



Concord-Carlisle Youth Soccer (CCYS)

CCYS 2012-2013 Parent Survey

CCYS conducted a survey of CCYS families late 2012 into early 2013 to get a better understanding of the CCYS experience from the perspective of our customers. This report provides a brief review of the data collected, our observations and some actions that CCYS will take in response to the data and observations.

Thanks to all who took the time to respond, this has enabled CCYS to identify some areas for improvement.

Summary

A total of 359 unique respondents provided feedback via the survey. This represents approximately 34% of the CCYS community/population. Respondents provided information regarding their involvement with CCYS, and provided responses to a series of questions relating to communications, the player experience with CCYS, player placement and evaluations processes, interest in professional coaching and clinics. The responses were scaled ranging from “strongly agree” to “strongly disagree.” Additionally, respondents were given the opportunity to submit qualitative comments for each of the scaled response questions.

Many of the respondents provided candid comments and suggestions, including heartfelt criticisms and compliments – all of which were very helpful in clarifying the experience for our customers. We are deeply grateful for those who took the time to share their own opinion and experience in words. A sanitized version of this information (names or specific data removed) has been shared with CCYS leadership to help each of the leadership staff to get a better understanding of the customer experience. The comments emphasized these following points:

- CCYS families care a lot about CCYS and it appears that CCYS does an good job serving its clientele on many fronts, yet there is clearly some room for improvement;
- The CCYS website is too complex, is not intuitive and needs an overhaul;
- The level of coaching varies widely from team to team, with nearly all volunteers valued for their time and contribution but respondents also noting a need to raise the skill level for some of the coaches;
- The player placement and evaluation processes are unclear to many parents, and the principles underlying the processes are unknown to most, making this a frustrating and disappointing experience for some; and

- Clinics elicit a segmented and passionate response – many love them, many intensely dislike them – so the formula is not quite right yet.

In response to the input provided in this survey, CCYS has developed the following proposed action items and will commence taking action to address these:

Re: Website

- CCYS will revisit how information is presented on the CCYS website and also assess the clarity of content, and then take action to improve both. We welcome specific feedback regarding the pages and information presentation that could be improved.

Re: Player rotation

- CCYS has renewed the expectation that each coach will focus on player development. This expectation was discussed in the recent coach meeting, it is described in the coach meeting notes available on the CCYS website, and it will be explained in an upcoming note to all parents regarding CCYS philosophy and focus. US Soccer and other accredited soccer organizations encourage youth soccer programs to focus on player development and not team development, suggesting that players should still be learning and playing different positions through U14.

Re: Player placement and evaluation process

- CCYS will endeavor to provide better information to parents and coaches regarding the player evaluation and placement process.
 - o This may be accomplished via the CCYS website, in-person placement briefing sessions, and email communications from Age Group Directors updating and explaining the placement process for registered players.

Re: Clinics

- CCYS will continue to examine methods to offer clinics in such a way as to maximize attendance by players and coaches.
- CCYS has communicated to our clinicians that the clinics must have a higher “fun factor” so that it is an event the players look forward to attending. This should not detract in any way from the instructional portion of the clinic. The clinics must be designed in such a way as to not only instruct the player but to develop their love and enjoyment of the both the clinic and the game of soccer.

Overall, this report will help guide CCYS as the organization works to improve service to CCYS families and players. We expect to again solicit feedback from the CCYS community in the future, and welcome additional input from CCYS families in the interim.

Jim Rice
CCYS President

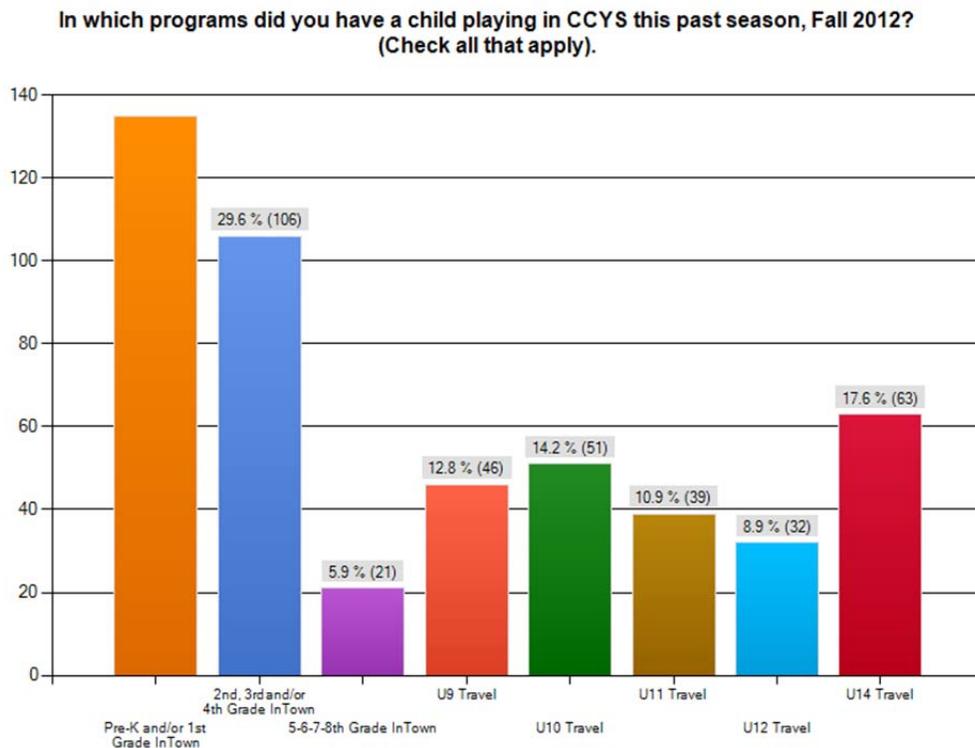
Adam Simon
CCYS Director of Coaching and Player Development

March 26, 2013

Detailed Review

This section provides a detailed review of the questions, responses and observations.

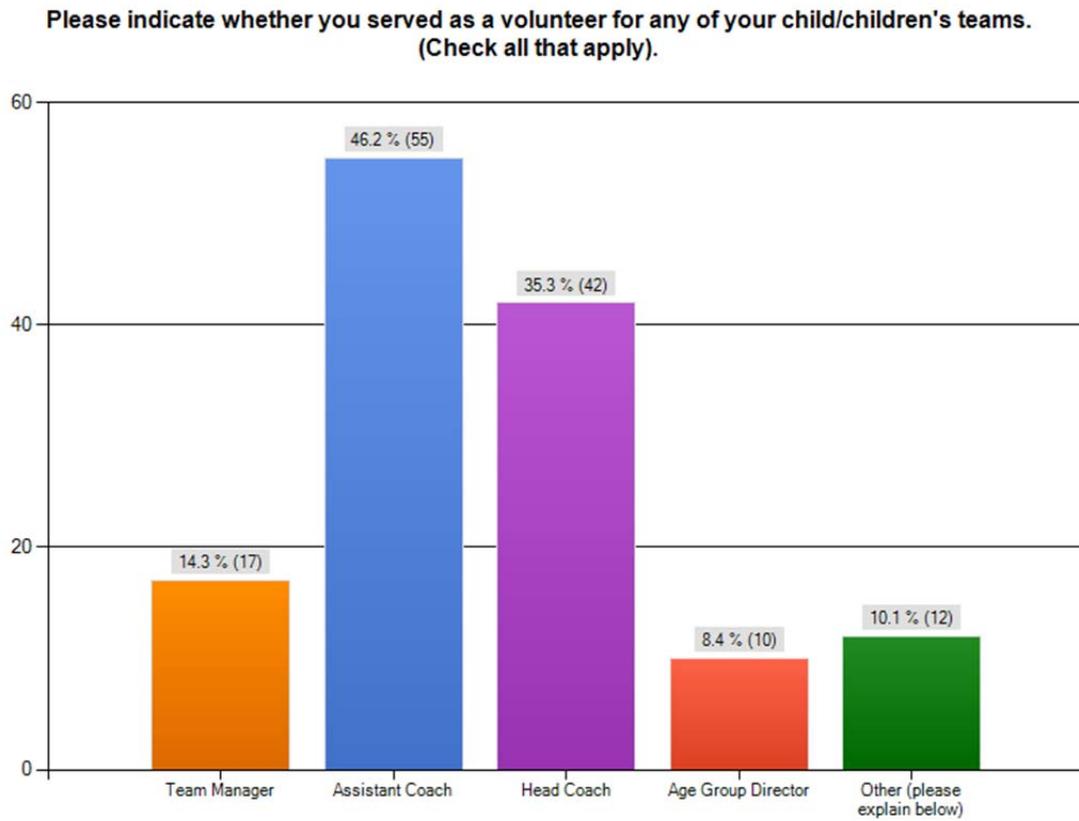
Question 1. In which programs did you have a child playing in CCYS this past season, Fall 2012? (Check all that apply).



Observations:

- The respondents represent a reasonable cross-section of the CCYS community, slightly more respondents with players in In-Town than Travel. Many of the respondents have multiple players registered to play in both In-Town and Travel
- The ratio of responding In-Town to Travel players is generally consistent with the ratio in practice, with In-Town being the larger program of the two.
- If you split the number of U14 respondents evenly assuming that there are an equal number of 7th and 8th graders in the program, this shows a steady decline in the number of responses with each additional year.

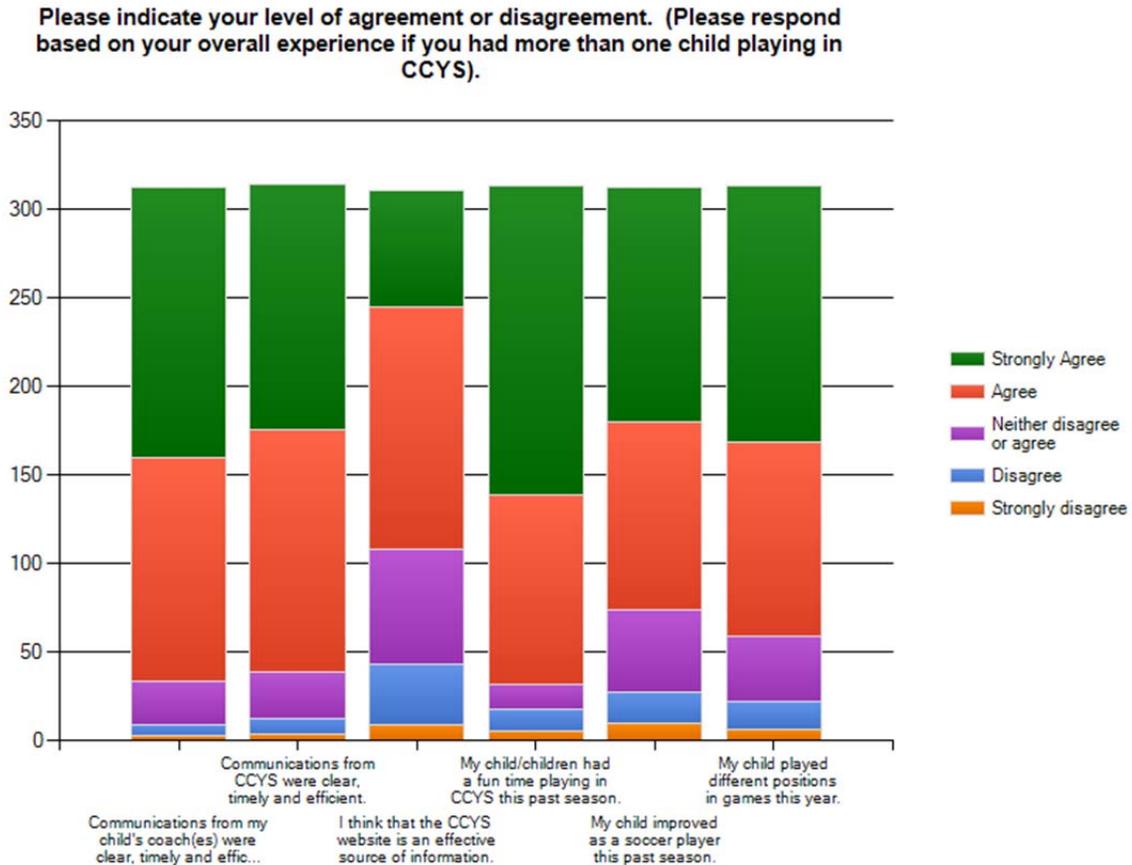
Question 2. Please indicate whether you served as a volunteer for any of your child/children's teams. (Check all that apply).



Observations:

- Approximately one third of the respondents volunteered to support their children's teams in one way or another.
 - o This is an encouraging rate of volunteerism. Considering that CCYS is a volunteer-run program, it is imperative that parents play an active role volunteering to support the program.
- The majority of the volunteers served as Assistant Coach, followed by those volunteering to serve as Head Coach.

Question 3. Please indicate your level of agreement or disagreement. (Please respond based on your overall experience if you had more than one child playing in CCYS).



Observations (referring to the data in columns 1-6, counting from the left as column 1):

- Re: column 1: Communications from coach.
 - o The vast majority of respondents agreed that the communications from the coach were clear, timely and efficient. Less than 3% of the respondents disagreed.
 - This suggests a high level of satisfaction with the communications from the coach.
- Re: column 2: Communications from CCYS.
 - o As was the case for communications from the coach, the vast majority of respondents agreed that the communications from CCYS were clear, timely and efficient. Approximately 4% of the respondents disagreed.
 - This suggests a high level of satisfaction with the communications from CCYS.
- Re: column 3: Website as effective source of information.
 - o Approximately 65% of the respondents agreed that the CCYS website served as an effective source of information. While just 14% disagreed, almost 35%

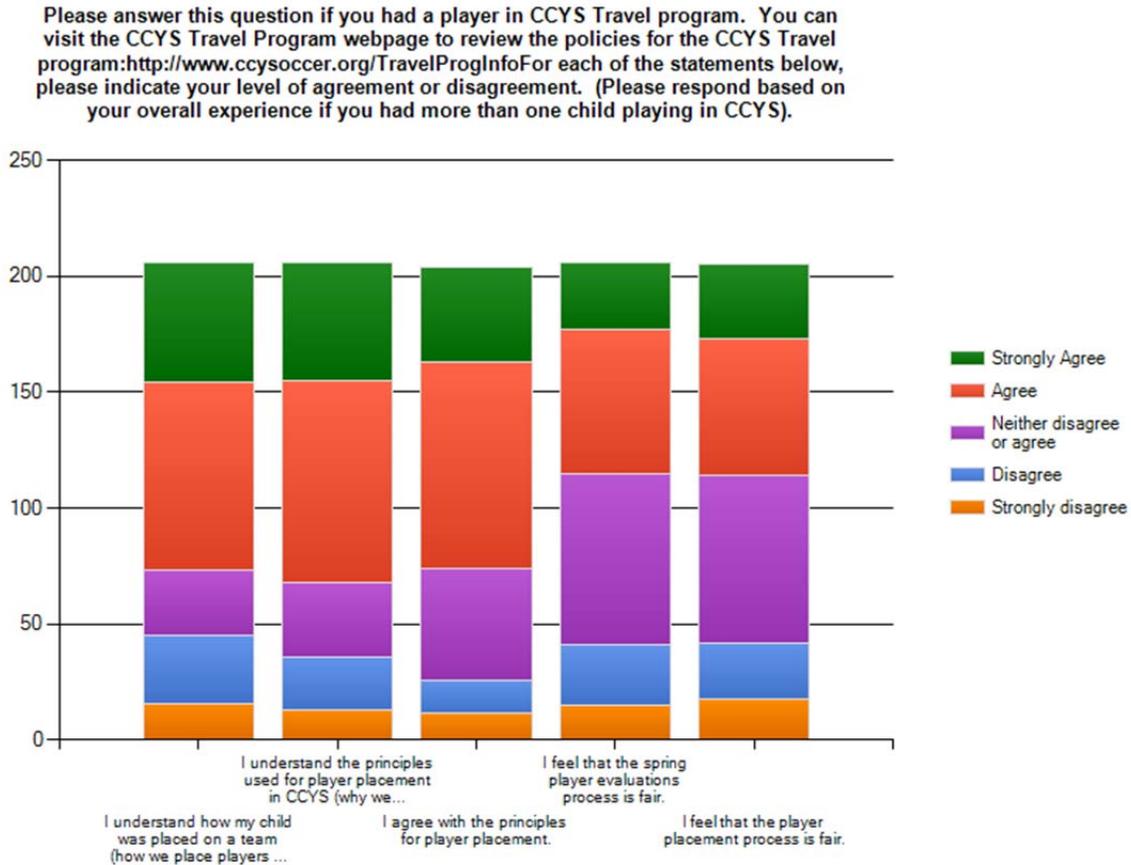
either disagreed or did not concur that the website was effective; this is a large number to not find the website effective.

- This suggests that there is room for improvement in making the CCYS website a more effective source of information.
- Re: column 4: My child had fun.
 - Almost 90% of the respondents agreed that their child had fun this past season, with less than 6% disagreeing. Over 55% indicated that they strongly agreed; nowhere else in the survey did a response garner such a significant “strongly agree/disagree” response.
 - This is a very high percentage of the population and indicates that CCYS has done well delivering against this basic objective. There is still room for improvement but the core experience is recognized as being favorable.
- Re: column 5: Child improved this past season.
 - Over 76% of the respondents agreed that their child improved this past season, with 9% disagreeing.
 - The favorable response is high although there is clearly some room for improvement.
- Re: column 6: Child played different positions this past season.
 - Over 70% agreed that their child played different positions this past season, with less than 9% disagreeing.
 - Similar to the responses shown in column 5, the favorable response is relatively high although there is some room for improvement.

Proposed Action items:

- CCYS will revisit how information is presented on the CCYS website and also assess the clarity of content, and then take action to improve both. We welcome specific feedback regarding the pages and information presentation that could be improved.
- CCYS has renewed the expectation that each coach will focus on player development. This expectation was discussed in the recent coach meeting, it is described in the coach meeting notes available on the CCYS website, and it will be explained in an upcoming note to all parents regarding CCYS philosophy and focus. US Soccer and other accredited soccer organizations encourage youth soccer programs to focus on player development in lieu of team development, and suggest that players should still be learning about and playing different positions through U14.

4. Please answer this question if you had a player in CCYS Travel program. You can visit the CCYS Travel Program webpage to review the policies for the CCYS Travel program: <http://www.ccysoccer.org/TravelProgInfo> For each of the statements below, please indicate your level of agreement or disagreement. (Please respond based on your overall experience if you had more than one child playing in CCYS). [UNDERSTAND PROGRAM, EVALS, PROCESS]



Observations (referring to the data in columns 1-5, counting from the left as column 1):

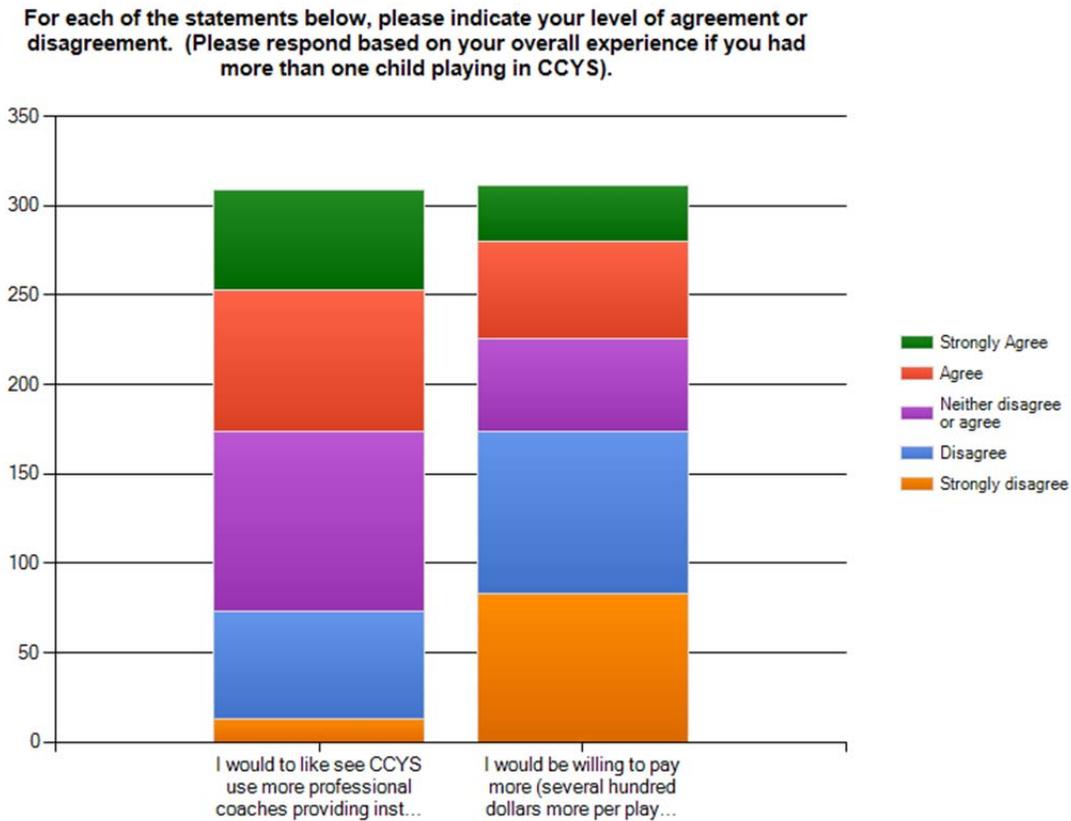
- Re: column 1: Understand how player was placed on team.
 - o Over 62% agree that they understand how their child was placed on a team.
 - This leaves a lot of room for improvement for communicating the process for player placement.
- Re: column 2: Understand principles for player placement.
 - o Over 67% agreed with the principles for player placement, 17% disagreed but over 15% responded that they neither agreed nor disagreed.
 - This suggests that at least there is room for improvement for explaining the principles for player placement which may address the >15% noted. We suspect that more people will understand the principles if they are made more clear.
- Re: column 3: Agree with the principles for player placement.

- Over 63% agreed with the principles for player placement, 12% disagreed but over 23% responded that they neither agreed nor disagreed.
 - Similar to the response described in column 2, this suggests that at least there is a lot of room for improvement for explaining the principles for player placement which may address the >23% noted. We suspect that as more of our community understand the principles, a larger group will come to appreciate and hopefully agree with the principles. .
- Re: column 4: Spring player evaluation process is fair.
 - Only 44% agreed that the spring player evaluation process is fair. A large percentage – almost 36% - responded that they neither agreed nor disagreed.
 - This large percentage – 36% – suggests that there may be a lack of understanding about the process. Here again, there appears to be a big opportunity to better explain how player evaluations are part of the player placement process and the CCYS philosophy.
- Re: column 5: Player placement process is fair.
 - Similar to the response reflected in column 4, less than 44% agreed that the spring player placement process is fair. A large percentage – 35% – responded that they neither agreed nor disagreed.
 - As noted above, this large percentage – 35% – suggests that there may be a lack of understanding about the process. Here again, there appears to be a big opportunity to better explain the entire player placement process and the CCYS philosophy.

Proposed Action items:

- CCYS will endeavor to provide better information to parents and coaches regarding the player evaluation and placement process
 - This may be accomplished via the CCYS website, in-person placement briefing sessions, and email communications from Age Group Directors updating and explaining the placement process for registered players.

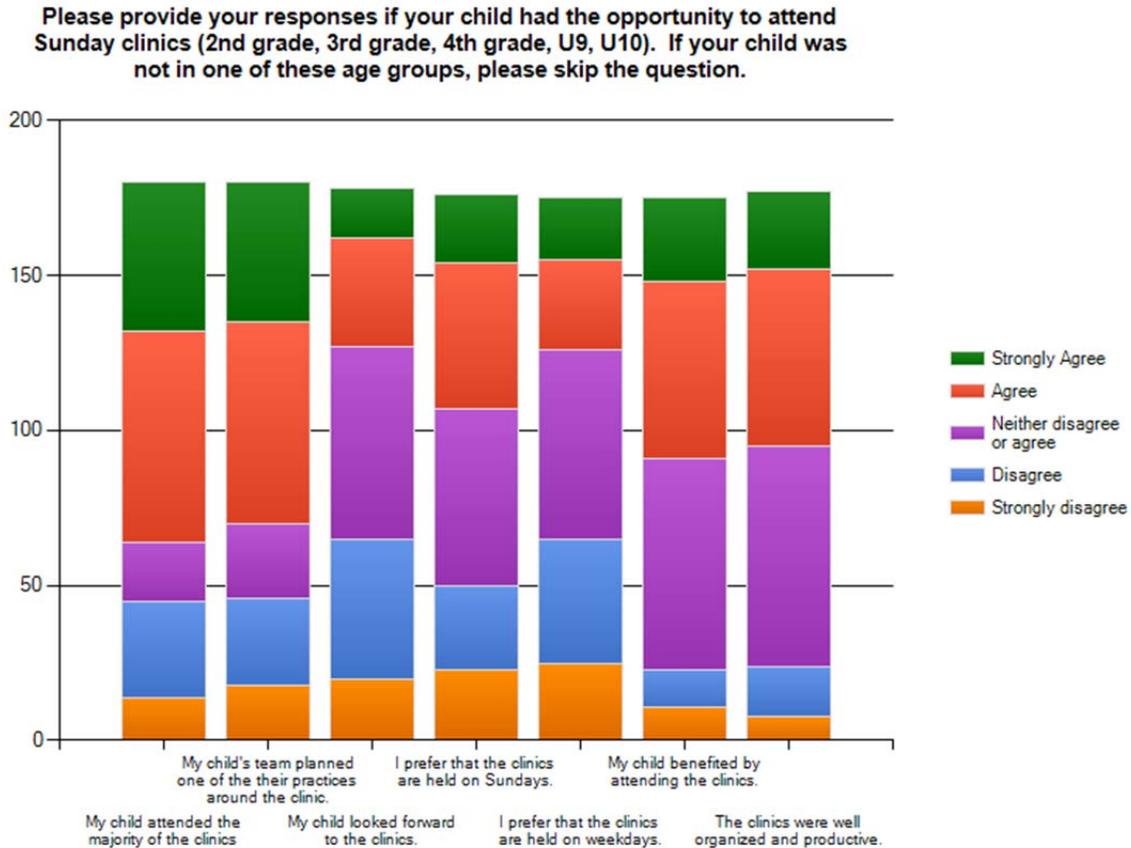
5. For each of the statements below, please indicate your level of agreement or disagreement. (Please respond based on your overall experience if you had more than one child playing in CCYS).



Observations (referring to the data in columns 1-2, counting from the left as column 1):

- Re: column 1: Would like more professional coaches.
 - o Almost 44% agreed that they would like to see more professional coaches, while 55% either disagreed or neither agreed or disagreed.
- Re: column 2: Willing to pay more.
 - o Only 27% agreed that they would be willing to pay several hundred dollars more for more professional coaches.
- Although there is a small group of respondents who indicated that they would like to see more professional coaches, only slightly more than half of that group were willing to pay for the coaches. Therefore this is not an economically feasible or promising option.

6. Please provide your responses if your child had the opportunity to attend Sunday clinics (2nd grade, 3rd grade, 4th grade, U9, U10). If your child was not in one of these age groups, please skip the question.



Observations (referring to the data in columns 1-7, counting from the left as column 1):

- Re: column 1: Child attended clinics
 - o 64% agreed that they attended a majority of the clinics
- Re: column 2: Child's team planned practice around clinic
 - o 61% agreed that their team planned one of their practices around the clinic
- Re: column 3: Child looked forward to clinic
 - o 29% agreed that they looked forward to the clinics with 35% neither agreeing nor disagreeing, with 36% disagreeing
 - This statistic suggests that there is significant room for improvement with regard to the clinics
- Re: column 4: Prefer clinics on Sunday

- 39% prefer the clinics on Sundays with 32% neither agreeing nor disagreeing
- Re: column 5: Prefer clinics on weekdays
 - 28% prefer the clinic on weekdays, with 35% neither agreeing nor disagreeing
- Re: columns 4 & 5: Preference for clinic days
 - The responses suggest that there is no dominant preference for either a Sunday or weekday clinic schedule. The clinics are typically conducted on Sundays in the fall mainly because the clinicians are not available late afternoons/early evenings because most are high school soccer coaches. Therefore in the spring, clinics are conducted during on weekdays since the clinicians are available during the week
- Re: column 6: Child benefited from clinics
 - 48% parents felt their child benefitted from attending the clinics, 39% neither agreed nor disagreed
- Re: column 7: Clinics well organized and productive
 - 46% agreed that the clinics were well organized and productive, with 40% neither agreeing nor disagreeing

Proposed Action Items:

- CCYS will continue to examine methods to offer clinics in such a way as to maximize attendance by players and coaches.
- CCYS has communicated to our clinicians that the clinics must have a higher “fun factor” so that it is an event the players look forward to attending. This should not detract in any way from the instructional portion of the clinic. The clinics must be designed in such a way as to not only instruct the player but to develop their love and enjoyment of the both the clinic and the game of soccer.