



# YOUNG SKAL SURVEY 2021 - SEAC

---



**FEBRUARY 2021**

---

**SKAL INTERNATIONAL ROMA**

**Authors: Paolo Bartolozzi, Tito Livio Mongelli**

 **SKÅL**  
INTERNATIONAL  
Connecting Tourism Globally

**ROMA**   
ITALY  
Next Generation Club

---

# Young SKAL survey 2021

WHAT SEAC YOUNG SKAL MEMBERS EXPECT FROM THE CLUB

## Abstract

Between the 10<sup>th</sup> and 12<sup>th</sup> of February 2021 Skal International Roma conducted a survey on the **entire Young Skal population** of the Skal Europe Area Committee (SEAC).

The survey is composed of 8 questions to **measure the sentiment** of Young Skal members, to **identify expectancies** and describe their ideal **vision of the Club**.

The survey was **sent to 78** young members using Forms of Google Docs (*SEAC has 120 young members, only 78 with a valid email*) and 15 responded, equivalent to 20% of the statistic universe.

Two main points stand out:

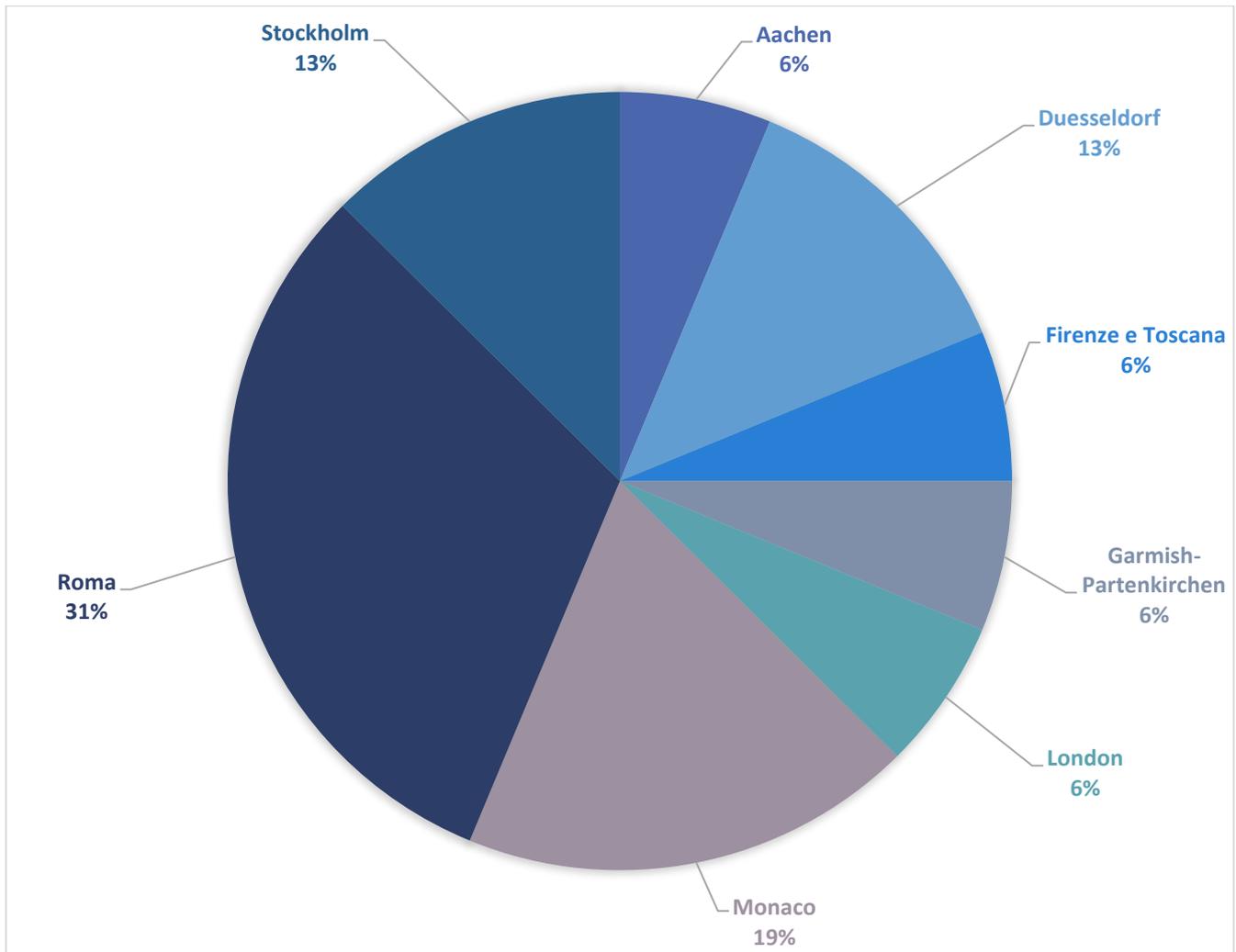
1. Young members expect to have an **international experience**
2. Young members want to **actively participate** in the Club / Area Committee activities

Currently, both points are generally **not fulfilled** hence the **little engagement** and **high drop-out ratio**.

***87% of answers show the need, and the desire, to actively build a European house for Young Skal.***

# The survey

Question 1: What is your Club?

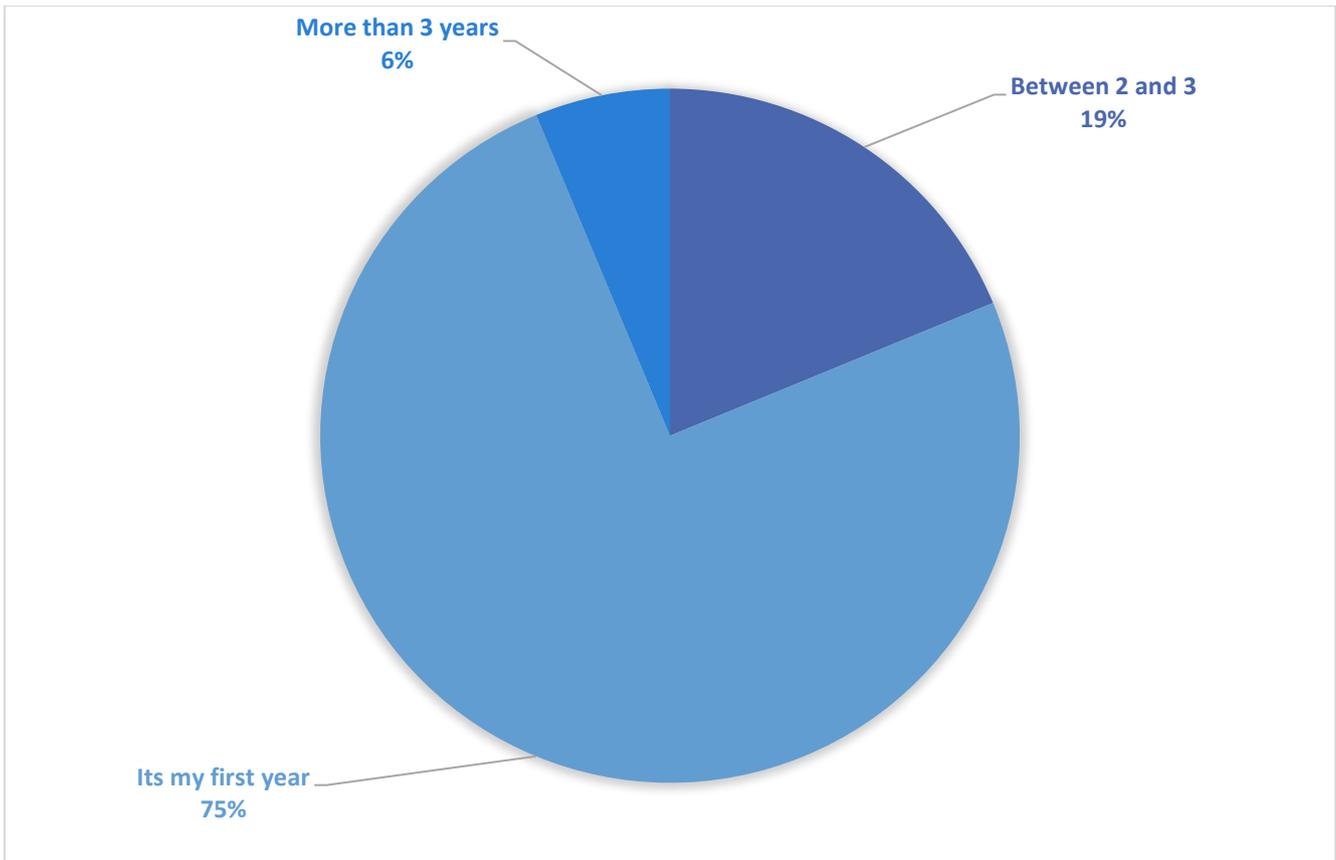


---

## Question 2: How long have you been a Young Skal?

The possible answers are:

1. 1 year
2. Between 2 and 3 years
3. More than 3 years

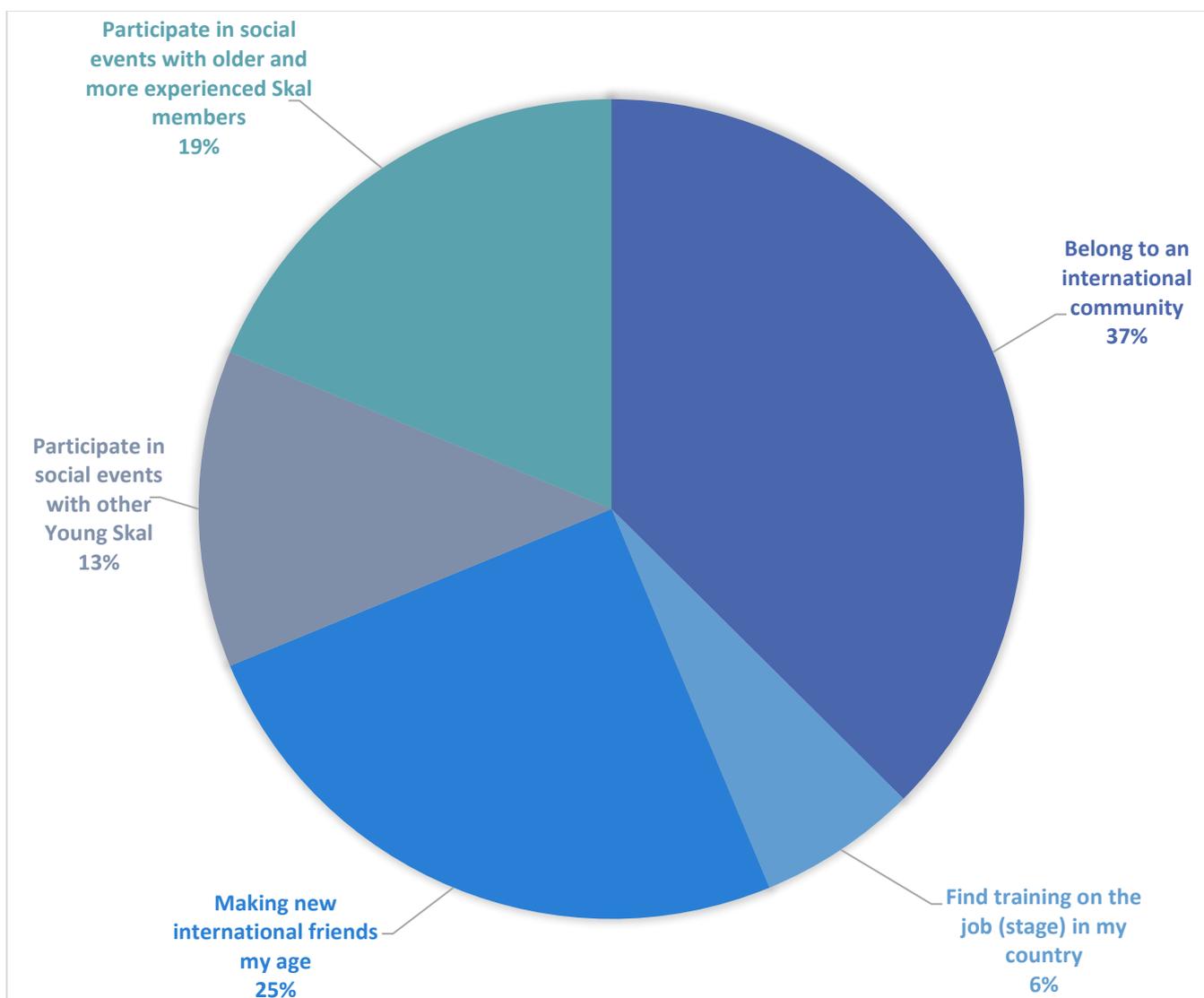


**Most responders are in their first year of membership.**

### Question 3: What do you expect from Young Skal?

The possible answers are:

1. Making new international friends my age.
2. Belong to an international community.
3. Receive more training/education.
4. Acquire new skills.
5. Find training on the job (stage) in my country.
6. Find training on the job (stage) in a different country.
7. Participate in social events with other Young Skal.
8. Participate in social events with older and more experienced Skal members.



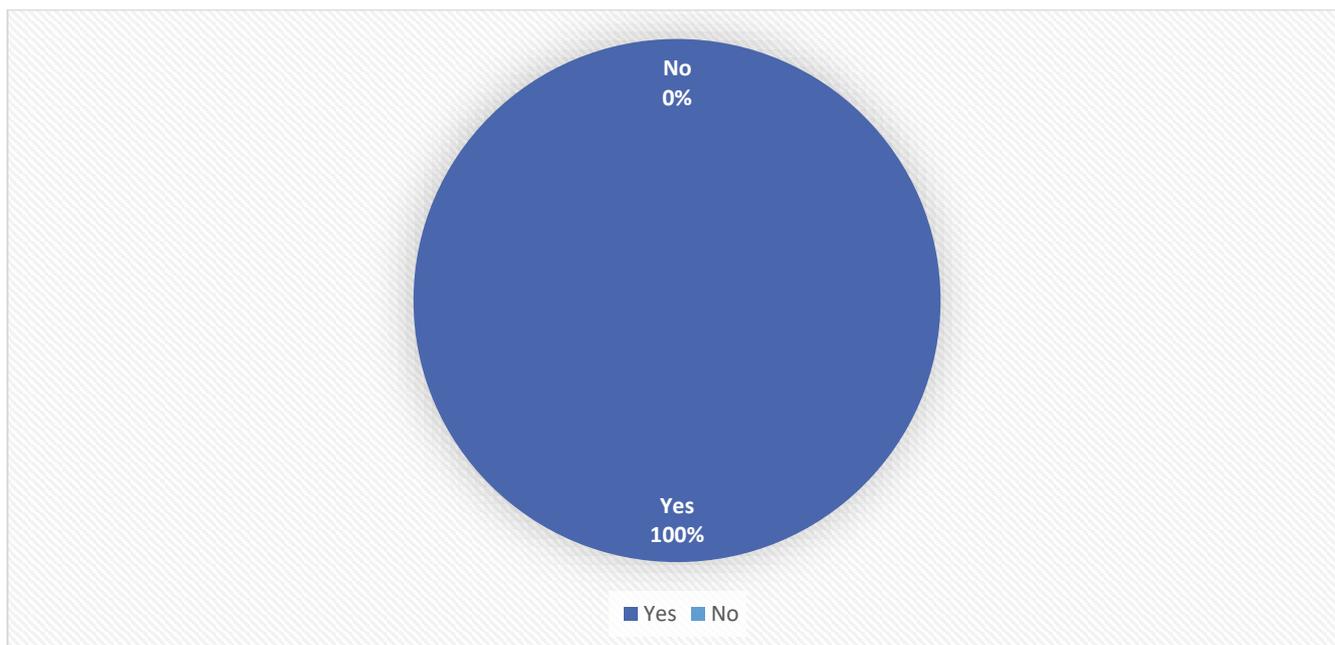
The most important keywords are: “International” followed by “community” and “friends”.

---

## Question 4: Would it be useful to aggregate all the 120 European Young Skal in one continental group?

The possible answers are:

1. YES.
2. NO.

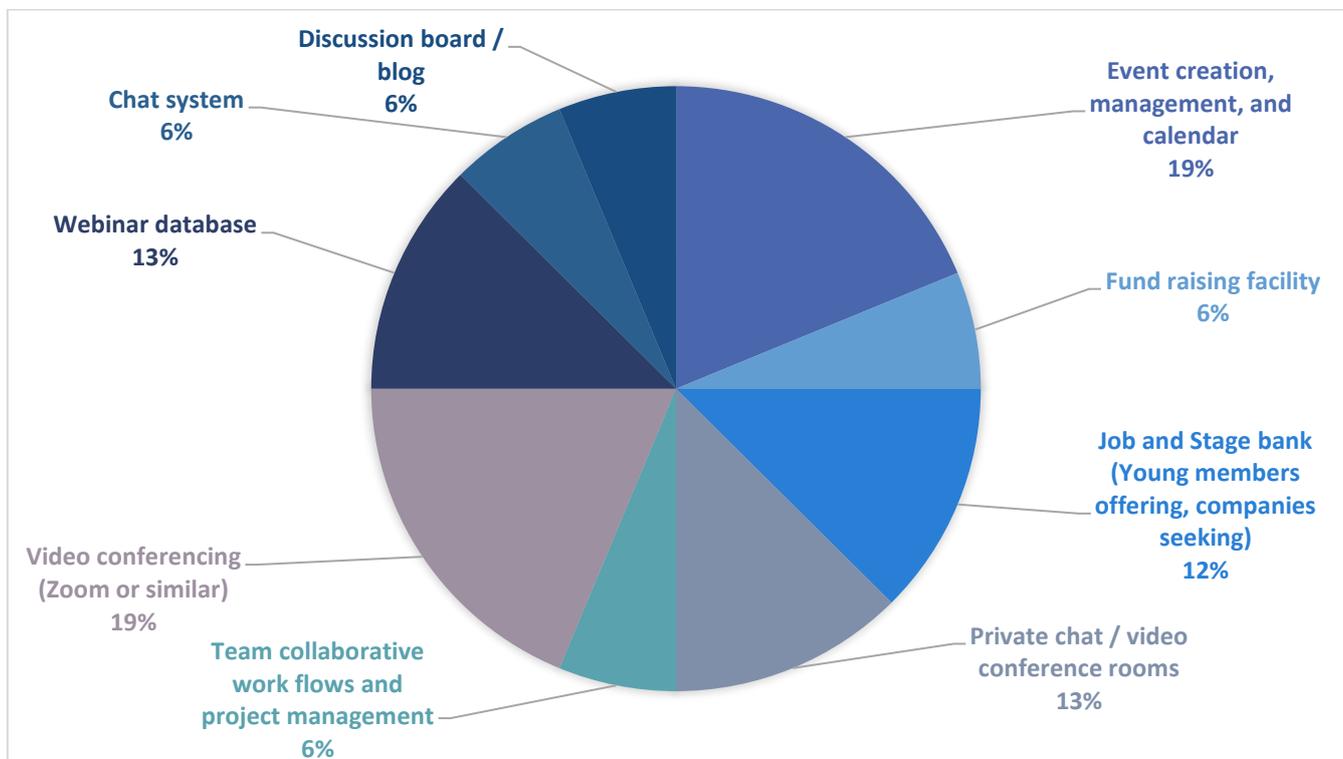


**The answer is unanimously YES.**

## Question 5: An online European platform for young Skal should provide:

The possible answers are:

1. Chat system.
2. Video conferencing (Zoom or similar).
3. Event creation, management, and calendar.
4. Option 4.
5. Private chat / video conference rooms.
6. Automatic newsletter.
7. Video and image posting.
8. Job and Stage bank (Young members offering, companies seeking).
9. Webinar database.
10. Survey and polling functions.
11. Discussion board / blog.
12. Fund raising facility.
13. Team collaborative work flows and project management.
14. Other.



**Interactivity, expressed in various ways, is the main demand.**

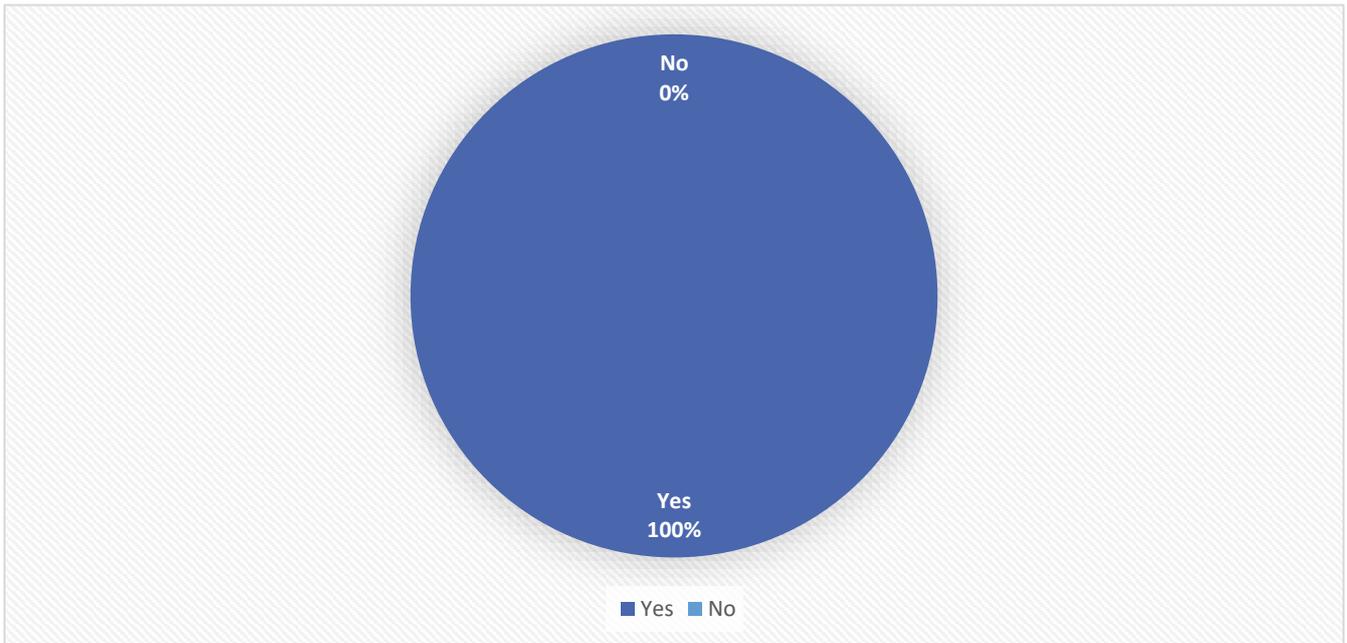
**A Skal Young dedicated system will be used mainly to maintain contact with other members, develop together events or other projects, seek jobs or on the job training opportunities.**

---

## Question 6: Would you engage more in your Club`s life?

The possible answers are:

1. YES.
2. NO.



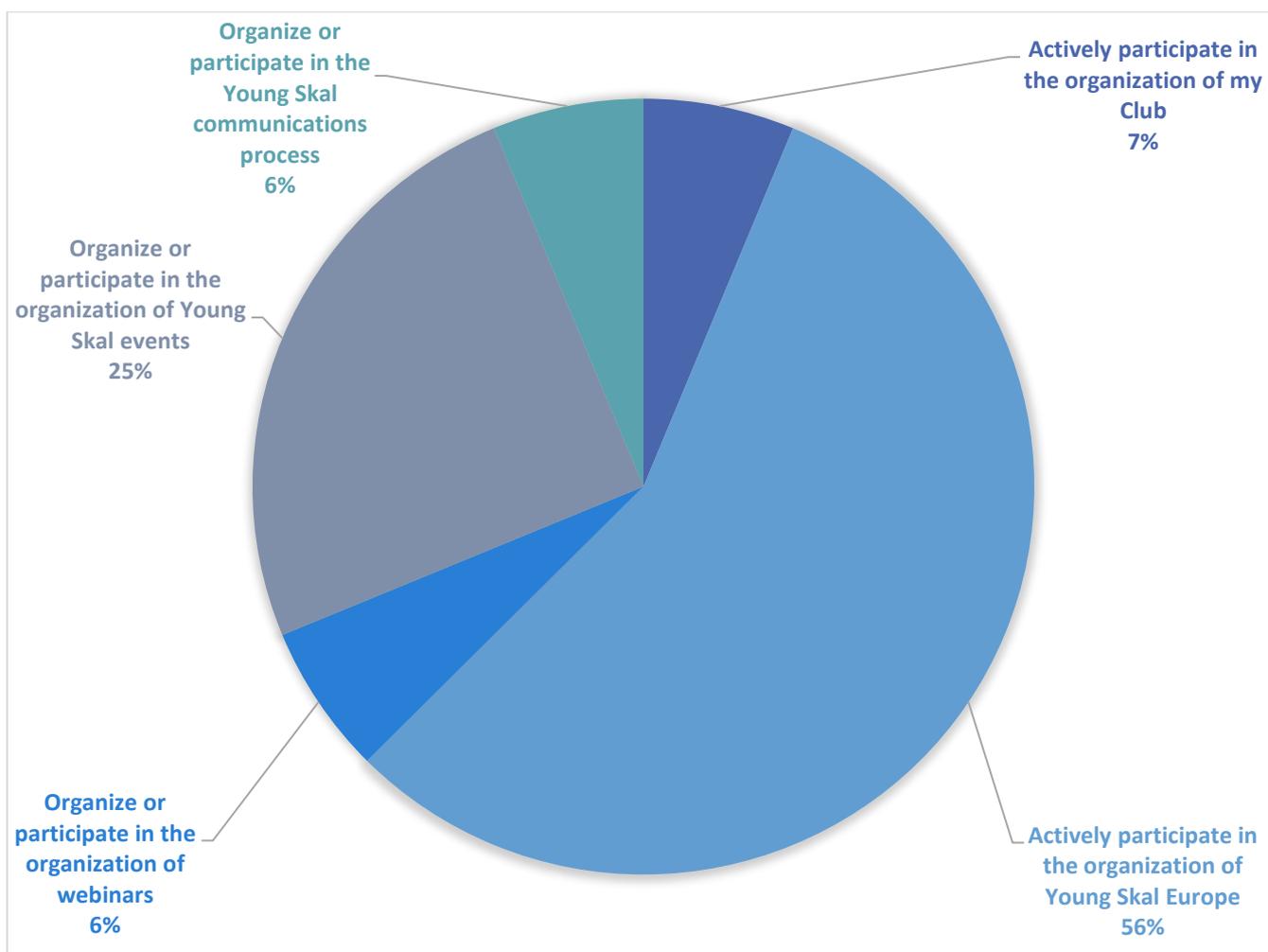
The answer is unanimously YES.

There is an un-expressed potential in the Young world where retention and development of the segment are based on active and international participation.

## Question 7: How would you like to engage?

The possible answers are:

1. Organize or participate in the organization of Young Skäl events.
2. Organize or participate in the Young Skäl communications process.
3. Organize or participate in the organization of webinars.
4. Actively participate in the organization of my Club.
5. Actively participate in the organization of Young Skäl Europe.



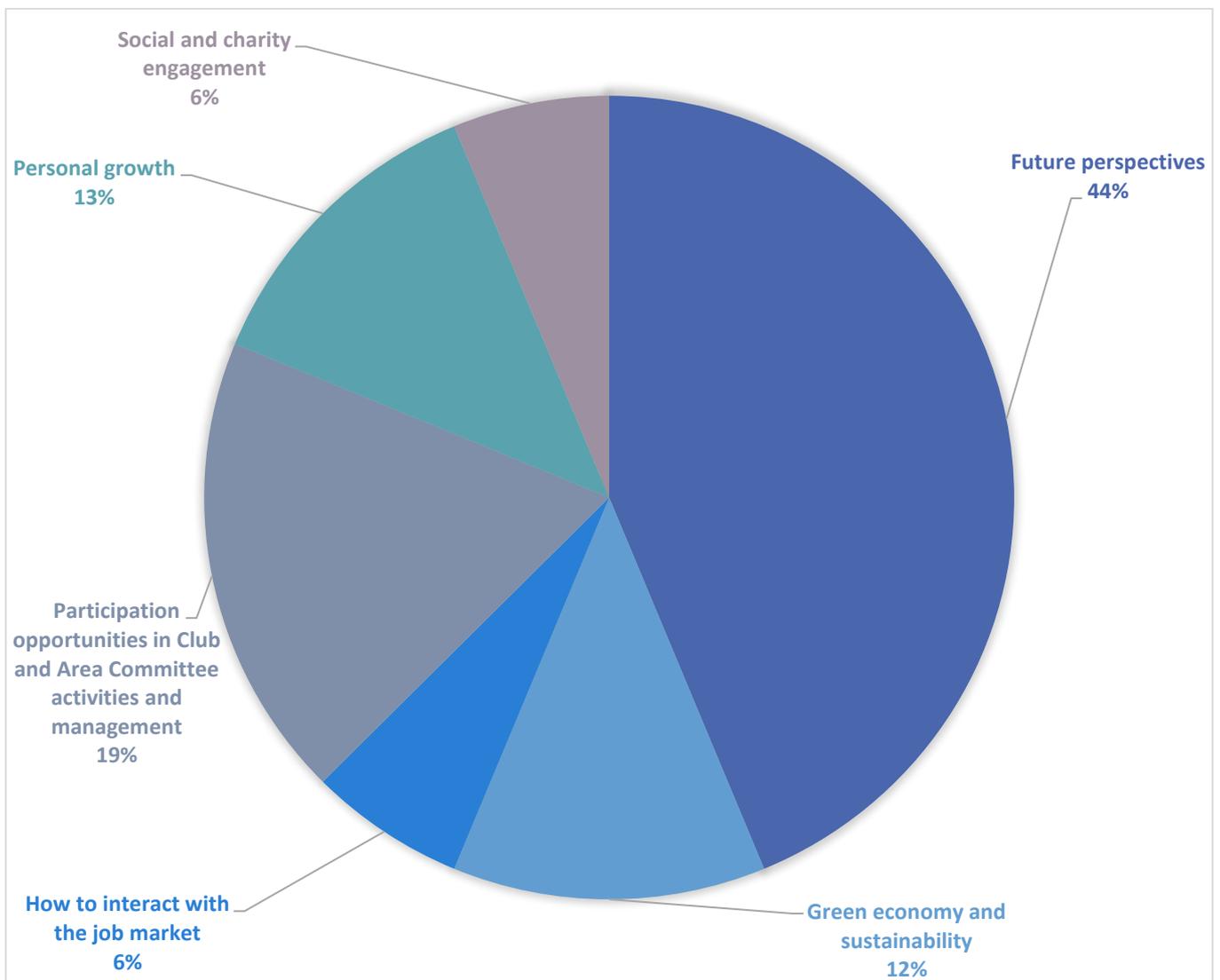
**Active participation in the organization of a Young Skäl Europe represents 56% of answers.**

**Active participation in the organization of something, at whatever level of Skäl, represents 100% of answers.**

## Question 8: What topics should be prominent?

The possible answers are:

1. Social and charity engagement
2. New technologies
3. Green economy and sustainability
4. Future perspectives
5. Personal growth
6. Option 6
7. How to interact with the job market
8. Participation opportunities in Club and Area Committee activities and management



**73% of answers shows concern towards the future. Young members are looking at Skal for future perspectives, determined by environmental issues, personal growth possibilities, and interaction with the job market.**

---

# Conclusions

The Young Skal segment in Europe urgently needs to be managed.

Contact information must be updated and integrated with means different from emails, as the response is low. Many addresses are missing or invalid, others are linked to autoresponders and less than a quarter of the delivered messages has been opened. More direct and instant communication channels must be established, using messaging services (i.e.: WhatsApp, Signal, Telegraph, ...) to communicate more effectively.

By providing a European container the most important need would be fulfilled: fast international relations between peers and other European Clubs.

By providing a supervised platform SEAC, Young Skal can be put quickly in the position to start organizing the structure, contents, and activities of the European Young Skal house. A specific collaborative tool should be implemented.

The result should be a higher retention and new impulse in the recruitment of new Young members.

Let`s not waist the Young Skal enthusiasm and energy!