

3/8/2018

Dear Blizzard Members,

We want to thank everyone who took the time to complete our survey. We had an overwhelming response from our membership. As a board we have reviewed the results and are pleased to provide you with the highlights of the survey and present to you our vision for the Club.

**2018 Survey Highlights:**

- Respondents listed the following as the top areas of importance that contribute to their soccer experience:
  - Individual Skill Development
  - Coaching Competency
  - Team Games Skill Development
  - Club Culture and Value
  
- Over 80% of respondents were either satisfied or very satisfied with team coaching.
  
- Over 75% of respondents were either satisfied or very satisfied with the technical program.
  
- Over 60% of respondents were satisfied with day to day soccer operations.
  
- Over 65% of respondents want to see fitness as a requirement for our Tier 1 and 2 programs.
  
- Over 60% of respondents felt our Club offered good value for money.
  
- Over 70% of respondents were willing to recommend our Club to others.
  
- General themes from the written responses were the need to improve the evaluation process, improve the technical program's value proposition, better scheduling of team practices/tech sessions and provide more attention to the lower tiers.

**Our Plans and Vision:**

You have spoken and although we are doing many things right, there is always room for continuous improvement. As a board, our top priorities for the Club over the next year include the following:

- 1. Provide the highest quality tech program with highly qualified tech coaches**
  - a. We have recently expanded the technical team with the hiring of Craig Angus, Grassroots TD (UEFA A) and Diogo Raposo, Soccer Operations (National B). These two additions have broadened the breadth and depth of our tech team and will enable us to provide the highest quality training to our membership.
  - b. Our technical program philosophy and curriculum will be clearly communicated on our website through a program overview package that we are developing.
  - c. We will expand our tech offering to Tier 4 and lower by offering drop in sessions and a new Skills Centre (Grassroots) for individual skill development. We will also be running camps during the summer and school breaks.

## **2. Maintain the highest levels of coaching competency**

- a. Coaches will receive a Blizzard coaching curriculum and development philosophy at the beginning of each season for strong alignment between coaching and technical training.
- b. A seasonal coaching feedback program will be implemented starting with the 2018 outdoor season to ensure accountability.
- c. We will continue to offer formal training opportunities to all coaches. In January of this year, 16 coaches had the opportunity to complete their Alberta C license through the Club.

## **3. Improve Evaluation Process**

- a. A new document is being developed that will clearly describe the evaluation process and answer many questions.
- b. A formal process to appeal placement is being created to enable all members the opportunity to challenge a placement if they feel their child has been misplaced.
- c. An evaluation schedule will be published on the website in advance.

## **4. Improve Club Communications**

- a. In January, we switched the Club registration system to PowerUp. PowerUp is more robust than our prior system and should ensure the proper and timely delivery of Club email messages.
- b. The addition of Diogo Raposo as Soccer Operations and Jens Lipper as Grassroots Manager will assist the Club in delivering a well-organized program including the more efficient scheduling of team tech sessions.
- c. We will create a [news@blizzardsoccer.com](mailto:news@blizzardsoccer.com) email to generate more stories about all teams, not just higher tier teams.

## **5. Enhance Club Culture and Values**

- a. We've created a new board subcommittee that will work with Blizzard staff to organize events that grow the club spirit and camaraderie.
- b. We've enhanced the Club's marketing and branding profile with new academy tech shirts, updated club wear available at Kicks and our Field 4 mural will be getting a facelift.

## **6. Enhance the Value Proposition for Members**

- a. For the outdoor season, tech sessions have been increased with teams receiving a minimum of 12 sessions.
- b. Drop in skill sessions for Tiers 4 and lower are being added at no extra charge and we are creating community based Grassroots Skills Centers to develop our young players.
- c. We are investigating a club video system to record games for coaching purposes and to provide players with video footage for individual scholarship opportunities.

## **7. Establish a Permanent Blizzard Facility**

- a. We continue to actively seek a permanent home for our Club and are currently investigating several encouraging options.

We appreciate our members and what is important to you. We are committed to working together with Blizzard staff, volunteers, parents and players to deliver on our Club's purpose of providing an exceptional experience for all members. Stay tuned as we get ready to start an exciting 2018 Outdoor Season.

Best Regards,  
Blizzard Board of Directors

Alan Rickwood, General Manager