

Enhancing the Participant Experience

2018

Annual General Meeting



Agenda

- Strategic Plan Update – 6 priority areas
- Informing the Participant Experience
- Enhancing our Listening Abilities
- Whole of Soccer Plan

Enhancing the Participant Experience

Key

→ ON TRACK/Complete

→ IN PROGRESS

→ 2018 – Limited/No
Progress

Players

Strategic Goals	2017 Progress
1. Increase the quality of programming throughout the SSA Player Pathway	
2. Expand the range of soccer competition & programming opportunities for players at Grassroots, Recreational, Competitive & High Performance levels, in line with SSA Player Pathway	
3. Boost overall enrollment through the implementation of the SSA's Player Pathway	-4.8% overall, Regular -8%
4. Build a cohesive high performance framework that assures the preparation of Saskatchewan's top youth soccer talent for higher soccer opportunities.	

Coaches

Strategic Goals	2017 Progress
#5 Expand the volume of registered soccer coaches in Saskatchewan.	-10.9%
#6 Enhance the availability (volume & consistency) & accessibility to coach training & development around the province.	
#7 Enhance the quality of training for coaches entering the HP Stream with advanced coach licensing courses & mentorships with Master Coaches.	
#8 Target adoption of coaching among young adult players (U16-U25).	
#9 Target the adoption of coaching among females particularly at competitive & HP levels.	
#10 Build unity & connectivity in the Saskatchewan coaching community	

Referees

Referee Strategic Goals	2017 Progress
#11 Create a unified, co-ordinated vertical system for referee development in Saskatchewan	
#12 Increase the volume of certified referees	Achieved 2018 target but declining by - 6.2%
#13 Reduce barriers to referee development in rural areas of Saskatchewan	
#14 Drive referee support across Saskatchewan	
#15 Support the development of Saskatchewan's top referees	
#16 Create a respectful game-time environment for Saskatchewan referees	

Organization

Organization Strategic Goals	2017 Progress
#17 The SSA has the financial & human capacity to meet the priorities of the plan	
#18 Continue to drive high standards in governance and Board policies	
#19 Develop the skills & capacity of the SSA's human resources to enhance productivity.	
#20 Enhance the SSA's organizational 'listening' capabilities	
#21 Data requirements are enhanced through full implementation of GOALLINE within all SSA Member Organizations	95% of MO's using GL

Membership

Membership Strategic Goals	2017 Progress
#22 Grow respect & trust for the SSA brand among its members	
#23 Implement a simplified, effective membership structure for Saskatchewan Soccer	
#24 Establish defined, valued member service & support	
#25 Implement a strategy, policy & standards approach to member management	
#26 Drive consistent SSA-to-member & member-to-member connection	
#27 Create & implement a standards-based recognition & reward system of member excellence	

Community

Community Strategic Goals	2017 Progress
#28 Target partnerships to develop soccer priority growth areas	
#29 Enhance support to those in under-represented groups & those with barriers to participation	
#30 Drive local corporate investment into community-level soccer	
#31 Advocate & support for the development of soccer fields & facilities in Saskatchewan.	

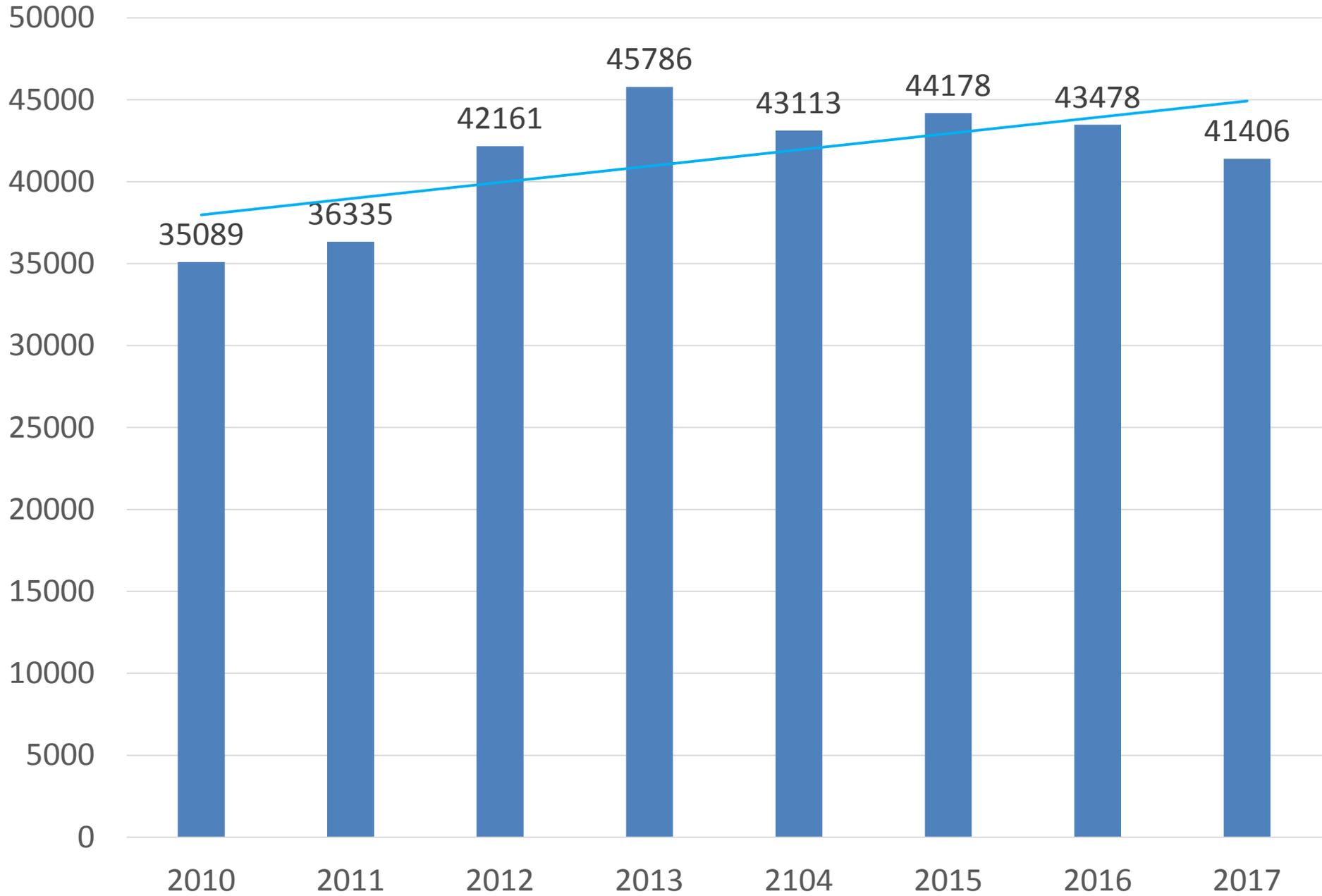
Overall Progress – 31 Goals

– **ON TRACK** → 14 = 45%

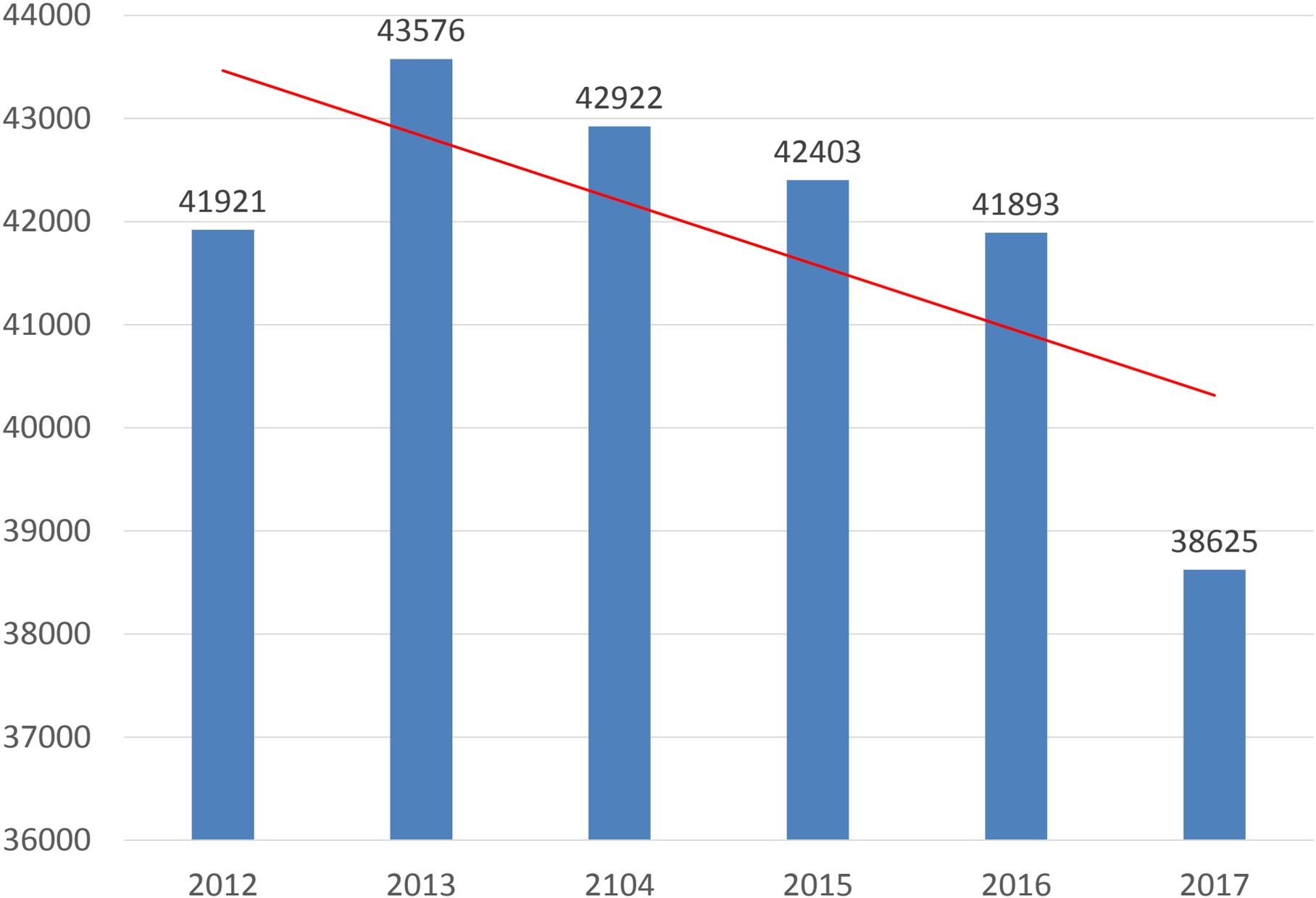
– **IN PROGRESS** → 12 = 39%

– **2018** → 5 = 16%

2010-2017 Total



Regular & Assoc. Only



Data – Participant Experience

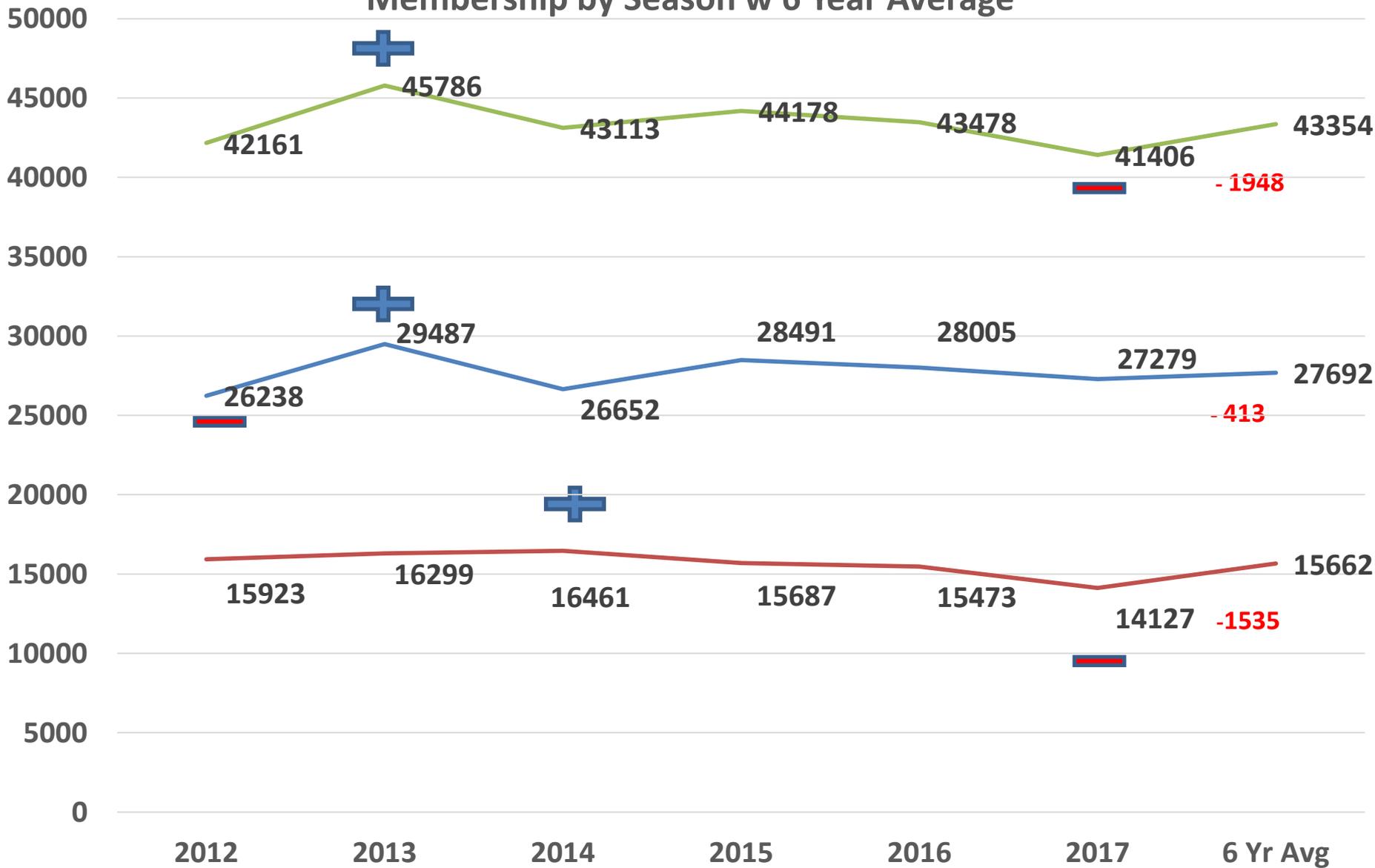
2016 vs 2017:

- Registrations decline by **-4.8%/-2072** vs 2016
 - **-7.8% /-3268** for Regular & Associates
- Aboriginal participation at its highest levels ever, **2781**
- 40 of 65 Member Organizations show decline
- Outdoor – Mini, Youth, Senior & Coaches all at lowest levels since 2010
- Indoor – Mini, Senior & Coaches all at lowest levels since 2010

Six Year Analysis - 2012-17:

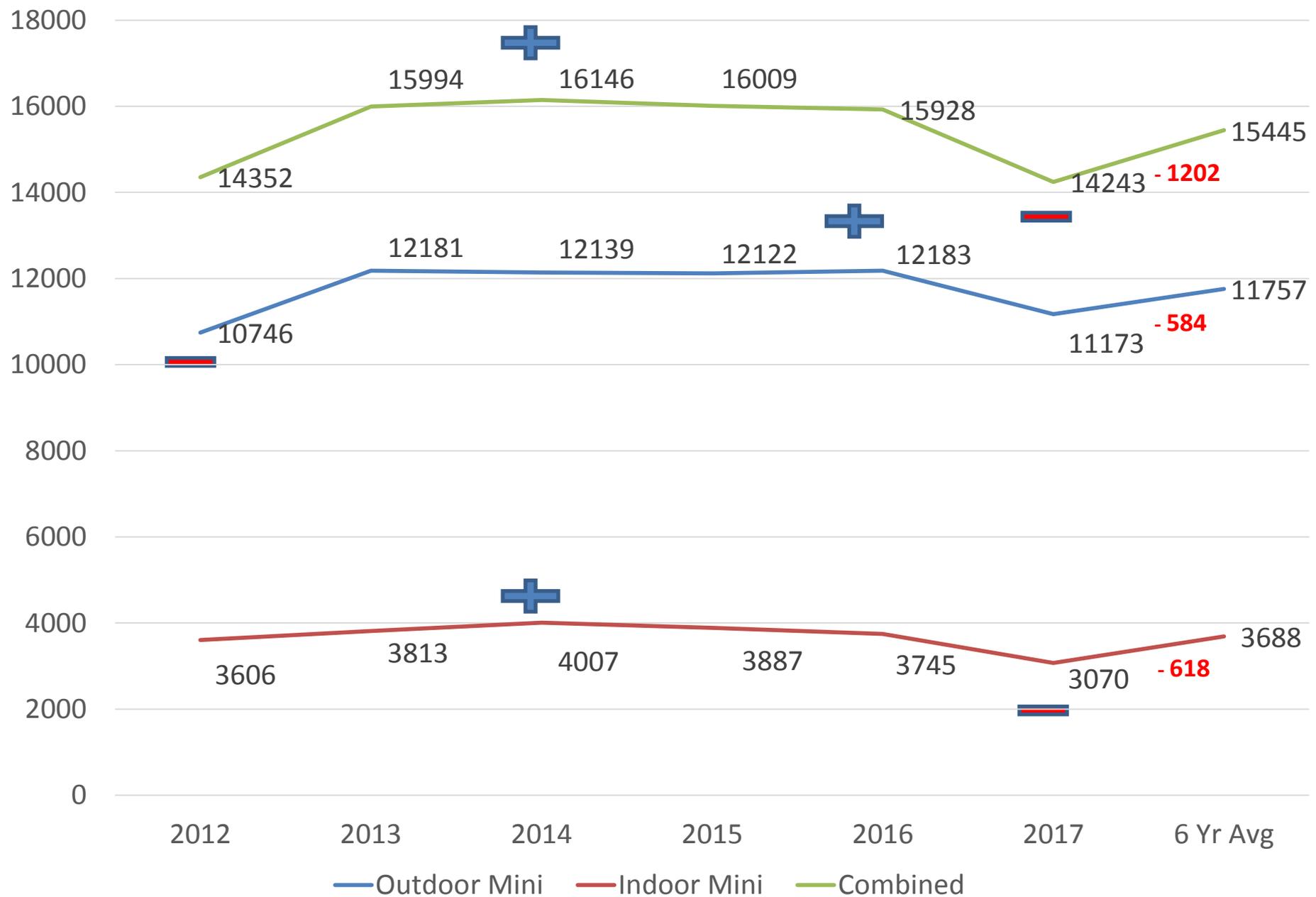
- 35 MO growing by 4509
- 31 declining by **-8058**
- Net decline - **3549**

Membership by Season w 6 Year Average

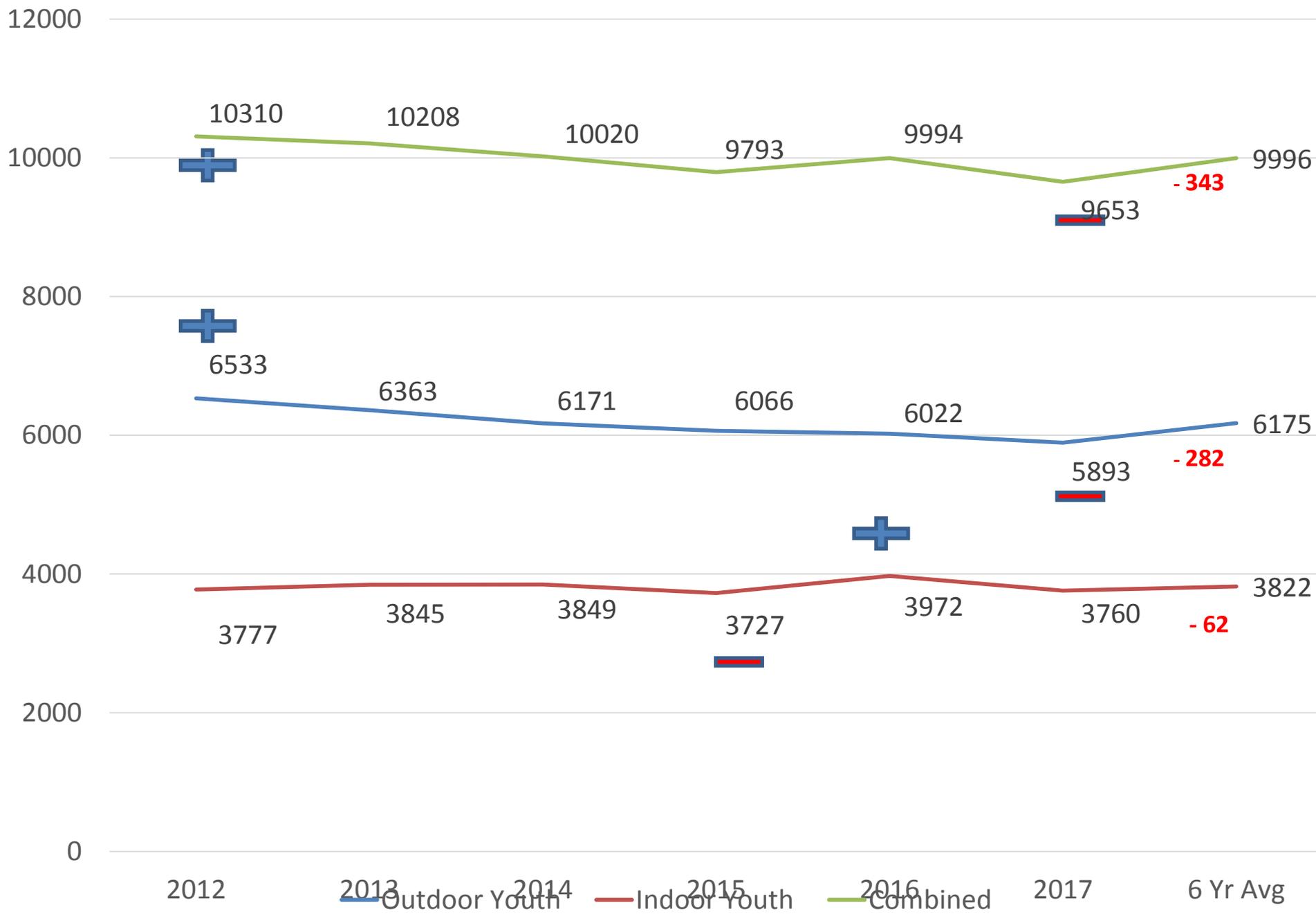


Outdoor Total Indoor Total Combined

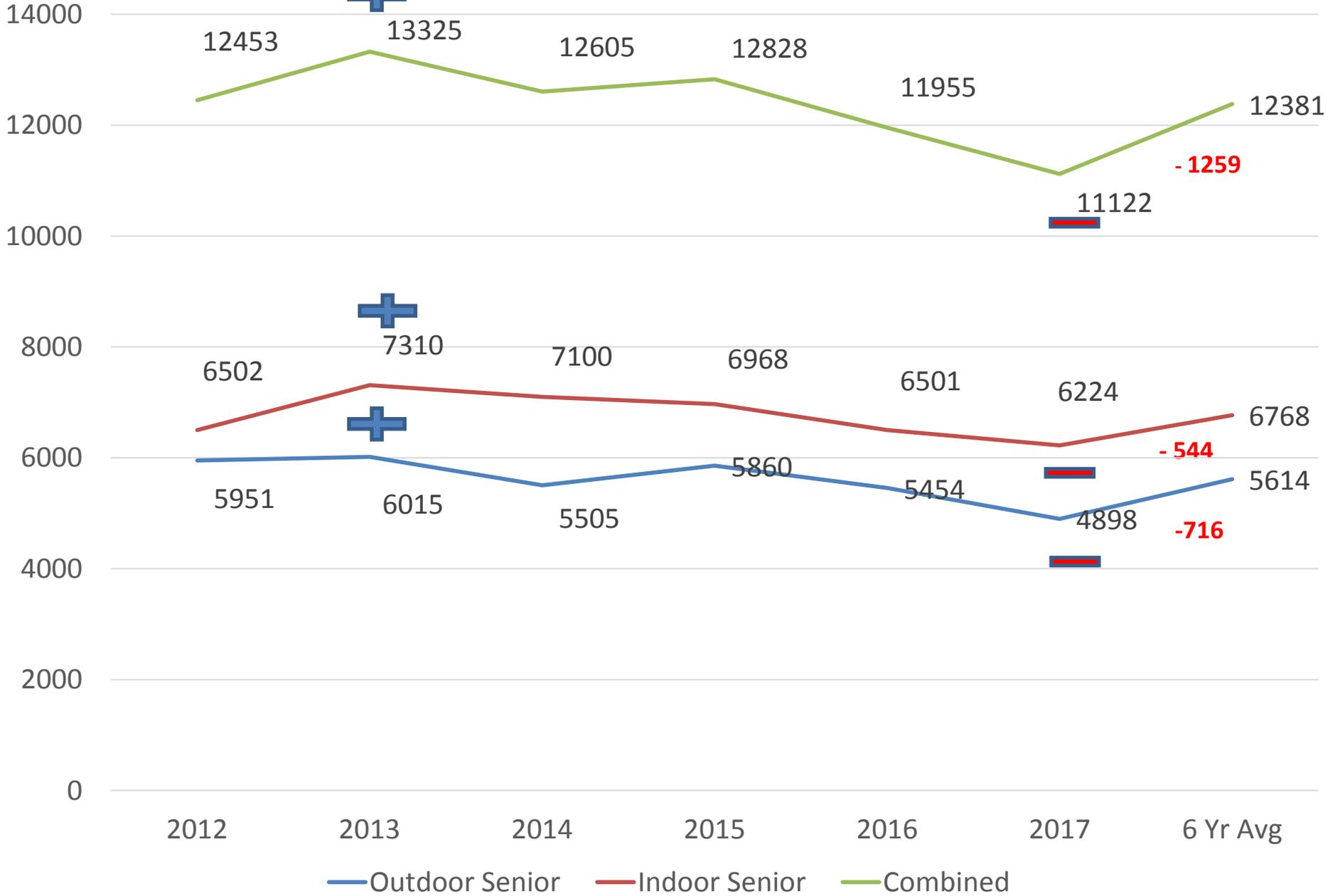
Mini, 2012-17 w 6 Yr Avg.



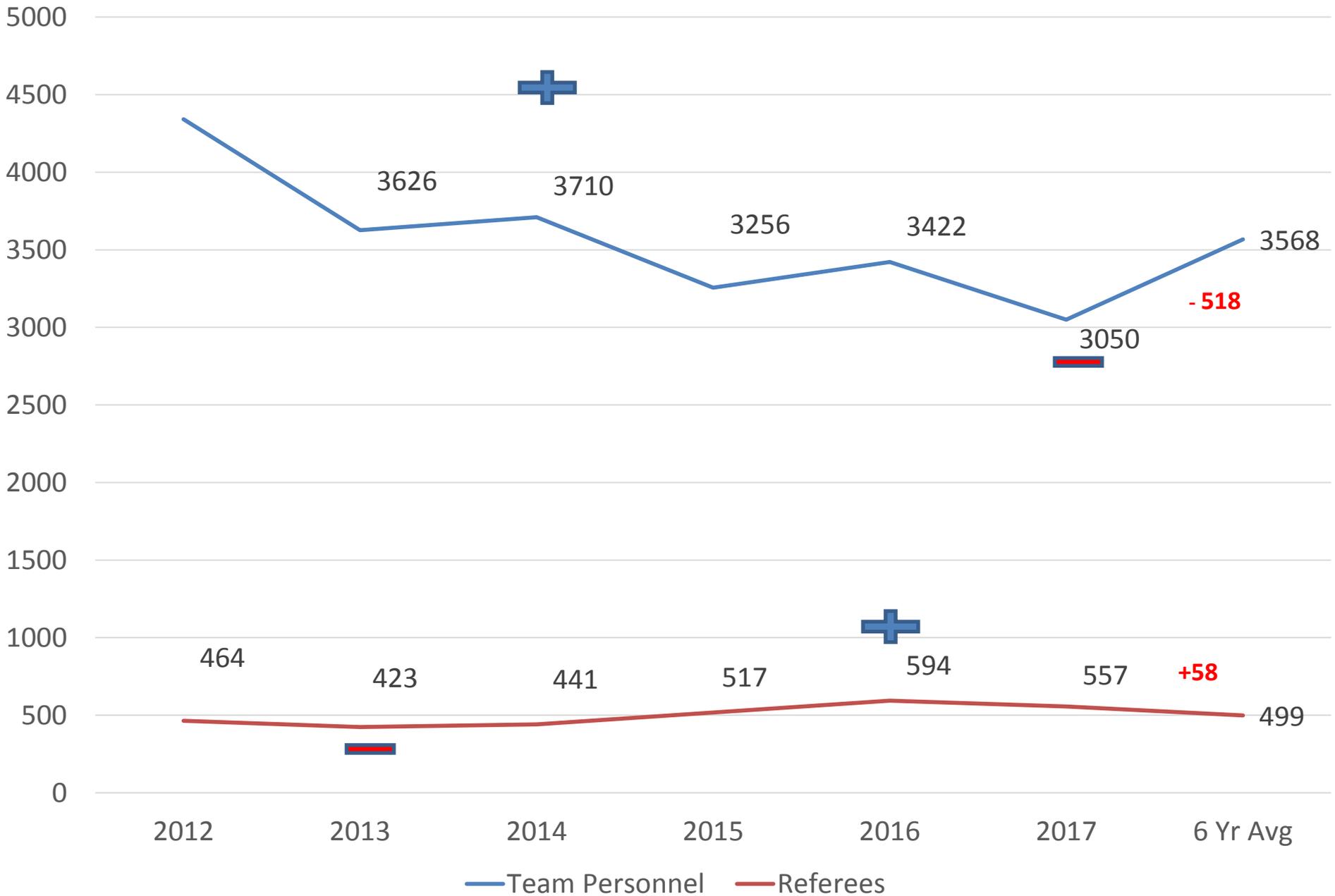
Youth, 2012-17 w Yr Avg.



Senior, 2012-17 w 6 Yr Avg



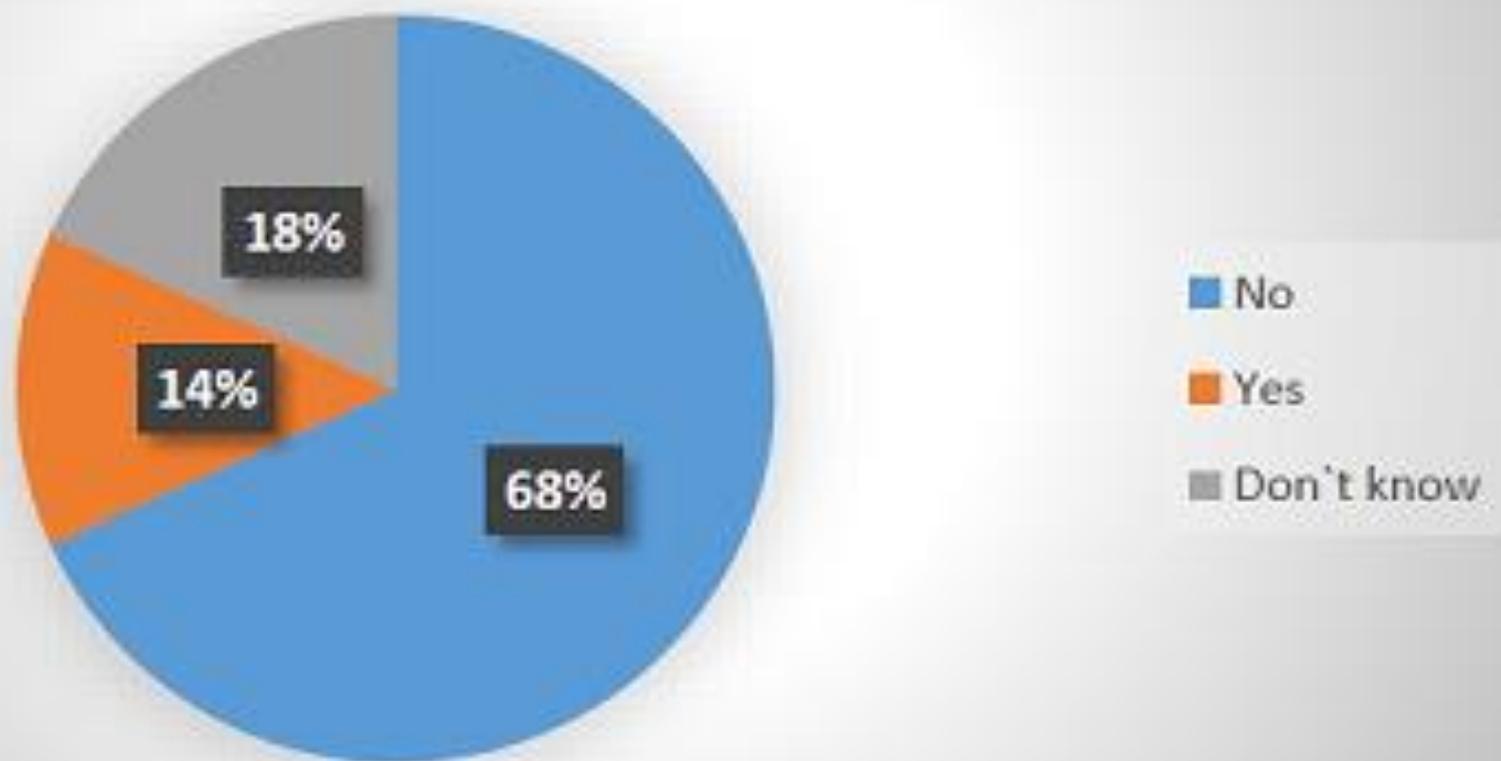
Team Personnel & Referees, 2012-17 w 6 Yr Avg



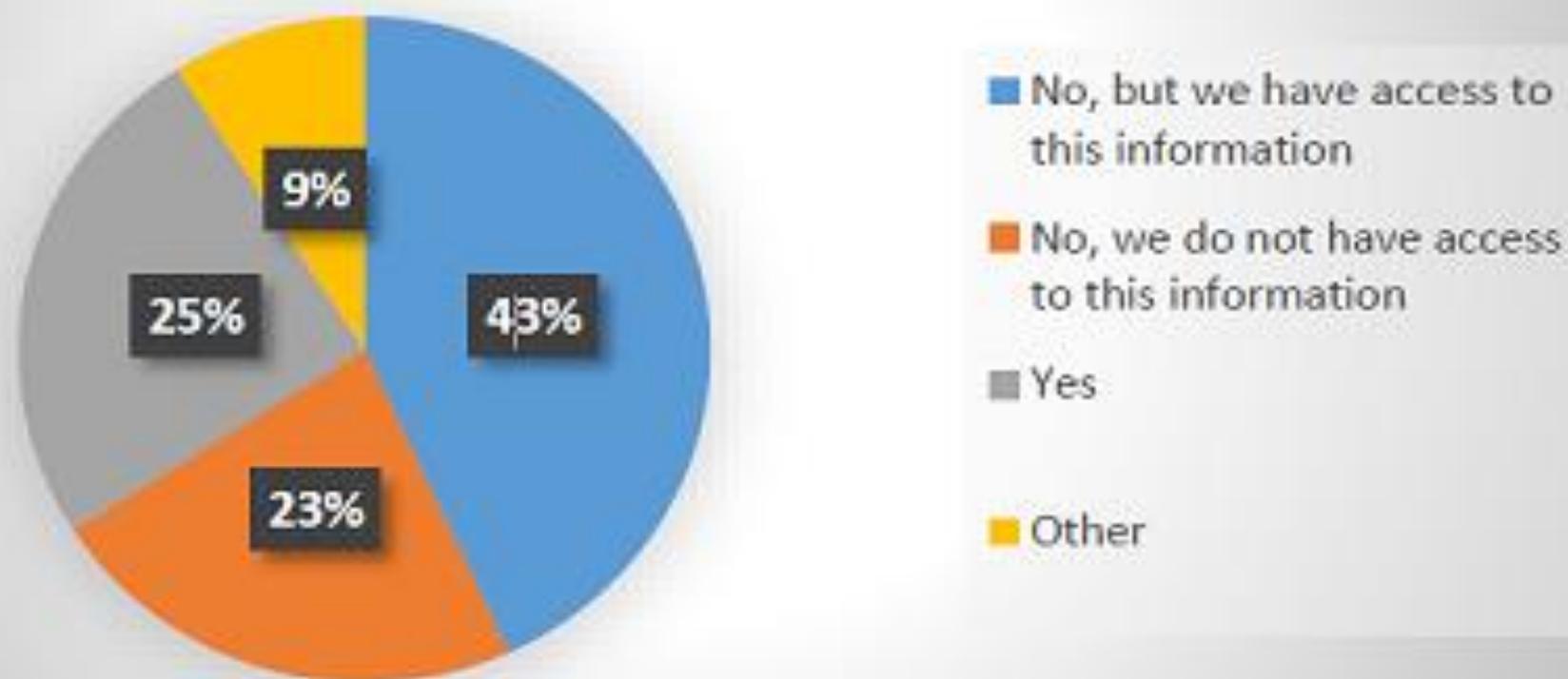
Player Retention, Lifelong Participation

- Focus on Enhancing the Participant Experience
- Enhancing our Listening Ability
- Create Community, Create Team
- Starts with Youth
 - Happy Youth = Happy Parent = long term participation
- Starts with Adult
 - Happy Player = Happy Parent = Happy Coach/Referee/Organizer = long term participation
- Positive experiences convert participants to contributors

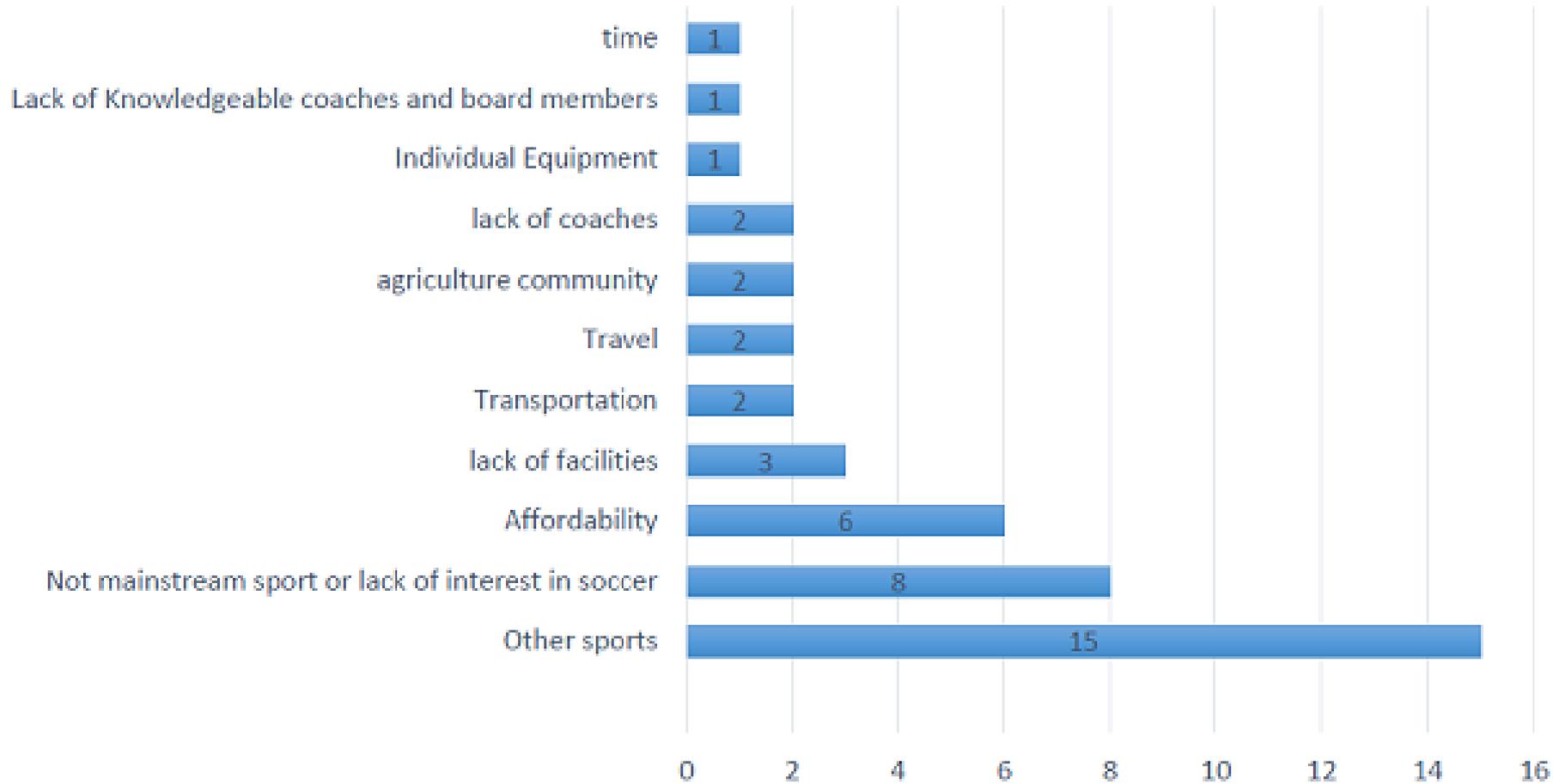
Does your organization perform satisfaction surveys?



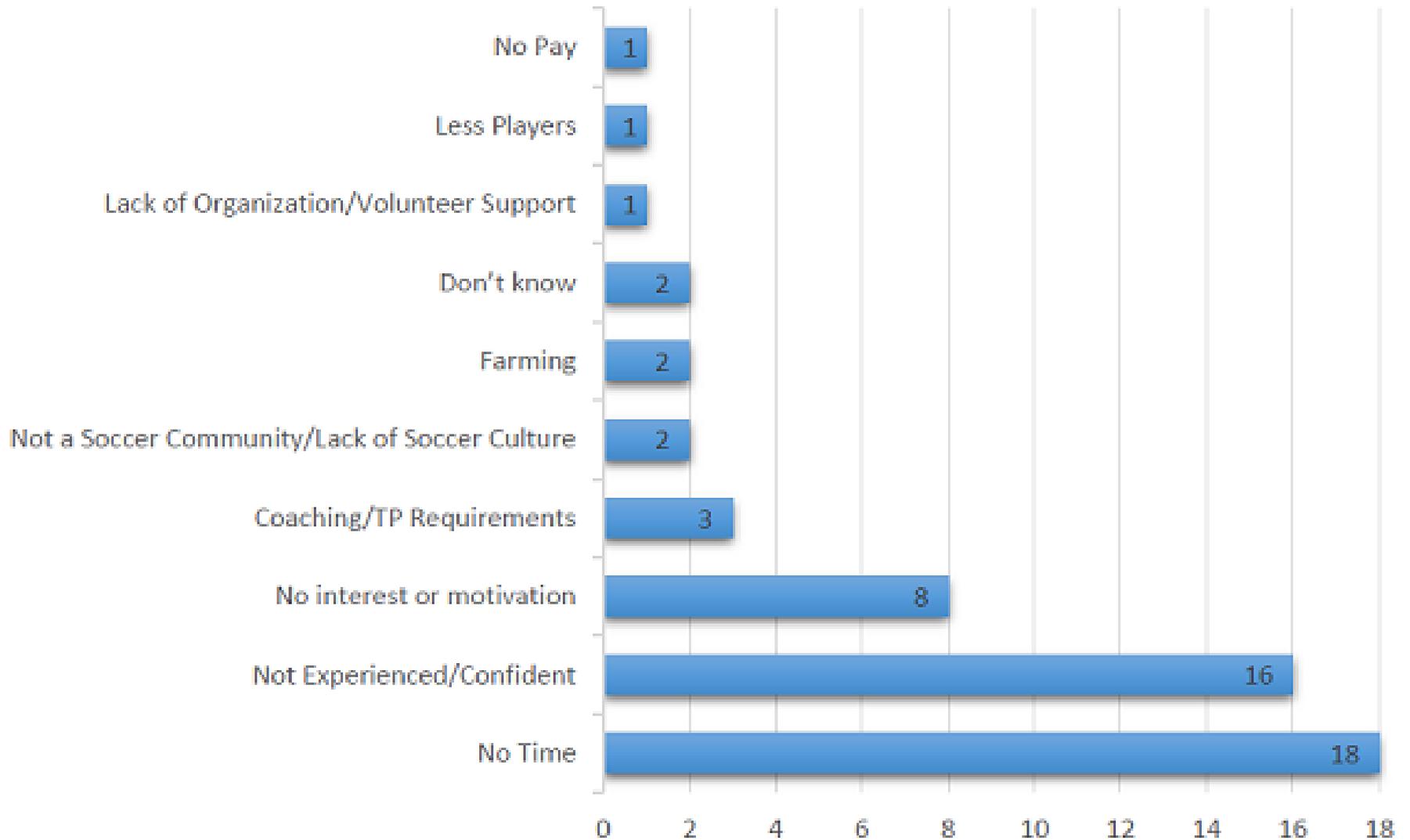
Does your organization analyze your player retention rates?



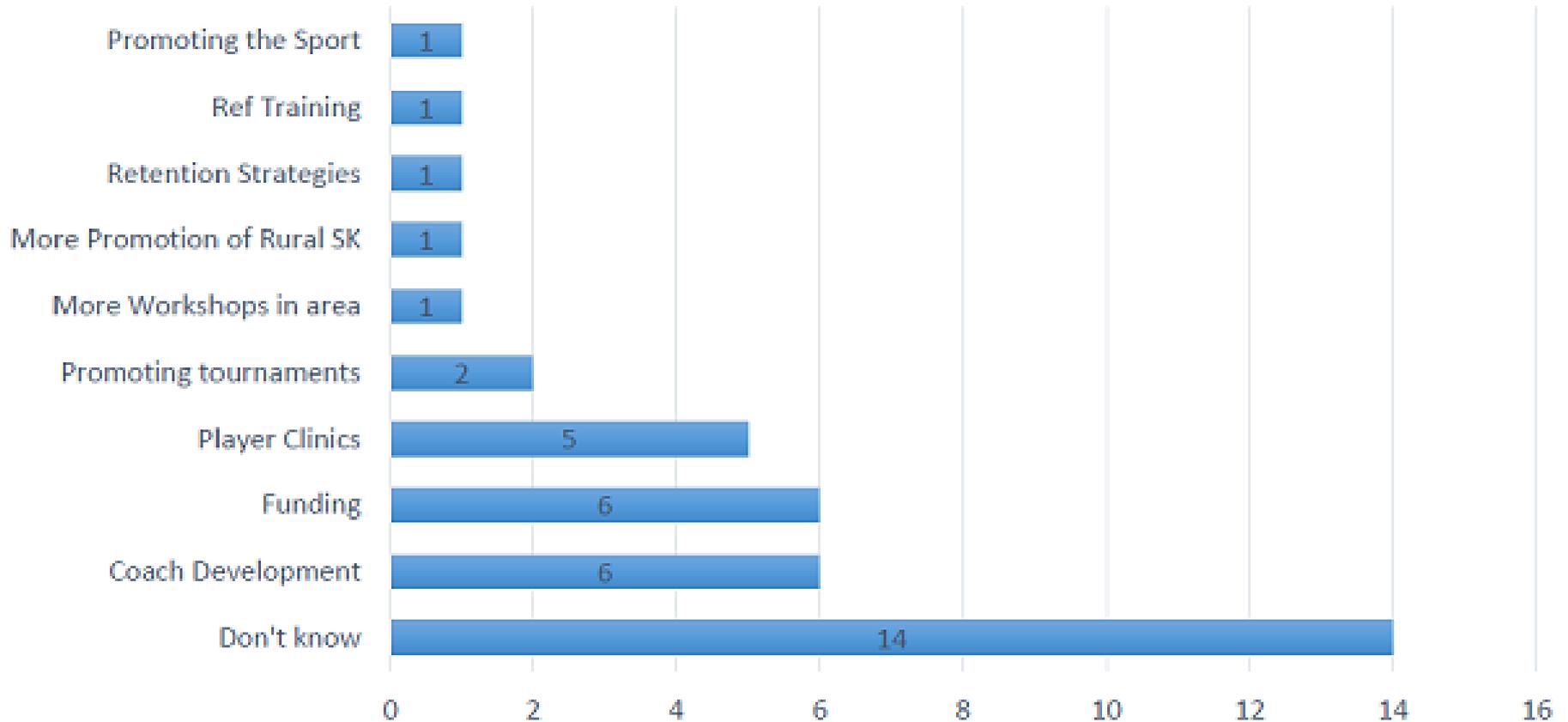
Barriers to Player Participation



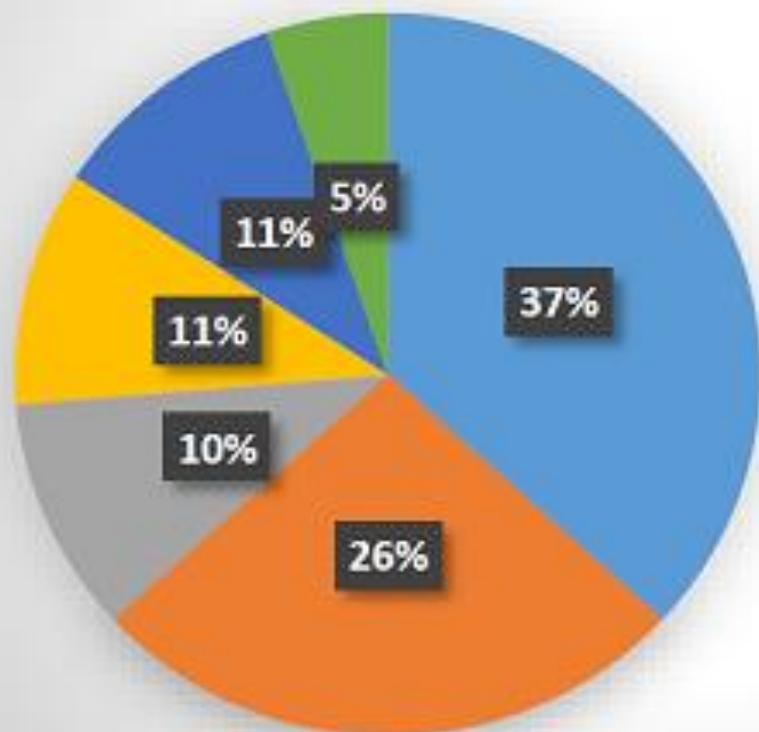
Barriers to Team Personnel Participation



How can SSA Help in Retaining Players



How can SSA Assist in Retaining Team Personnel?



■ Don't know

■ More Training Opportunities

■ None

■ Less or lower Requirements

■ Coaching curriculums/Resources for Coaches

■ More Affordable Clinics

KEY TAKE AWAYS

- Majority of Members are not performing satisfaction surveys or analyzing retention rates
 - SSA will increase our efforts and work with Members to provide additional support
- Lack of volunteers and other sports was a major source of concern
 - Listening to & rewarding our organizers & team personnel is essential
- We can't fix what we don't know
 - Information acquisition is critical

Enhancing the Participant Experience

- Critical Information Acquisition, Listen well – data and discussion inform planning
- Establish and communicate standards and common metrics to guide continued refinement of strategy
- Unwavering focus on improvement through self-evaluation against the standards & feedback
- Remain current, be responsive to a changing landscape, adapt programming with a primary focus on enhancing the participant experience
- Alignment of vision and coordination of effort at all levels province wide

Alignment

- Members should be planning in partnership with SSA and other Members not in isolation
- SSSPI designed to support members to develop plans locally and increase alignment provincially
- CSA has encouraged all provinces to align Strategic Plans by 2021
- Sport Canada, Canada Soccer & Sask Sport plans influence SSA Strategic Plan which must influence Member planning

Alignment

Coming together is a beginning

Keeping together is progress

Working together is success!

Henry Ford