



CMAA Research



CLUB
MANAGERS
ASSOCIATION
OF AMERICA

The Club Foundation has funded a research project led by SoJung Lee, Ph.D., Assistant Professor at Iowa State University. The research project aims at understanding the **role of members' perceived value and psychological ownership to build membership satisfaction and loyalty**. Depending on the types of membership, club members may have different degrees of psychological ownership toward the club, which is a critical factor to influence member loyalty. Thus, this study aims at understanding the importance of perceived ownership in the club members. The study will utilize a survey to measure club members' behaviors, which will assist clubs in better retaining and creating loyal members.

Dr. Lee is recruiting clubs interested in participating in the survey by offering **a complimentary membership survey to the first 10 clubs**. A survey will be given to your members and the results from your club will be given back to you, the Manager, **at no charge**. The value of this membership survey is approximately \$10,000 - \$15,000. This is a perfect opportunity to have a professional survey done free of charge for your club, as a benefit of your membership in CMAA. The analytics from your club will be in a secure environment and will be given back to you once a report has been completed. Individual club results will be collectively used for the industry analysis with no indication of individual clubs or members.

The survey is available to all types of clubs. The research will help individual clubs understand their own members and will further the knowledge of the industry collectively. The ability to use club member analytics for managers is growing each day and this is an opportunity for managers to receive member analytics to be used in your club.

Dr. Lee will be working with Club Benchmarking to project manage the club surveys. Once selected for this opportunity, Club Benchmarking will be coordinating survey dissemination with the manager and club members. Club Benchmarking will communicate with the Board and/or Club Manager to administrate the survey through emails, so no administrative work will be needed from the Club to distribute the survey. All data will be collected through Iowa State and individual club results will be given back to the participating clubs.

If you are interested in being one of the 10 participating clubs, please respond to [Mike Morin](#), Project Manager to indicate your interest. If you have questions regarding this study, please contact [SoJung Lee, Ph.D.](#)



Please note: By choosing the unsubscribe feature below, you will cease to receive any e-mail notifications from CMAA. This includes important updates about the industry, the economy, education and networking opportunities, special events and news about your counterparts in the industry.