

AMHA
Year End Coach Survey
2023-2024 Season



Executive Summary

For the 2023-24 hockey season, the annual AMHA Year End Survey regarding Coaching was completed in March 2024.

In total there were 495 valid entries, covering 77 teams and the respective Head Coaches. This spans all age divisions from U7 through U18 (see Figure 1), and all streams from High Performance (AA) through City (see Figure 2). 495 responses represent a response rate of 38.1%. Statistically, with a confidence level of 95%, the results of this survey can be considered accurate within a 3.4% margin of error. In other words, 19 questions out of 20 regarding the entire organization, the results reported are within 3.4% of the true value and, over 495 respondents, translates into ± 17 responses.

On average, each coach garnered 6.4 responses. Statistically, the confidence level of each coach's responses drops to 80% in order to be considered accurate within a 20% margin of error. In other words, taken independent of the group, each coach's individual responses have a much larger margin of error, as the population size (team size) is much smaller. So individual coach results are best viewed as in-relation to the group, as opposed to strictly on face value.

The Recreation participants and AAA players were excluded from this report for differing reasons. While contributions from AMHA's Recreation League were gathered, the small size of the league and quantity of responses yields less significant data and is excluded from this report. The Recreation participants do not have standardized coaching nor league layout, in the same manner as other AMHA teams. Consequently many questions do not apply or the results do not have the same meaning. The AAA coaches are the purview of the AEHC and therefore outside the scope of this survey.

Overall, 75% of respondents favourably rated their Head Coaches and the job they fulfilled within AMHA for the 2022-23 hockey season. 76% of analyzed Head Coaches received a 4 to 5 Star Rating.

Results across the Practice, Games and Interpersonal Skills categories were largely similar across the entire group and across divisions, ranging from 63%-97% approval ratings, depending on the question. Overall, the U7 and U9 divisions were the most satisfied, while the U11 division was least satisfied.

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Survey Results & Analysis

Survey Response Rates

Figure 1 shows the quantity of respondents per division, as a percentage of the total 495 responses. The U13 age division contributed the greatest number of responses at 140 while the U18 division contributed the least at 40. The response rate of each division was calculated as the number of responses from the division divided by the total number of possible responses within the division. U13 demonstrates the strongest response rates, at just over 52% of possible respondents while U18 represents the lowest of division response rates, at 18.5%.

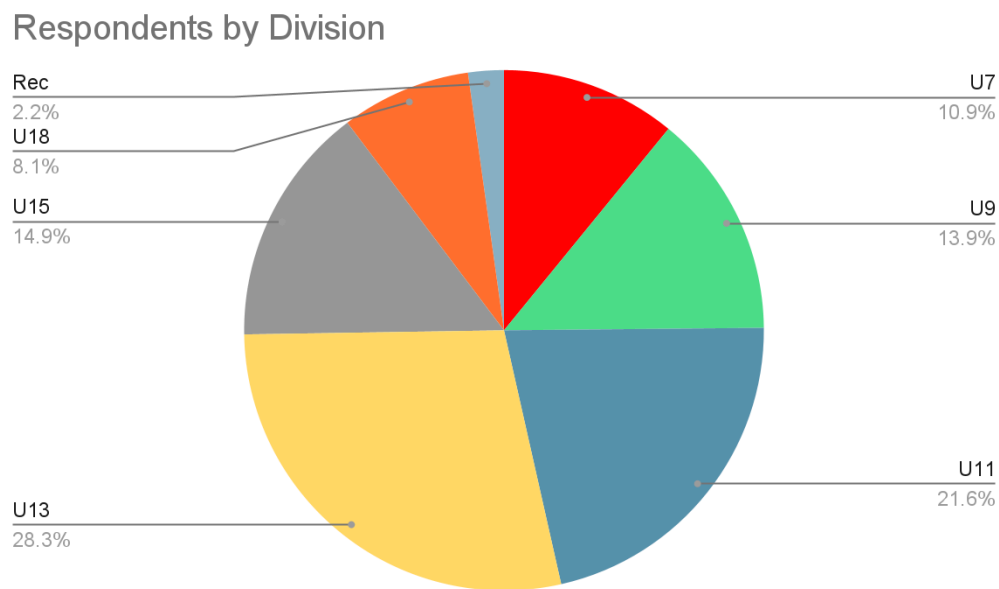


Figure 1: Breakdown of Respondents by Division

In general, the response rates per division increased very slightly in comparison to last season's survey.

The breakdown of respondents by stream is generally along expected lines (Figure 2). The combined quantity of City/RHL responses is greater due to the larger volume of teams in these streams. The response rate for each stream was tabulated as the actual respondents of a stream divided by the total possible respondents of a stream. CAHL team respondents made a strong showing with a 46% response rate from it's members, while RMFHL teams responded the least, at just 28.6%. Once RHL and House (U7 & U9) are combined, they form the largest contingent of respondents at 56.4% of the total 495.

Respondents by Stream

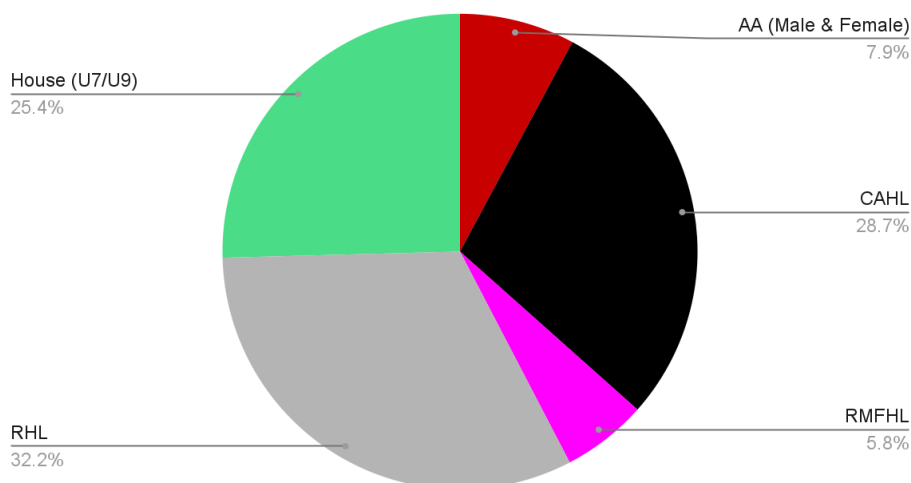


Figure 2: Breakdown of Respondents by Stream

In comparison to the previous season's survey, CAHL teams decreased significantly in their response rates, dropping from a 64% response rate to 46%. This contrasted with the RHL teams, as their collective response rates increased from 28% to 38% over the same period.

There was only 1 team that provided no responses to this survey; a U15 RHL Tier 5 team. No conclusions are drawn regarding these teams.

Of the 77 teams providing responses, 8 teams are inconclusive due to low response numbers (less than 3). Consequently, 69 teams are included in the analysis and conclusions of this report.

Head Coach Ratings

Respondents were asked to rank his/her level of agreement with a statement, and provide comments, in 24 categories related to the Head Coach. Additionally, a comment could be provided regarding Assistant Coaches and 3 questions were to be answered surrounding the management of the team. The 24 categories related to the Head Coach were graded on a 5 point scale from least desirable to most desirable. Using the aggregate of all 24 categories, coaches were given a final star rating. 0 Stars represents a Failing grade, and 5 Stars represents an Exceptional Coach. The breakdown of coaches across the entire association, by star rating, is represented in Figure 3 below.

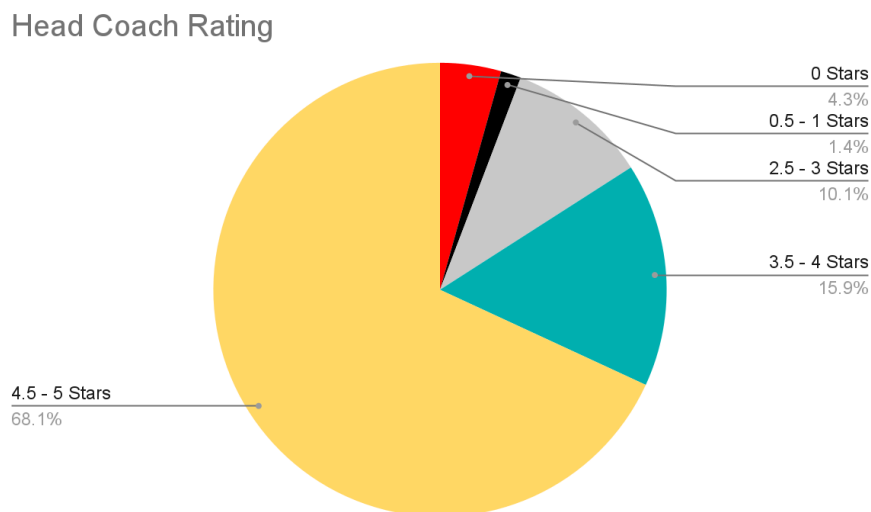


Figure 3: Overall Association Head Coach Rating

A 0 Star rating was given to 3 Head Coaches, representing 4.3% of the 69 Head Coaches included. These coaches garnered 24 responses, representing 5% of viable submissions.

A 0.5 - 1 Star rating was earned by 1 Head Coach, based on 7 responses.

No Head Coaches were rated as 1.5 - 2 Stars.

A 2.5 - 3 Stars rating was warranted for 7 Head Coaches, representing 15.9% of the included teams. These coaches saw 53 responses, or just under 11% of submissions.

A 3.5 - 4 Star rating was earned by 11 Head Coaches, representing just under 16% of the involved coaches. This group registered 81 entries, for 16.7% of the total submissions.

Finally, a 4.5 - 5 Star rating was earned by 47 Head Coaches, representing just over 68% of the total pool. 318 responses were used in calculating these ratings, representing almost 66% of total responses.

When analyzed by division, U15 coaches earned the greatest quantity of 5 star ratings, with all U15 CAHL coaches being given the exceptional grade. See Figure 4 below. Percentage wise, U15 yielded the greatest portion of coaches earning 5 stars, at 83% of it's 12 rated coaches. U11 coaches earned the lowest fraction of 5 star ratings, at only 31% of the 13 rated coaches.

5 Star Coaches by Division

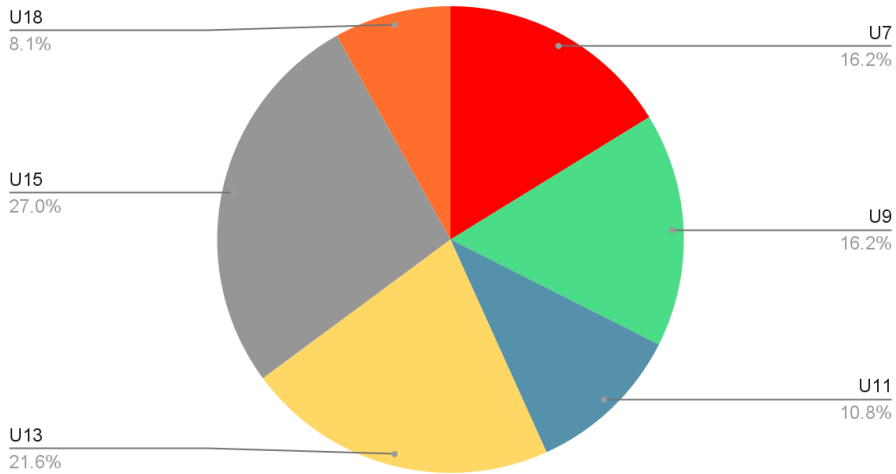


Figure 4: Breakdown of 5 Star Rating by Division

City and RHL respondents generated over 61% of the 5 Star coaches. This is not unexpected, as City/RHL teams made up 65% of responding teams but is down significantly from last season. The greatest improvement is shown amongst the CAHL and RMFHL teams, as their market share of 5 Star coaches increased by almost 10% and 6% respectively. Figure 5 shows the full breakdown of 5 Star coaches by stream. Overall, just over 50% of CAHL and City/RHL head coaches were given a 5 Star rating, while only 40% of AA head coaches earned the same accolades. RMFHL coaches led the streams at 75% receiving 5 Star ratings.

5 Star Coaches by Stream

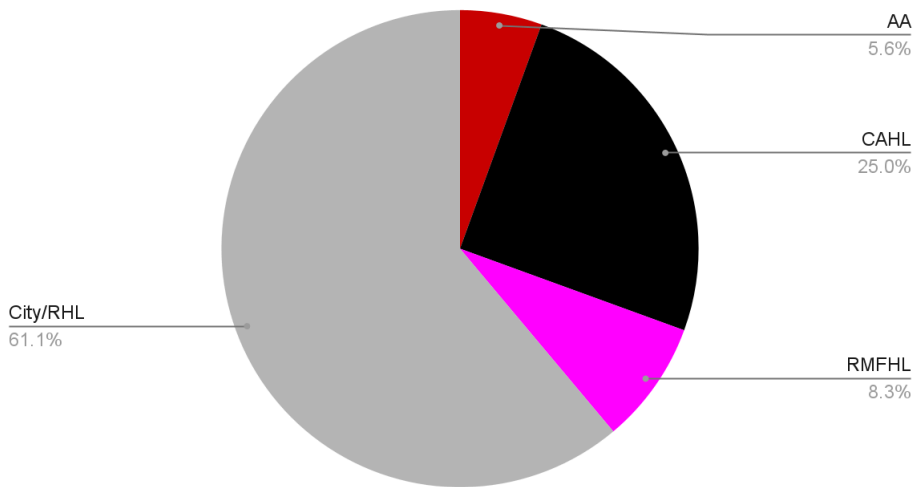


Figure 5: Breakdown of 5 Star Rating by Stream

Part 1: Practices

10 survey statements related to practices were given, and responses were tracked as positive (agreement), neutral or negative (disagreement) (see Figure 6). The statements were:

1. The Head Coach was always on time and prepared for practices
2. The Head Coach demonstrated clearly what was expected during practice
3. The practices were relevant to the skill sets of the team and progressed as the year went on.
4. The Head Coach provided constructive criticism, feedback
5. The Head Coach allocated an appropriate amount of time for both individual technical / tactical skills and team skills
6. The Head Coach treated all players fairly and equally during practice
7. The Head Coach had the ability to analyze and correct individual skills and positional / situational scenarios
8. The Head Coach utilized their assistant coaches effectively during practice
9. The players were actively engaged throughout practice
10. The Head Coach engaged the goalie(s) throughout practice

Overall agreement with these 10 statements is at just over 81% approval. Coaches are doing a good job at providing valuable practices where players are treated fairly, challenged and developed according to his/her skill level and offered insights for improvement. In general, Goalie engagement during practices received the lowest average approval rating, while Practice Preparation received the highest.

Compared to last season, where practices lagged games by a noticeable margin, there is a noticeable improvement for the 2023-24 season.

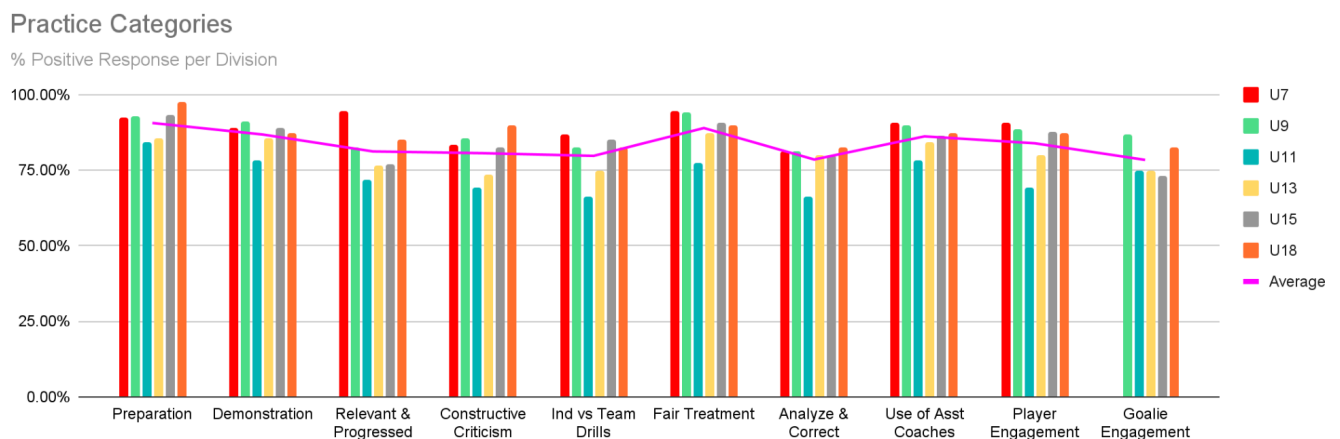


Figure 6: Practice Category Positive Response

1.1 U7

The U7 average positive response rate regarding practices is the highest across all divisions at 89.3%. The 10th statement regarding goalies is deemed irrelevant for this division. 94% of

respondents agreed that practices were relevant and progressed throughout the season. 94% also agreed that coaches treated all players fairly and equally during practice. Unfortunately only 81% of respondents believed that the Head Coach had the ability to analyze and correct individual skills appropriately. This represents the spectrum for all U7 responses on practices.

1.2 U9

The U9 responses demonstrate an 87.5% positive response rate across all 10 statements.. Statement 6 regarding fair and equal treatment of all players received the highest positive score at 94% approval. Conversely, respondents yielded only an 81% agreement that coaches had the ability to analyze and correct individual skills and positional / situational scenarios.

1.3 U11

The U11 responses averaged only 73.6% agreement with all 10 statements, which is the lowest approval rating amongst all divisions regarding practices. Coaches were deemed to be prepared for practices, with agreement to the statement at 84%. Unfortunately, coaches received lesser agreement to statements 5 & 7, yielding the lowest positive response rate of all divisions at only 66%.

1.4 U13

U13 yielded an average positive response rate of 80.3% across all 10 statements. This division allocated top spot to statement 6 "Treated all players Fairly and Equally", with 87% agreement. U13 gave lowest positive scores to the statement that coaches were capable of giving constructive criticism or feedback, at 73.5% positive.

1.5 U15

The U15 respondents yielded the largest span of positive responses. While only 73% agreed that goalies were adequately engaged during practice, 93% agreed that coaches were well prepared for practices.

1.6 U18

With only an 18.5% response rate, the data for U18 contains the most error. Overwhelmingly (97.5%), U18 respondents agreed that coaches came to practice prepared. They were much less likely to agree that coaches allocated an appropriate division of time between individual and team skills, provided constructive feedback or engaged the goalies well during practice.

Part 2: Games

5 survey statements related to games were given, and responses were tracked as positive (agreement), neutral or negative (disagreement). The statements were:

1. The Head Coach was always on time and prepared for games
2. The Head Coach demonstrated a good knowledge of the game
3. The Head Coach was an effective communicator on the bench during the game
4. The Head Coach was respectful before during and after the game, to all on and off-ice officials and the other team's players, coaches and parents
5. The Head Coach followed the AMHA Ice Time Policy (Fair Play)

Overall, there was a high level of agreement across all 5 statements. See Figure 7. Coaches are seen as prepared and on-time for games. They have a good knowledge of the game, play players in accordance with the Fair Play policy and are respectful of others at all times. Bench communication saw the lowest approval rate at just under 78% overall.

There was very very little disparity between positive response rates of practice responses versus game responses. Compared to last season, the positive response rates surrounding game categories remains constant.

Game Categories

% Positive Response per Div

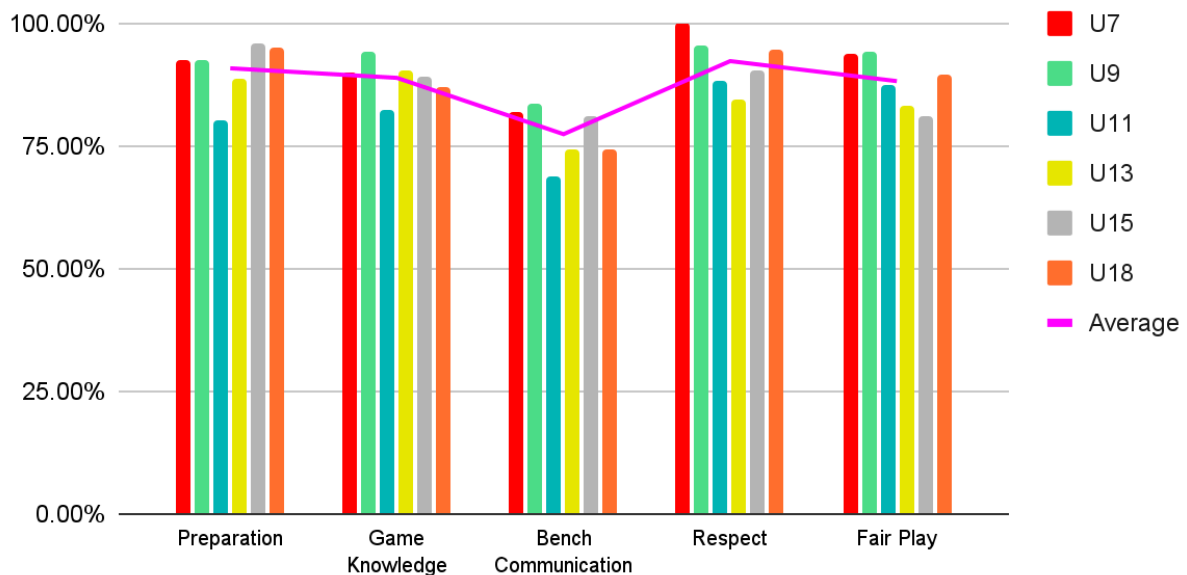


Figure 7: Game Category Positive Response

2.1 U7

Respondents were strongly positive with regards to head coaches in game situations, with the 2nd highest average positive response rate, 89.3%. Similar to all age divisions, the category yielding the lowest positive response rate (82%) is statement 3, regarding bench communication. Unanimously, parents believed that head coaches in U7 were respectful to all parties, with a positive response rate of 100%. These represent the spectrum of rates across all 5 categories.

2.2 U9

U9 respondents are uniquely positive across all categories, with an average positive response rate of 92%! Bench communication received the least positive response rate, at 84%, while respect towards others earned a staggering 96% agreement rating.

2.3 U11

U11 respondents were the least satisfied with their Head Coaches in the Games category questions, yielding only an 82% positive response rate across all 5 questions. Almost 17% of respondents gave statement 3, regarding bench communication, an actively negative rating with another 15% being neutral on the subject.

2.4 U13

U13 respondents were on the lower end of the spectrum with respect to average positive response rates, barely reaching 84%. Respondents supported the statement “The Head Coach demonstrated a good knowledge of the game” to a very strong degree (90.5%) but weren’t as pleased with the communication on the bench (74.5%).

2.5 U15

U15 respondents in the Game categories were firmly in the middle of the pack, with an average positive response rate of 87.6%. Bench communication and adherence to the “Fair Play” policy were seen as the most problematic areas, with only 81% approval and game preparation earned the highest accolades at 96%.

2.6 U18

U18 respondents followed similar trends as U15, with an overall positive approval rating of 88%.. Game preparation by U18 coaches received the greatest positive approval amongst the division, at 95% while bench communication produced the lowest at 74.4%.

Part 3: Interpersonal Skills

9 survey statements related to the Head Coach interpersonal skills were given, and responses were tracked as positive (agreement), neutral or negative (disagreement). The statements were:

1. The Head Coach set a good overall example for players and parents by being a good role model
2. The Head Coach was a good communicator with the parents
3. The Head Coach had a good rapport with their players
4. The Head Coach was consistent with their treatment of each player
5. The Head Coach set individual and team goals that were realistic yet challenging
6. The Head Coach showed respect regarding the opinions of their Assistant Coaches, players and parents
7. Your child has developed as a hockey player this year
8. Your child had fun this year
9. AMHA's Mission Statement states: "Our Mission is to provide fair opportunity for positive experiences through a safe and fun environment, with strong, progressive and quality programs for all members of the hockey community" Do you think the Head Coach helped provide this to your child?

As a whole, these 9 statements received strong positive feedback, with the average positive response rate being 81% and only minor variation across the spectrum (See Figure 8). Coaches are not just good instructors, but also good people for the membership. Statements 1 and 8 received the greatest level of positive feedback, with over 87.5% of respondents agreeing that coaches set a good example by being a good role model and that players had fun. The issue of setting and communicating goals (statement 5) saw the lowest level of positive feedback at 73%.

Interpersonal Skills Categories

% Positive Response per Division

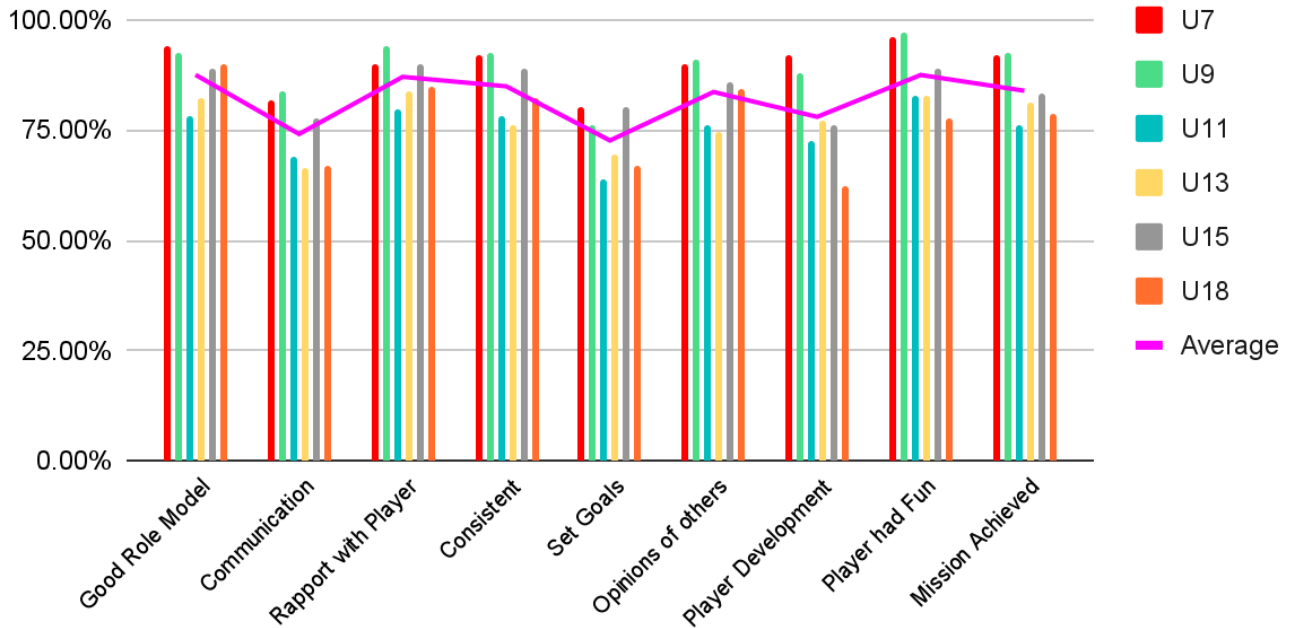


Figure 8: Interpersonal Skills Category Positive Response

3.1 U7

U7 Head Coaches received flying colours and, matched with U9, the best highest positive response rate in the Interpersonal Skills categories with respondents yielding a 90% positive response rate overall and exceptionally strong positive response in multiple categories. Coaches successfully made hockey fun, seeing 96% agreement. Even the category receiving the lowest positive rating exceeded 80% approval (communication to parents).

3.2 U9

U9 Head Coaches kept pace with U7, receiving outstanding positive response in the Interpersonal Skills categories, scoring 90% agreement with the above statements. Over 97% of respondents agreed that his/her player had fun this season, while only 76% believed that Head Coaches set and communicated realistic yet challenging goals.

3.3 U11

Continuing the trend from the other 2 sections, U11 saw the lowest positive response amongst all divisions regarding the Head Coach interpersonal skills, yielding only a 75% approval across all 9 statements. Showing the poorest positive responses in multiple categories, the highest U11 agreement was just 83% agreeing that players had fun. On the weakest side, only 64% believed that coaches set realistic yet challenging goals. Almost 15% of respondents disagreed

with the statement surrounding coach communication to parents and believed that their player did not develop hockey skills this season.

3.4 U13

U13 response was low average, just above U11 regarding the personal skills of Head Coaches, averaging 77% positive. Neither best nor worst in any category, with responses yielding low to mid range results across the board, there are no standouts. The Head Coach's rapport with his/her players produced the strongest positive response rate at 84%, while the Head Coach's ability to set and communicate realistic yet challenging goals yielded the weakest positive response rate at 66%.

3.5 U15

U15 response showed stronger than average positive regarding Head Coach's interpersonal skills, receiving an 84.5% approval rating across all 9 statements. This division had the least separation between high and low, demonstrating a strong appreciation across the category. On the positive side, over 90% of respondents agree that the Head Coach developed a good rapport with the players. The statement with the lowest positive response rate surrounded player development, with only 76% agreement.

3.6 U18

U18 response followed similar trends as U13, with slightly more positive outcomes. On average, 77% of U18 responses agreed positively with all 9 statements. On the high side, 90% of respondents believed that Head Coaches were good role models for the players by setting a good example. Conversely, only 62% agreed with statement 7, that the players developed this season.

Conclusions

This year, response to the survey was strongest amongst U11 and U13 age groups, but greater or lower response rates was not an indication of tendency towards 5 Star ratings.

$\frac{3}{4}$ of survey respondents indicated that this season's Head Coach was doing a great job, yielding ratings of 4 to 5 Stars. 3 Coaches received failing grades while 13 others were placed in the middle of the spectrum.

The survey received an average overall positive response rate of 83%, across all categories, with no single question nor category differing significantly.

No division conspicuously led the survey results, with the top 4 divisions representing a spread of just 6% in average overall positive response rates. U7 and U9 divisions shared top spot, with U7 taking the highest ranked spot with the Practices and Interpersonal Skills categories, but U9 earning that accolade for the Games category and Overall combination.

The lowest approval ratings, at under 80%, were found within the U11 and U13 divisions. This result was driven by both the Practice and Interpersonal Skills categories, as opposed to the responses surrounding games.

Response to the survey regarding assistant coaches and managers is in small quantity and is team specific. No generalizations are possible or required from the limited dataset.