

AVA REGION IV MEMBERSHIP SURVEY RESULTS

2021 AVA REGION IV MEMBER SURVEY



October 2021

Survey basic facts

Region IV Board sent a Qualtrics Survey via link in email to its 164 current AVA members.

Member email addresses were provided by the American Vaulting Association main office.

- Links sent on 9/27/2021 and 10/3/2021.
 - 50 respondents from the 132 unique emails
- Survey was also sent to all Region IV club contacts with an anonymous link to the survey.
 - Link sent to club contacts on 9/28/2021 and 10/12.2021.
 - 33 respondents from the anonymous link via the club contacts.

Counts

- 83 individuals responded to the survey.
- 72 individuals fully completed the survey.
- 17 questions:
 - 9 questions to collect demographics
 - 5 questions about preferences for region priorities
 - 2 questions with parameters for travel and cost for possible activities
 - 1 general comments/open ended question

Demographics Questions

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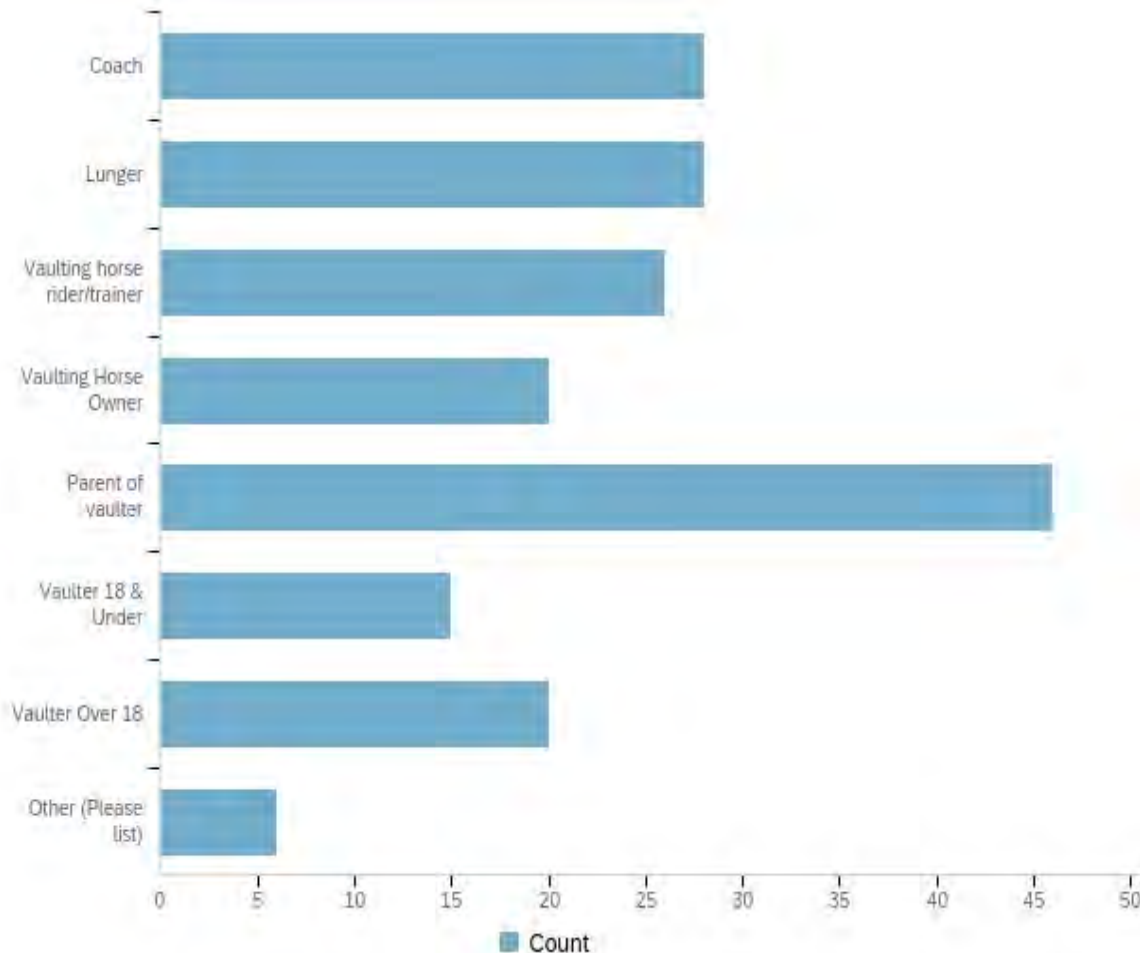
Geographic distribution

Q: In what state do you live?

Survey Responses			Members	
Colorado	56	67%	114	70%
Texas	17	20%	32	20%
NM	9	11%	17	10%
ARK	1	1%	1	1%
WY	1	1%	0	
	84	51%	164	

Roles

Q: Mark all roles that apply to you.

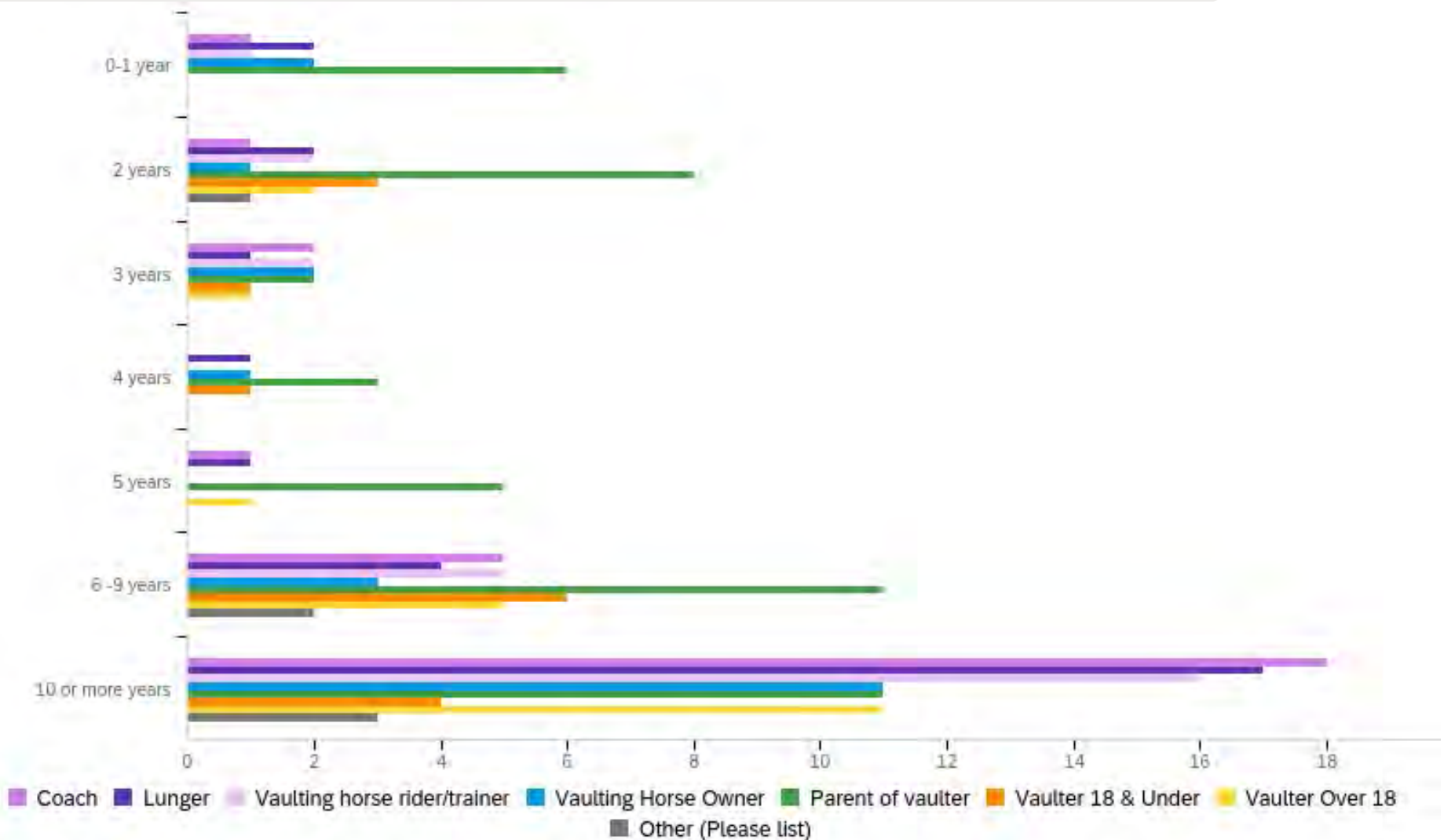


Roles	
Unique counts (based on best fit):	
Coach or Lunger or combo coach +	28
Parent	38
Vaulter	17
TOTAL	83

Roles

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by # years of involvement:

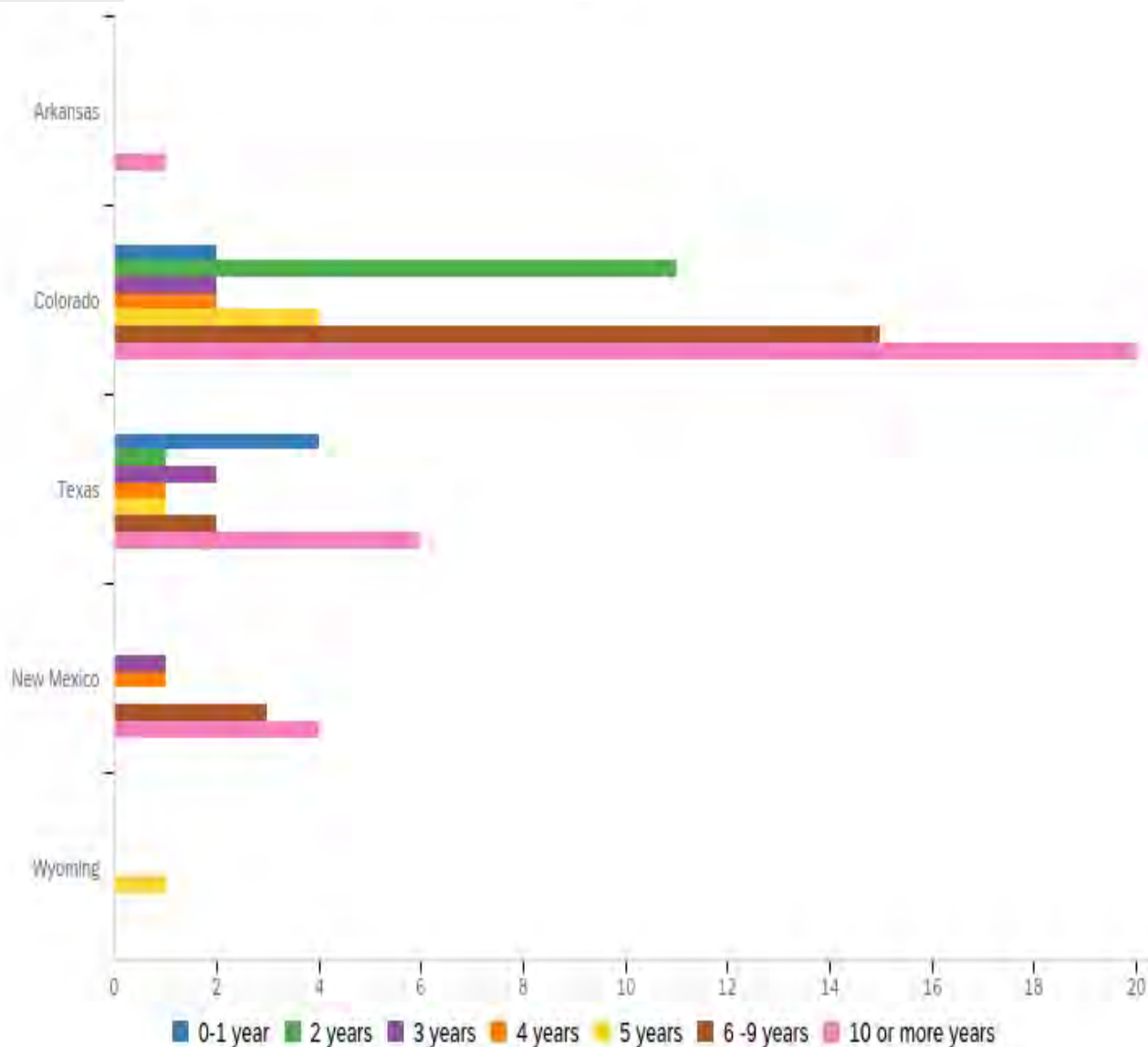


Length of Involvement

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Q: How long have you been involved with vaulting?

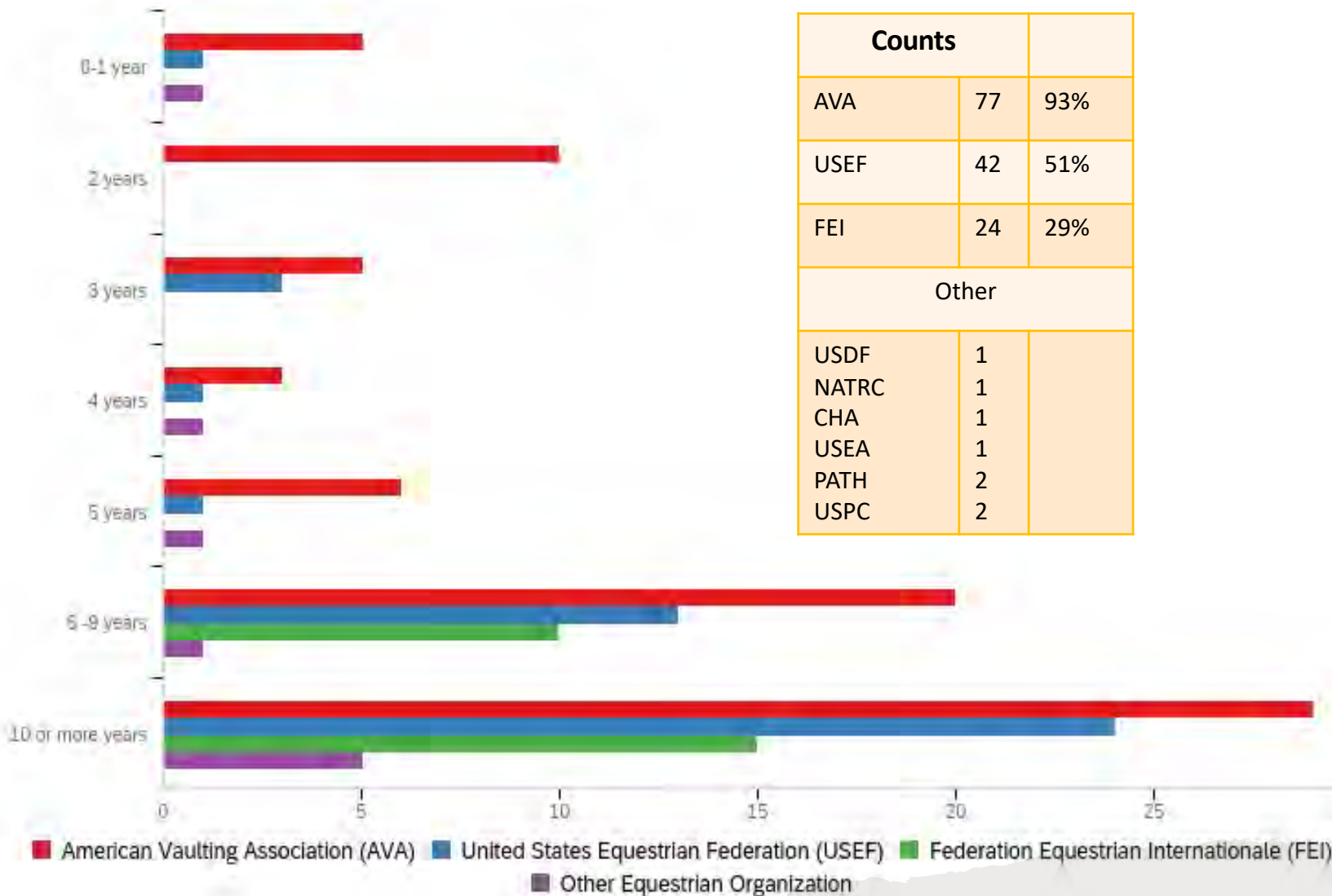
Summary	
Years	Members
0-1	6
2	12
3	5
4	4
5	6
6-9	19
10 & over	31
Combined	
0-4	27
5-9	25
10 & over	31



ORGANIZATIONAL MEMBERSHIPS

Q: Check all organizations that you are a member of

7



Counts		
AVA	77	93%
USEF	42	51%
FEI	24	29%
Other		
USDF	1	
NATRC	1	
CHA	1	
USEA	1	
PATH	2	
USPC	2	

VAULTER/COACH Levels

8

Q: For Vaulters: At what level did you (or your child) vault in 2021.

Q: For Coaches/Lungers/Trainers: At what levels did you lunge or coach or train in 2021.

Highest Level Coached/Vaulted	Vaulters	%	Coaches	%
Lower Levels: Walk/Trot	23	41%	9	37%
Middle Level: Prelim canter/1* Copper	13	23%	3	12%
Upper Levels: 2*, 3*	20	36%	12	50%
TOTAL	56		24	
Coach also marked: Squads/Pas de Deux			6	

MARKETING/RECRUITMENT

9

Q: How did you discover and/or get connected to vaulting? Check all that apply.

Response	%	Count
Saw demo at horse event	26%	25
Word of mouth/friend/relative	25%	24
Other	18%	17
Vaulting was offered at my riding barn/summer camp	14%	14
Internet search/club website/AVA website	11%	11
Social media post	4%	4
Publications/newsletters	2%	2
Total	100%	97

"Other"	Count
Pony Club	4
Parents/Family	3
Previous club	3
Other barn	2
Occupational Therapy	1
Parks & Rec catalog	1
College	1
Friends	1

COMPETITION PARTICIPATION

10

Q: How many competitions (at any level) did you participate in during the 2021 season?

	0	1-2	3-4	5 or more	Total
Inside my home state	8	38	17	5	68
Inside Region IV (but outside of home state)	46	12	4	1	63
Outside of Region IV, but within U.S.	35	11	6	6	58
Outside of U.S.	43	13	1	0	57

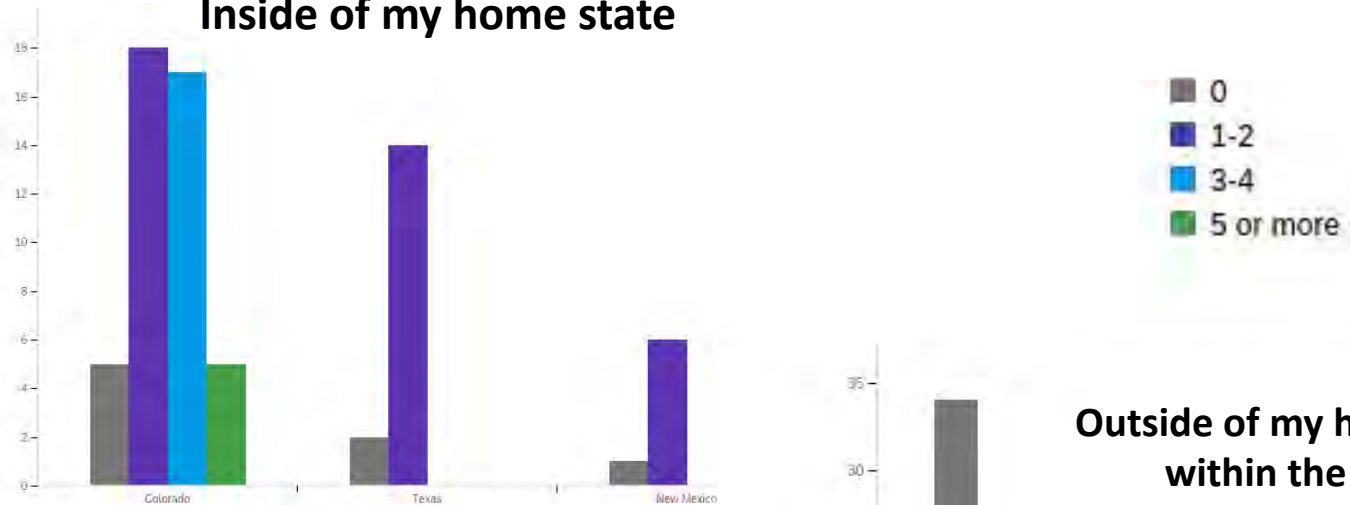
Q: If 2021 was not affected by COVID, would you have attended more competitions?



COMPETITION PARTICIPATION: by state

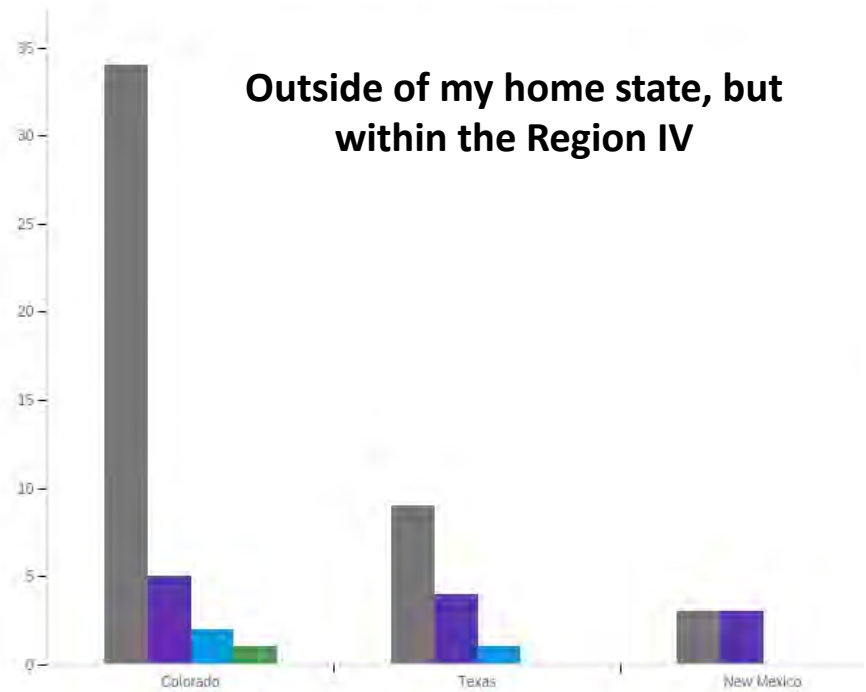
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Inside of my home state



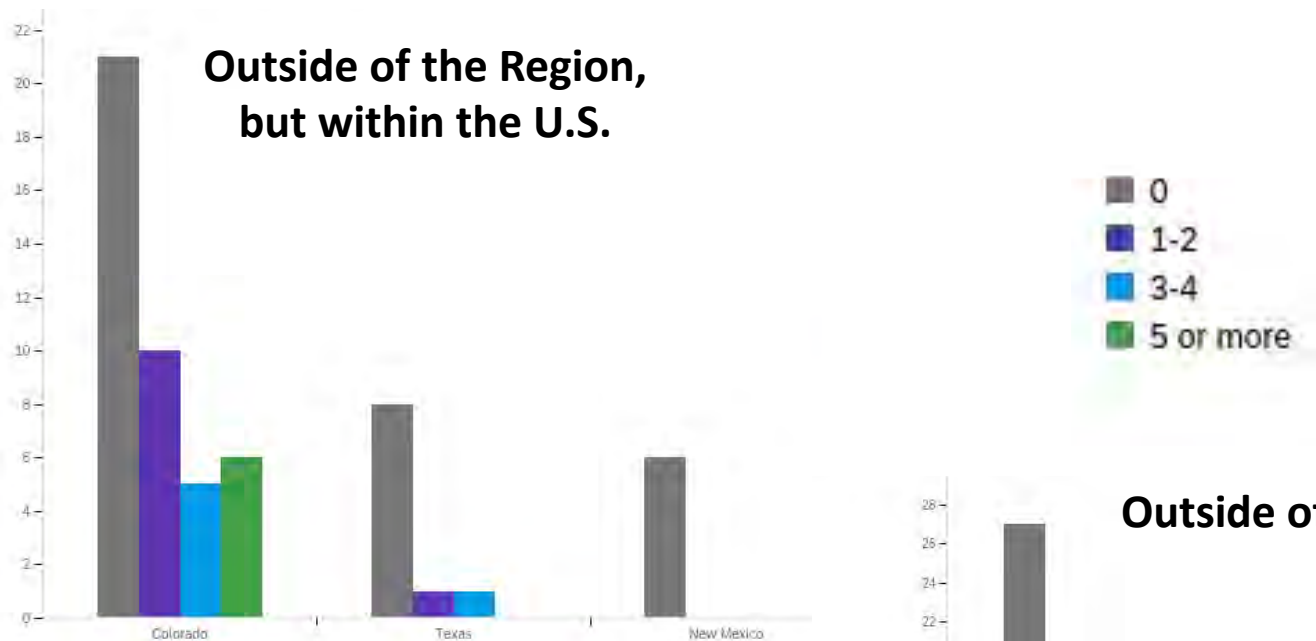
- 88% of all respondents competed at least one competition. Only 2 of those competed only outside of their home state.
- 27% competed outside their home state /within Region IV.

Outside of my home state, but within the Region IV

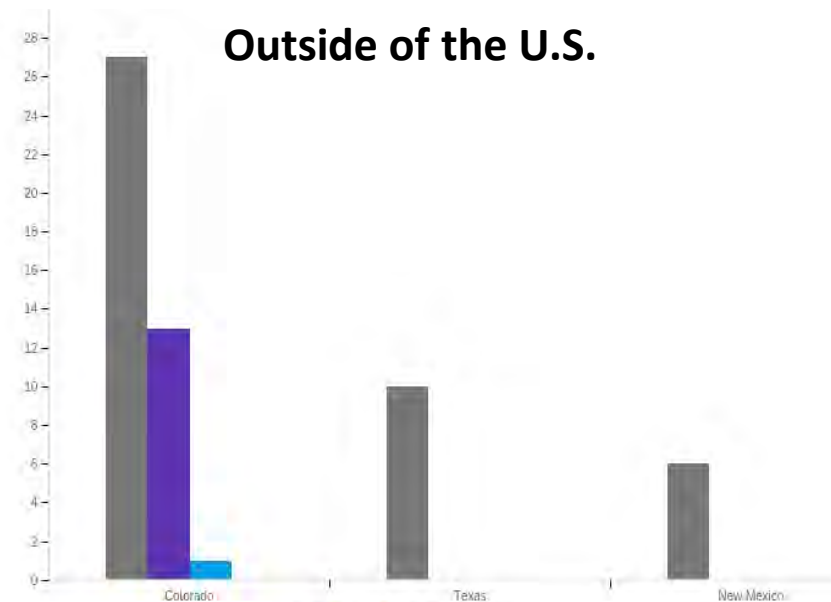


COMPETITION PARTICIPATION: by state

12



- *50% of all Colorado respondents competed at least one competition outside the Region .*
- *14 of the respondents indicated they competed outside of the U.S. There were 10 Region IV vaulters who competed in Europe, plus the coaches .*



Regional Priority Questions

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Priorities: Vaulters/Coach Priorities

Q: What following aspects are the most important to you in the sport of vaulting? Rank in order of importance to you.

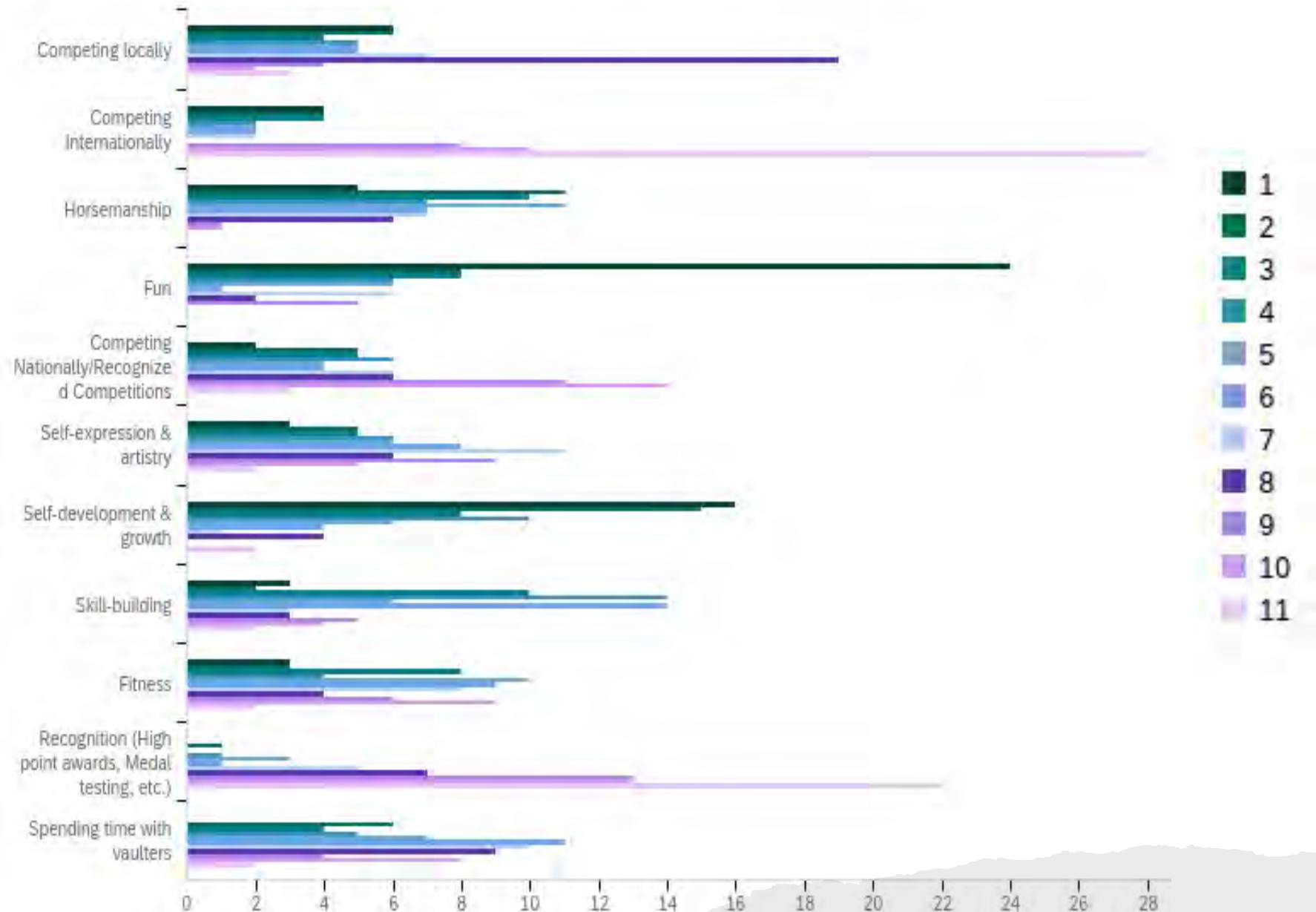
Field	Mean	Variance
Fun	3.4	6.9
Self-development & growth	3.4	5.8
Horsemanship	4.5	5.2
Skill-building	5.4	6.2
Competing locally	6.0	8.1
Self-expression & artistry	6.2	7.2
Fitness	6.2	7.4
Spending time with vaulters	6.4	6.2
Competing Nationally/Recognized Competitions	6.9	8.7

*The higher the variance, the more different the rankings were between the survey respondents.

Priorities: Vaulters/Coach Priorities

15

Q: What following aspects are the most important to you in the sport of vaulting? Rank in order of importance to you.



PRIORITIES-REGION 4 PRIORITIES (through perspective of respondent)

Q: What aspects of vaulting does Region IV support? Rank the order of importance that you believe the Region currently puts on each activity:

16

#	Field	Average RANK	Variance
1	Local Competitions	2.66	5.23
2	National/Recognized Competitions	3.41	7.83
3	Fun	5.11	8.47
4	Horsemanship	5.55	7.34
5	International level Competitions (CVIs)	6.11	13.00
6	Self-development & growth	6.69	7.81
7	Spending time with vaulters	6.75	5.34
8	Recognition	6.89	10.69
9	Skill-building	6.97	6.12
10	Self-expression & artistry	7.11	2.32
11	Fitness	8.77	5.27

*The higher the variance, the more different the rankings were between the survey respondents.

PRIORITIES-REGION 4 PRIORITIES

17

Q: What else is important to you that wasn't in the list?

Connecting with other clubs for more learning opportunities

Safety - control of horses in warm up arenas

Educational Events

QUALITY growth of the sport.

I'm not familiar with region 4 enough to say how they support these aspects

Costumes

As a novice, adult vaulter I appreciate having the Masters category so I can still participate and compete.

Building relationships with other teams and making friends. The fun is really fine from when I started

developing a pipeline of junior level vaulters that want to go to the JWC and compete effectively internationally. this is our pipeline. we don't support this level of vaulter with acceptable horses and contacts overseas. I think the Region or the AVA needs to lease good horses overseas for the vaulters that qualify. same holds for senior level vaulters but the pipeline is our juniors.

PRIORITIES-REGION 4 PRIORITIES

Q: What else is important to you that wasn't in the list?

Horse Training education, proper horse care and veterinary based education

Showing what you believe

This was hard because a lot after the first few are equal

More growth opportunities for lower level vaulters

Community

encouraging largest numbers of vaulters , mixing levels at competitions so young ones see whats possible

To be happy on a sport

I would love to see more competitions offered, seems like we don't have too many offered or they're cancelled (Covid didn't help)

I can't rank these because I feel like region IV doesn't offer much to its vaulters

Advertising, club growth and development

ACTIVITY INTEREST LEVEL: Breakdown

19

Q: What would you like to see more of in Region IV?

#	Question	Very Strong Interest		Medium Interest		Some Interest		Not much Interest		AVERAGE SCORE
		4		3		2		1		(1-4 Scale)
1	Clinics for Vaulters	61%	42	29%	20	8%	6	0%	0	3.5
2	Artistic development	48%	32	33%	22	13%	9	4%	3	3.3
3	Cross-training for athletes (Yoga, acro, silks, dance)	46%	30	32%	21	16%	11	4%	3	3.2
4	Clinics for Coaches	47%	31	27%	18	15%	10	9%	6	3.1
5	Clinics for lungers	46%	30	20%	13	20%	13	13%	9	3.0
6	Leadership training	40%	26	31%	20	17%	11	10%	7	3.0
7	AVA Competitions	40%	27	31%	21	17%	12	10%	7	3.0

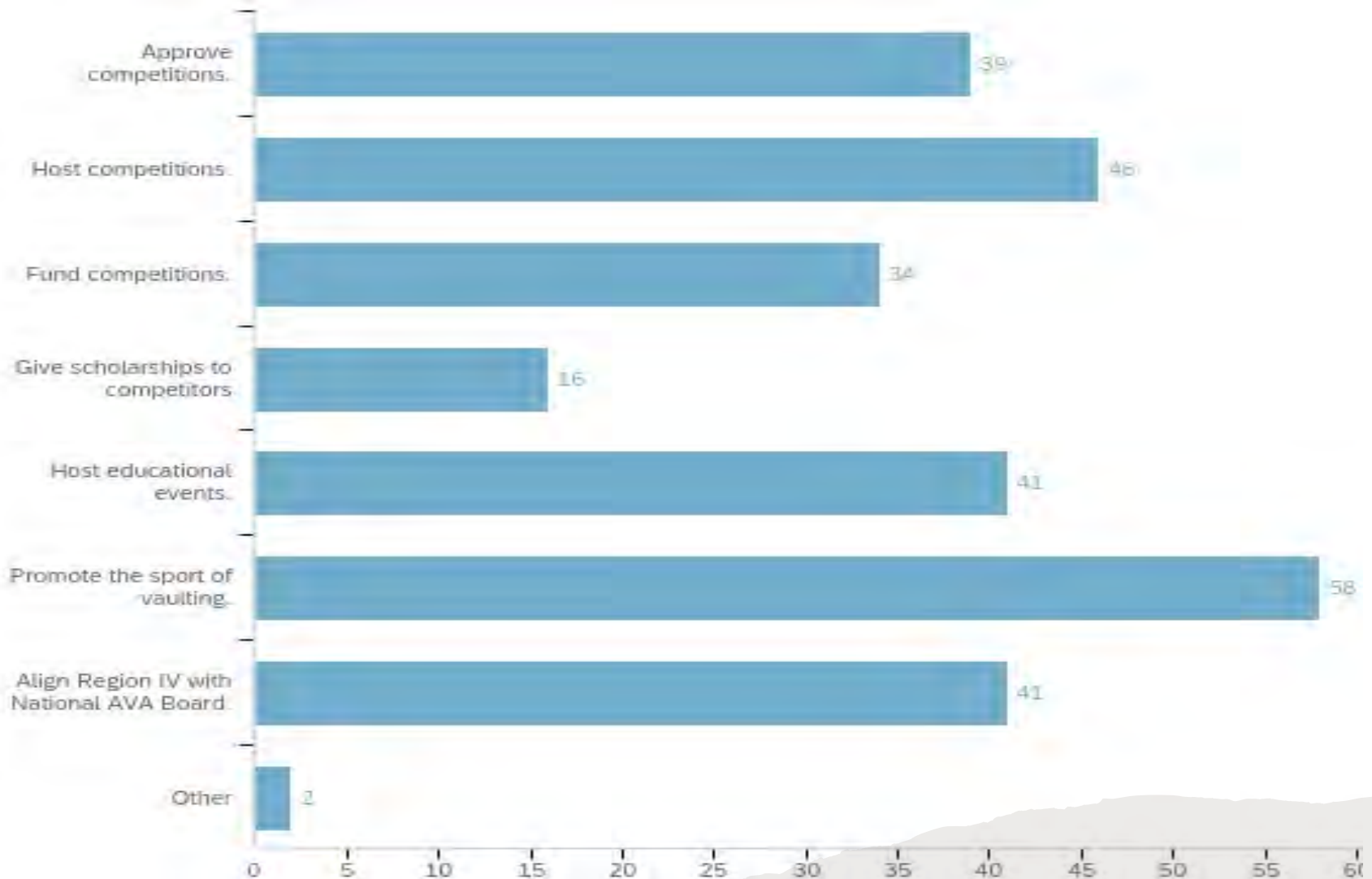
ACTIVITY INTEREST LEVEL: Breakdown

Q: What would you like to see more of in Region IV?

#	Question	Very Strong Interest	Medium Interest	Some Interest	Not much Interest	AVERAGE SCORE
		4	3	2	1	(1-4 Scale)
8	FunFest (unrecognized) Competitions	41%	27 24%	16 18%	12 15%	10 2.9
9	Cross-training with horses (dressage, riding, lunging for vaulters)	38%	25 30%	20 13%	9 16%	11 2.9
10	USEF Competitions	35%	23 27%	18 15%	10 21%	14 2.8
11	International FEI Competitions	28%	18 20%	13 19%	12 31%	20 2.5
12	Virtual competitions	9%	6 10%	7 34%	23 45%	30 1.8

BOARD FUNCTIONS

Q: What do you think are the primary functions of the AVA Region IV Board? Mark all that apply.



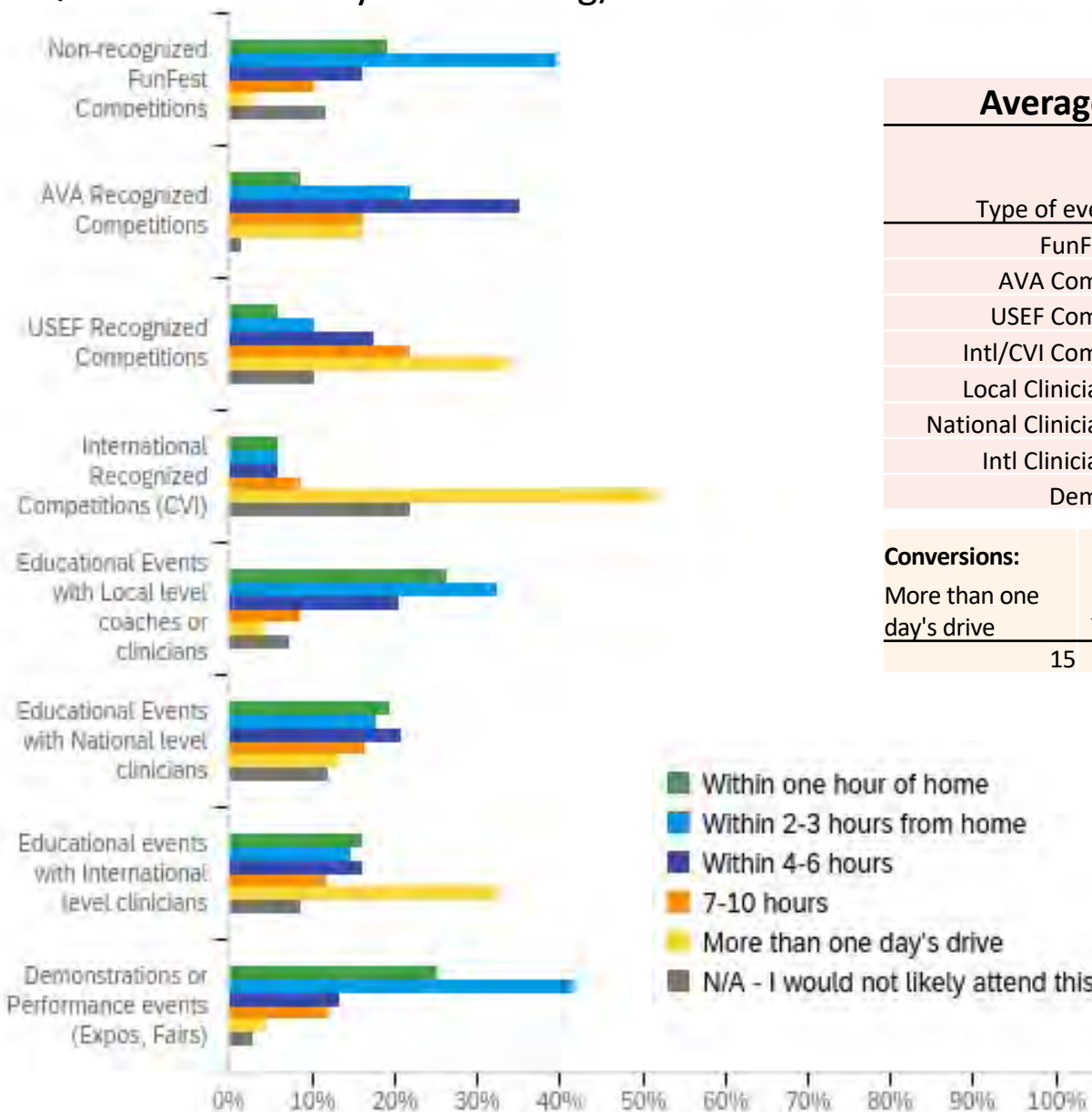
Travel & Cost Questions

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TRAVEL

Q: How far would you be willing/able to travel for the following types of activities:

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Average Miles Willing to Travel		
Type of event	Avg hours willing to travel	# interested
FunFest	3.6	59
AVA Comps	6.1	66
USEF Comps	8.9	60
Intl/CVI Comps	11.4	52
Local Clinicians	3.7	62
National Clinicians	5.7	58
Intl Clinicians	7.7	61
Demos	3.5	64

Conversions:				
More than one day's drive	7-10 hours	4-6 hours	2-3 hours	Within 1 hour
15	8	5	2.5	1

COST

24

Q:How much would you be willing/able to pay for the following types of educational events?

Amount	Clinics with local clinicians/ coaches	Clinics with National clinicians - barrel only (no horses)	Clinics with National clinicians with live horse vaulting	Clinics with International clinicians
\$50-\$150 day	44	34	22	14
\$150-\$250/day	8	13	32	30
\$250 - \$500/day	0	0	8	16
\$0 - if free or scholarship available	6	9	2	0
Would not be interested	8	8	3	6
Total	66	64	67	66

Open Ended Comments

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OPEN COMMENTS

26

Please add anything else you would like us to know about Region IV vaulting and the priorities for Region IV.

PLEASE ADD ANYTHING ELSE YOU WOULD LIKE US TO KNOW ABOUT REGION IV VAULTING AND THE PRIORITIES FOR REGION IV.

Outreach to existing riding programs in our areas to educate and entice them to try it as cost effective, horsemanship effective, student effective addition to their programs. Does the surcingle loan program to new clubs still exist?

It would be GREAT if there was more of a streamlined process and/or commonalities for uploading vaulting music for competitions. It seems like each competition has a different process and different file name preferences, mega tags, uploading platforms, etc.

We would love to see more central Texas fun fest, events, clinics, ect because there are now several clubs in the area. Would love more support for newer clubs starting out.

More competition management training opportunities.

Having a West Coast Fest to then qualify for Nationals was difficult on us from budget and time constraints. I would rather see vaulters qualify with their best scores from competitions in their regions (or even outside their region if they can't make it). So they need to submit their scores and then the best 20 or 30 vaulters in each level would be invited to go. I also would like to see Nationals in a location that is a little easier to access with hotels and food closer to the location.

I would just encourage you to keep it fun and encourage the new teams and lower rank vaulters, instead of the push I see nationally for only the really high level participants.

OPEN COMMENTS

27

Please add anything else you would like us to know about Region IV vaulting and the priorities for Region IV.

PLEASE ADD ANYTHING ELSE YOU WOULD LIKE US TO KNOW ABOUT REGION IV VAULTING AND THE PRIORITIES FOR REGION IV.

I come from the professional dance industry (Radio City Rockette for 7 years, etc) and would like to teach a clinic (once Covid has calmed down). Dance skills/training for vaulters.

I think the region needs to prioritize fun again. The international level stuff is cool, but since that started to be the main focus it really took the fun away from the rest of the teams and honestly states other than Colorado. What happened to the things like the spirit of vaulting where kids could get together and just have fun and build friendships without the stress of a competition that drives them apart. I made so many friends at things like that, but since I haven't seen them outside a competition setting in years it drove a wedge there. I think that the fun aspect needs to be brought back to this sport or we will lose a lot of people.

Not sure how much say you have in Nationals, but:

- did not like the qualification in California - lot of clubs did not bother to go
- Nationals in Durango was bad choice - middle of nowhere in a tourist trap with expensive accommodation and no local club to provide some base
- vaulters got sick from the altitude (those not from CO)
- Saturday dinner 3-5 with vaulting going till after 7pm was too hard, too long a day

I think there needs to be a stronger focus on building a volunteer base for competitions. I come from Three Day Eventing where we are able to gather a small army of volunteers for shows without having to make it a "requirement" (which is very off-putting by the way). Volunteer times are incentivized by 1) treating volunteers well, there is food and other goodies for volunteers 2) opportunity to compete for awards such as most hours or volunteer of the year type thing at the year end ceremony, 3) in order to be eligible for year end awards in your local chapter you do have to put in at least 6 hours volunteer time, but there are many opportunities including "work days" as well as at shows, and people often jump at the opportunity to volunteer because of the benefit of doing so.

OPEN COMMENTS

28

Please add anything else you would like us to know about Region IV vaulting and the priorities for Region IV.

PLEASE ADD ANYTHING ELSE YOU WOULD LIKE US TO KNOW ABOUT REGION IV VAULTING AND THE PRIORITIES FOR REGION IV.

I think it's possible to have Barrel and fun fest and AVA/USEF opportunities - they don't have to be exclusive.

I think we need to promote a field trip to Omaha Vaulting World Cup - group tickets/hotel rate?

We need to look at where current clubs are based and drawing members from to support growth in areas where there is little to no vaulting. We can do lots of demos where there are already clubs but that does very little to get more clubs in states like LA, OK, or NM.

I personally would love to fly out to an expo or other equine event for a weekend to do outreach and education even if there couldn't be horses.

Vaulting is unknown in Arkansas, it would be nice if there were more demonstrations at the County Fairs or other venues to educate people about vaulting. I was closely involved with vaulting and competitions in California and loved the sport. I could not even name a club around here, maybe one in Missouri???

More vaulter bonding opportunities

Love the sport and all the people involved, my daughter has built up such confidence since she started and it has really helped her self esteem. She's had a rough start to life and this has helped her tremendously! Grateful!