

SSHA Member Survey

Results Overview

May – June 2009



Background

- Survey Purpose: Baseline parent satisfaction with program; opportunities for improvement; get feedback on coaching
- 370 emails sent out; 28 bounced (bad address)
- Automated system sent up to 2 additional email reminders to non-respondents
- Email had link to web-based survey
- Survey took less than 10 minutes
- 213 responded (**62% response rate = excellent**)
- May 27th – June 19th (+ 4 pre-tests in early May)

Executive Summary

- Extremely positive survey scores
- Vast majority would recommend SSHA to a friend
- People choose SSHA because of the focus on Fun, Fair Play and Skills
- Among those not coming back, some want more competition / go to GMHA; friends are a factor
- Satisfaction with coaching is good, although teaching could be improved. Motivations vs. technical
- Biggest wishes: More power skating, clinics and year-end series of games
- Christmas party was enjoyed by those who attended, but many missed it due to conflicts
- Some good comments that need to be reviewed in detail

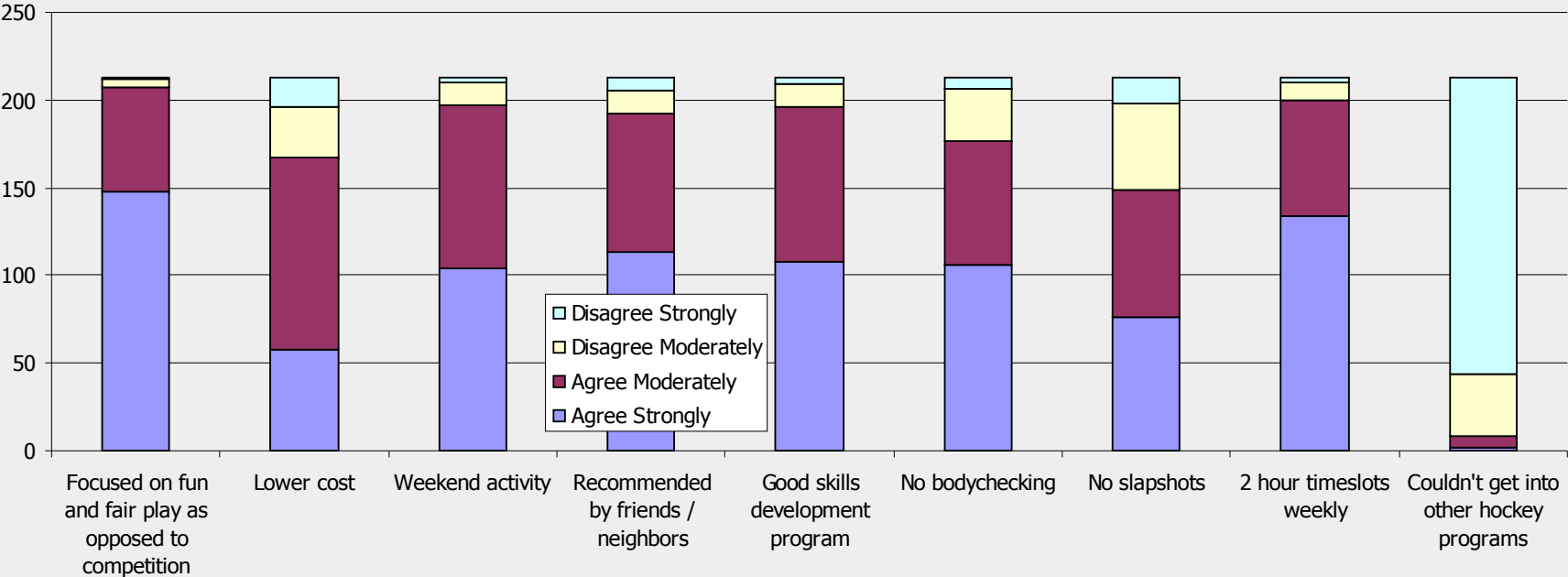
Did you know?

- Stanley Stick is run entirely by volunteers. There is no office and no paid employees. This helps us keep down the cost of hockey for our children – please remember this when contacting the league – emails and voice mails are only picked up every few days or even once a week by volunteers from home.
- Ice time is assigned by the City of Guelph
 - City of Guelph policy is that “Special Events” take precedent over regular weekly scheduled ice time
 - Special Events can be scheduled at any time during the season
 - Unfortunately, sometimes this forces us to reschedule our ice time in mid season
 - The city has the right to cancel our ice for a special event with only 48 hours notice
 - Fortunately the city usually gives us at least a few weeks notice
 - In general we have second choice (after Special Events) for use of the same ice time year over year until such time as there is a change in available ice facilities
 - All this to say – 6 am ice time is not our choice – it is what we are assigned by the city
- Ice Scheduling is tricky business – many hours and eyes go into setting a season schedule
 - Every effort is made to balance the number of early ice times for each team in a given division
 - Every effort is also made to balance the number of games each team plays one another – however this is never perfect given the number of teams and the number of games
 - Every effort is also made to distribute those games between teams throughout the season
 - Inevitably two or more of these constraints will conflict in trying to make a change so we do the best we can and sometimes we may miss something

Survey Response Demographics

- Of 213 Respondents:
 - 100 Novice
 - 46 Atom
 - 53 PeeWee
 - 41 Bantam
- 25% have more than one child
- Parents have had at least one child enrolled in SSHA for 4.3 years

I like or I originally chose Stanley Stick because...



Coaches Rating - Overall

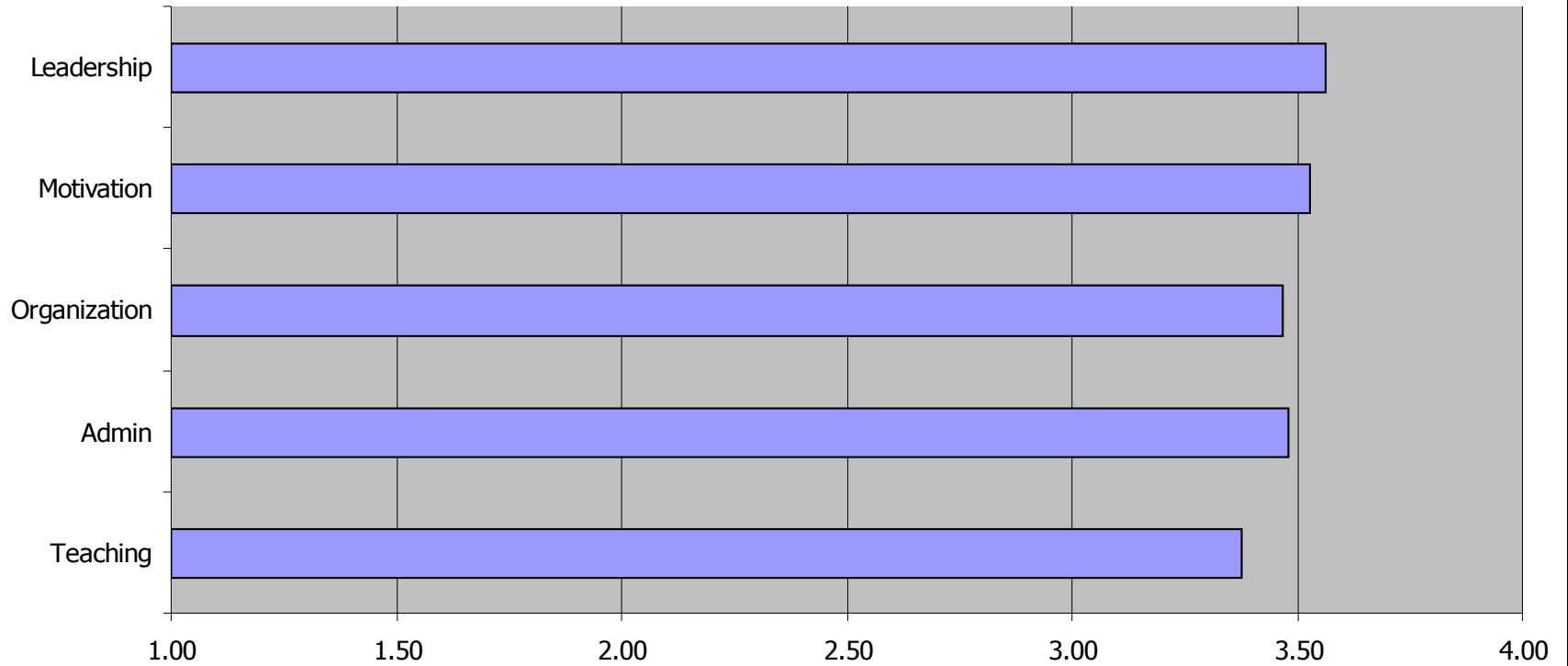
Overall

Now thinking about that child's coaches this past season, how would you rate the quality of...

Answer Options	Poor	Fair	Good	Excellent	Rating Average
Teaching (new skills taught in age-appropriate	3	35	88	142	3.38
Administrative communication (schedules, activities	1	13	110	144	3.48
Organization (efficient practices and games)	1	19	102	146	3.47
Motivation (encouraging, makes it fun for players)	5	19	73	171	3.53
Leadership (lead team, encourages good	3	14	80	171	3.56
Players					268

This table shows the raw number of respondents to each question. The average score is calculated by giving Excellent a 4, Good 3, Fair 2 and Poor 1.

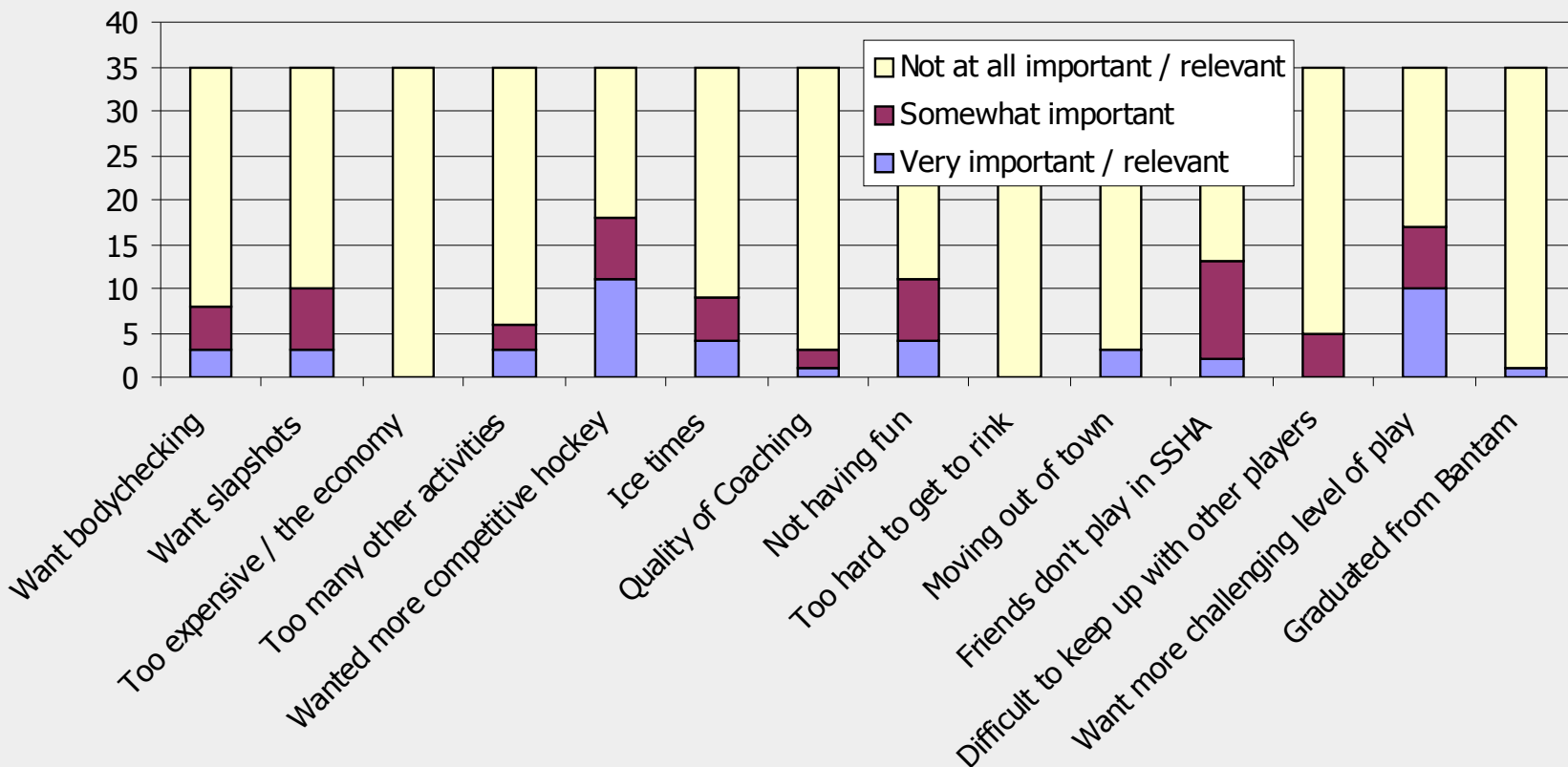
OVERALL: Thinking about child's coaches, how would you rate the quality of...
(4 = Excellent, 3=Good, 2=Fair, 1=Poor)



Not Returning to Stanley Stick

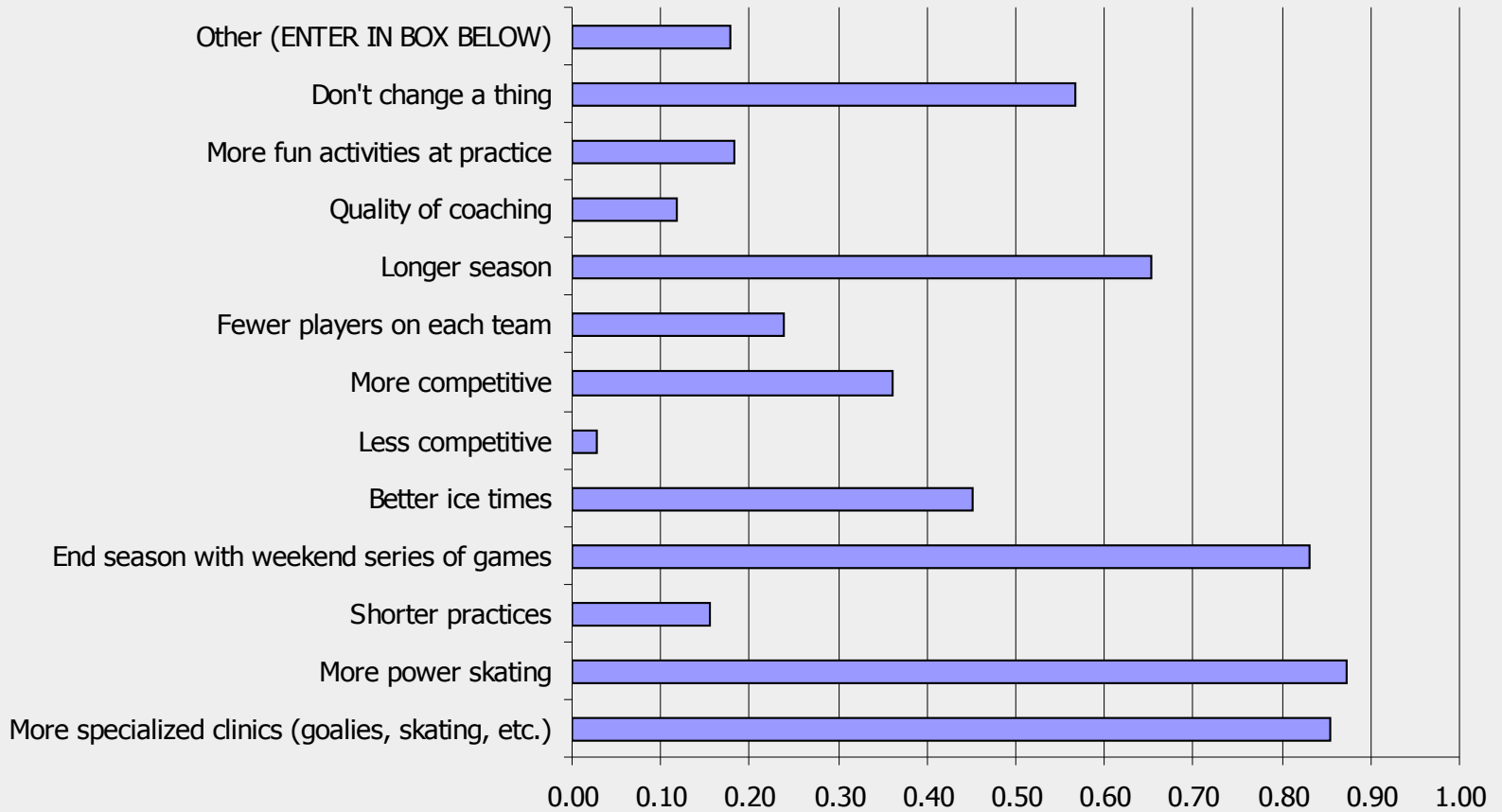
- 16% (35 respondents)
 - Excluding 12 players born 1991
- Averaged 3.3 years in SSHA
- Minimal experience in GMHA

Please indicate how important each of the following were in the decision NOT to return to Stanley Stick hockey.



**If you could identify up to 3 things that would make Stanley Stick better, it would be...
(SELECT UP TO 3 CHOICES)**

Average ratings based on 3 for Top, 2 for Second, and 1 for 3rd



Likelihood of Recommending SSHA to a Friend

- 9.4 on a 10 point scale. Outstanding score.
- Only 9 of 213 rated a 7 or less (4%).

