



# 2016

## Recreational Program Survey Results

**Mike Stewart**  
VP, Rage Rec Program

Revision 1b



Pleasanton Rage sends out two program surveys (Recreational and Competitive) every year. The results of the surveys are reviewed and compiled by the respective program VPs and presented to the Board of Directors. The survey responses help define the focus areas and goals for the following year, which are then reviewed at the annual Strategic Planning Meeting prior to the start of the season.

Rage thanks those who provided responses to the 2016 Rage program surveys. Completion of these surveys is an important part of the feedback process and a significant opportunity for our membership to provide input that helps determine the direction and deliverables of the Rage programs.



# Top Survey Comments – page 1 of 2

## Competitive Balance

Over 40% of respondents believed that over half of their games were not competitively balanced. Although this is a highly subjective topic, our goal is to continue to strive for more balanced teams within a given age group. In the 2016 survey, all but one of the competitive balance related survey comments were in reference to Flight teams which are drafted in a diligently structured and executed process involving Rage Staff and coaches and the oversight of the Director of the Rec Program. Although no system is perfect, as the player ratings database continues to grow we will be able to provide increasingly valuable player details to enable the most informed draft decisions possible.

## Game Times and Schedules

Fitting soccer into our increasingly busy family schedules in an increasingly busy town with limited field space is a challenge for all of us. Scheduling games for over a thousand players involves an incredibly complex web of considerations and restrictions. Survey comments about game schedules included concerns with games on holiday weekends and Sundays, which Rage does make every effort to avoid. Another aspect of the comments indicated the desire to receive game schedules sooner to enable earlier planning of the season. In response, Rage will endeavor to finalize and release schedules as early as possible in 2017.

## New Ball (U6-U8)

The New Ball method was generally well received in its initial year but based on the comments in the survey, it still needs work. This approach for the youngest age groups is successfully utilized across the country and enables more game engagement and playing time. There is a learning curve with respect to the best execution of New Ball and providing a clearer explanation to coaches and parents is one of the keys to enabling players to get the most out of this system of play. We believe this method will continue to improve as we all learn more about it together.



# Top Survey Comments – page 2 of 2

## Adult Conduct at Games

Rage parents and volunteer Rec Program coaches are typically exceptional representatives of the club and conduct themselves in accordance with the positive culture that Rage promotes. Although the vast majority of adults involved in Rage soccer have the very best of intentions, sometimes (albeit rarely) they lose their perspective. Rage Board and Staff members attend as many games as possible during the season to observe and when necessary provide guidance to ensure everyone has the opportunity to have a positive soccer experience.

## Registration Cost

Rage is a private non-profit organization and the Rec Program runs at or very near break even every season. Although the comments are limited, in every survey there are questions about registration fees and how they are used to fund the soccer season. To help provide financial transparency and clarity, a breakdown of costs can be found in this year's **Letter From the Treasurer**, which is included on the following pages.

## Summary Notes

- > The US Soccer mandated age group window changes did not appear to have a significant affect on the survey results.
- > Options for age groups that are not in-house viable were explored and confirmed much earlier in 2016 than in previous seasons, thereby reducing the need for late adjustments.
- > Survey participation is critical to obtaining a clear and accurate perspective of the membership as a whole. To improve response volumes, earlier release of the survey is planned for next season along with additional notifications.

**Total Respondents: 165**

(down slightly from recent years)

**Age Groups Represented:**

All age groups and levels  
contributed to the survey



February 1, 2017

## Dear Pleasanton Rage Family,

Once again it is my pleasure as your club treasurer to report that the Recreational Program broke even last year while also making important enhancements in some aspects of the program. I would like to take this occasion to provide some insights into the cost of the program. If you have further questions or comments, please contact me, Ross Stonesifer, at [stone6096@aol.com](mailto:stone6096@aol.com).

**Well over 90% of the Rec funds come from Registration fees**, with the vast majority of the remainder being from academy fees and fundraising. Net Registration includes Flight fees and is offset somewhat by volunteer payments (mainly coaches, AGCs and parade/picture day helpers), credit card processing and software fees. We offer several seasonal skills academies and two completely optional fundraising opportunities (an auction/dinner and kick-a-thon) meant to be well-priced and fun.

I would like to list major cost items and then provide some detail. Percentages indicated are of the total Rec Program budget of approximately \$287k.

**CLUB EMPLOYEES (28%)** Tamie Shadle and Megan Walinski are employed to support and manage the Rec Program. Tamie receives benefits as a full time employee. Our Club Director of Coaching has a small percent of his compensation allocated to the Rec Program. In addition, we employ Paychex for certain HR services such as payroll and benefits administration.

**UNIFORMS (19%)** This expensive item actually represents a very substantial discount to retail. We hope you like the look and the quality. If you have comments about the uniforms, please let us know.

**ADMINISTRATIVE (12%)** Expenses include office rent, bookkeeper, phones, normal business supplies and equipment. There are a dozen items of several hundred dollars each such as accounting fees, check printing, coaches' security check, office furniture, internet fees, postage, and web design and maintenance fees.



## Letter From the Treasurer – page 2 of 2

**FIELDS (11%)** Although most city fields are currently available to us without use fees, Rage does pay PUSD for the use and basic maintenance of school fields. In addition, Rage pays for all fields to be lined (and relined as needed throughout the season) and for goals to be set up and moved back into storage each weekend. Supplemental mowing costs are also incurred at some fields so our smallest players don't disappear into the grass. In 2018 we will begin to pay toward our obligation for the three new lighted all-weather fields at Bernal II. Future charges for Bernal will largely come from club reserves as planned.

**CONTRACTORS (8%)** The Rec program employs several Staff and Independent Contractor coaches to provide drop-in clinics for field players and goalkeepers. We encourage parents to make use of these clinics for skills development. As needed we add high school Comp players as assistant coaches who add to the fun and role modeling of these sessions. This category includes Flight trainer and academy trainer compensation.

**REFEREES (8%)** Most older teams utilize the services of referees. We want to thank parents for volunteering at younger ages and for the respect our members give to all game officials, especially youth referees. Players should consider becoming licensed to referee. It's a fun challenge and referees can earn well over \$500 during the fall season.

**EQUIPMENT (3%)** We bought a number of small goals for youngest players and other field equipment this past season. In addition we had repair expenses for larger goals and nets.

**LEAGUE FEES (2%)** Many of our teams are registered in CYSA and US Club leagues. Much of this cost goes to player insurance.

Looking forward, it is not clear how numerous expense increases will impact the bottom line, but we are hopeful that field costs will come down. We are committed to enhancing the Rec Program every year without a Registration Fee increase. In 2017, we would like to substantially enhance coaching education, while realizing for some volunteer coaches their work commitment may not permit the added time. We are absolutely open to suggestions of what can do to further improve your club.



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# 2016

## Recreational Program Survey Question Results Summary



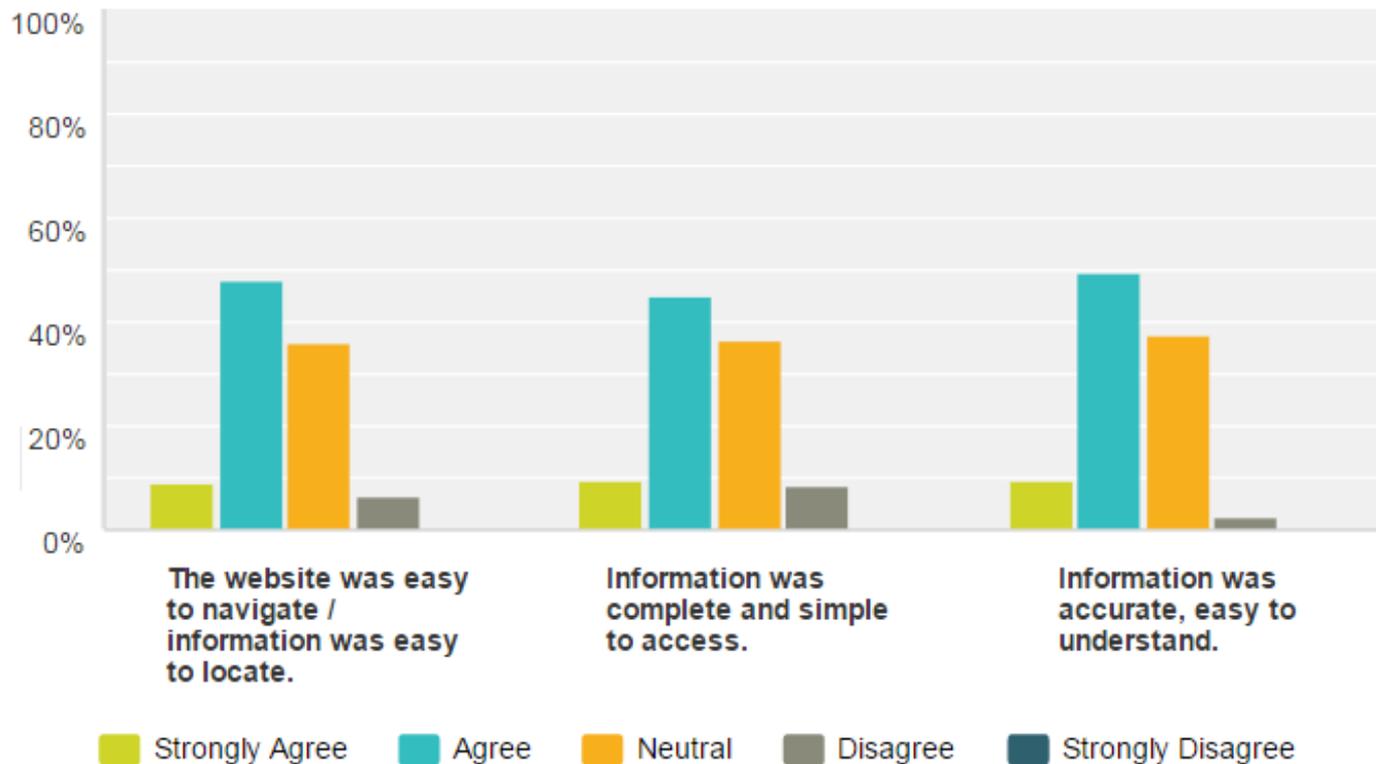
## In which age group did your player participate this season?

Answer Choices	Responses
U5/6	15.15% 25
U7	16.36% 27
U8	12.12% 20
U9	10.91% 18
U10	10.91% 18
U10 Flight	6.06% 10
U12	6.06% 10
U12 Flight	11.52% 19
U14	1.21% 2
U14 Flight	11.52% 19
U16	8.48% 14
U19	3.03% 5

Total Respondents: 165

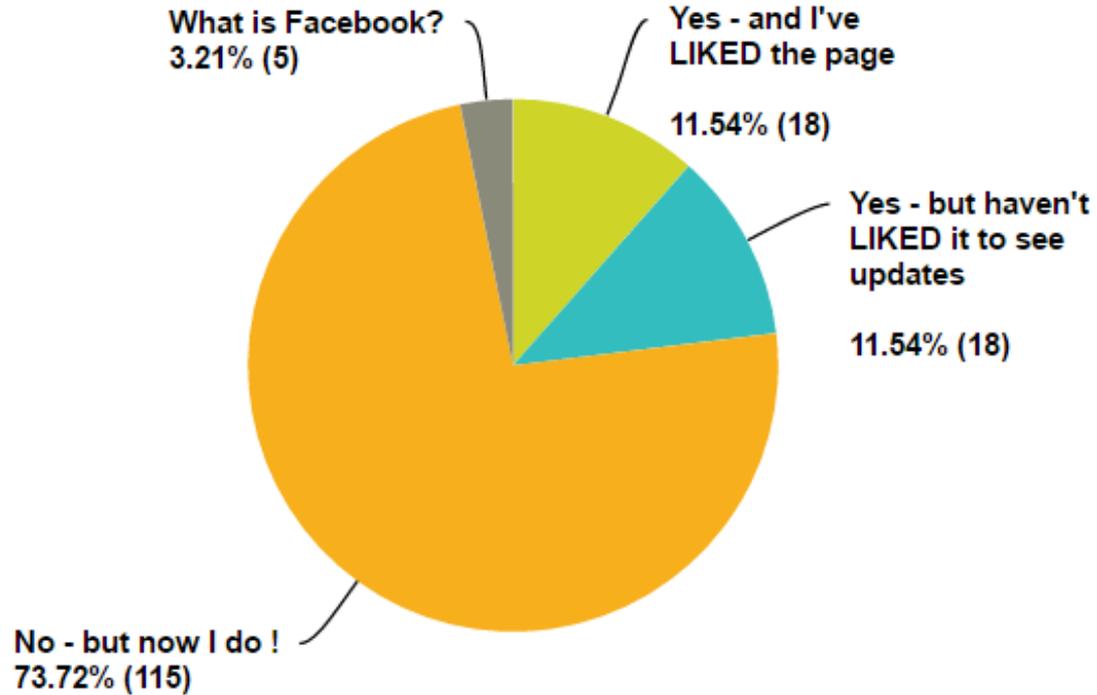


## How would you rate your experience with the Rage website this season?

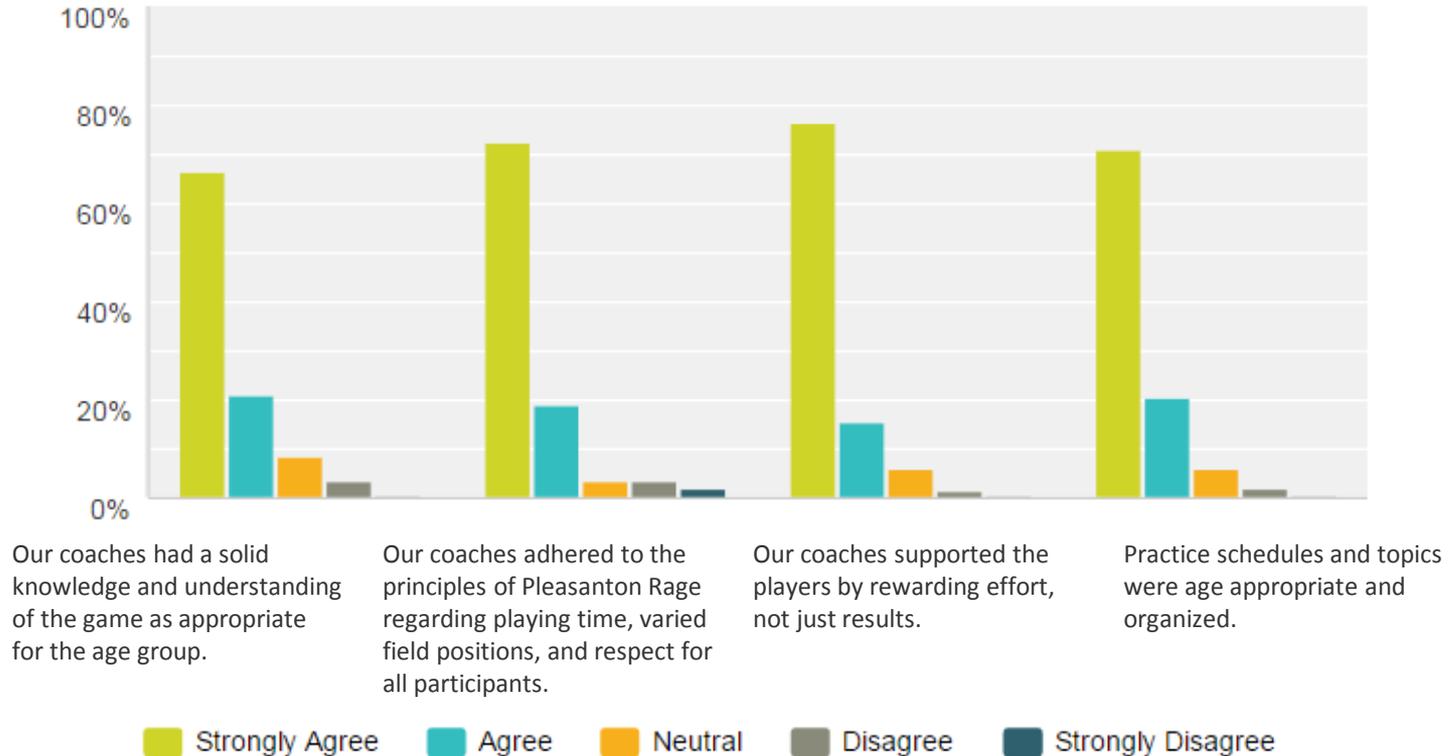


# Did you know that Rage has a Facebook page?

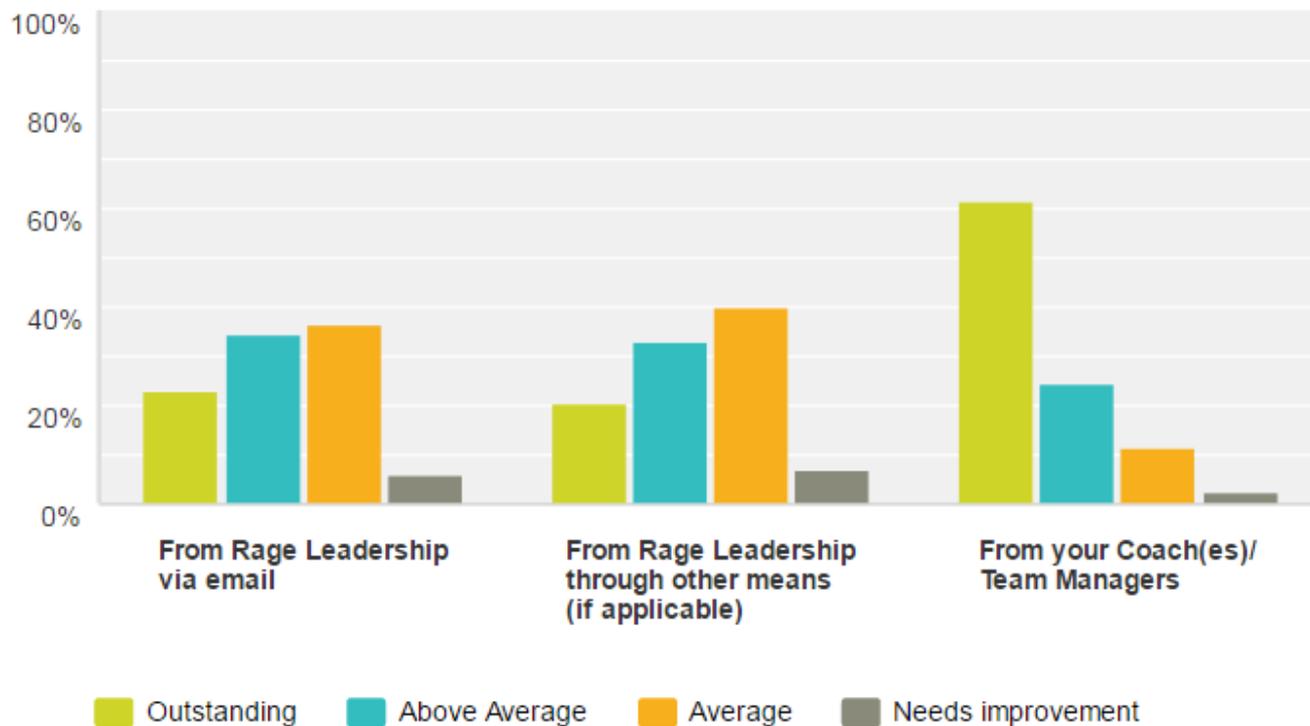
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# How would you rate your experience with the volunteer coaches of your recreational team(s)?



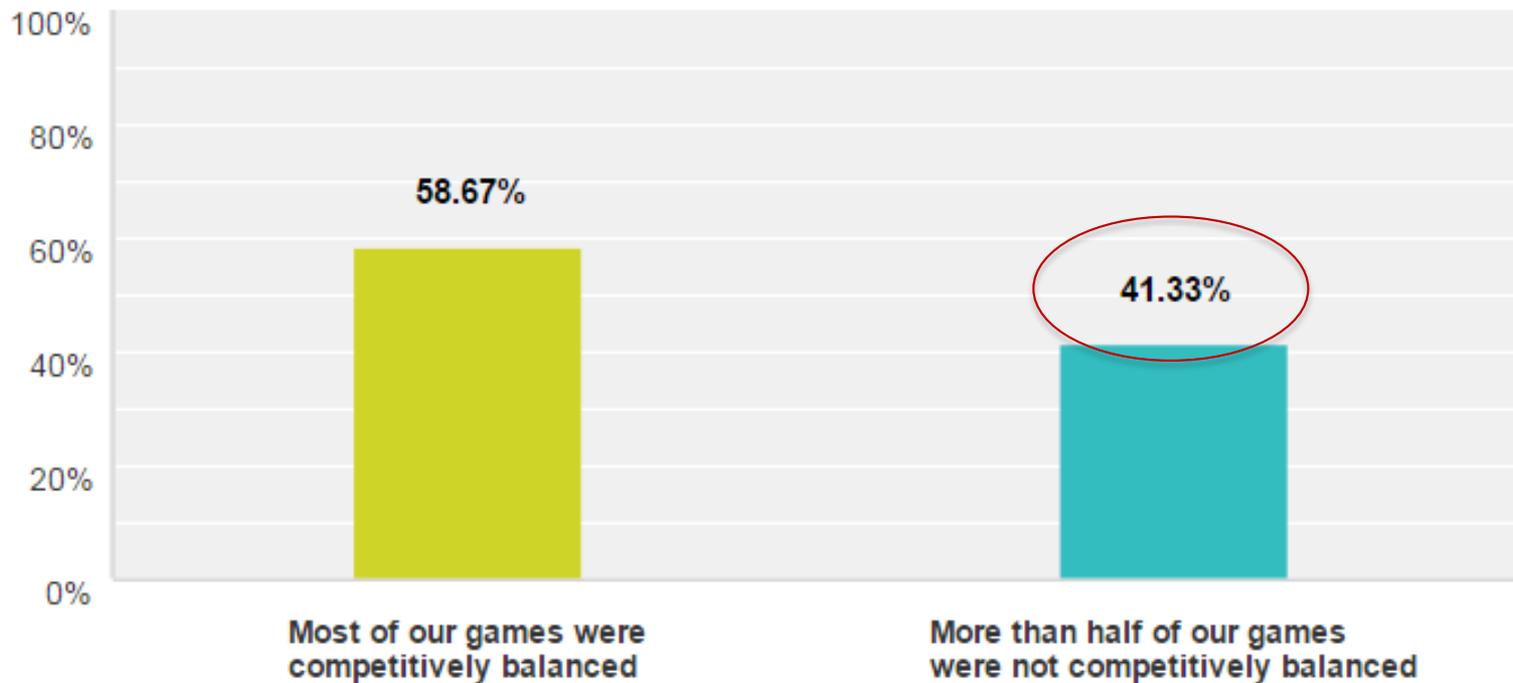
## How would you rate the communication you received during the season?



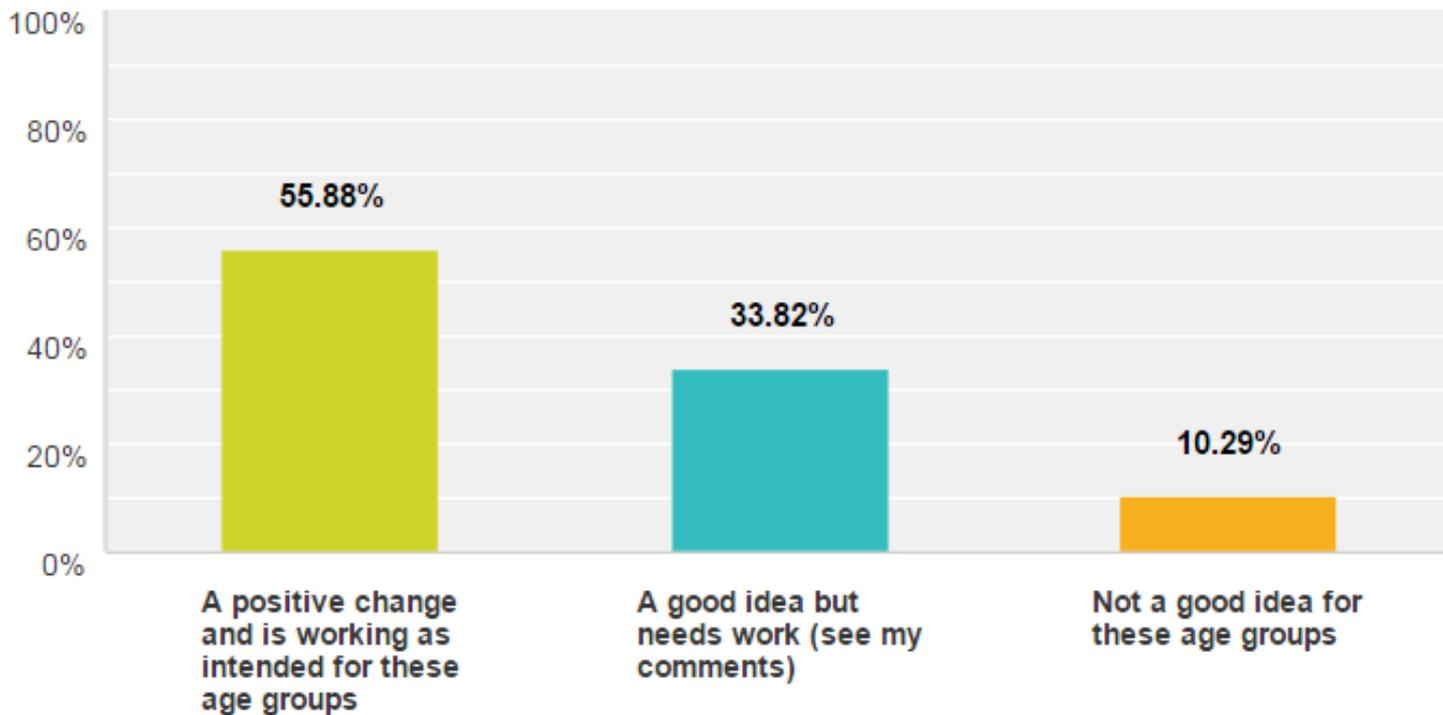
Competitive balance between teams is an important element of player enjoyment and development.  
**How was the competitive balance in your age group(s)?**



Red Flag  
Issue



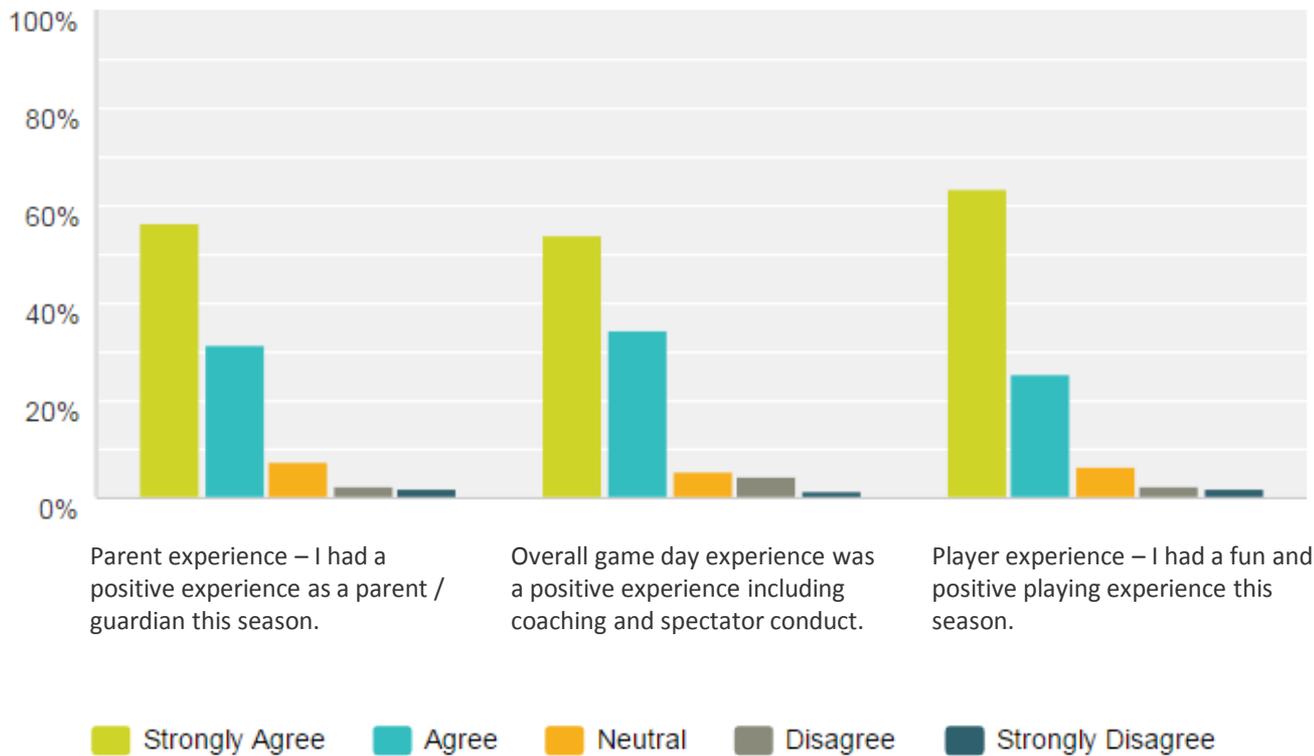
"New Ball" rules were implemented this year to improve game flow and enable more consistent player involvement.  
**Overall, New Ball is...**



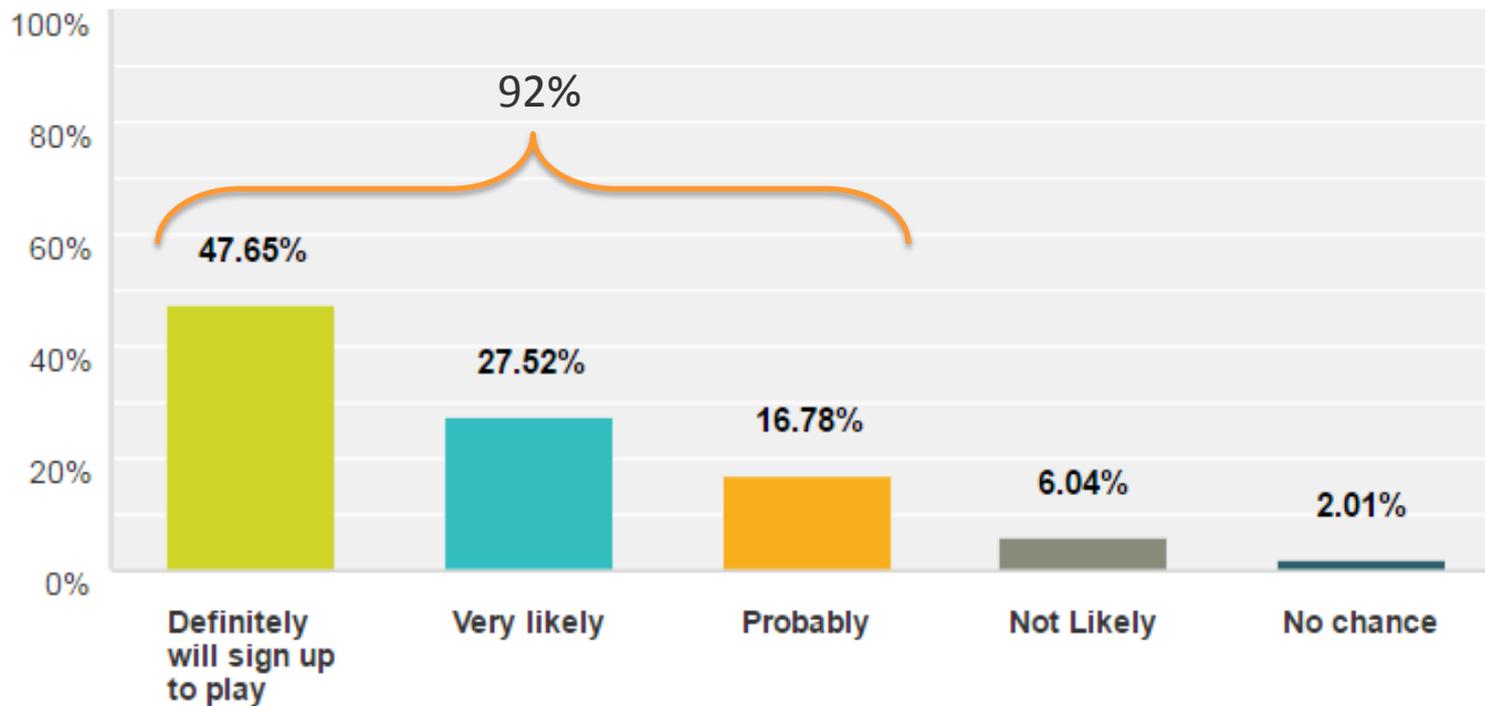
U6-U8  
Only



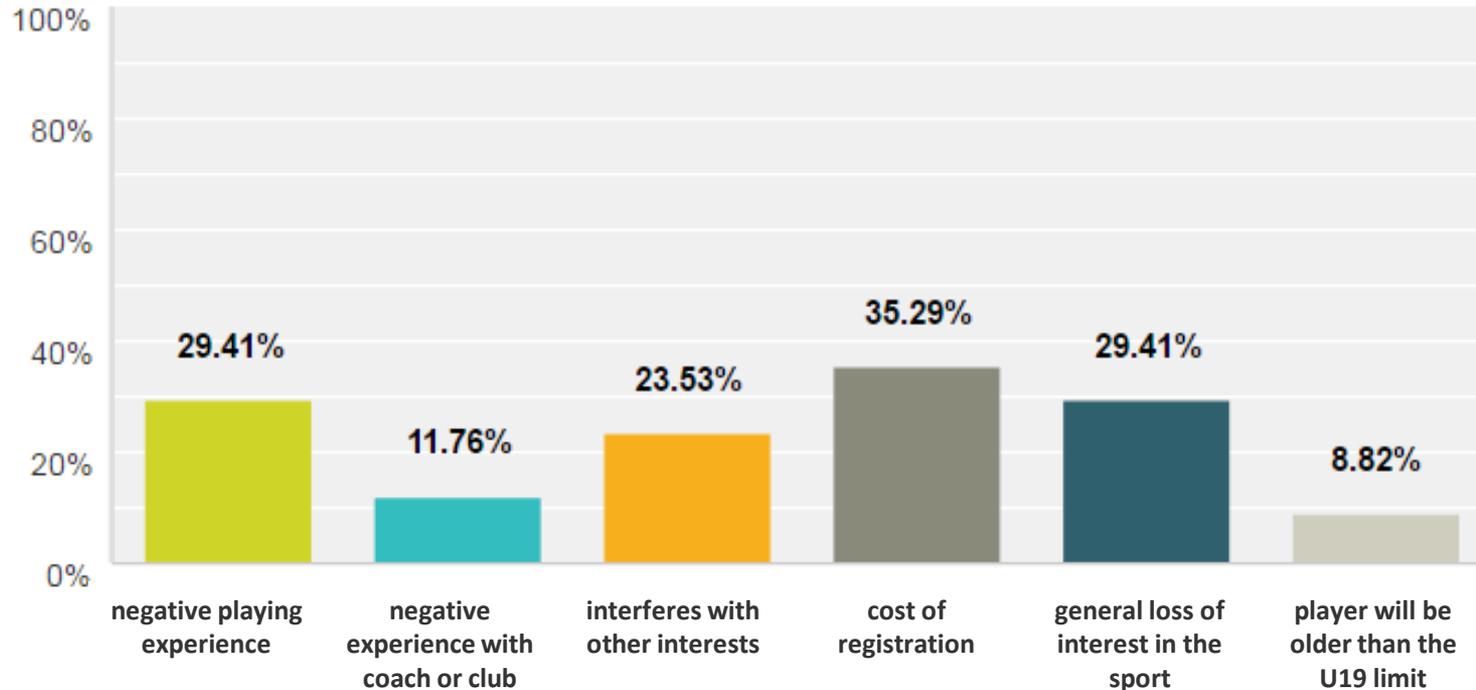
# How would you rate the soccer experience for this season?



## Given your overall experience with Pleasanton Rage, what is the likelihood that you will sign up to play next season?



# If you are NOT likely to sign up for Pleasanton Rage Soccer next season, please let us know what factors are most influential to your decision.



Answered: 34



