



Be Loud & Proud of Our Own Performance – CDLA Pilot Project Mid Season Report

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Over all Goals for CDLA:

To create a **Loud & Proud Culture** for the entire CDLA, understanding the engagement of the App mid season is an important step as a “leading indicator” if the membership is embracing the program and may give us some top line insights if the culture is shifting in the right direction.

The Board set a lofty target of 80% participation with the WNTY App.

Approximately 25% of the Association has engaged with the App to date, and please know it is not too late to join! Next steps the referees will be joining the pilot to rate the games for the back half of the season. (Note 25% is based on total users, and an assumption of 15 (1 player, 1 parent ratio for easy math).

To increase the engagement of the Association the CDLA is recognizing those teams who have engaged with the App and will have Awards for the end of year teams who have worked hard to be **Loud & Proud of their Own Performance!**

Here are the top 10 teams in the following categories:

1. Engagement – number of actual users more than 10 on a team
2. Rating engagement – number of times using the rating system – based on volume
3. Competitor rating – how others are seeing your behaviours – a rating over 4
4. Bonus rating – teams that have used the rating system that have over 10 raters for both their own team and competitor raters and ratings over 4.
5. Overall Top Teams to Date – the teams who qualify in 1-4 categories above.

Results:

1. Engagement (more than 10 users on a team):

Congratulations to the Top 10 Teams with the highest engagement to date based on users.

Number of Adults downloaded the App by Team	
Red Deer Peewee A 1	21
Strathmore Venom Bantam B 1	21
Calgary Hornets Midget A 1	18
Calgary Fury Novice 3	17
Red Deer Chiefs Midget A 1	12
Calgary Fury Bantam Competitive 3	11
Calgary Axemen Bantam C 1	10
Calgary Axemen Novice B 3 - D2	10
Calgary Knights Peewee A 1	10
Rockyview Rage Bantam A 1	10



Here are the runner ups....so close you guys!! See if you can hit 15!

Rockyview Rage Peewee B 2	9
Rockyview Rage Peewee C 1	9
Calgary Hornets Tyke 2	9
Calgary Axemen Midget A 1	9
Calgary Fury Peewee Competitive 1	9
Calgary Fury Bantam Development 1	8
Calgary Hornets Midget B 2	8
Calgary Axemen Tyke 7	8
Calgary Knights Bantam B 1	8
Calgary Hornets Novice B 2 - D2	8
Red Deer Chiefs Bantam A 1	8

2. Rating Engagement – number of times using the rating system – total volume

Team engagement with rating system	
Red Deer Peewee A 1	80
Calgary Fury Novice 3	68
Calgary Hornets Midget A 1	50
Calgary Knights Bantam B 1	31
Red Deer Chiefs Midget A 1	29
Okotoks Raiders Novice B 1 - D1	26
Strathmore Venom Bantam B 1	26
Calgary Hornets Peewee B 3	24
Calgary Axemen Bantam C 1	24
Rockyview Rage Bantam A 1	23
Calgary Hornets Bantam A 1	23

Not far behind.....

Calgary Axemen Midget A 1	22
Calgary Hornets Midget C 1	22
Calgary Axemen Novice B 3 - D3	22
Calgary Knights Novice B 1 - D1	20
Calgary Axemen Novice B 2 - D2	20
Calgary Hornets Tyke 2	20
Rockyview Rage Peewee B 2	20
Calgary Knights Peewee A 1	18
Calgary Fury Bantam Dev. 1	18
Calgary Hornets Novice B 2 - D1	17
Calgary Fury Bantam Competitive 3	17



3. Competitor Rating – how others see us is more telling than what we think we see about our performance. These are the top teams whose competitors have acknowledged a positive experience of your **Loud & Proud Performance!** Congratulations!!

Highest number of competitive ratings **AND** over 4....in other words, a lot of people agreed that you deserved this rating.

	# of Raters	Rating
Calgary Knights Midget A 1	32	4.115
Red Deer Chiefs Midget A 1	27	4.333
Calgary Sabrecats Peewee A 1	25	4.733
Calgary Knights Peewee A 1	23	4.754
Calgary Hornets Peewee A 1	23	4.333
Calgary Axemen Midget A 1	22	4.424

Special Mention....PEGGED A 5!!

This is impressive...this team hit a solid 5 and 19 people said so! Congratulations to Calgary Fury Novice 5!! And the rest of the list who had more than 5 people say the same!

	# of comp. raters	Comp. Rating
Calgary Fury Novice 5	19	5
Calgary Hornets Tyke 6	8	5
Calgary Fury Bantam Competitive 2	6	5
Calgary Hornets Novice B 3 - D2	6	5

Here are the runner ups, with 5 competitors noting a great **Loud & Proud Performance!**

Rockyview Rage Novice B 2 - D2	5	5
Calgary Hornets Peewee C 1	5	5
Calgary Hornets Peewee C 2	5	5
Calgary Fury Novice 3	5	5
Calgary Axemen Bantam C 1	5	5
Calgary Hornets Tyke 4	5	5



4. Bonus rating – One team who saw some of their own behaviours based on their own rating, and the competitor team rated them higher! Great job on self awareness!! Competitor rating 4.11 (with 12 raters! Well done)

	# of Team raters	Team Self rating	# of Comp. Raters	Comp. Rating
Calgary Axemen Novice B 3 - D2	13	3.692	12	4.111

The following teams met the following metrics:

Number of self team raters over 10 and competitor raters over 10 with both scores over 4

	# of Team Raters	Team Rating	# of Comp. Raters	Comp. Rating
Calgary Knights Midget A 1	13	4.256	32	4.115
Red Deer Chiefs Midget A 1	29	4.494	27	4.333
Calgary Sabrecats Peewee A 1	10	4.767	25	4.733
Calgary Knights Peewee A 1	18	4.852	23	4.754
Calgary Hornets Peewee A 1	11	4.879	23	4.333
Calgary Axemen Midget A 1	22	4.652	22	4.424
Rockyview Rage Midget A 1	14	4.857	20	4.483
Calgary Fury Novice 5	12	4.972	19	5
Calgary Hornets Midget A 1	50	4.24	16	4.417
Red Deer Chiefs Bantam A 1	16	4.208	13	4.231
Calgary Hornets Novice B 2 - D2	13	4.974	13	4.795
Red Deer Peewee A 1	80	4.546	12	4.5
Calgary Axemen Novice B 3 - D2	13	3.692	12	4.111
Calgary Sabrecats Novice B 1 - D2	11	4.939	12	4.083
Calgary Sabrecats Novice B 1 - D1	11	4.758	11	4.667
Rockyview Rage Bantam A 1	23	4.754	10	4.3
Calgary Hornets Novice B 2 - D1	17	5	10	4.1

And the Top Team(s) who was in the most categories goes to.....(see next page....)






RED DEER CHEIFS MIDGET A1 – Congratulations! Well Done!

Congrats to all the teams that made the top 10 Final List!

Team	10 or more users	rating usage - top 10	Comp. rating over 4 and highest comp.	Made Bonus rating list over 10 votes by team and	Pegged a 5 from Competit or rating	# of yes
Red Deer Chiefs Midget A 1	yes	yes	yes	yes		4
Red Deer Peewee A 1	yes	yes		yes		3
Calgary Hornets Midget A 1	yes	yes		yes		3
Calgary Fury Novice 3	yes	yes			yes	3
Calgary Axemen Bantam C 1	yes	yes			yes	3
Calgary Knights Peewee A 1	yes		yes	yes		3
Strathmore Venom Bantam B 1	yes	yes				2
Calgary Axemen Novice B 3 - D2	yes			yes		2
Rockyview Rage Bantam A 1	yes	yes				2
Calgary Fury Bantam Competitive 3	yes					1

NEXT STEPS:

1. Engage your team to drive up your usage of the App. Both the micro learning and the rating system.

-  send out a quick email with your team’s total numbers and a goal
-  have a quick parent meeting before the next game – they will all have their phones and the App is in the App Store now so easy to install, and super easy on the android.
-  let them know they can start from now with the rating system and do the questions at their own pace.

2. Create a conversation before and after the games to engage your parent group... “what did you rate that game?”; “Hey, where are you on the ER Ball? I had a crappy day and I need to get to the wide side.” (If they don’t know what you are talking about, feel free to explain, help them to get on the system).

3. Create a challenge for your team to increase usage and support the other teams in your clubs. When you are at tournaments for example, chat with your other club members as you watch and support their games. Club with the most users will be recognized as well.

Appendix: CDLA Next Steps post Launch weekend

The Vision:

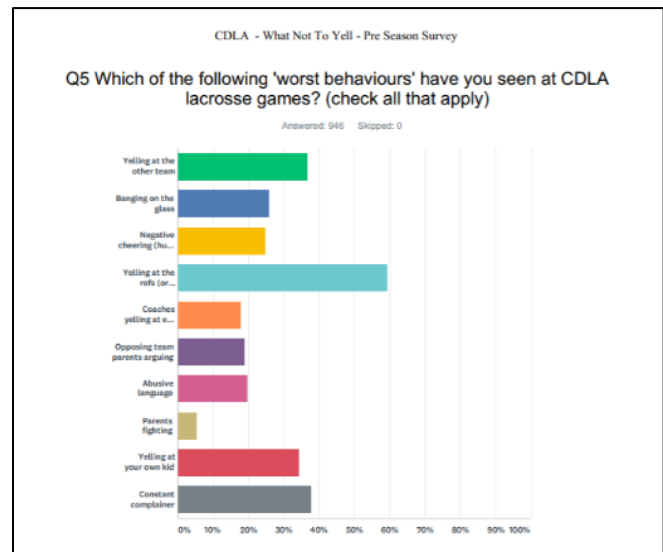
Calgary District Lacrosse Association is on a mission to shift the culture of lacrosse from good to great! Recently we sent a survey to the membership asking you a variety of questions on parent/adult behaviours. The results are in!

- Just over 1000 responses (approximately 28% response rate)
- All clubs participated
- All age groups participated and all Divisions.
- Overall the results are positive!
 - 75% indicated that parents embrace the value of RESPECT – (Always 13% & Usually 62%)
 - 75% indicated that parents embrace the value of FUN – (Always 15% & Usually 59%)
 - 72% indicated that parents embrace the value of FAIR PLAY – (Always 13% & Usually 58%)
 - 45% indicated the Code of Conduct is Extremely effective (7%); Very Effective (39%). 40% and 12% indicated somewhat and not so effective respectively.

This past weekend, Team Managers or their delegates came together to discuss which of the worst tolerated behaviours the organization, the association could focus on to move from good to great. The data was clear. Yelling at the Refs was determined as the most important behaviour to focus on to improve the internal culture of the Association.

Together, as an Association, here is what we are doing to support this initiative to be a part of the solution:

1. Novice **Development Day** – where new refs are provided with the opportunity to practice their officiating skills;
2. League games and some tournaments have been scheduled so that senior refs will be in attendance of Novice games to **mentor** the new refs on their skills.
3. Established a **Code of Conduct** for the full organization based on values such as Fun, Respect, FairPlay and Teamwork for ALL of the Association (Players, Officials, Parents, and Volunteers).
4. Created a coaching committee and have organized a series of sessions to develop our coaches.
5. Participating in the Pilot Program **WNTY Training Zone App** – for Parents (Spectators and Volunteers) to bring the Code of Conduct to life. Helping adults with emotional resilience, managing stress and changing reactions to responses.



The Goal: Creating a Culture of Being Loud and Proud of Our Own Performances!

By the full organization setting the goal of changing 1 behaviour, and your participation, we believe we can improve our performance of FUN, RESPECT, and FAIR PLAY.

End of Season Post survey Targets

- **FUN** – increase Always from 15% to 25%
- **RESPECT** increase Always from 13% to 25%
- **FAIR PLAY** increase Always from 13% to 25%
- **Improve Code of Conduct Effectiveness** from 38% very effective to 50% very effective.
- **80% Participation** in the Pilot Program **WNTY Training Zone App**
- **Decrease yelling at the referees** from 59% to 30%



Your Role - Participation in the WNTY Training Zone App Pilot Program

Step 1 – Down load the App (Instructions below)

Step 2 – Sign up with your Team(s) on the App

Step 3 – Complete the activities before each Game – they will be released 1 hour before your games

Step 4 – Rate the experience post game – Your self, Your Team and Your competitor on 3 metrics: Conduct, Sportsmanship; Self control. If you are not at the game, you can mark Absent.

Step 5 – create discussions with your parent group on how you an create a Team Culture that is Loud & Proud of Your Own Performance!

CDLA Board is currently in discussions to support this initiative by providing an incentive (to be determined) such as a Team Pizza Party for each Division who’s team meets 100% participation for the season. Stay Tuned. And don’t wait. You can set your own team goals and determine how you want to celebrate together.

How to download “What Not To Yell” App



iPhone version available in App Store



Android version available in Google Play

Search for “ WNTY “ or “What Not To Yell” in both locations.