

Alpine Scrambles Intense ALS Class



REPORT OUT AFTER FOUR YEARS OF ACTIVITY

TAB WILKINS SEPT 13, 2014

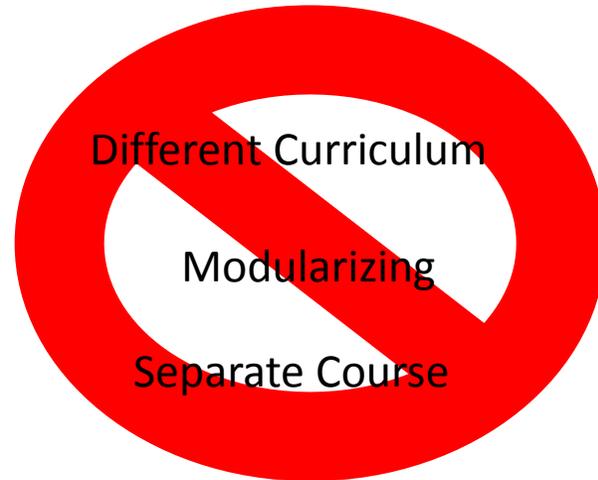
Drivers for Idea

People will pay more for a program with smaller number of weekends committed

Creating an option for people coming later in the year

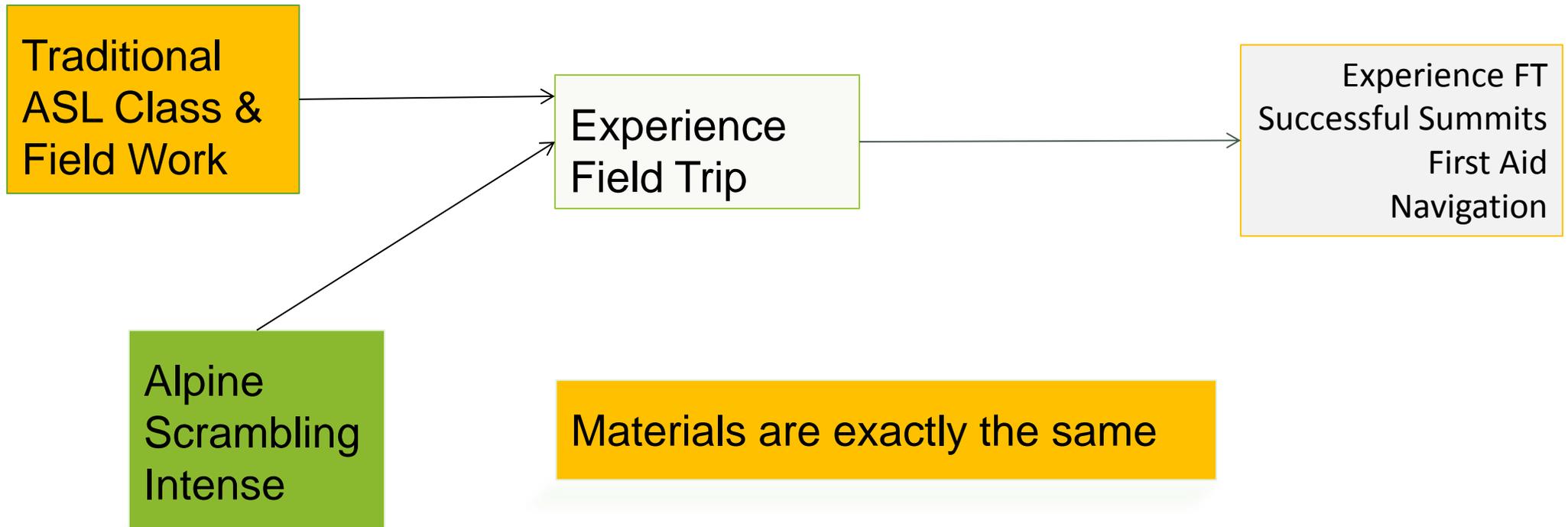
Add more people to the Alpine Scrambling Community – Mountaineers Community

Alpine Scrambling Intense (ASI)

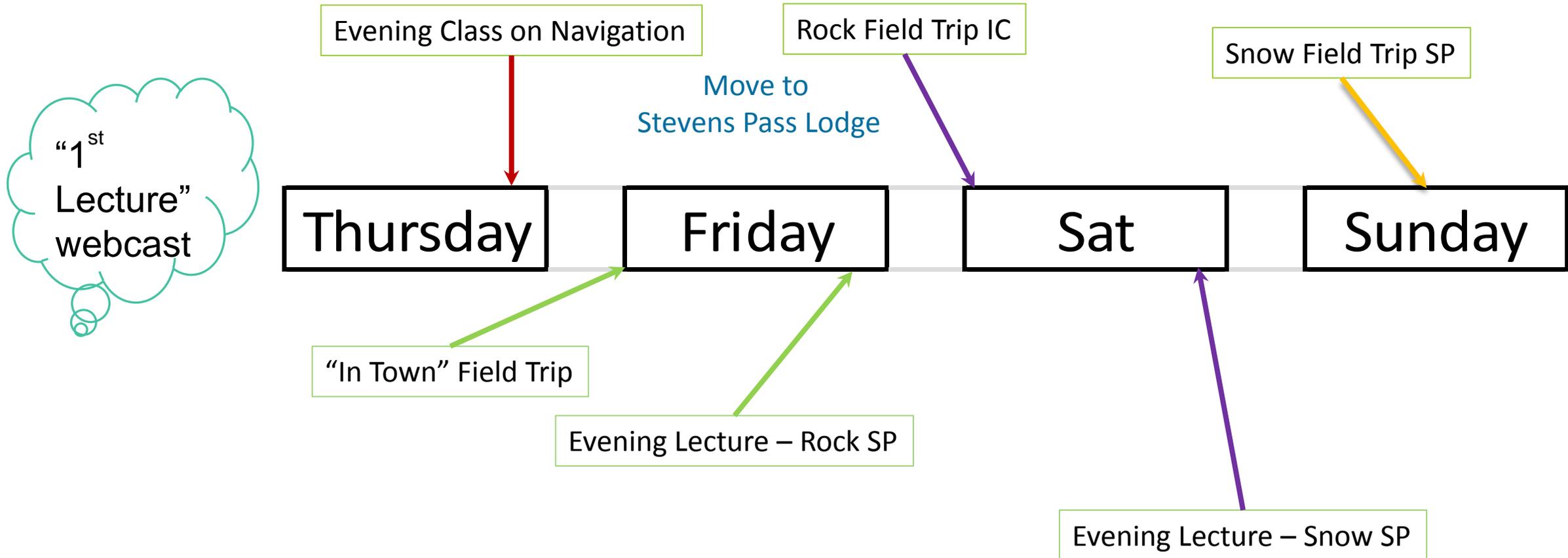


Teaching Classes "Back-to-Back" Days

How It Works

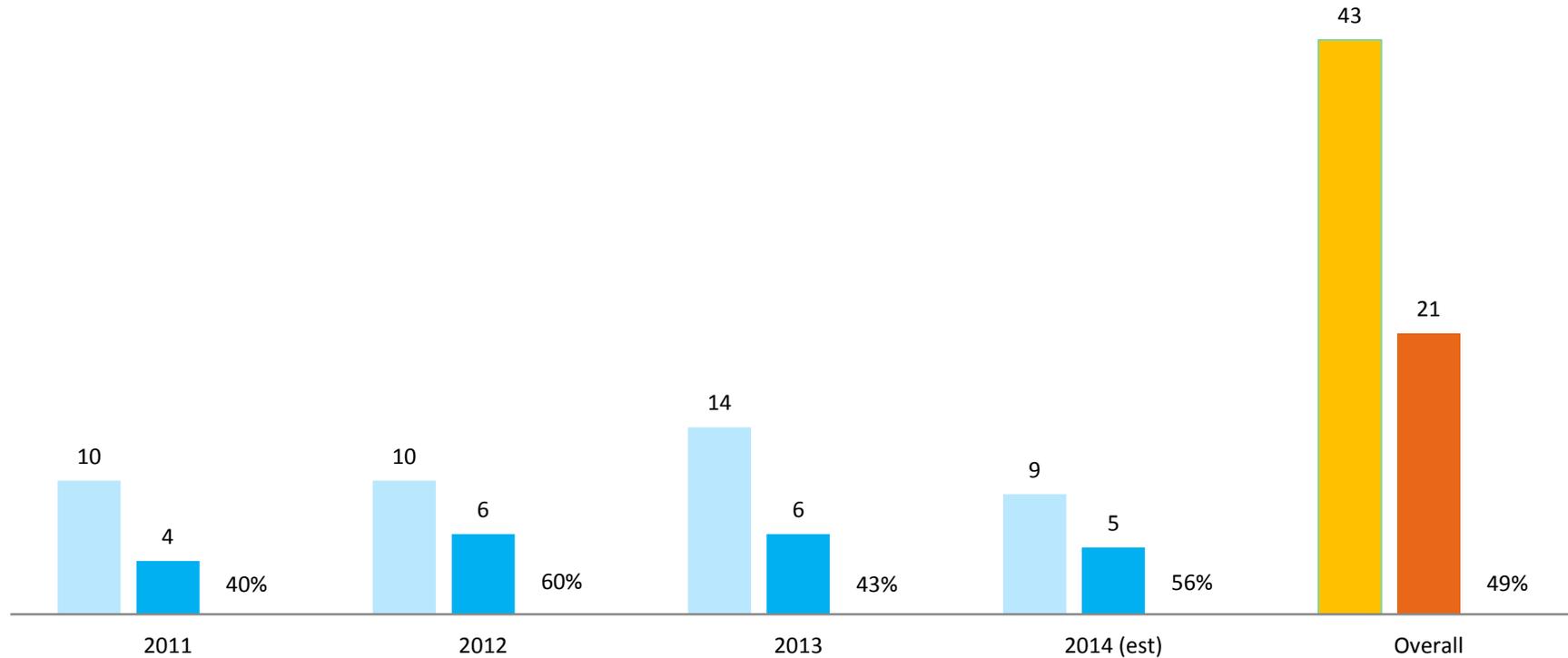


How It Works



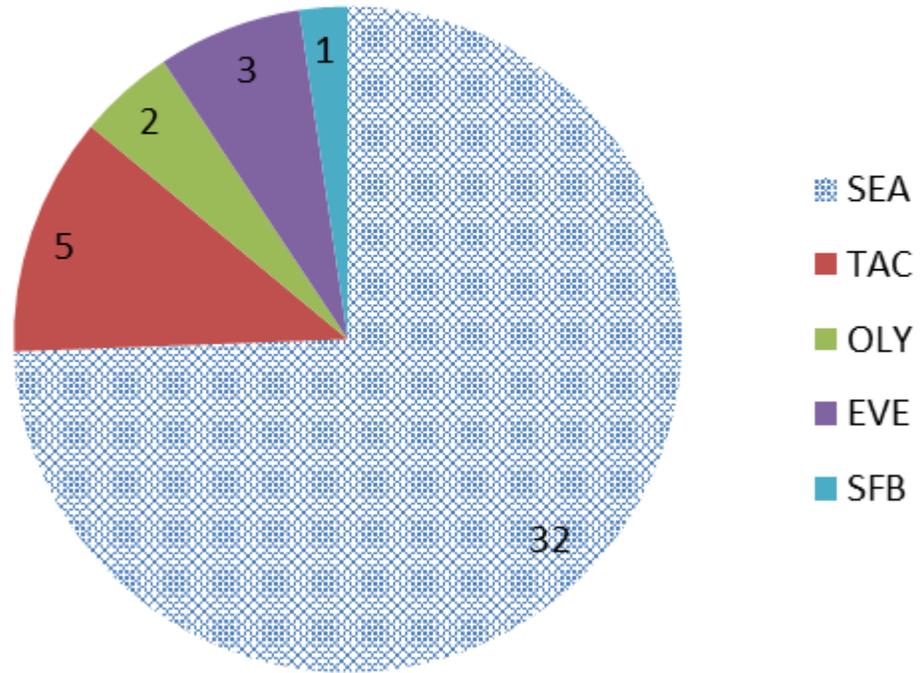
ASI Attendees & Graduates

Attendees Graduates Graduation Rate



Approximately 10% size of regular instructional class

ASI Branch Affiliation



Would People Pay More...

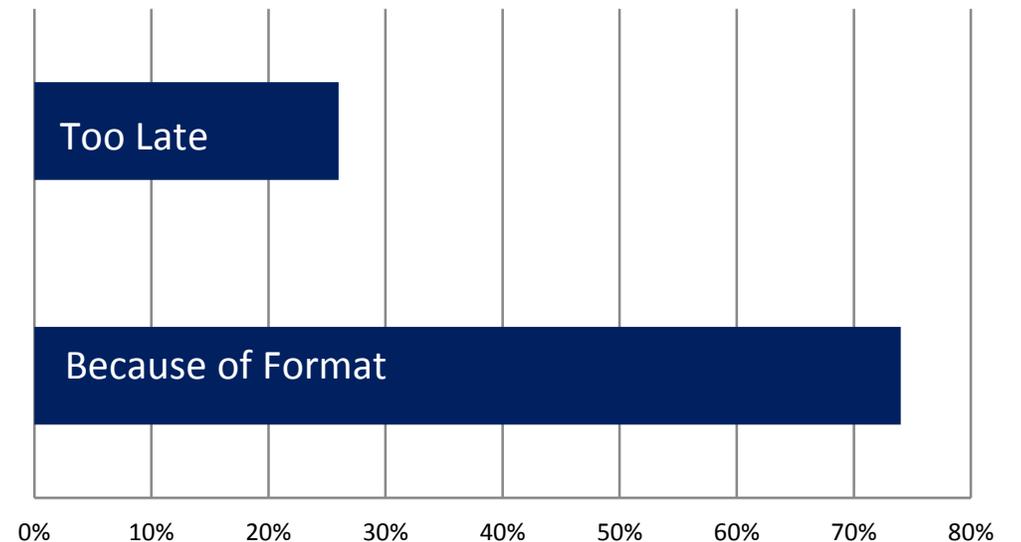
YES!

ALS Fee + \$75 for ASI

Waiting List each year



Reason for Taking Class



Original Concerns

Conditioning of attendees

Ability to learn in short time-frame

Would this lead to accidents/safety risks

No evidence to date



Engagement with Mountaineers Community

5 moved on to other classes (15%)

9 have volunteered to teach

- 4 have volunteered with Regular ALS classes
- 7 have returned to volunteer with ASI/ALS
- *Several have helped with both!*
- *20% of three classes volunteered – club runs about 9%*

71% still active in club of 3 classes

- Overall Mountaineer stats are 56% to 59% “retention”
- 69% of those who joined the year of taking the class still members



Finances...Positive

2011 \$1,900 Net Revenue to ASL

2012 \$2,719 Net Revenue to ASL (fee increase)

2013 \$3,819 Net Revenue to ASL (attendees up)

2014 \$2,062 Net Revenue to ASL (lower reg)

Lessons Learned

Planning

Risk Management

Volunteer Engagement

Leadership Cycle

Wrapping Up

Thank you

- For Support
- For Opportunity to Experiment
- For Effective “Give and Take”

Questions?

