MSP Client Presentation

Carnegie Mellon University
January 17th, 2020
Anthony Allison - Interim Executive Director
Michelle Drum - Office/Admin

LAURI ANN WEST
COMMUNITY CENTER

About Us

Vision: We unite and inspire community.

Mission: The Lauri Ann West Community Center builds connections, expands horizons and impacts lives by providing a safe place for all the play, learn and grow.

The Lauri Ann West Community Center is located north of the city of Pittsburgh, in O'Hara Township, but also serves the surrounding communities.

Lauri (July 25, 1957 – March 18, 1966) was the daughter of Annetta and James West. She fell while playing on the playground on this property and died three days later. As a third grader, Lauri loved to read, dance and play the flute. This Community Center was built in her memory with donations from her family, many friends and O'Hara Township.

Lauri's family hopes that this Community Center will enhance the community for many years to come.

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Our Facility & Members

- Our building was completed in 2015.
- Our offerings include:
  - A full fitness center with state of the art equipment
  - A gymnasium, catering to basketball, pickleball, and futsal players
  - Group exercise classes (such as spinning, yoga, pilates, etc)
  - An indoor walking track
  - Programming for infants, toddlers, school aged children and adults
  - An after school program with bussing from local elementary schools
  - Rental space for meetings, events, and parties
  - A cafe
- We have multiple membership types (fitness, program, individual, youth, senior, etc)
- We have over 5000 members with a wide range of ages
- Most members are fitness members which gives them access to the full facility.
- A large portion of our members are on a family membership.

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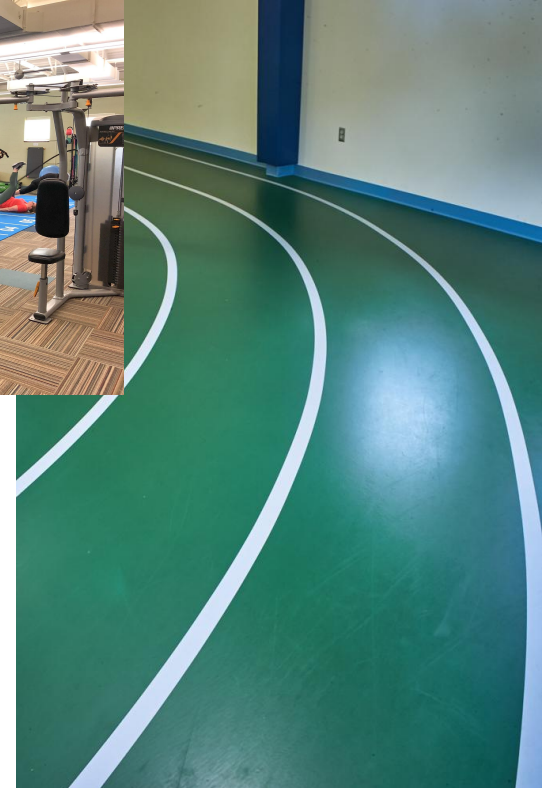
What we are currently tracking...

- We complete a weekly dashboard with the following information:
  - New/renewed membership
  - Holds/termination
  - "Full pay" memberships
  - Number of member visits (by day of the week)
  - Number of training packages sold (by trainer)
  - Number of training sessions redeemed (by trainer)
  - Group exercise class registrations
  - Group exercise class wait lists
- We track revenue per departement against monthy budgets

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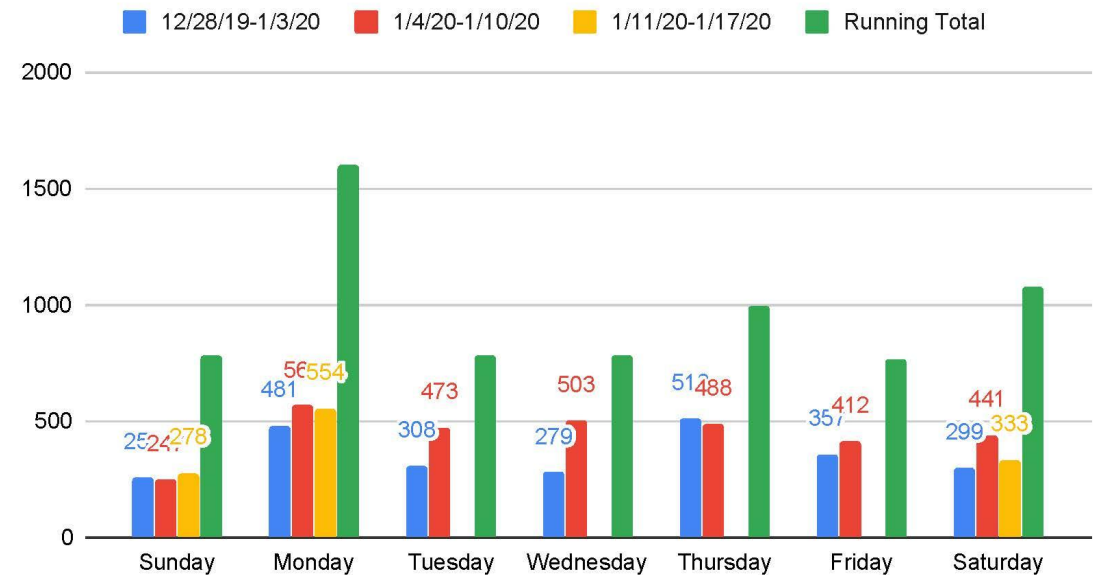
Information we would like to know...

- We would like to start focusing more on retention and engagement
  - Member vulnerability
    - How do we determine at what point members start terminating (lack of visits, lack of participation in group ex, etc)?
  - Cross reference programs
    - We currently use a program called Daxko for membership information and a program called MindBody for Group Exercise registration. Can we see how many members (from Daxko) are regularly participating in MindBody classes? What is the breakdown of membership type and age?
  - Predicting terminations
    - Is there a way to use usage trends to determine when members terminate? Is it after 2 months of less than 5 visits? When should we be reaching out and engaging?
  - Personal training target
    - Is there a way to target interest in personal training based on the types of classes/amount of classes attended?

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Information we would like to know (con't)...

- We would like to start focusing more on retention and engagement
  - Family size/demographics
    - What is the average family fitness size?
    - Typically members with young children have program memberships because younger kids can't use the fitness center. Is there any trend to families converting to fitness once the kids reach a certain age?
  - Utilization
    - What is the percentage of members utilizing the fitness center? Group exercise classes? Personal training? Are members that are utilizing one area more likely to utilize another?
    - What percentage of members access ONLY group ex classes or ONLY fitness center versus members who access all areas of the facility?
  - Programming
    - Are members more likely to try different types of programs (for example, arts) if they already participate in a sports program?

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Thank you for your time!

- Questions?

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