

Walpole Survey Brings Members Into the Act

IN order to determine how conditions and activities at the club are scoring with members, Walpole CC, East Walpole, Mass., early this year, sent an "attitude survey" to every person registered with the club. Within two weeks after the survey was mailed, a near 50 per cent response was noted. However, due to the time it will take to compile the returns, and because the club is giving the members plenty of time to express their opinions, results of the survey are not yet available.

Opinion Research of Princeton, N. J. assisted in the poll.

All phases of club activity were covered in the survey — management of the clubhouse, pro shop service, course maintenance, etc. Following are sample questions from the Walpole survey:

What do you like most about your club?

How could it be improved?

(Members were asked to score the club on the following points by giving these ratings: Very Good; Good; Average; Poor; Very Poor; No Opinion.)

Performance of the steward.

Quality of food.

Variety of food.

Overall performance of pro-supt.

Overall performance of course maintenance employees.

Condition of greens.

Condition of tees.

Condition of fairways.

Cleanliness of the course.

Training and availability of caddies.

Quality of golf lessons.

Lockerroom conditions.

Golf equipment available through the pro shop.

Club storage and cleaning.

Performance of board of governors.

Tournament schedules.

Social events.

Golf etiquette and courtesy of the members.

(Members were asked to express their opinions on various changes contemplated. The rating was on this basis: Very Important; Fairly Important; Should Not Be Done; No Opinion.)

Shorten and dog-leg 1st hole.

Lengthen 4th hole; make it par 5.

Install fairway watering system.

Blacktop parking lot.

Improve practice facilities.

Build swimming pool, tennis court, new pro shop.

Remodel old lockerroom for use as pro shop . . . or for exclusive use of Junior members.

Expand kitchen and dining facilities.

Purchase new equipment for course maintenance.

(Any of these capital changes will cost money. Which of the following arrangements would you prefer for raising the money?)

Increase dues, possibly up to 20 or 25%.

Assess each member for his share of improvements.

Make no costly changes and leave club dues as they are.

(To keep expenses down, we have had one man serving as pro-supt. Regardless of personalities, would you prefer:)

Continue present policy of having one man handle both jobs?

Have a full time pro and a full time supt. at additional cost to the club?

(At present time the clubhouse is rented to outsiders for social events. What do you think of this policy?)

There are too many rentals.

There are about the right number of rentals.

There should be more rentals.

Please write in any additional thoughts you may have on this subject.

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