can make happen in 2018, all the better)

(1) MEASURABLE – develop and endowed scholarship with Ferris State and be ready to grant the first scholarship to an incoming freshman in 2019.

Analysis:

Presented at the 2018 PGA Show Directors meeting: PGA HQ is launching a new advertising and marketing campaign to focus on viable candidates that are expressing an interest of becoming a PGA Professional. President Levy's vision is to highlight and showcase the variety of PGA career paths with individual stories that are inspiring. The goal is to also illustrate how a PGA Professionals careers can change and evolve over a 40 year period. The initial name of the promotion is "PGA Journey Spotlight."