Case Study Assignment 4

[Name of the Writer]

[Name of the Institution]

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**What would you recommend to the board of NCRCC with respect to adding or changing programming activities like social activities for adults, families with children, and children?**

I would highly recommend to the NCRCC board and management that they should consider adding numerous programming activities which are focused on social events and other engaging events for children and adults. The main objective of this entire research study for the NCRCC club is to find out how to fix the issue/problem of decrease in the number of memberships especially adults and younger families. For the purpose to attract new members to the club from the particular demographics, the main concern of the activity programming is to cater and increase the membership of Youngers (singles and families) and families with children (Beck, 2019). The addition of several facilities like fitness facilities and swimming pool etc. would enable the club to shape activities which are interesting for the segment of the younger crowd which the club tries to target.

A number of the country club around that United States have different facilities and associated events like swimming leagues which they host for competitive swim meets for the children. The development of swimming leagues activity and event by the club is successfully and ultimately used as marketing tactics for the attraction of new members (especially Youngers). They are many swim leagues throughout the US which are the part of country clubs and this initiative mainly attract younger and families with children to become loyal members of the clubs. It is also an initiative to increase the retention level of memberships (Eva, 2017). Once a child became a part of a particular team and the parents join a group of families or common group of interest, then it became difficult for them to leave the club and people.

The concept and actual social events is also a technique that helps- in the attraction of new members while assisting to retain the existing ones. Such events appeal mostly to every age group but as per the study conducted, they mostly appeal to younger adults and small families with children. I would like to suggest that the NCRCC club and board or management should hold themed social events once in every month and allow the existing members to have a visit of their quests for free of charge at the time in the month. It would offer a chance to the club to showcase their facilities or amenities to new and highly potential members while to have an event at hand too where existing members would look forward to every month (Song, 2014). The addition of further benefits to this particular idea can be the provision of childcare during the event. This would an added benefits to the provided facilities to both families and children (Beck, 2019). The golf outing is another social event that the club should plan and add. With having a golf outing, members would be encouraged to give a visit to their guest(s) with no payments or charge for the day. It will another approach/way available for the NCRCC to showcase the provided and additional facilities and lure guests to become members (Song, 2014).

The club needs to develop a wide range of activities for the members for the purpose to encourage growth from adults and families with children. The membership growth has been caused to go bad by the existing programming. While the restoring of actions towards this particular demographic would be action or step in the fine direction for the club. As the economy varies with time, individuals and families prefer and join clubs which benefit them more than only providing dining and golf, etc. (Eva, 2017). So, through the addition to programming and existing facilities, the club would be seeing and enhanced interest from members (potential) while retaining existing ones.

**What would you recommend with respect to changing current operations?**

The key and critical issues concerning operations of the club are caused by the inadequate hired staff by the club for the provision of high-level services and convenience to members and visitors. The financial problems also created the problems that staff need to perform the same and even more while having fewer pays than staff members of other clubs. The issue/problem can be resolved through an increase of memberships of potential members. This would allow NCRCC management to recruiting more staff to efficiently meet the needs and expectations of new and existing members as well as to offer/provide top class experiences.

Another major thing which has been covered in this particular research is the deficiency and lack of variety/range on the menu and variance in the food daily. The problem can be settled through the refurbishing of entire kitchen operations. This can be done by recruiting potential and quality new chef (Paul, et.al, 2011). A better and a high-quality menu would be fruitful for the club to retain the existing customers as well as keep attracting the new ones from the country. The club is only a dinning and golf club and if the quality of dining decreased, then existing members would also be looking to switch to another club. Another study can be taken into action the mainly focuses son dining and menu options of the club. It would help the kitchen staff to know the exact expectations of members regarding menu and dining.

Presently, the club is at a crossroad where issues should be catered or failing to attract and add new members would even make the club enable to support itself. So the club would then have to close its business and doors. Additional facilities regarding operations of the club would enhance the positivity and attractiveness of the club toward both existing and new members with having better and higher menu options and dinning (Paul, et.al, 2011). Romans us states us *“Do not be conformed to this world, but be transformed by the renewal of your mind, that by testing you may discern what is the will of God, what is good and acceptable and perfect”.* Hence, if the club work to change the existing operations and activates, then it would renew and increase people interest towards membership. It would also enable the club to set up for long term growth and success.

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