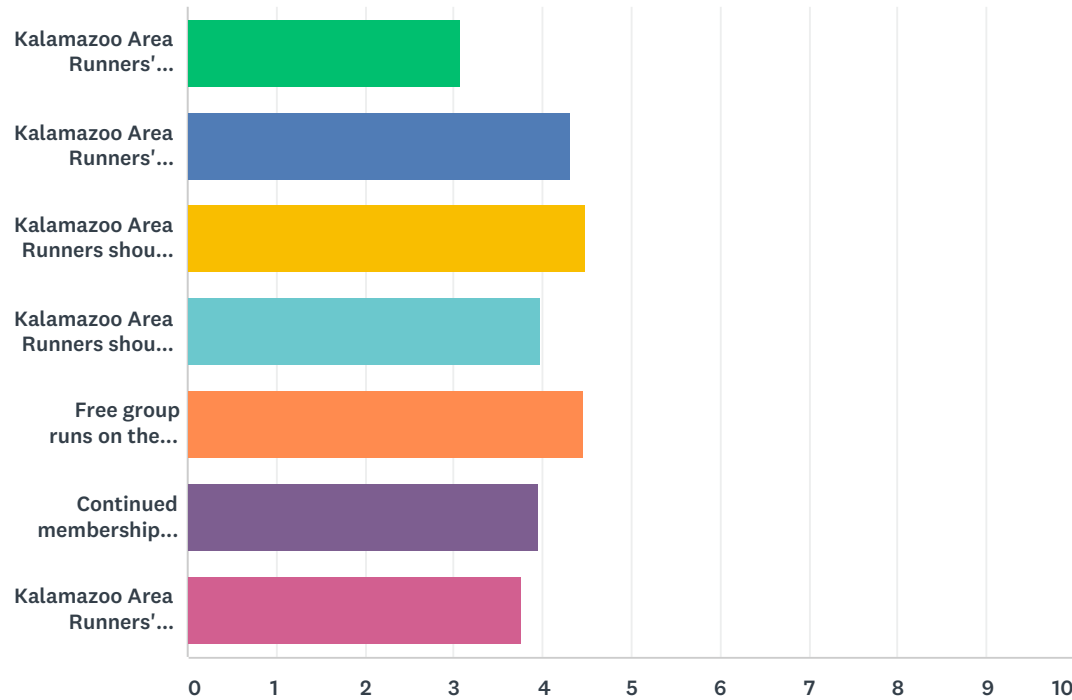


Q1 Please indicate your level of agreement or disagreement with each of the statements below related to Organizational Prioritization.

Answered: 101 Skipped: 0

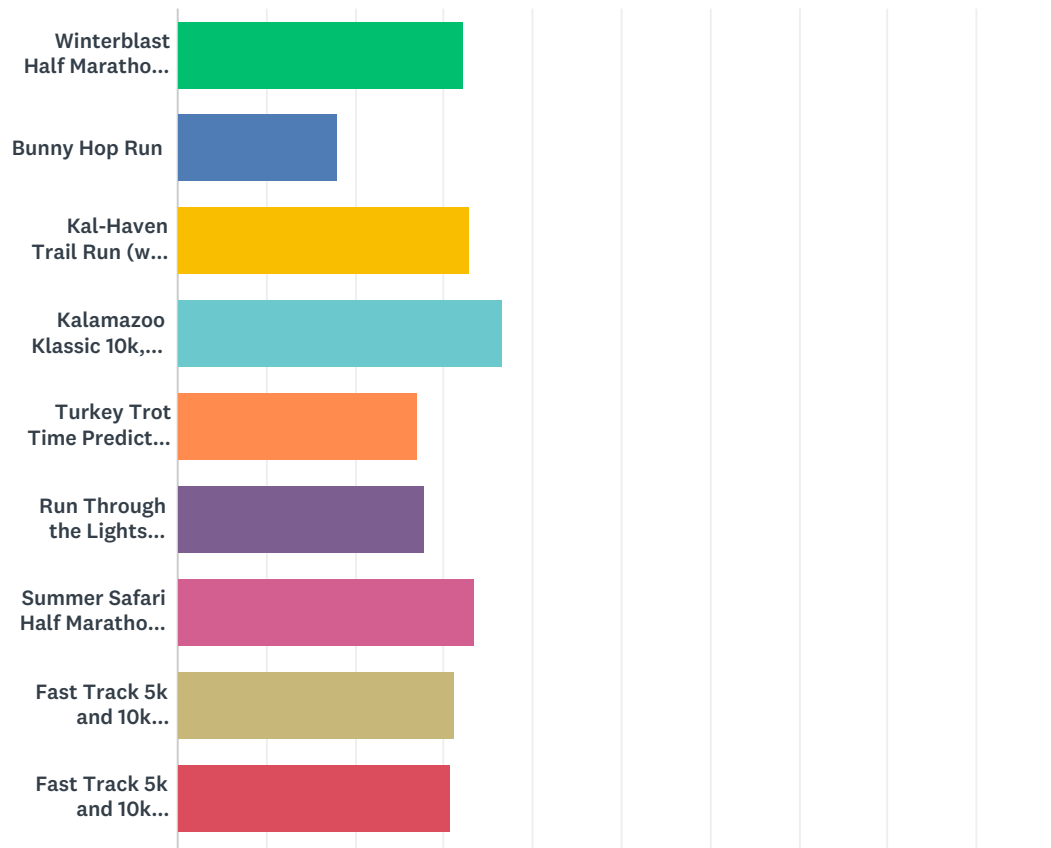


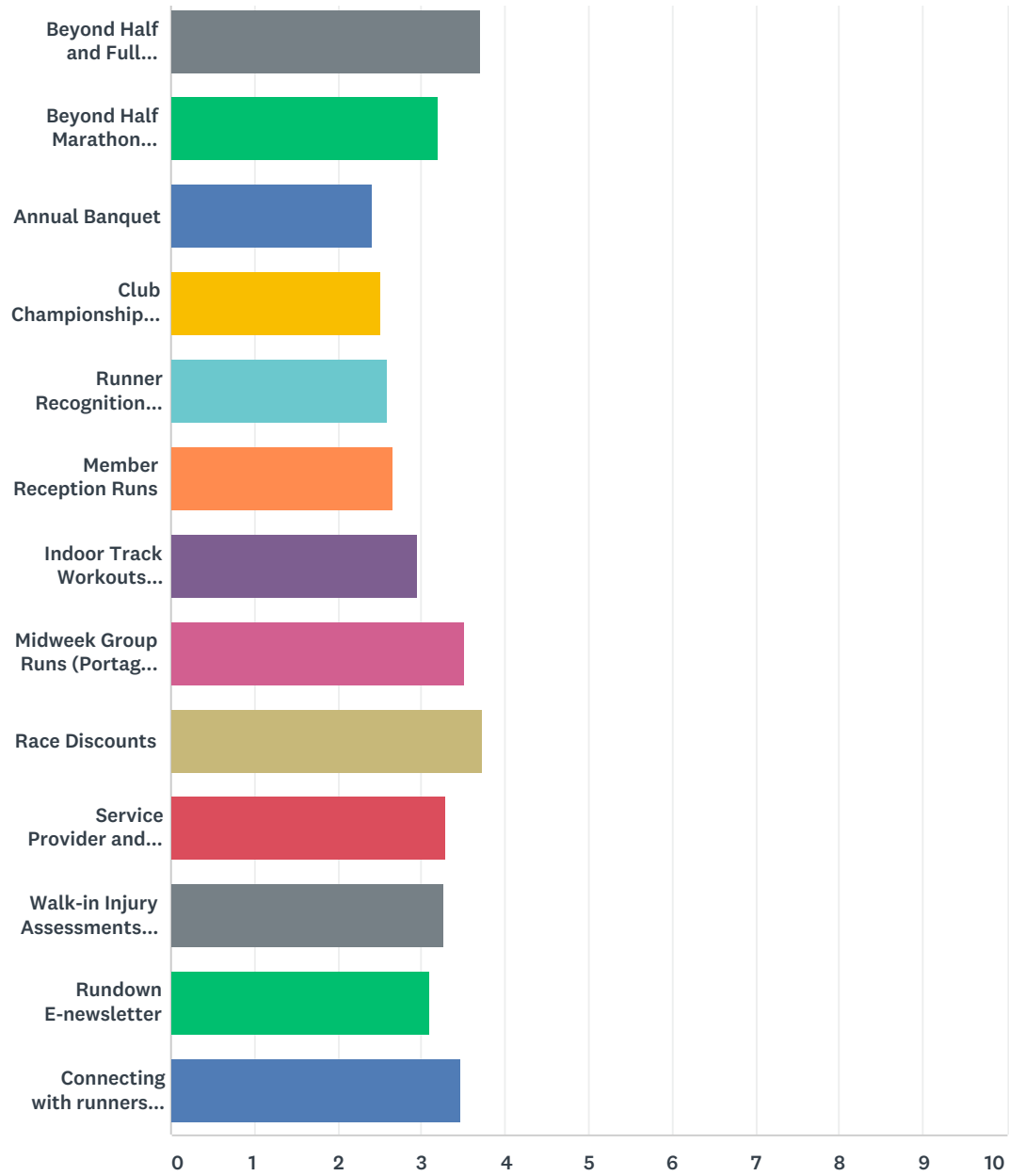
	1 = STRONGLY DISAGREE	2 = DISAGREE	3 = NEUTRAL	4 = AGREE	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Kalamazoo Area Runners' primary purpose should be to serve our members through membership discounts (i.e. race and service provider discounts).	4.95% 5	23.76% 24	37.62% 38	26.73% 27	6.93% 7	101	3.07
Kalamazoo Area Runners' purpose should balance serving the members, the running community and greater community through the sport of running.	0.99% 1	0.99% 1	6.93% 7	49.50% 50	41.58% 42	101	4.30
Kalamazoo Area Runners should be a leader in organizing or co-organizing quality training programs serving runners of all abilities and distances.	0.99% 1	0.00% 0	3.96% 4	40.59% 41	54.46% 55	101	4.48

Kalamazoo Area Runners should be a leader in organizing or co-organizing quality running events serving runners of all abilities and distances.	2.97% 3	5.94% 6	13.86% 14	44.55% 45	32.67% 33	101	3.98
Free group runs on the road, track and trails are important to Kalamazoo Area Runners.	0.99% 1	0.00% 0	7.92% 8	35.64% 36	55.45% 56	101	4.45
Continued membership growth is important to Kalamazoo Area Runners' future.	2.97% 3	2.97% 3	14.85% 15	53.47% 54	25.74% 26	101	3.96
Kalamazoo Area Runners' geographic footprint should be Kalamazoo and surrounding counties (Van Buren, Calhoun, St. Joseph, Allegan).	2.97% 3	6.93% 7	20.79% 21	49.50% 50	19.80% 20	101	3.76

Q2 Please rate the below KAR events, programs and membership benefits as to their level of importance to you.

Answered: 101 Skipped: 0





	NOT IMPORTANT	SOMEWHAT IMPORTANT	IMPORTANT	VERY IMPORTANT	CRITICAL	TOTAL	WEIGHTED AVERAGE
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2018 Strategic Planning Survey

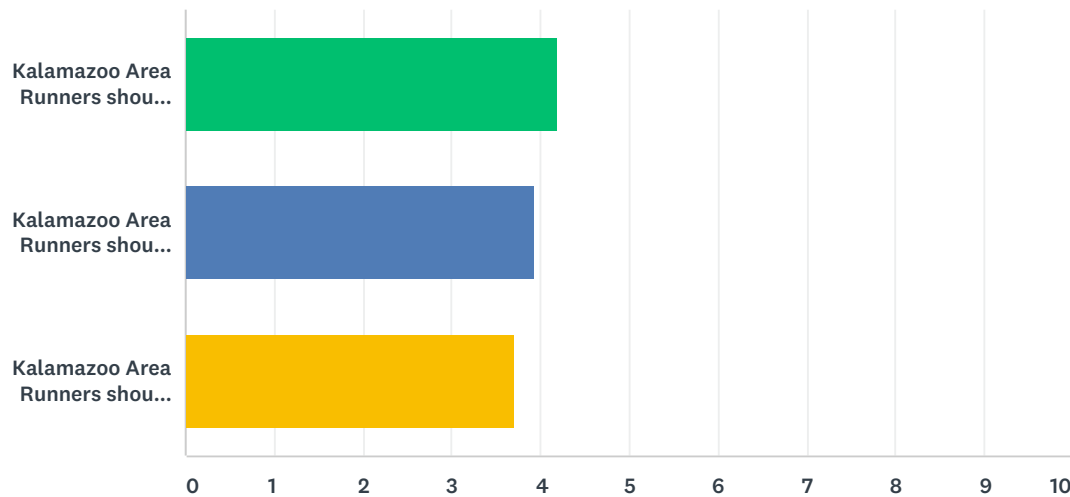
SurveyMonkey

Winterblast Half Marathon, 10k and 5k (with Komen Michigan and City of Portage)	8.91% 9	13.86% 14	32.67% 33	34.65% 35	9.90% 10	101	3.23
Bunny Hop Run	50.50% 51	25.74% 26	18.81% 19	3.96% 4	0.99% 1	101	1.79
Kal-Haven Trail Run (with Girls on the Run)	6.06% 6	16.16% 16	32.32% 32	34.34% 34	11.11% 11	99	3.28
Kalamazoo Klassic 10k, 5k and Kids' Klassic (with MRC Industries)	4.04% 4	11.11% 11	24.24% 24	35.35% 35	25.25% 25	99	3.67
Turkey Trot Time Prediction 5k Run	22.00% 22	18.00% 18	33.00% 33	22.00% 22	5.00% 5	100	2.70
Run Through the Lights (with Gazelle Sports and Kalamazoo Loaves and Fishes)	17.17% 17	20.20% 20	33.33% 33	25.25% 25	4.04% 4	99	2.79
Summer Safari Half Marathon and Marathon Training (with Gazelle Sports)	10.89% 11	14.85% 15	24.75% 25	27.72% 28	21.78% 22	101	3.35
Fast Track 5k and 10k Training Program (Kalamazoo)	14.14% 14	16.16% 16	27.27% 27	29.29% 29	13.13% 13	99	3.11
Fast Track 5k and 10k Training Program (Battle Creek)	19.00% 19	13.00% 13	27.00% 27	23.00% 23	18.00% 18	100	3.08
Beyond Half and Full Marathon Training Program (Kalamazoo)	6.00% 6	13.00% 13	18.00% 18	30.00% 30	33.00% 33	100	3.71
Beyond Half Marathon Training Program (Battle Creek)	17.00% 17	15.00% 15	23.00% 23	21.00% 21	24.00% 24	100	3.20
Annual Banquet	25.00% 25	29.00% 29	30.00% 30	13.00% 13	3.00% 3	100	2.40
Club Championship Series	23.00% 23	31.00% 31	25.00% 25	13.00% 13	8.00% 8	100	2.52
Runner Recognition Awards	20.00% 20	28.00% 28	29.00% 29	19.00% 19	4.00% 4	100	2.59
Member Reception Runs	19.59% 19	25.77% 25	29.90% 29	18.56% 18	6.19% 6	97	2.66
Indoor Track Workouts (Winter)	14.14% 14	21.21% 21	29.29% 29	25.25% 25	10.10% 10	99	2.96
Midweek Group Runs (Portage, Battle Creek, Richland)	6.06% 6	10.10% 10	26.26% 26	41.41% 41	16.16% 16	99	3.52
Race Discounts	3.00% 3	13.00% 13	14.00% 14	48.00% 48	22.00% 22	100	3.73

Service Provider and Merchant Discounts	6.00% 6	17.00% 17	34.00% 34	29.00% 29	14.00% 14	100	3.28
Walk-in Injury Assessments through Bronson Sports Medicine	13.00% 13	11.00% 11	27.00% 27	34.00% 34	15.00% 15	100	3.27
Rundown E-newsletter	12.00% 12	19.00% 19	26.00% 26	33.00% 33	10.00% 10	100	3.10
Connecting with runners through KAR Social Platforms (Strava, Facebook, Instagram)	7.07% 7	15.15% 15	22.22% 22	34.34% 34	21.21% 21	99	3.47

Q3 Please indicate your level of agreement or disagreement with the statements below related to Community Collaboration:

Answered: 100 Skipped: 1

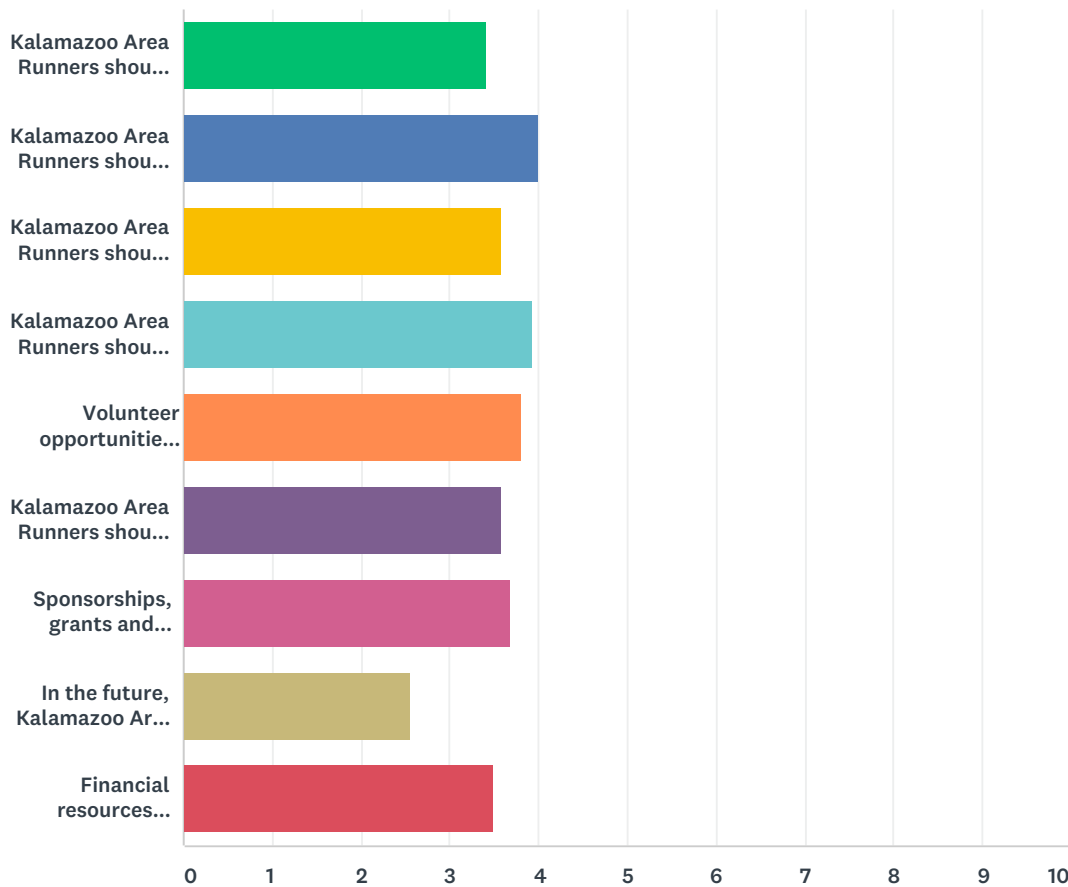


	1 = STRONGLY DISAGREE	2 = DISAGREE	3 = NEUTRAL	4 = AGREE	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Kalamazoo Area Runners should seek out mutually beneficial opportunities to collaborate with other organizations within our community to promote the sport of running.	0.00% 0	1.00% 1	14.00% 14	51.00% 51	34.00% 34	100	4.18

Kalamazoo Area Runners should be involved in organizing or co-organizing events or organizing teams that support charitable organizations within our community.	1.00% 1	0.00% 0	25.00% 25	53.00% 53	21.00% 21	100	3.93
Kalamazoo Area Runners should support non-KAR organized events through volunteerism, sponsorships and promotion.	2.00% 2	0.00% 0	38.00% 38	45.00% 45	15.00% 15	100	3.71

Q4 Please indicate your level of agreement or disagreement with the statements below pertaining to Capacity Building and Sustainability.

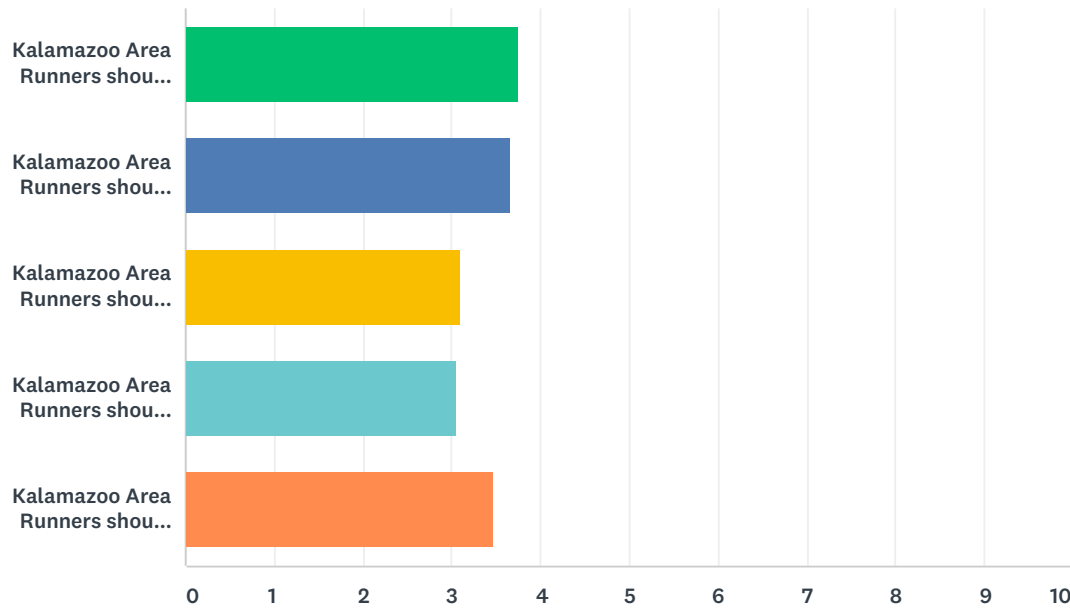
Answered: 99 Skipped: 2



	1 = STRONGLY DISAGREE	2 = DISAGREE	3 = NEUTRAL	4 = AGREE	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Kalamazoo Area Runners should focus significant human and financial resources on membership benefits.	2.02% 2	10.10% 10	41.41% 41	38.38% 38	8.08% 8	99	3.40
Kalamazoo Area Runners should focus significant human and financial resources on training programs.	1.01% 1	1.01% 1	23.23% 23	47.47% 47	27.27% 27	99	3.99
Kalamazoo Area Runners should focus significant human and financial resources on organizing events.	3.03% 3	8.08% 8	27.27% 27	52.53% 52	9.09% 9	99	3.57
Kalamazoo Area Runners should maintain a balance of dividing human and financial resources between events, programs and membership benefits.	2.02% 2	5.05% 5	16.16% 16	51.52% 51	25.25% 25	99	3.93
Volunteer opportunities are vital to Kalamazoo Area Runners' future.	1.01% 1	5.05% 5	26.26% 26	48.48% 48	19.19% 19	99	3.80
Kalamazoo Area Runners should offer training programs for volunteers (i.e. RRCA Coaching or Race Director Certification Programs).	2.02% 2	6.06% 6	33.33% 33	49.49% 49	9.09% 9	99	3.58
Sponsorships, grants and donations should be actively pursued as funding sources for KAR, in addition to membership dues, and event and program fees.	2.02% 2	8.08% 8	24.24% 24	50.51% 50	15.15% 15	99	3.69
In the future, Kalamazoo Area Runners should pursue purchasing or leasing its own brick and mortar office and storage space.	19.19% 19	23.23% 23	44.44% 44	10.10% 10	3.03% 3	99	2.55
Financial resources permitting, Kalamazoo Area Runners should hire staff to ensure sustainability and build capacity to support operations, membership benefits, events and high quality training programs.	3.03% 3	10.10% 10	34.34% 34	39.39% 39	13.13% 13	99	3.49

Q5 Please indicate your level of agreement or disagreement with the statements below related to Future Opportunities:

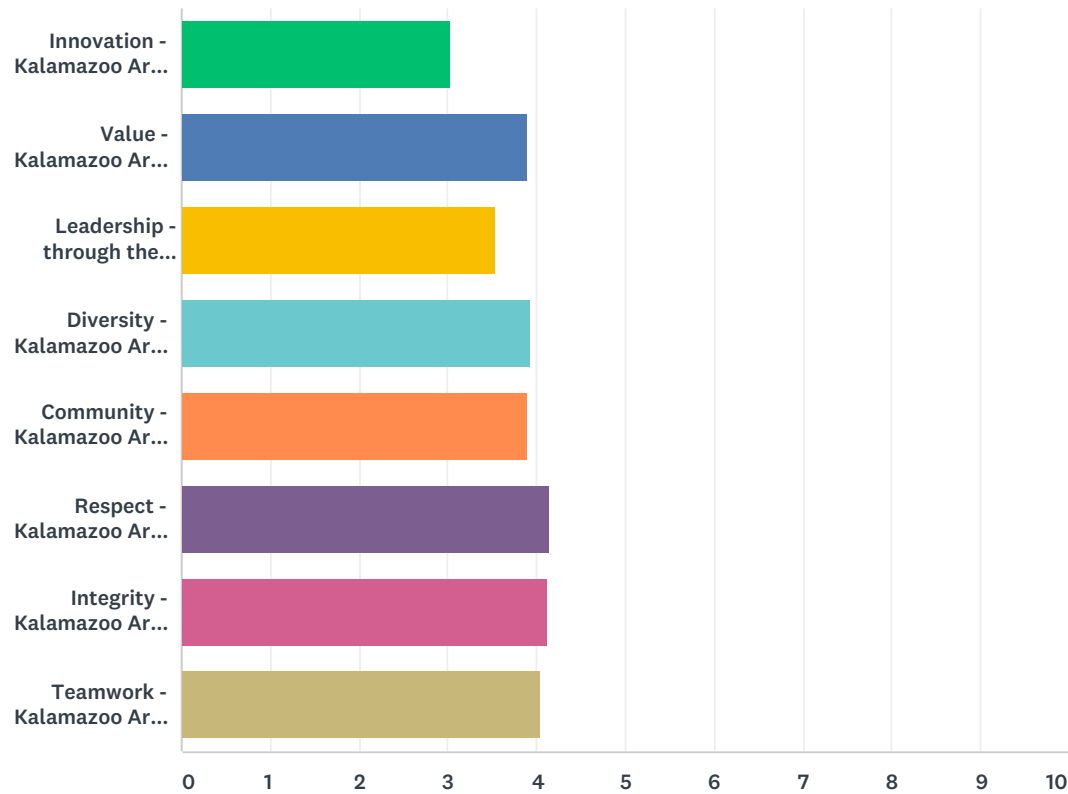
Answered: 97 Skipped: 4



	1 = STRONGLY DISAGREE	2 = DISAGREE	3 = NEUTRAL	4 = AGREE	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Kalamazoo Area Runners should pursue partnerships and initiatives geared towards youth running programs.	2.06% 2	3.09% 3	28.87% 28	49.48% 48	16.49% 16	97	3.75
Kalamazoo Area Runners should pursue partnerships and initiatives that create opportunities for individuals with disabilities or visual impairments such as Guide Runner matching and training services, wheelchair divisions in races, etc.	1.03% 1	5.15% 5	35.05% 34	43.30% 42	15.46% 15	97	3.67
Kalamazoo Area Runners should offer programming that supports competitive athletes such as a racing team.	5.15% 5	15.46% 15	47.42% 46	27.84% 27	4.12% 4	97	3.10
Kalamazoo Area Runners should offer scholarship opportunities for student athletes.	10.31% 10	15.46% 15	36.08% 35	34.02% 33	4.12% 4	97	3.06
Kalamazoo Area Runners should offer scholarship opportunities for runners with financial need.	6.19% 6	10.31% 10	23.71% 23	49.48% 48	10.31% 10	97	3.47

Q6 Please indicate the level of importance to you of each of our Core Values and Philosophy:

Answered: 97 Skipped: 4

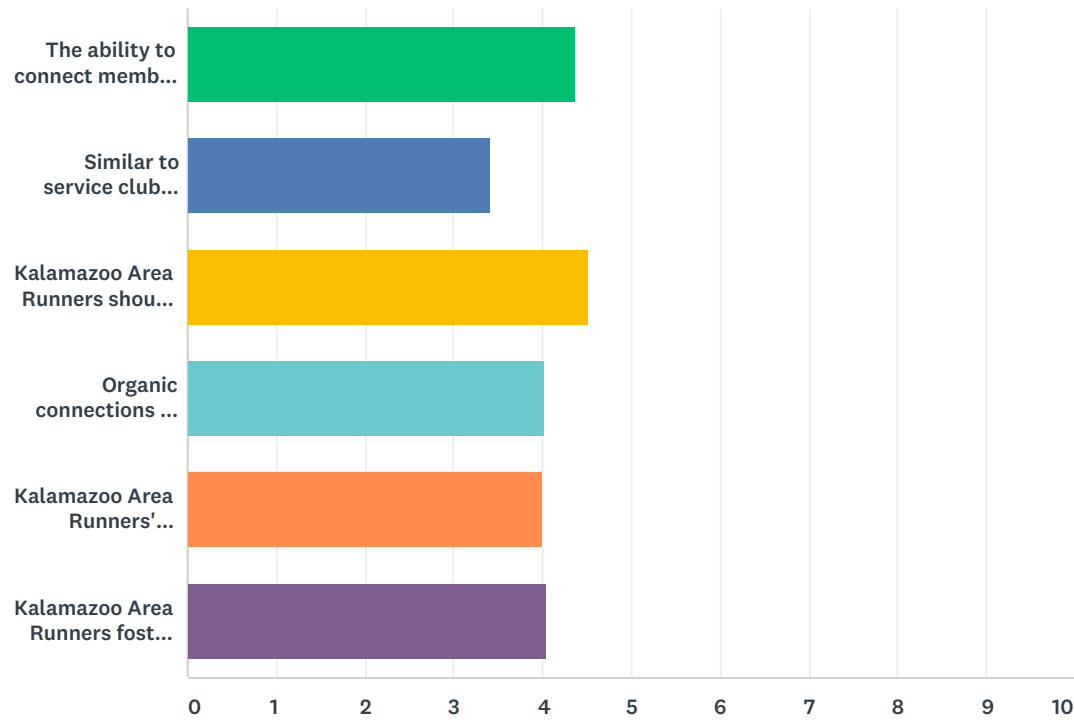


	1 = NOT IMPORTANT	2 = SOMEWHAT IMPORTANT	3 = IMPORTANT	4 = VERY IMPORTANT	5 = CRITICAL	TOTAL	WEIGHTED AVERAGE
Innovation - Kalamazoo Area Runners should embrace and drive change with passion and strive to excel as a leader in identifying and experimenting with new concepts in running club, event and program management.	4.12% 4	26.80% 26	39.18% 38	21.65% 21	8.25% 8	97	3.03
Value - Kalamazoo Area Runners should be committed to offering exception value and connecting our community through offering quality events and programs at low cost.	0.00% 0	3.09% 3	28.87% 28	44.33% 43	23.71% 23	97	3.89
Leadership - through the sport of running, Kalamazoo Area Runners should be dedicated to developing volunteer leadership; equipping, enabling and empowering them to serve within our organization, the running community and greater community.	2.06% 2	12.37% 12	30.93% 30	40.21% 39	14.43% 14	97	3.53

Diversity - Kalamazoo Area Runners should embrace our differences and how diversity can enable us to build a welcoming, strong and successful organization.	1.03% 1	6.19% 6	21.65% 21	40.21% 39	30.93% 30	97	3.94
Community - Kalamazoo Area Runners should recognize the importance of community collaboration, and work together with other organizations to not only foster wellness through the sport of running, but enhance the quality of life in the community.	0.00% 0	6.19% 6	25.77% 25	41.24% 40	26.80% 26	97	3.89
Respect - Kalamazoo Area Runners should value and honor each individual touching our organization for their unique abilities, contributions and achievements, and strive to treat each person with the utmost dignity and respect.	0.00% 0	0.00% 0	21.65% 21	42.27% 41	36.08% 35	97	4.14
Integrity - Kalamazoo Area Runners should uphold honesty and high ethical standards as representatives of our organization. We should deal fairly with our leadership, members and event and program participants, sponsors, vendors and partners.	1.03% 1	0.00% 0	24.74% 24	34.02% 33	40.21% 39	97	4.12
Teamwork - Kalamazoo Area Runners should work together to achieve our goals, and celebrate the successes of our leadership team members, members, community partners and all those we impact.	0.00% 0	0.00% 0	25.77% 25	44.33% 43	29.90% 29	97	4.04

Q7 Please indicate your level of agreement or disagreement with the statements below relating to Organizational Culture:

Answered: 95 Skipped: 6



	1 = STRONGLY DISAGREE	2 = DISAGREE	3 = NEUTRAL	4 = AGREE	5 = STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
The ability to connect members with one another is important to Kalamazoo Area Runners.	0.00% 0	0.00% 0	9.47% 9	43.16% 41	47.37% 45	95	4.38
Similar to service clubs, Kalamazoo Area Runners should nurture an expectation that members volunteer for club hosted activities at least once a year in some capacity.	4.21% 4	12.63% 12	33.68% 32	35.79% 34	13.68% 13	95	3.42
Kalamazoo Area Runners should nurture a positive, welcoming, encouraging culture that embraces diversity and runners of all backgrounds, abilities and goals.	1.05% 1	1.05% 1	5.26% 5	30.53% 29	62.11% 59	95	4.52
Organic connections and groups formed outside the organization's formal infrastructure are a vital part of Kalamazoo Area Runners' culture.	1.05% 1	2.11% 2	25.26% 24	37.89% 36	33.68% 32	95	4.01
Kalamazoo Area Runners' leadership is accessible and open to feedback and suggestions from the membership.	2.11% 2	3.16% 3	21.05% 20	40.00% 38	33.68% 32	95	4.00
Kalamazoo Area Runners fosters a culture of excellence.	2.11% 2	1.05% 1	18.95% 18	46.32% 44	31.58% 30	95	4.04

Q8 If you could draft a vision statement that best represents Kalamazoo Area Runners' priorities, values and philosophy, what would it be?

Answered: 13 Skipped: 88

Q9 What are the key priorities the board should consider as we develop Kalamazoo Area Runners' Strategic Plan?

Answered: 22 Skipped: 79

Q10 Do you have any other suggestions as we work to establish Kalamazoo Area Runners' collective vision for the future?

Answered: 17 Skipped: 84

Q11 If you would like to be contacted by a member of the Executive Board regarding your suggestions as they relate to the development of KAR's vision, please provide your name, email address and phone number (please note, your responses to the survey will not be anonymous when providing your contact information).

Answered: 4 Skipped: 97

ANSWER CHOICES	RESPONSES	
First Name:	100.00%	4
Last Name:	75.00%	3
Email Address:	75.00%	3
Phone Number:	75.00%	3