



Voices in Rowing Summer 2025 Progress Report

Overview and Executive Summary

USRowing launched [Voices in Rowing](#) to get closer to our membership, hear from them, and serve them better. Between May 1 and July 31, we hosted **seven Rowing Forums** (adaptive, club, coastal, collegiate, regatta directors, scholastic, masters), administered **two surveys** (all member with **1,300 responses**, masters survey with **1,200 responses**), held one all member meeting with **240** registrations, had **40 one-to-one conversations** to gather feedback, and launched Leadership Groups.

These experiences surfaced some themes from our membership – and some unique opportunities for USRowing to collaborate, improve, and adjust our course, as necessary. The tone of the conversations was positive with an eye toward the future sustainability and growth of our sport.

Members highlighted the **importance of fair competition, safety, and access to high-quality events**, while also calling for more practical tools, improved SafeSport compliance processes, and expanded learning opportunities.

USRowing is committed to building a more responsive, accessible, and athlete-centered organization grounded in community input. We aim for Voices in Rowing to be a meaningful start for engaging our members, but among these experiences and surveys, we are working from a small sample size. **We encourage continued feedback and engagement from all members and encourage you to visit Voices In Rowing to learn more about how you can participate and have your voice heard.**

June 2025 All Member Survey Results

Reach

The survey was distributed to 157,000 email addresses, yielding 1,377 responses. This translates to a response rate of just 0.88% overall and 1.77% among the 77,765 active members as of June 30, 2025. While limited in volume, the feedback still offers valuable, quality insight across various demographics and member roles.



Age, Race, Role, Organization Type Distribution:

The **largest respondent groups by age were 60+ (465), followed by 40–59 (384) and under 17 (218)**. Of the 1,377 survey respondents, the majority identified as White (1,070), with smaller groups identifying as Hispanic or Latino (39), Asian (32), Black or African American (20), two or more races (50), American Indian or Alaskan Native (3), and Native Hawaiian or Other Pacific Islander (3); 160 respondents preferred not to answer. **Athletes made up most respondents (694 – just 1% of athlete membership), with coaches (328 – 3% of coach membership) and parents/guardians (159) were also significantly represented.** Smaller groups included referees (51), regatta directors (10), and others (135), indicating a broad cross-section of rowing community stakeholders participated in the survey.

Most respondents were affiliated with club programs (973), followed by scholastic junior respondents (171), and unaffiliated individuals (100). Collegiate respondents (92), high performance (28), and local organizing committee (LOC) members (13) made up smaller segments.

***Note:** The dominance of club program respondents may shape how feedback trends are interpreted across the rowing ecosystem in the remainder of this report.*

Key Takeaways

Member Satisfaction Score

We asked members how satisfied they were with USRowing and call that a Customer Satisfaction Score (CSAT). The **average CSAT score was 6.31 out of 10**, with satisfaction highest among those under 17 (7.17, 218 members), and lowest among ages 27–39 (4.82, 145 members) and coaches (5.1, 328 members). Members with under two years of involvement had the highest satisfaction (7.68, 173 members), compared to former members who rated their experience lowest (4.57, 37 members).

Member Value and Importance of Services

We asked members to rank the services that USRowing offers on a scale of 1-5. **Members rated fairness and administration of competition (4.15) and access to competition (4.05) as the most important services**, with over half rating each a 5 out of 5.

Safeguarding and safety standards followed closely (3.7), while communication and support responsiveness were mid-tier priorities (3.32 and 3.58). Scholarships, the Launch



Platform, and gear/merchandise were considered least important member service, all falling below a 2.75 average.

Product & Service Engagement:

We asked members to tell us where they interacted and engaged most with USRowing. **Members were most engaged with the USRowing Championships, with 46% ranking it as their top activity**, followed by regatta sanctioning, and customer support. On the other end, scholarships and grants, rowing camps, and other events saw the least interaction.

Desired Channels for More Engagement:

We asked members to share where they would like to engage with USRowing more. Respondents indicated they would **prefer more engagement at regattas, followed by virtual town halls, and regional in-person meetings**. Engagement channels like social media, email newsletters, and rowing camps drew the least interest for increased engagement. These preferences reflect a desire for increased direct, community-driven interactions.

Collectively, What We've Heard So Far

We aim to synthesize the conversations, questions, and ideas that come from the Rowing Forums (open-ended and member-driven video calls), surveys, one-on-one conversations, and the annual member meeting. We recap the most pressing issues in each category and next steps in those areas. What we heard from membership will be used to guide strategic planning that will take place in Fall 2025.

Safety and SafeSport:

Safety remains our top priority — and we know it is yours as well. Through recent meetings and surveys, we heard your call for more practical tools, clearer guidelines, and stronger resources to help you keep athletes safe. We also understand that SafeSport compliance can feel burdensome, particularly when it adds to the requirements already placed on coaches at schools and universities. Additional feedback raised concerns about referee accountability, overall fairness at regattas, and the grievance process.

In response, we are taking the following steps to strengthen our approach:



- **Safety Committee Renewal** – We have recently and will continue to build upon the foundation of a committee of talented, diverse, and committed group of individuals to bring fresh energy and expertise to this work.
- **New Educational Resources** – We have recently launched an updated [safety video series](#). Other helpful, topical guides for safety are being developed.
- **SafeSport Collaboration** – We are engaged in productive conversations with the U.S. Center for SafeSport to improve jurisdictional language in our agreement and to streamline processes for athletes, schools, and organizations.
- **Process Review** – While our referees do amazing work for our sport, we are assessing our current referee evaluation system to help them continue to perform at a high standard. We are also looking at overall regatta leadership structure and education to create more consistently positive regatta experiences. Finally, we are updating the grievance process to ensure accountability and fairness.

USRowing is required by our governing body – the United States Olympic and Paralympic Committee – to ensure that our organization and our members comply with SafeSport. We are committed to working directly with coaches, administrators, and club leaders to find ways to meet these requirements while prioritizing athlete safety.

Competitions:

We understand your desire for fun, high-quality, and accessible racing experiences, and know that these are some of the preferred ways to engage with our organization. You find them valuable, and want to ensure you can afford to attend, know the schedule in advance, and, in the case of scholastic programs, have a path toward recognition and success.

We heard feedback regarding the 2025 entry fees which had increased by ~30%, depending on the regatta. While USRowing has kept entry fees flat for the last two regatta seasons, this year's increase was due to rising regatta costs. This included increased investments in safeguarding and regatta experience – noted as areas of priority from long-term community feedback and echoed in this year's member survey. These investments included lifeguards at every regatta, added shade structures, cooling stations, and increased water access for athletes. Local Organizing Committees expenses and additional referee support and expenses also raised the price of entry fees.



Despite these rising costs and venue limitations, USRowing is committed to delivering consistently safe and positive experiences at regattas across the country at the most accessible prices possible.

Membership:

When it comes to the value we offer to members at USRowing, competition, ensuring fairness at regattas, managing referees, and safety are at the top of the list for our community. Additionally, having easy-to-use technology to manage rosters, compliance, and regatta registration is important to members, especially organizational and regatta leaders. Ideas we heard could better support members include assistance for launching new clubs, celebrating volunteers, and providing exposure and education on new initiatives like coastal rowing.

To better support various member stakeholder groups, we are exploring seasonal and bulk individual membership options. We will assess insurance implications, operational feasibility, and impact on stakeholders as we move toward offering more flexible membership structures.

We are focused on making our digital tools more user-friendly through a detailed tech development roadmap. Over the past three years, we have completed 50+ projects including racing history tools, so you can track your rowing progress over a lifetime on the member portal, [The Launch learning platform](#) (with over 11,000 users), and enhanced athlete and coach profiles. We will continue these improvements with the collaboration and input from members.

Regatta Sanctioning and Operations:

Members asked for better support with accessing referees, tools that support communication with participants, and clearer value of regatta sanctioning with USRowing. Members also surfaced a desire for more volunteer education, recognition, and support. We have removed fees for USRowing-sanctioned events hosted on Regatta Central, launched a “Chief” referee endorsement, and are strengthening referee recruitment, training, and evaluation. We look forward to working closely with Regatta Directors to help support and grow sanctioned events.



Learning & Development (L&D):

We recognize the need to provide more opportunities for coastal rowing education, improve how we collaborate and how we structure and communicate coaching requirements, and explore the opportunity for regional in-person engagement.

Going forward, we plan to increase opportunities for peers to connect and learn from each other (specifically relevant for adaptive/para and coastal communities) and explore more in-person opportunities like coach ride-alongs, clinics, and conferences.

Looking Ahead

We believe it is our collective responsibility and opportunity to shape the future of our sport and advance its legacy. To do that, **we need to continue to hear from our community and will keep providing opportunities for you to share what is most important, what is working, and what needs to improve.** We will also release progress reports like this, periodically.

In the meantime, we will process the responses from the masters survey, take what we have heard so far, prioritize the matters of importance, and apply the considerations into our work, including in our strategic planning for the organization.

Additionally, we are encouraging members to nominate themselves to [join the Voices in Rowing Leadership Groups](#). **We are accepting nominations through August 31, with groups launching in September.** The data and feedback collected from Voices in Rowing to date will be used to guide, plan, and inform collaboration with these groups.