



# MYSA Mid- Season Board Meeting

May 25, 2023



## Agenda

1. Welcome (1min)
2. Registration Report (4min)
3. Field & Equipment (5min)
4. Program Updates (5min)
  - Clinic
  - Intramural
  - Travel
5. Technical Development (2min)
6. Fall 2023 Travel Planning (8min)
7. New Board Business (<3min)
8. Review Survey Results (30min)
9. Open Forum (30min)



# Registration Report

Total player registrations, Spring season

2016	2017	2018	2019	2021	2023
753	777	721	770	758	792

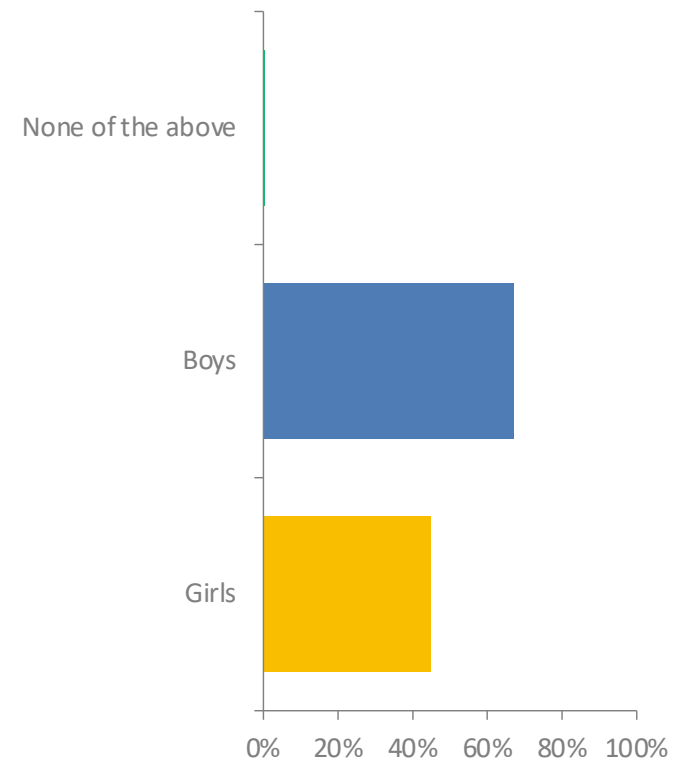
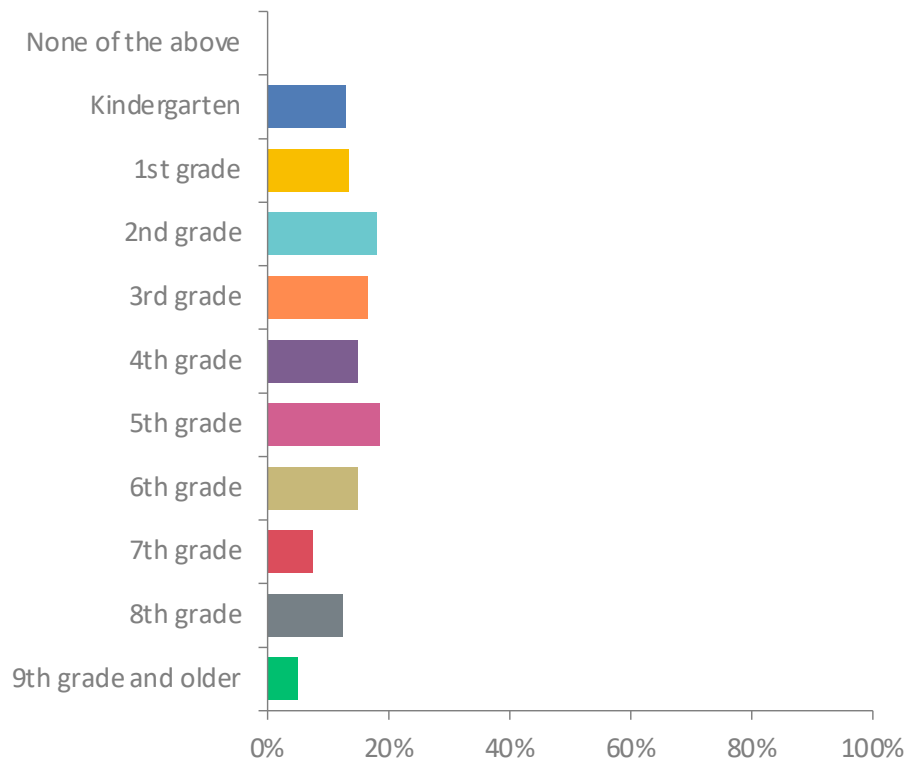
Spring 2023 League	Boys	Girls
Kindergarten Clinic	<i>59</i>	41
1 <sup>st</sup> Grade Clinic	<i>43</i>	44
2 <sup>nd</sup> – 4 <sup>th</sup> Grade IM	88	87
Grade 4 Travel	42	35
Grade 5-6 Travel	<b>73</b>	<b>89</b>
Grade 7-8 Travel	44	<b>61</b>
High school Travel	48	<b>37</b>

*Ital* = notably lower than 2021

**Bold** = notably higher than 2021



# Spring 2023 Parent Survey (*n=200*)





# Some key takeaways from the parent survey

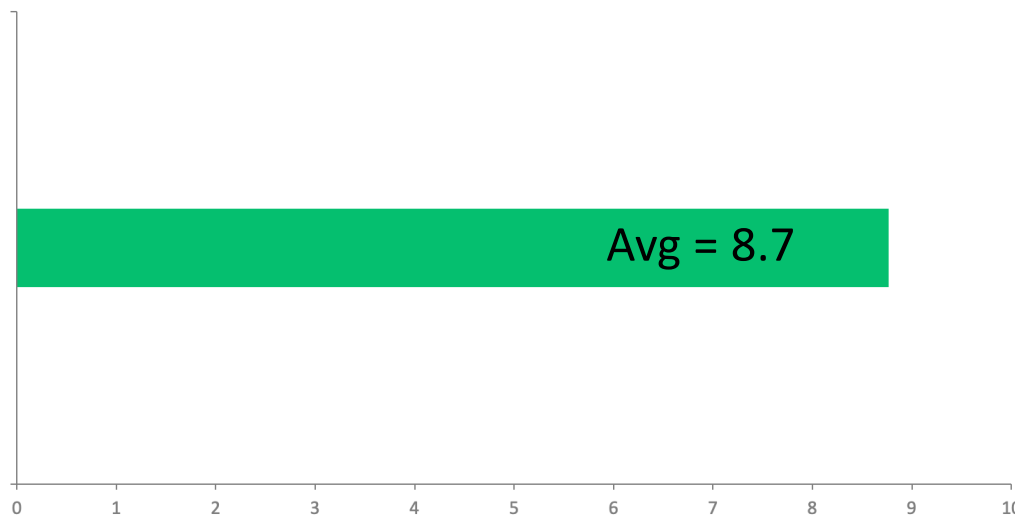
- Overall high satisfaction, although even many of those very positive on the program had areas where they would like to see improvement.
- Multiple comments that more transparency around team selection and roster-building processes is wanted. At all levels: Clinic, IM and Travel. Some parents question the fairness of outcomes.
- Asked open-ended for volunteers/coaches to call out for correction and/or praise, parents gave many more positive call-outs than corrections, and the list of those receiving praise was very long.
- A few new volunteers raised their hands. We will be following up with them soon.



# Overall, a good “net promoter score” (ie: happy parents)

**Q4: On a scale of 0-10, how likely are you to recommend Marblehead Youth Soccer's programs to a friend or neighbor?**

Answered: 200 Skipped: 0



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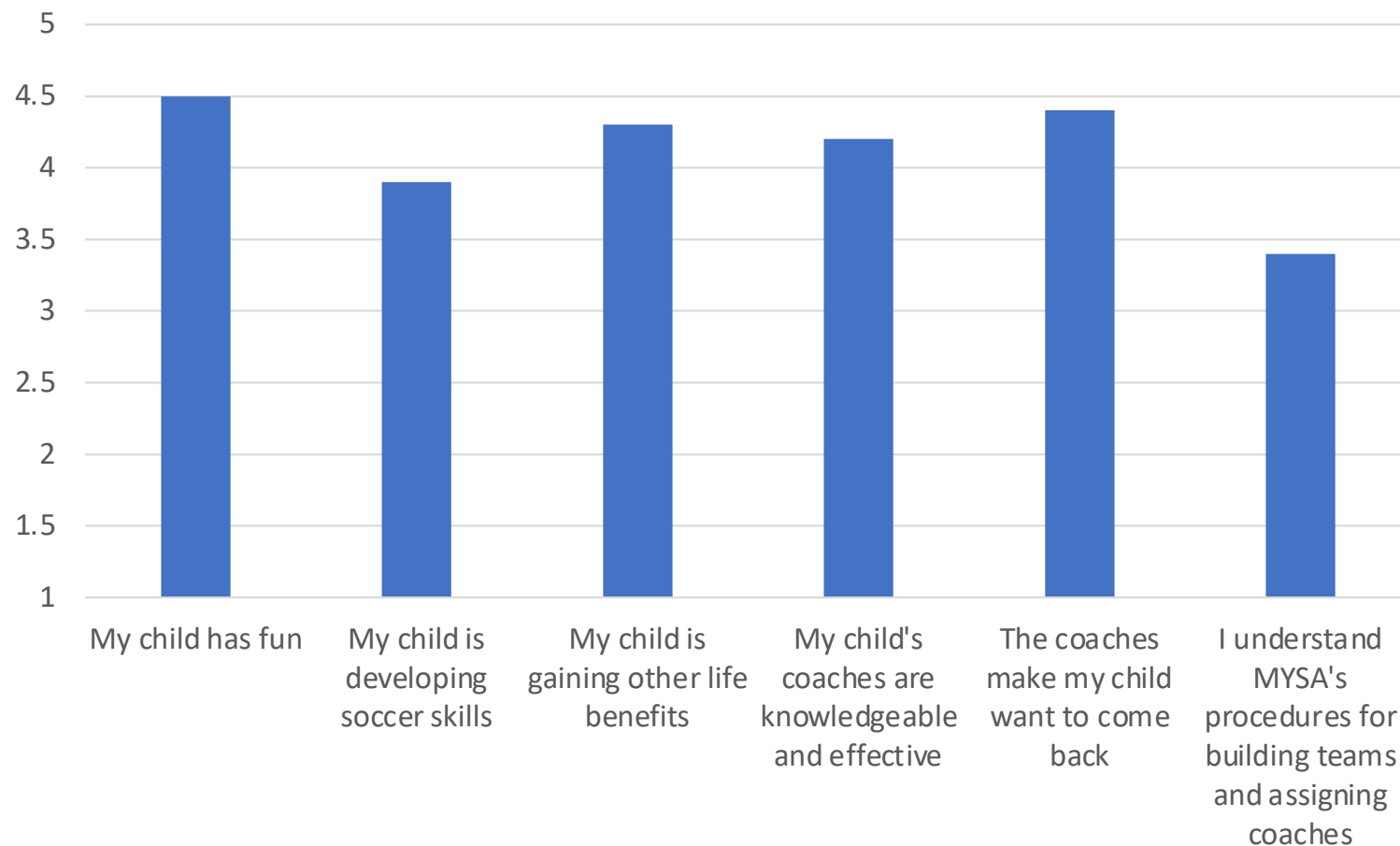
**Overall NPS = 57**

*“As a rule of thumb, if the NPS is less than 0, it is cause for worry. A positive NPS gives some level of comfort... An NPS score above 0 can be considered to be ‘good’, anything above 50 is ‘great’, and anything above 70 is ‘excellent’.”*



# Specific aspects of the program still scored high, but varied

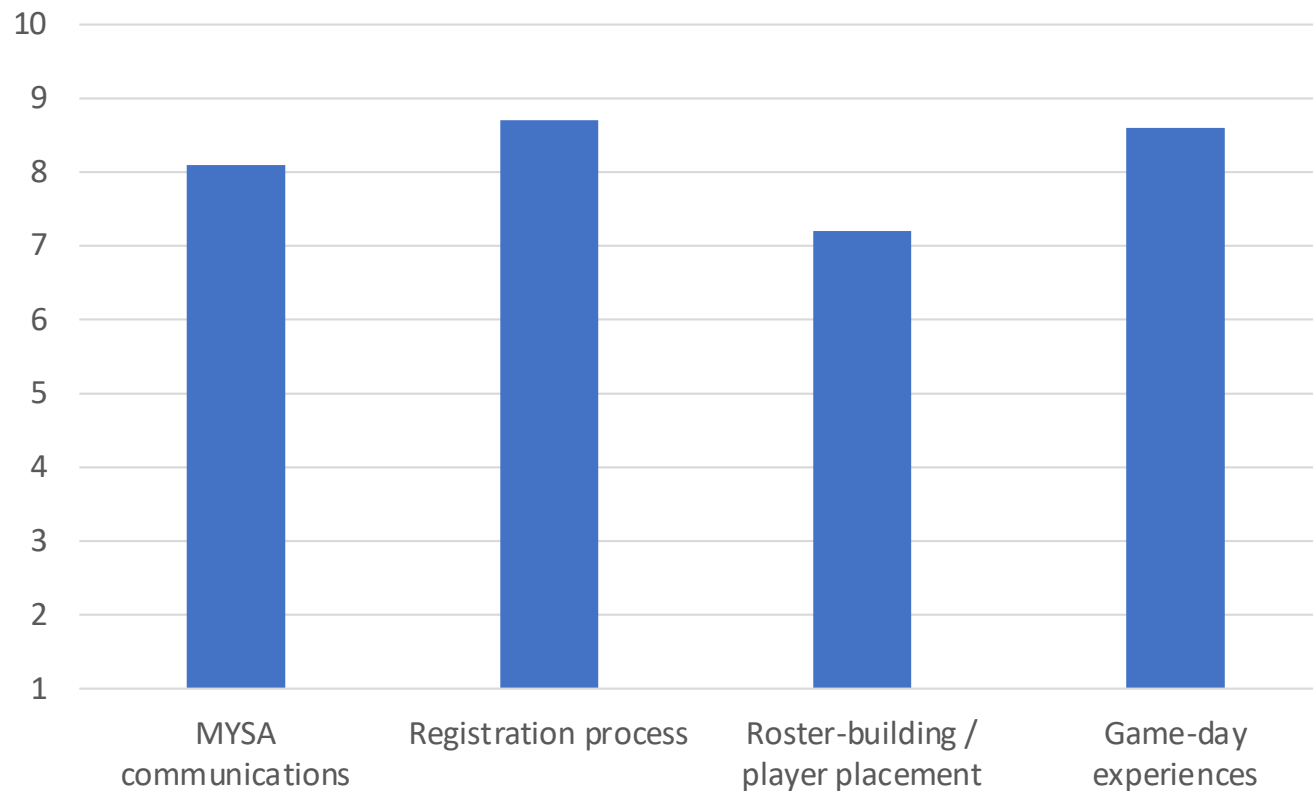
“How strongly would you agree with...” (1-5 scale)



# High marks for TeamSnap and game-days, room for improvement with roster-building



“How satisfied are you with...” (1-10 scale)







# Registration: Constructive comments

- *“It’s good.”*
- *“It’s relatively easy.”*
- Several comments about wanting more information before registration: Days and game times and pooled practices, etc.
- Several comments about honoring coach and teammate requests.
- Two comments that TeamSnap is confusing versus SportsPilot (note: parents of 8<sup>th</sup> graders). Otherwise more comments were along the lines of: *“Continue to encourage coaches and families to use Team Snap. Very helpful!”*



# Game-day experiences: Constructive comments

Overall positive marks, the below comments reflect what constructive criticism we also received:

- *“Remind all coaches in this age group (IM) that it’s not all about winning.”  
“Maybe have a monitor... Ref left crying.”*
- *“Sometimes hard to find the field you’re going to.”*
- *“Having consistent games at consistent times when the fields allow would be hugely helpful like years past for the older kiddos!”*
- *“MYSAs does not give parents any information about how teams are rostered or that there are even teams playing at different levels. I only learned that through word of mouth.”*
- *“Would love more camaraderie for my player before or after some games — pizza night before a big game, everyone meeting up for lunch after a game, a special team T-shirt (aside from the MYSA kit) etc.”*



# Communications: Constructive comments

- *“Earlier communications about schedules and rosters.”*
- *“More timely communications regarding when practices will be during the week!”*
- Multiple other comments along the same lines.
- *“A great deal of emails are very long.”* Also: *“Communicate more frequently not relying on coaches since their communication is inconsistent and not timely.”*
- Several requests for texting instead of email communications.
- Some noted that the website is not kept up to date and that we don’t utilize social media enough.



# Roster-building: Constructive comments

- Multiple comments noting that they don't know how this even works, or that it hasn't been explained well in the past. For Travel, IM, and even Clinic.
- *"I have not seen any information regarding roster building for intramural soccer".* Also re: IM: *"I think the teams need to be made more fair."*
- *"I never understood the ranking of the teams. I would hear that one team is the top tier or another is second tier, but it was always second hand info."*
- *"I don't think there is transparency as to how kids get selected to the travel teams. I don't have confidence that there is an adequate process for selecting the rosters."*
- *"Not a big issue here, but perhaps more transparency would be helpful."*
- A wide range of comments regarding continuity versus "mixing things up" – some really want the continuity year over year, others want more mixing up.
- Specific to IM, both requests for more honoring of friend requests, and requests for more parity.
- *"The teams have consistently been too small."*



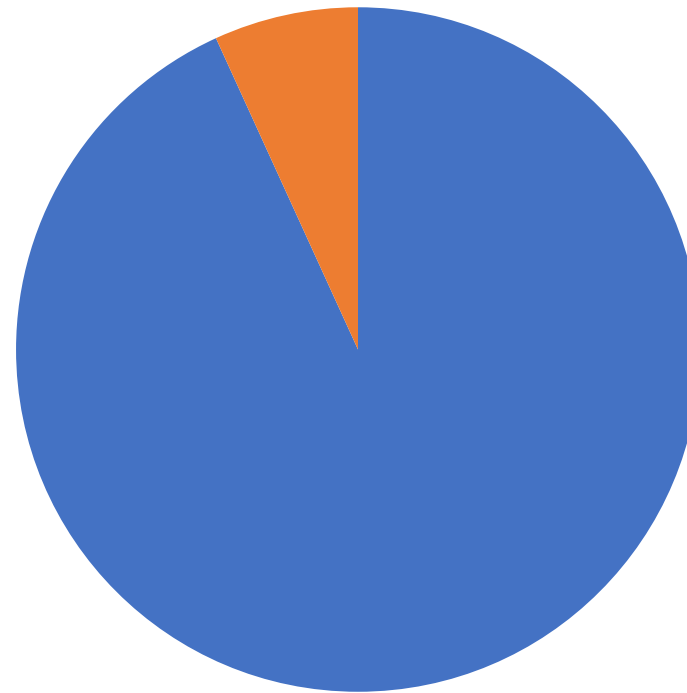
# Additional comments / patterns

- Asks for better and more available refs (both IM and ECYSA), better fields, better nets, more trainer resources. A couple expressed dissatisfaction with current pooled practice sessions (format and trainers).
- A very long list of volunteers and coaches called out for praise, including: Heather Glick, Dan McCollough, Patrick Hogan, Declan Murtagh, Tim Walsh, Steve Fenty, Ramsay Key, Andy Bentley, Jason Faust, Oz Badzak, Karen Philip, Danielle Bulger, Brian Potter, Ted Cook, Alex Merle, Jay Siegrist, Jenny Wilkins, Mark Philip, Meg White, Matt Fletcher, and others too numerous to mention!
- Additional requests for more social aspects (end of year events, e.g.) for each age group. *“Just to make the point that sports are ultimately about fun and teamwork!”*



*“Do you plan to register your child for the MYSA again in future seasons?”*

# of responses



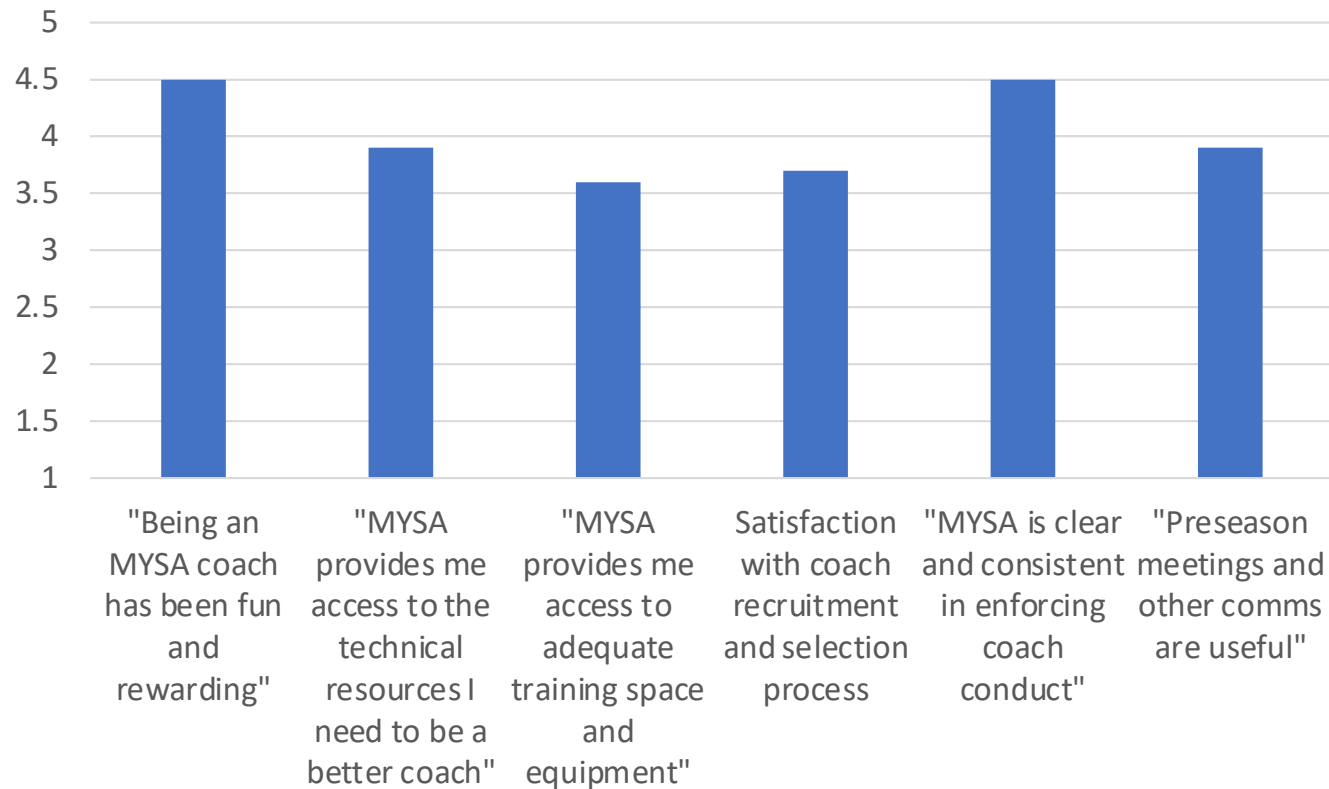
■ Yes ■ No

*(About half are 8<sup>th</sup> graders)*



# Coach survey was also positive but with mixed results (n=35)

"How satisfied are you with..." (1-5 scale)





# Additional comments / patterns from coaches

- Called out for being particularly frustrating: Credentialing (over 50% some level of frustration), and fields and equipment availability (40%).
- Volume and usefulness of communications also called out by a few.
  - *“Preseason meetings should focus on coaching plans and not field allotments and other mundane minutia”*
  - *“Resource for new coaches to reach out to and engage with in dialogue for questions.”*
  - *“Some of the preseason meetings and communications can be a bit verbose. However I think this is an area that has been improved significantly in the past few years.”*
  - *“If you offered clinics for coaches, I would attend.”*
  - *“No coaches meeting for K-1 clinic this year left folks flying blind.”*
- Some expressed dissatisfaction with the pooled practices.
- Wishes for more practice space and better equipment and fields.





# Questions for the Board to consider

- How can we improve the team-building process, and communications regarding it, to better demonstrate transparency and build better trust?
- Who wants to take charge of updating the now-outdated Travel Guidelines? Do we need a similar document for Clinic and IM?
- How can we improve the coach-recruitment and selection process, and communications regarding it, to better demonstrate transparency, build better trust, and give players a better and more consistently positive experience?
- Are there targeted places where we should expend more resources to help coaches and players? Everything from external trainers to equipment on the table.
- Others?