

## Survey Results for Soccer Season Fall 2008 - Spring 2009



*In an effort to serve the needs of our membership to the best of our ability we undertook a club wide survey to get your input on a wide variety of areas within our club. To follow you will find the results of that survey. All responses were reviewed individually by members of the Governance and Communications Committee and the Executive Director. We appreciate the fact that many of you not only took the time to complete the survey but offered great suggestions and comments. To date we have addressed or are in the process of taking action on many of those suggestions. Should you have any further questions after reading over the results, please feel free to contact Thomas at the club office to set up a time to speak. We've come a long way in the last several years and have a comprehensive plan on growing and improving at all levels of our organization. In the end we want North Meck Soccer Club to be known as THE place to play soccer in the area, regardless of the program or the level of play. With your ongoing help and input I am very confident that we can achieve just that! Thanks again for your time, your input and your ongoing support of North Meck Soccer Club.*

**David F. Nota, President, North Meck Soccer Club**

### **Clubs Communication Philosophy**

By seeking to provide the best possible soccer environment we focus towards the key aspects of facilities, coaching staff and service to our members. The communication and transparency of our programs, philosophy and service of the club are vital to our organizations operations and understanding for our members. Together we have developed the club's culture, programs and overall service over the years. One aspect of this is by seeking direct communication from our members in the form of a survey at the end of each programs season. With an efficient and effective communication protocol along with an open door policy in all areas of the club for communication, we have been able to provide a better service to our members. The electronic survey completed last year by our members has allowed the club to quantify certain aspects of the programs for analysis in order to develop and nurture the service continuously. We thank you for your support in this area. 20% of the club responded last year which is a positive response for completion of electronic surveys. The club has set a goal to attain a 50% response rate this year.

### **Explanation of Feedback**

We have categorized the feedback in several areas from programs to various aspects of the club in order to provide a good story book to the membership feedback. The feedback was received very well, analyzed and discussed as we prepared for this past fall season. Action was taken in certain areas that are noted and positive trends highlighted so as a club we make sure we continue to move in the right direction without sacrificing the philosophy of our programs.

- 1) The descriptions below generalize the written feedback received along with the club's self evaluation of service and programs. Action taken on feedback is noted in these areas.
- 2) The pie charts summarize the survey results across all divisions per survey category. As a next step the club is reviewing the detailed data to identify trends and improvement opportunities across each division. In addition written feedback shared via the survey will be included.

We hope you enjoy the findings below and please take the time to fill out the club survey when it's delivered via email next time around.

## **Programs**

### Recreation

Several aspects noted were: Game times – were staggered more for better parking along with the Friday Night Lights games. We received positive feedback on the fields and have continued this with more age groups on good quality games fields. We take great pride in our Recreation Program having access to the best possible facilities. With strong interest in the skills clinics we have renewed our partnership for the Davidson Clinics and continued the Directors Clinics. Additional training sessions have been added this past fall for the U8 age groups and we will continue to look for more training sessions conducted by our Competitive Coaching Staff this spring. Communication to our Recreation Coaching staff has increased along with more direct communication towards the members as requested. There seems to be more consistency in players wearing all the full uniform provided. We have continued to make up rain outs and thank everyone for their feedback here.

### U9-U10 Youth Academy

With our coaching staff and coaching directors highly rated by our members we are extremely satisfied that we have the appropriate coaches assigned to these age groups. Our goal here is to provide consistency over the years with the staff as we continue to build and strengthen the program curriculum and training methods. With consistency in the staff, previous concerns are no longer an issue this past fall.

It is clearly noted that better communication of the programs methods and goals is needed with the members. This has been widely accepted with the coaching staff and visible with the feedback to date this fall. As a relatively new program we have overcome certain areas from a year ago now to better facilitate the programs operations, game schedules and communication. The philosophy of the program is strong and absolutely accurate for the best soccer environment for the players but we must always continue to communicate regularly with our members.

### U11-U14 Juniors Program

With players moving into their first years in 8v8 soccer, Red/Black/White teams there is such a learning curve in this program. Our coaching staff has done an excellent job of training and developing the players. In agreement with the feedback, areas of team management can be improved on by the staff. This is also a time when the level of commitment from the parent increases and many lifelong memories and friendships are formed between athletes and families. We will continue to develop better communication protocol at this critical juncture in our relationship with members to facilitate this transition. On the field, our coaching directors work with each team although not sometimes visible there is a strong communication link between them. This is not visible all the time to our members. We have greatly improved the 4v4 league for our members that now see a dramatic increase in participation. A new program last year we have been able to tweak it so its plays a realistic

role in player development. A new program added this year was technical functional training, after close analysis of our training ratio to games there were key aspects of technique that needed improvement across the younger players. With teams in the Juniors now able to practice a third evening per week through 4v4 and Technical Functional training we have seen technical improvements in our players already from the fall. We will continue to work towards improving this new program moving forward.

#### U15-U18 Seniors

With our coaching staff for these age groups highly rated we have been able to add consistency for the future with the staff. There is better club structural organization this year which has already seen the rewards with much improved Coaching Director oversight especially with the HS girls. Coach Neil accepted the position last year right before the season started but with better preparation this year we have already seen the benefits of his oversight with a fantastic year for the HS girls. Possibly the best overall success of all the teams combined ever at the club. With the CASL partnership we are able to showcase the HS girl's players to college coaches with participation in the CASL Showcase and the Girls College Combine Camp. We will continue to develop the program in all areas. The HS Boys program looks very strong going into the spring season. Our coaching staff is returning and with good team management the communication of our programs goals will be met again.

#### Adult League

With no player development philosophy, the program's feedback was key in making great strides this year. Feedback, on game times, refs, logistics, registration and formation of teams were considered very seriously that allowed us to greatly improve the program. Working together with our participants the program has grown to 300 players in less than two years. We will continue to receive the feedback from the fall and look forward to the survey responses as we prepare for the spring season. We hope all the participants enjoyed the increased service this past year with the changes made.

#### **General Areas of Club**

##### Casino Night

Thanks to the responses for our key fundraiser we have already tweaked the event for this coming March 27<sup>th</sup>. The event will take place at the Galway Hooker and we will look to utilize the recent feedback in establishing our 4<sup>th</sup> Annual Casino night in the spring.

##### Club Newsletter

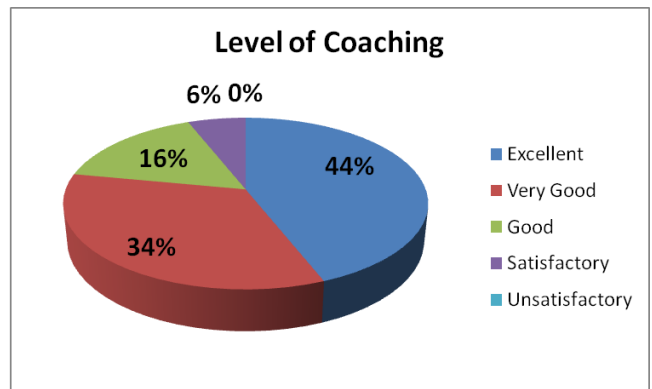
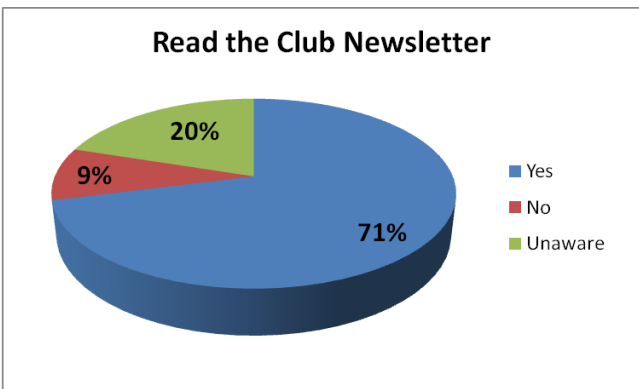
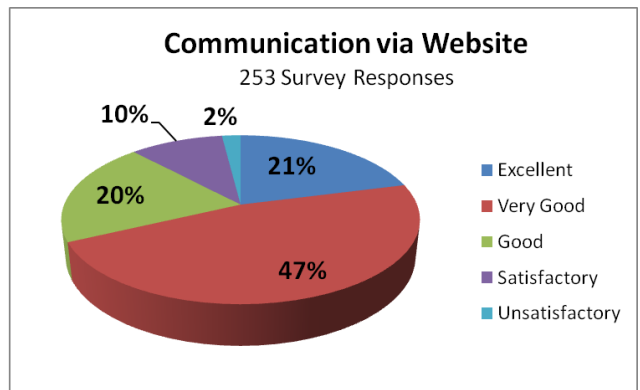
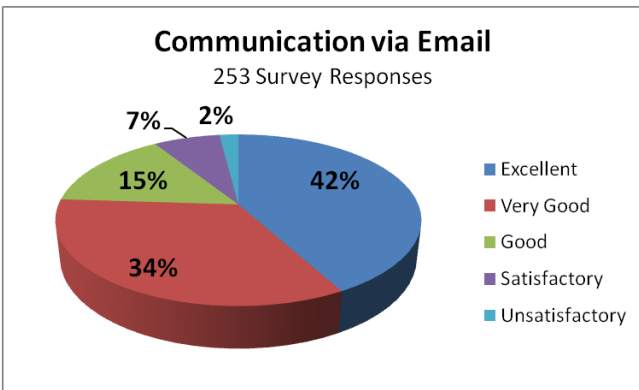
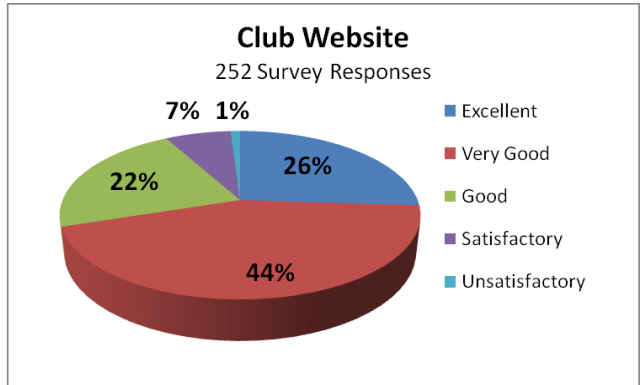
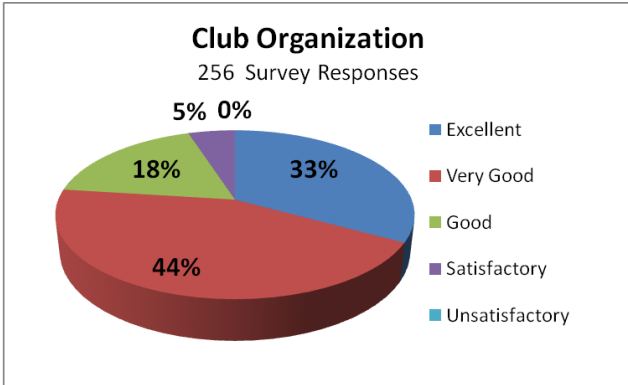
With only 71% of the membership reading the newsletter we initiated our weekly inside look at the club via the Lake Norman Citizen. This can be found in our office or online on the webpage. Resulting in an increased marketing arm for the club we're excited to bring more stories and updates to our members and the community now on a weekly basis.

##### Club Website

With very good feedback from our members on the website we know the importance the website plays in the communication to our members and the community. We will continue to establish a transparent look at our club, programs and operations with the webpage and we're excited to launch our new site before the upcoming holiday season.

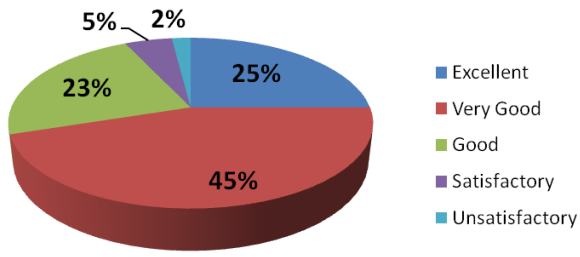
**Specific Feedback Results:**

Below are the results of the specific questions asked in the surveys. We hope you enjoy reading the results as we did. For ease of review survey results have been shown in the form of pie charts summarizing the survey results for all age groups.



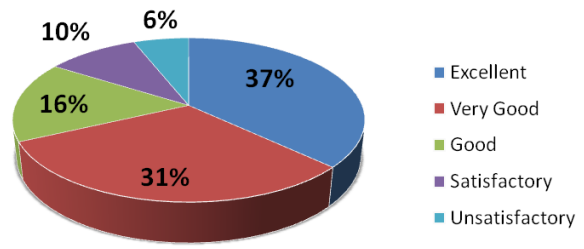
### Executive Director Oversight

185 Survey Responses



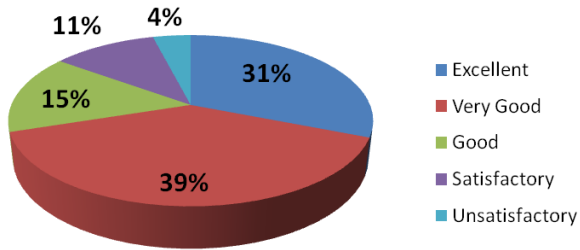
### Coaches Communication

190 Survey Results



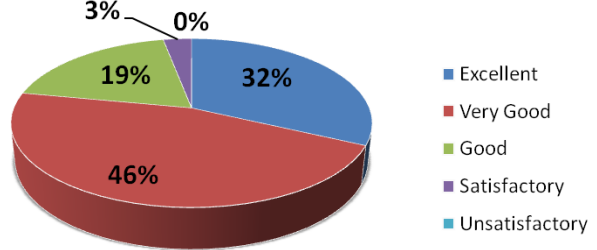
### Uniform Distribution

253 Survey Responses



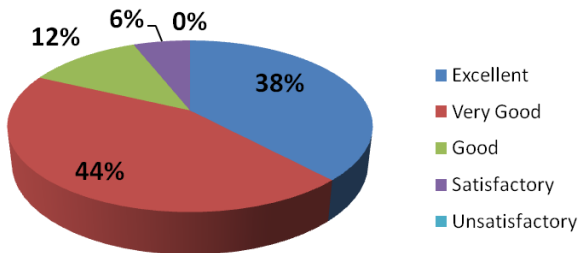
### Fields and Facilities

253 Survey Responses



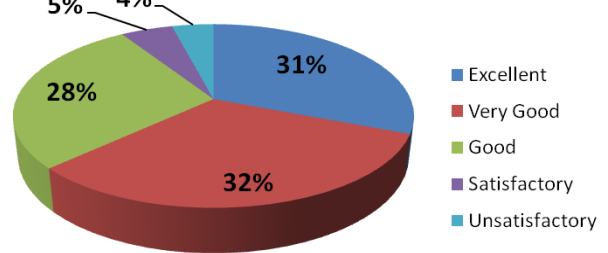
### Uniform Quality

262 Survey Responses



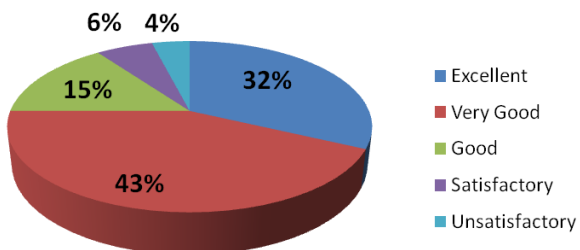
### Director Oversight

213 Survey Responses



### Player Evaluations

181 Survey Results



### Overall Club Experience

217 Survey Responses

