

## Survey Results for Fall 2009 – Spring 2010



*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

We have continued to offer both Directors Clinics and Davidson Clinics this year with the interest from our members requesting these as part of the service of the Recreation Program. We will continue to offer programs where our Recreation players work with the clubs Directors as well as the Recreation Coaches. A good example of this is the U8 Pre-Academy Training. As we move forward we will look to incorporate more training opportunities for other age groups.

The vast majority of our members continue to provide feedback for morning to lunchtime kickoff times. As a growing program this continues to offer challenges as we look to place all players on the best possible playing surface. With the kickoff times starting at 8:30am at Bailey Road rather than 9am we are able to have all our U5 to U8 players participate at Bailey Road. We will continue to work with our members, the town of Cornelius on parking availability. Our Friday night lights games are a continued success and we're glad to offer this to our members.

Communication on our programs for our members are key, we are currently looking at various ways in which we can communicate the 'next step' for our recreation players. Whether it's the competitive program or moving up an age group in the recreation program we will look to be accessible for communication to our members during the spring months.

Coaching Director oversight is key for our Recreation Program, as a volunteer based coaching program it is important to have CD oversight of all age groups at a consistent level. With additional staff hiring's this summer we have built a structure that will provide oversight to maintain a consistent philosophy and environment for our players.

This fall we are currently undergoing a full recreation program analysis. From our registration structure, forming teams, coaching education and training opportunities we are reviewing and analyzing our program annually to make sure we continue to develop and make appropriate changes.

### Denver Recreation Program

With 250 new members in this program we are excited about the reception in the Denver Community. The support has been tremendous. This fall we have introduced more coaching director oversight, referees into the U10 and U12 age groups as well as some administrative changes needed to support this growing program. The feedback to date has been very positive and we look forward to the new survey feedback so we can continue to develop the program for our members.

### U9-U10 Youth Academy

Communication and consistency are key within this program for our members. We have taken strides as a club that will provide consistency in the coaching staff and our biggest challenge is to continue to add to the already quality coaching staff that is in place this year.

We have limited the travel for this fall and the coaching directors have also worked hard in scheduling game times that are more user friendly with less time between games but also support our player development model. The coaching directors are working consistently with the coaching in how we can continue to develop this program. Training curriculum and program management are consistently reviewed.

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. 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

Coaching Director Oversight for this program has been the biggest difference this year. With Coach Jeff Bilyk and Coach Neil Roberts taking over the 13/14 Boys and Girls respectfully, our teams and coaching staff receive much more oversight and support than last year.

We have geared our third training session a week specifically towards the needs of players in these age groups with the demands for their development being met with the U11/U12 boys and girls participating in a strong 4v4 games as the third night of training. The attendance at the third session of the week has been very encouraging this year by the players and reflects the popularity of the 4v4 nights at the club.

The 13/14 age group of our junior programs has seen continued success this fall, our strong coaching staff in addition to training opportunities continues to see this program flourish at the club.

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.

### U15-U18 Seniors

Feedback within the following areas – coaching director oversight, communication with team coach, player evaluation experience and overall club experience was very strong in these areas. We have not looked to change this program drastically but more polish up in some areas and provide consistency. The girls and boys Coaching Directors (Neil Roberts and Chris Penton) are entering their 3<sup>rd</sup> and 2<sup>nd</sup> years respectfully as coaching directors for their respective programs. The programs will continue to mature and develop this year. Our teams

are entering ability and age appropriate tournaments that will continue to foster their development and team success. The training curriculum and calendar has been reviewed with both the girls and boys programs starting pre-season a little earlier. We've already seen great success this fall with the girl's teams having many successes this year and we look forward to seeing the boys teams develop over the course of the winter and spring months.

### Adult League

As a pure recreational league with no player development components, the feedback we receive from our participants are crucial in continuing to develop the program. With the program now falling under one of our Directors at the club (Dan Zulka), we hope we can better service our members with more Director Oversight of the program with a fulltime NMSC employee overseeing the operations of the league rather than contracting it out. We added a summer session this past year given the feedback we received and also changed the Players Division to play on Sunday evening. The quality of fields, kick-off time and participant feedback allowed us to make this adjustment confidently.

### **General Areas of Club**

#### Survey

We received excellent feedback from our members in relation to the survey itself, how we present it in structure and questions and we have made several changes to the questions so the feedback is more specific rather than general and we can relate the information to key areas of development and progress for our members.

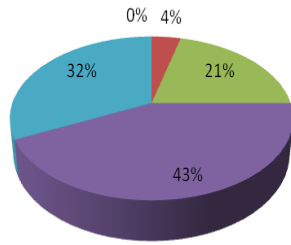
#### Club Website

We hope you are enjoying the clubs new website. A completely new look for the club we hope you are experiencing easier navigation throughout the site and find it more user friendly. In addition to a new improved webpage we are experimenting in other areas of communication with the use of facebook and twitter. 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.

### Club Organization

268 Survey Responses

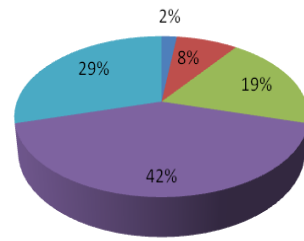
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### Club Website

318 Survey Responses

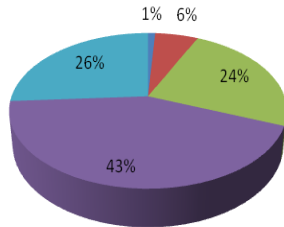
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### Club Communication via Web Page

268 Survey Responses

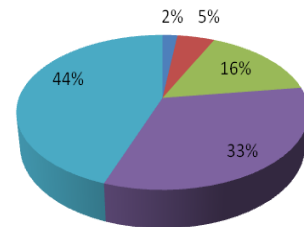
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### Email Communication

318 Survey Responses

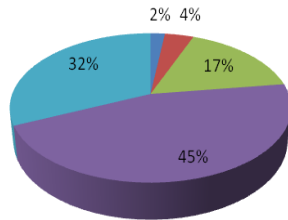
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### Club Registration

111 Survey Responses

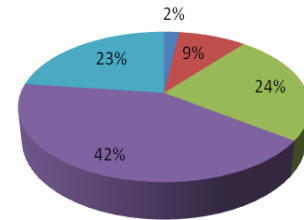
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### Fields and Equipment

318 Survey Responses

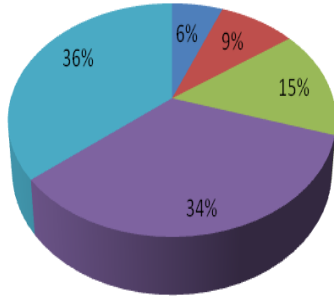
■ Unsatisfactory ■ Satisfactory ■ Good ■ Very Good ■ Excellent



### Level of Coaching

234 Survey Responses

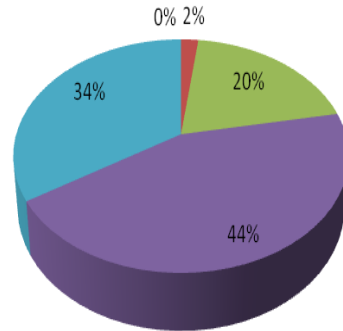
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### Uniform Quality

234 Survey Responses

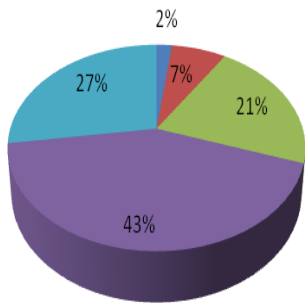
■ Unsatisfactory ■ Satisfactory ■ Good ■ Very Good ■ Excellent



### Uniform Distribution

234 Survey Responses

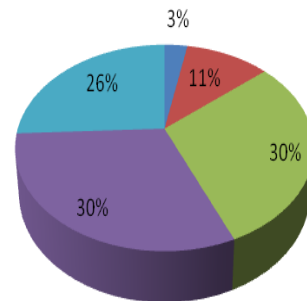
■ Unsatisfactory ■ Satisfactory ■ Good ■ Very Good ■ Excellent



### Fee Structure

157 Survey Responses

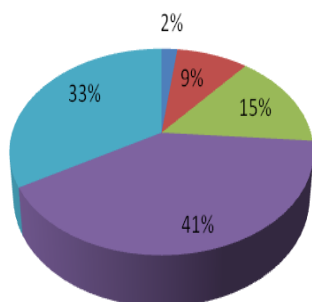
■ Unsatisfactory ■ Satisfactory ■ Good ■ Very Good ■ Excellent



### Overall Club Experience

207 Survey Responses

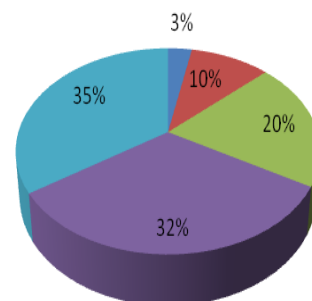
■ Unsatisfactory ■ Satisfactory ■ Good ■ Very Good ■ Excellent



### Director's Oversight

207 Survey Responses

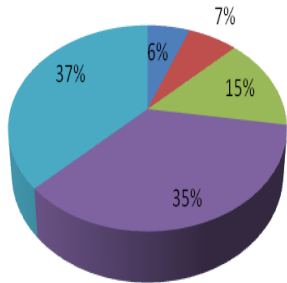
■ Unsatisfactory ■ Satisfactory ■ Good ■ Very Good ■ Excellent



### Coaches Communication

123 Survey Responses

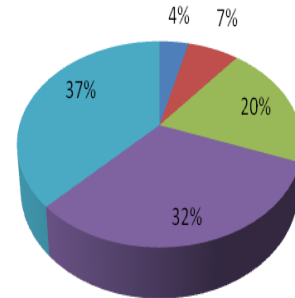
■ Unsatisfactory ■ Satisfactory ■ Good ■ Very Good ■ Excellent



### Player Evaluations

123 Survey Responses

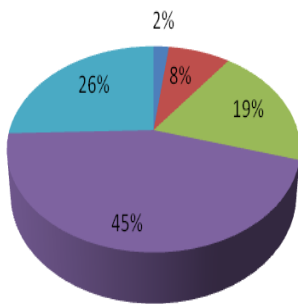
■ Unsatisfactory ■ Satisfactory ■ Good ■ Very Good ■ Excellent



### Executive Director Oversight

122 Survey Responses

■ Unsatisfactory ■ Satisfactory ■ Good ■ Very Good ■ Excellent



### Refer NMSC to Friends

207 Survey Responses

■ Not Likely ■ Possibly ■ Likely ■ Definitely

