

# VBC ANNUAL MEMBER SURVEY – EXECUTIVE SUMMARY OF MEMBER ENGAGEMENT RESULTS

July 2021

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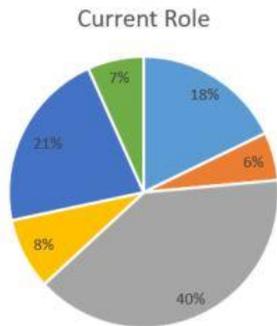
## A. INTRODUCTION & SURVEY RESPONDENTS

The intention of the Annual Survey is to achieve these objectives:

- Establish satisfaction levels, perception of, and areas of improvement for Volleyball BC
- Develop benchmark measures on safety, wellbeing, satisfaction and engagement that can be repeated annually to improve our services and programs.
- Identify priorities and next steps on these key areas which can be translated into action plans for forthcoming years.

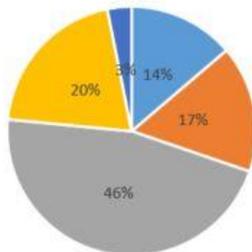
We also asked specific questions about safety, coach and referee development, and club support – these were to inform specific projects and results are addressed elsewhere.

The survey was created using Formstack and was open from July 1-31, 2021. This report primarily analyses survey responses by their role in volleyball (Club Director, Coach, Referee, Player). We received a total of 443 completed surveys. Volleyball BC's current membership number is approximately 6000 which means that we received a response rate of approximately 7%.



■ Adult Player ■ Club Directors ■ Youth Player ■ Referee ■ Coach ■ Other

Which Region Do You Reside In?



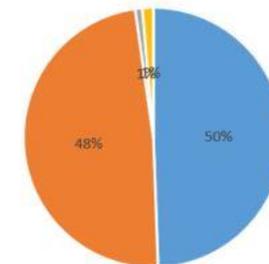
■ Vancouver Island ■ Okanagan and Kootenays ■ Lower Mainland  
■ Fraser Valley ■ North

- The main groups of respondents were Adult and Youth Players, Coaches, and Referees. The breakdown of respondent groups is broadly reflective of our membership breakdown. The Other category was mainly comprised of Parents.
- The largest response came from individuals participating in the Indoor Club season, closely followed by Youth Indoor and Outdoor recreational programs. 25% of respondents have participated in our Adult programming.
- 86% of our respondents played recreational youth, High School and Club volleyball which reflects the typical pathway in volleyball. Around 15% had taken volleyball further, playing post-secondary or internally.
- The largest percentage (38%) of respondents played high school volleyball which reflects the importance of the school system in introducing, developing, and cultivating volleyball players.

- The geographic spread of respondents is reflective of our spread of membership around BC with the vast majority coming from the Lower Mainland and Fraser Valley.

- The gender breakdown of respondents was almost equally male and female with a very small percentage identifying as non-binary or declining to answer.

What is your Gender?



■ Female ■ Male ■ Non-binary ■ Decline to answer

- Just under one-fifth of respondents identified as part of an Indigenous Group. We need to do some further work to understand the needs of these indigenous participants and how we can better acknowledge or service these.
- 4-5% of respondents identified as a Recent Immigrant or a Person with a Disability. This is not information that we have previously asked so we do not have any comparison benchmarks – however, it allows us to start gaining a picture of our membership with a view to ensuring that our sport is welcoming and inclusive.

## PART 1 – MOTIVATION, WELLBEING AND IMPORTANCE

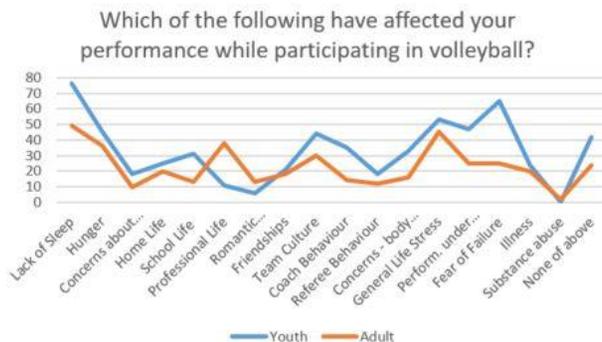
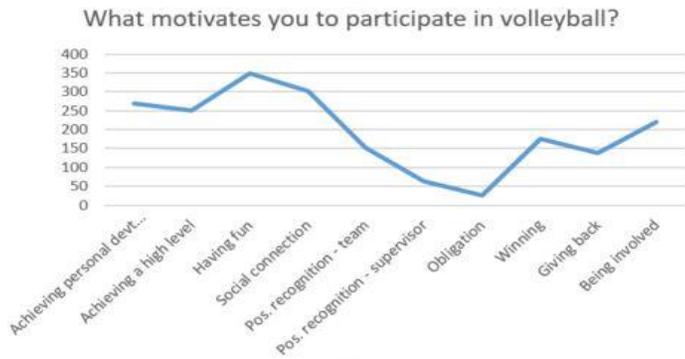
### B. MOTIVATION AND WELLBEING

We asked Respondents what motivated them to participate in volleyball. The top 3 overall answers were:

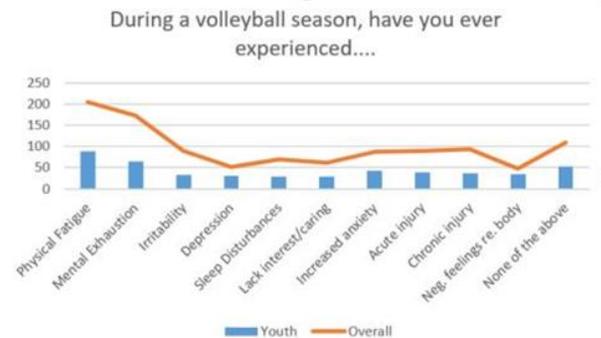
1. **Having fun**
2. **Social connection**
3. **Achieving my goals for personal development**

“Winning” was ranked in the middle of responses, with “Obligation” and “Positive Recognition from my team or supervisor” ranked as the lowest responses.

The top 3 responses correlate with our findings from the Strategic Plan survey in January 2020 in which “having fun” and “Being part of a team” were the top two reasons why both adults and youth participants enjoyed playing volleyball. These results confirm that the fun and social aspects are key elements that should be fostered and encouraged as part of the volleyball experience. That “winning” is lower down confirms research indicating that current trend of increasing competitiveness in youth sport is not aligned with what the players actually enjoy and value.



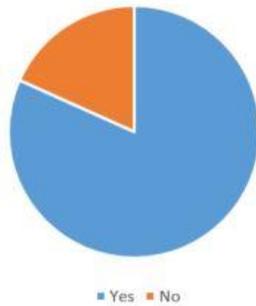
- **Lack of sleep** was the top factor listed by all groups as impacting performance.
- For Youth players, the top 3 factors impacting performance were **lack of sleep, fear of failure** and **general life stress**. For Adult players, the top 3 factors were **lack of sleep, general life stress** and **professional life**.
- **Coach behaviour** was rated significantly higher by Referees than by Coaches and the reverse was true of **Referee behaviour**. This illustrates the importance of a positive relationship between coaches and referees in creating positive experiences
- For Males, the top 3 impacting performance were **Lack of Sleep, General Life Stress** and **Professional Life**. For Females, the top 3 factors were **Lack of Sleep, General Life Stress** and **Fear of Failure**.
- It is interesting that there was some variation in responses by gender: **Concerns about Body Appearance** and **Team Culture** was rated significantly higher by Females than by Males and Males were more likely to answer “None of the above”



- **Physical fatigue** and **Mental exhaustion** were the top two factors listed by all respondents as being experienced during a volleyball season.
- Encouragingly, nearly 25% of all Respondents answered “None of the Above” as their response to the question.
- Youth players listed “**Increased anxiety**” and “**Negative feelings about their body**” among their top responses, compared with Adult players who rated both much lower. Perhaps unsurprisingly, adult players were more likely to answer “**Chronic Injury**” compared with Youth players who responded “**Acute Injury**”.
- **Mental Exhaustion, Physical Fatigue** and **Irritability** were the top 3 responses from both Coaches and Referees.
- The rankings of Males and Females followed very similar patterns with the notable exception of “**Negative feelings about my body**” which was experienced vastly more by Females.

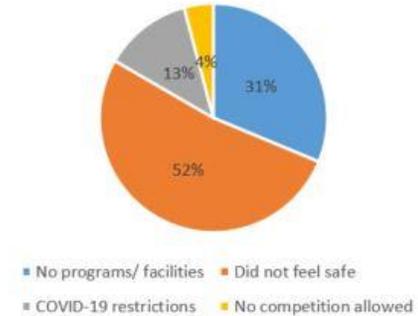
### C. IMPORTANCE OF VOLLEYBALL DURING COVID-19

Have you participate in any volleyball during the pandemic?



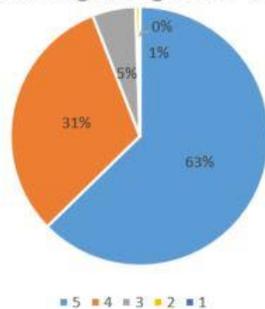
- Approximately **88% of survey respondents participated in volleyball during COVID-19.**
- For those who did not participate, the vast majority stated that this was because **they did not feel safe to do so.** This should be considered in return to play communications so that all safety measures are emphasised and shared.
- The remaining 45% of non-participating individuals cited a **lack of programs, facilities, or COVID restrictions** preventing them from doing so.

Please share why you have not participated in volleyball



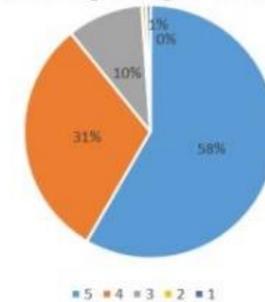
We asked respondents to rank the importance of volleyball to their physical wellbeing during COVID-19. Around 65-80% of every group of participants rated volleyball as very high (5) or high (4) in importance for their physical wellbeing. The slightly lower scores given by Referees and Adult Players likely reflect that these groups were less able to participate in volleyball due to restrictions on adult sport and game play which, in turn, means that volleyball was less important to their physical wellbeing over this period.

YOUTH - Importance of volleyball to physical wellbeing during COVID-19



We also asked respondents to rank the importance of volleyball to their mental and emotional wellbeing during COVID. It is interesting to note that, for Youth Players, Adult Players, and Coaches, the percentages of those rating volleyball as very high (5) or high (4) in importance for their mental/emotional wellbeing was at least as high, if not higher, than the ratings given for physical wellbeing. This was also the same when we looked at the results for Males and Females.

YOUTH - Importance of volleyball to emotional wellbeing during COVID-19

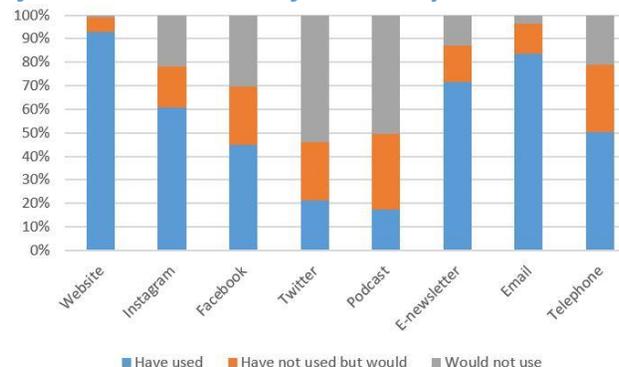
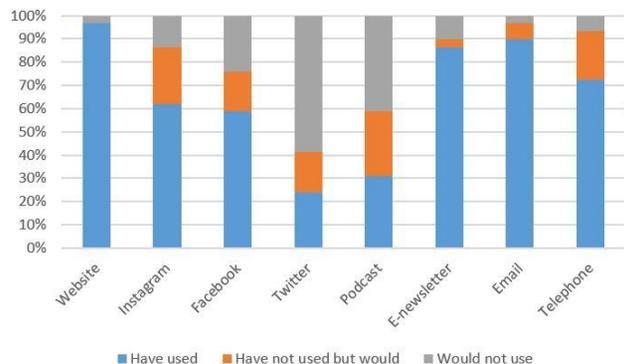


Across all groups, therefore, the **importance of volleyball to mental/emotional wellbeing was at least as high as for physical wellbeing during COVID-19**. The exception was the Referees where the importance of volleyball to emotional/mental wellbeing during COVID was less than for other groups – this is likely due to the lack of games during COVID and therefore, the inability to participate in refereeing.

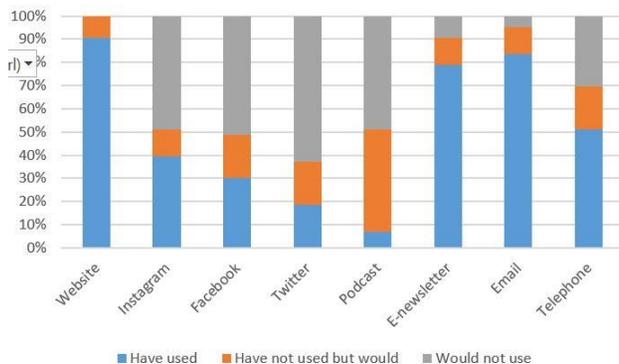
## PART 2 – COMMUNICATION, MEMBER RELATIONS & BELONGING

### D. COMMUNICATIONS

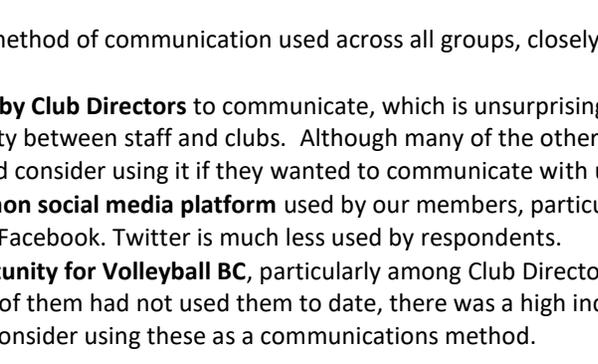
Which of these communications methods have you used or would you use to get information and news from Volleyball BC?



CLUB DIRECTORS

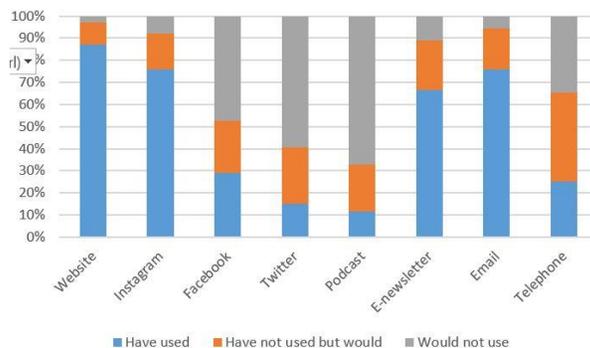


COACHES

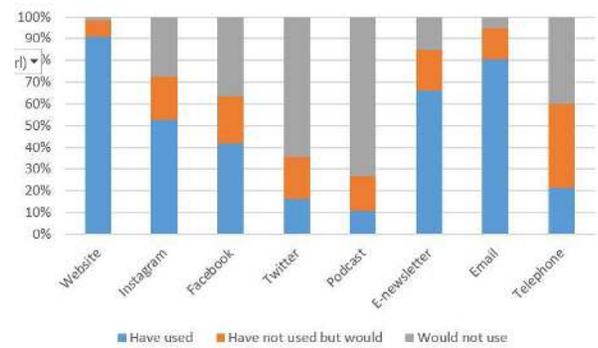


- The **VBC website** was the top method of communication used across all groups, closely followed by **email** and **e-newsletter**.
- The **telephone was most used by Club Directors** to communicate, which is unsurprising due to the close connections and familiarity between staff and clubs. Although many of the other groups had not used the phone, they would consider using it if they wanted to communicate with us.
- **Instagram was the most common social media platform** used by our members, particularly among the youth players, followed by Facebook. Twitter is much less used by respondents.
- **Podcasts are an area of opportunity for Volleyball BC**, particularly among Club Directors, Coaches and Referees – although many of them had not used them to date, there was a high indication in these groups that they would consider using these as a communications method.

REFEREES



YOUTH PLAYERS



ADULT PLAYERS

## *What could Volleyball BC do to improve our communication?*

### **1. IMPROVE WEBSITE AND REGISTRATION PROCESS**

*A more user friendly website and definitely a better registration process*

*Ensure that the website is actually updated at least monthly and that the broken links are removed.*

*Improve the usability of the website where athletes register for events and manage their existing registration. It's very unusable now.*

*Overhaul of website. For example....go to "Youth Outdoor Tournament" page, it's terrible. This is just one example on the site. The registration system is equally terrible and it doesn't get fixed.*

*The website has been difficult to navigate for twenty years. I don't even try anymore. The categories and subcategories go on forever and information is hard to find or is outdated sometimes by half a decade.*

*Some information are hard to find when searching, so it would be better to be able to more easily find information.*

*Make things easier to find.*

### **3. IMPROVE AND REFRESH CONTENT**

*Add articles on refereeing tips to the newsletter*

*Update the referee section on the VBC website*

*Add regular communications articles to the website and newsletter.*

*Interesting communications, written about the rules or administration, and written in a way that it would be interesting for all participants, not just officials, but players, coaches & parents too.*

*Give monthly updates about tournaments and training sessions.*

*Offer more resources on the website*

### **5. NEW TECHNOLOGIES AND PLATFORMS**

*Advertising things better*

*An app that is just a constant running page with new news*

*Zoom call training methods*

### **SOME ALSO COMPLIMENTED US ON OUR COMMUNICATION...**

*Good the way it is right now / Nothing. VBC does an excellent job*

*Happy with communication*

*I feel like communication is pretty well / i think everything's fine.*

*keep doing what you're doing! Remind us of what is being offered, and we then will do our part to complete the communication loop*

*You're generally very solid. The only time communications have broken down have been during snow event's (cancellations and the dome roof collapse (night off)).*

### **2. MORE EFFICIENT AND EFFECTIVE CUSTOMER SERVICE**

*direct communication with participants- needs to be a separate line of communication with the public*

*Have someone available on weekends to answer question or confirm registrations.*

*Make caller contact information easier*

*Respond promptly to emails*

*Speed of communication*

*Faster response times but this would require more staff. You guys are overworked/stretched thin.*

*Just getting answers would be nice , very frustrating that it takes forever to get answers from our region*

*Having a more visible presence at games*

### **4. IMPROVE TIMELINESS OF COMMUNICATIONS TO PARTICIPANTS IN PROGRAMS**

*Email about tournaments sooner than 1-3 days in advance / Informing members in timely manner. Have a designated person in charge for a specific program so that parents can receive information in a timely manner.*

*I think VBC Needs better organization when it comes to Team BC events specifically. I have noticed that for Team BC events, there is rarely any factual information as this year for Training Center, the dates were changed for Zone 2. That wasn't even updated on the site, and it wasn't clear on how to choose what day to tryout on or if you could do both. Emails were sent late as well.*

*Send more emails and title them based on the contents*

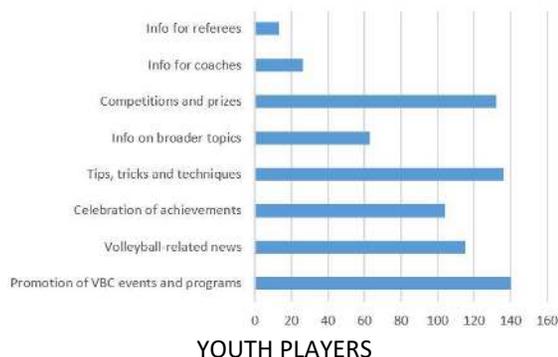
### **6. RECOGNISE THAT DIFFERENT GROUPS OF OUR MEMBERS NEED DIFFERENT INFORMATION AT DIFFERENT TIMES – TAILOR OUR COMMUNICATIONS**

*Adapt, adjust where needed*

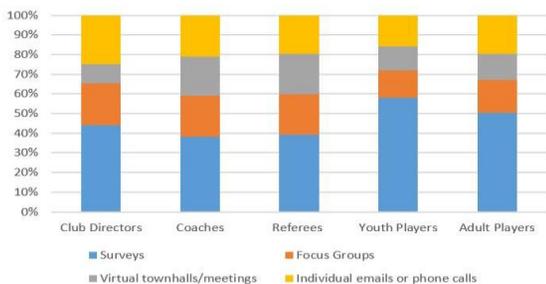
*More frequent communication, especially to clubs in advance of public release, even just a day or a few hours. This has improved a lot since Emma came!*

*There doesn't appear to be any communication on upcoming plans. I am sure Covid is not helping this.*

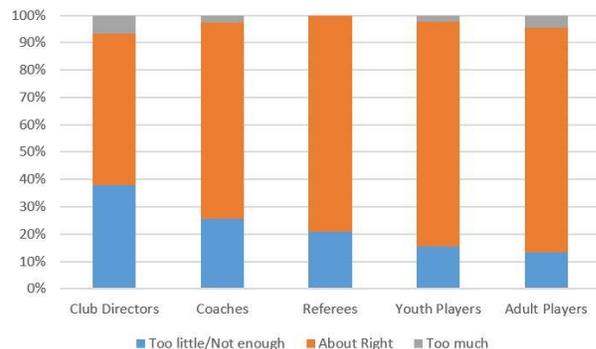
## What type of content would you like to receive from us?



- **Tips, tricks and techniques** was the only type of content that featured in the top 3 for all groups.
- The top 3 content selected by Club Directors, Coaches and Referees was very similar – **Tips, tricks, and techniques, Volleyball-related news, and Information specific for referees / coaches.**
- The top 3 content selected by both Youth and Adult Players was **Promotion of VBC events and activities, Tips, Tricks and Techniques and Competitions and Prizes.**
- **Celebration of achievements and volleyball-related news** was rated moderately by all groups, highlighting VBC’s role in creating community by sharing information.
- It is clear that the type of content that our members would like to receive from us varies and should be tailored by group.



## Are you satisfied with the frequency of communication from Volleyball BC?

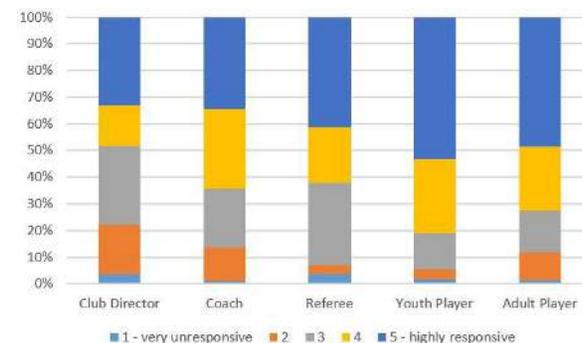


- Across the board, **most respondents thought that Volleyball BC’s frequency of communication was about right.**
- If respondents were not satisfied with the frequency of communication, **they were more likely to say that it was too little/not enough than to say that it was too much.**
- Given the responses, improvements to our communication should be made without increasing the frequency/amount but instead should focus on the content, form, and timing.
- Across all groups, **Club Directors were the most likely to say that we were communicating too much** which is probably because they receive the most volume of communication as we move through the club season. Care needs to be given that we do not “bombard” them and that information is coordinated and concise.

## We heard in our strategic plan survey that you wanted more ways to provide feedback and input. How can we best capture this from you?

- **Surveys were rated as the best way** to capture feedback and input from our membership across all groups, particularly with youth and adult players.
- Approx. **40% of both Coaches and Referees mentioned focus groups or virtual townhalls** as good ways to capture feedback and input. This suggests that more personal and discursive opportunities are valued.
- **Individual emails or phone calls was mentioned the most by Club Directors.** Most of our club directors have a personal relationship with their Regional Manager so this response reflects this preference.

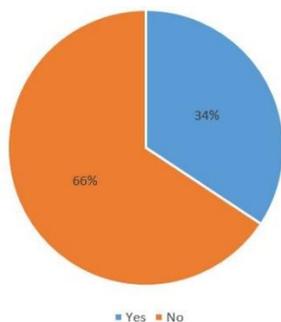
## If you have contacted us with a question or enquiry, how responsive have you found us?



- On the whole, **members stated that they thought we were responsive or highly responsive** when they contacted us (rating 4 or 5). That said, there is room for improvement with 10-22% rating us low for responsiveness (rating 1 or 2) depending on the group.
- The results varied depending on the membership group. **Club Directors gave us the lowest average score for responsiveness.** Given that these are members that we communicate with very regularly, this is an area of improvement for us.
- **Youth Players rated us the highest for responsiveness** which is positive given the number of programs and activities that we organise for youth.

## E. VOLUNTEERISM

*Have you ever volunteered with Volleyball BC?*



*Please tell us about your experiencing volunteering with Volleyball BC.*

**One-third of respondents have volunteered with Volleyball BC and, on the whole, people had a very positive experience:**

*Always had a great time!*

*As a long time member of the board, I think staff does a great job of supporting me and working effectively with us to do our jobs with minimal hassle.*

*Assistant Coach Summer Games - Lots of fun a little harsh sleeping on a floor in a room full of kids.*

*free pizza for setting up nets was great!*

*Great experience, would definitely do it again. Staff was very nice and welcoming!*

*I enjoyed my time and I would do again.*

*I have enjoyed all of my volunteer experiences with VBC*

*It was super fun, and well run events.*

*It was with the Vancouver Open. Friendly staff and loved helping out. Great opportunity for students.*

*Personable coordinators and staff, it was fun.*

*VBC has always welcome me and I would volunteer again in a heart beat. GREAT ORGANIZATION to grow the game.*

***What would encourage you to volunteer with Volleyball BC?***

**Better advertising and promotion of opportunities**

*Becoming aware of potential volunteer positions*

*Getting information on how to volunteer with Volleyball BC*

*I would volunteer if they needed - I've never seen*

*anything showing a need for volunteers*

*More info about the opportunities/what the experience involves.*

*Feeling like there's an inclusive environment, and more information on what is needed to get hired.*

**Creating clear roles and offering training.**

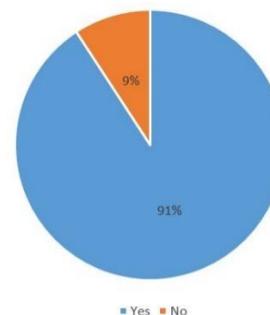
*training for volunteers on how to do specific things. like score sheet, lines, etc.*

*being clear on the purpose of what I am volunteering for.*

*Provide opportunities that don't need a lot of experience and is easy to pick up.*

*From a student perspective, would be good if they get service credits.*

*If yes, would you volunteer again?*



**But just under 10% would not volunteer again which shows that there is an opportunity to improve our volunteer experience.**

*Sometimes its on the spot planning but I've grown to have an understanding to adapt in those situations.*

*Events are poorly run. They lack professionalism.*

*I coached and then was an assistant coach. It got political with the parents and the other coach so I left it all behind. It wasn't worth the drama.*

*It was not pleasant - I felt like a piece of meat.*

*It's selective...need to be "in/connected".*

*I volunteered to coach and never even got a response.*

**Creating and promoting social connections.**

*If my friends did, too.*

*If there were mentoring to do this.*

*Opportunities to network with others.*

*volunteering with a friend.*

*Self confidence.*

**Incentivising and recognising efforts**

*Fun atmosphere.*

*Cool swag.*

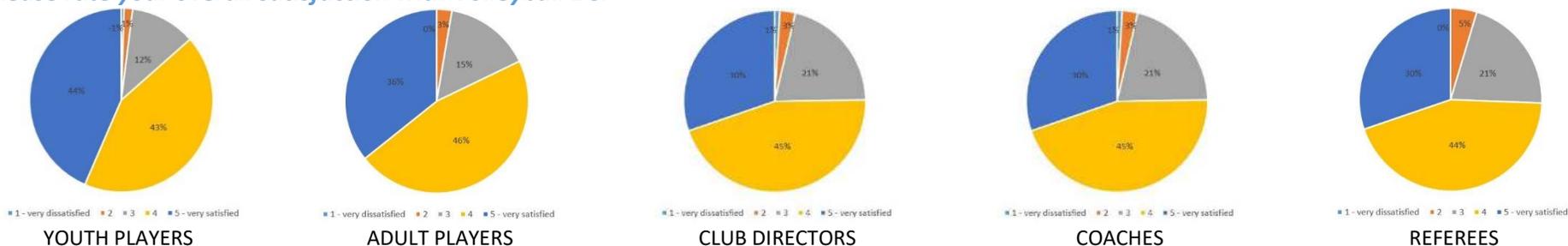
*Accommodating time slots.*

*Free food or sports equipment.*

*Volleyball BC swag!*

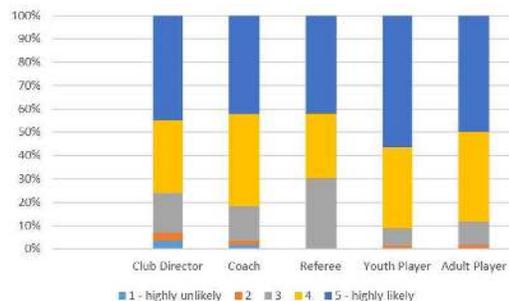
## F. SATISFACTION AND BELONGING

Please rate your overall satisfaction with Volleyball BC.



- On the whole, respondents said that they were positively satisfied with Volleyball with **62%-87% of each group providing a 4 or 5 rating**. This increased to **94-99% of each group who gave a ranking of 3 or higher out of 5**. **Club Directors gave the lowest level of satisfaction**, followed by Referees and Coaches. The **highest levels of satisfaction were given by Youth Players** followed by Adult Players.
- It is interesting that the degree of satisfaction lowers as the role becomes more involved in the organisation and facilitation of volleyball. This likely reflects the increased amount of communication and involvement that these roles have with VBC which provide more touchpoints and, therefore, more opportunities to be dissatisfied.

How likely would you be to recommend VBC to family and friends?



- This question is an indicator of brand loyalty and seeks to identify willingness to be an advocate or “Promoter” of Volleyball BC. Those who answered 4 or 5 are the most loyal and enthusiastic, with those answering 3 as more passively engaged.
- On the whole, **respondents were likely or very likely to recommend VBC** to family and friends with 70-91% selecting 4 or 5 out of 5 and 93-100% choosing a ranking of 3+.
- Similar to the satisfaction scores, the **highest levels of positive recommendation were given by Youth Players** followed by Adult Players. Given the number of events and activities that we run, this is a good sign.
- Referees were the least likely to recommend** – this group had the largest number who scored us 3 out of 5, indicating some ambivalence about whether they would recommend us or not.
- There is room for improvement among Club Directors and Coaches – **Club Directors had the largest percentage of negative responses** with approx 6% selecting 1 or 2 out of 5. Again, this potentially reflects the increased amount of engagement, communication, and involvement that these roles have with Volleyball BC which provide more touchpoints and, therefore, more opportunities to have their satisfaction levels tested.

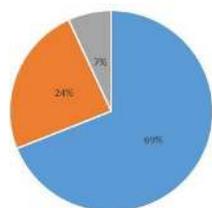
### Comparison with 2020 Membership Survey

In January 2020, we surveyed our membership and included the same question on satisfaction and willingness to recommend:

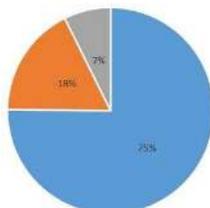
- 66-77% respondents were positively satisfied with VBC which increased to 94-95% who gave a ranking of 3+ out of 5
- 79-82% respondents were likely to recommend with VBC which increased to 94-97% who gave a ranking of 3+ out of 5.

It is encouraging to see that **satisfaction levels and likelihood to recommend have remained the same or even improved between January 2020 and June 2021**. This is despite the COVID-19 pandemic that has so deeply affected volleyball over the last 18 months.

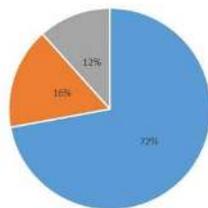
## Do you feel part of Volleyball BC?



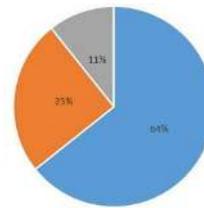
CLUB DIRECTORS



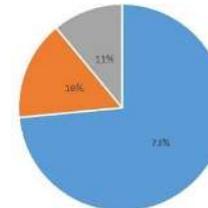
COACHES



REFEREES



ADULT PLAYERS



YOUTH PLAYERS

- This question is designed to capture whether respondents feel a sense of belonging and affiliation with Volleyball BC. As a membership organisation, this is an important area that reflects on our ability to serve members and create shared identity and belonging. On the whole, **respondents felt part of Volleyball BC** with a positive response rate of 64-75%. **Coaches and Youth Players had the highest rates**, indicating that they feel part of the organisation.
- Between **16-25% said that they did not feel part of Volleyball BC**, showing that there is room for improvement. In some cases, these scores may reflect the different ways that our members engage and relate to us – **Adult Players were most likely to say that they did not feel part of Volleyball BC** which is perhaps understandable given that they are recreational participants and do not have voting rights with the organisation.
- More concerning is the response of the Club Directors who are very much part of our membership. Nearly **one-quarter said that they did not feel part of Volleyball BC** which needs some further exploration given their importance in our system.

## We asked people to explain their response to find out more about what influences whether they feel part of Volleyball BC...

### Most felt a positive sense of belonging to Volleyball BC – or to the volleyball community which is seen as synonymous with VBC.

*I've known people in vbc since youth. They are always open and happy to communicate. It is impossible to please everyone and they're earnest and try their best which i appreciate.*

*Because I love the game so much, I feel like I'm one of them.*

*I have been a part of VBC for a few years and I have been welcomed as if it were a family.*

*It feels like a community!*

*Yes. Love the emails about news, opportunities and successes.*

*You provide athletes like me many opportunities to enjoy the sport*

*There is an air of courtesy and caring whenever I interact with staff and the board members.*

### For those who are part of club volleyball, identity is more likely to be with the club than with Volleyball BC.

*I feel part of the team but not of VBC per se.*

*I feel more as part of my own club than Volleyball BC as a whole but perhaps due to my own lack of engagement with VolleyballBC people and resources.*

*It is very difficult to feel a part of a big organization - when I think of "feeling a part of or valued by", it means that they have some idea of who I am and what I do.*

*I feel it is unrealistic to think that VBC could know every club director, coach, referee and player on a personal level.*

### Belonging is directly linked to how and how much members engage with us. Generally the more that individuals participate directly in activities that we provide (particularly beyond simply playing), the more they feel part of VBC.

*Adult programs are a bit more "distanced" than youth.*

*I feel part of Volleyball BC when I am able to learn new skills from VBC coaches.*

*I play sporadically so does not apply to me*

*I'm coaching with TeamBC so yes. Before, not so much.*

*It's in the middle. I would love to be more involved, I don't know how. I feel like there's a lot of opportunities that I don't know about.*

*Just seems like an entity that takes my money so I can play in leagues. No connection to the association.*

### Negative experiences with Volleyball BC influence perception of belonging.

*Feels like anyone else (TFC, Cambie sports, NSFT, etc) can and they do a better job at running adult leagues for us, than volleyball bc.*

*Not easy to communicate with. Policy decisions often seem opaque.*

*Sometimes I do and sometimes I feel as a referee we get the raw end of the deal because it's all about saving costs (specifically at tournaments) & referees seem to be the category to be downsized. Referees are a vital part of any tournament and can be the best public relations vehicle for VBC but are rarely treated as such.*

### Regional variations with belonging – those outside of the Lower Mainland felt less a part of Volleyball BC.

*Living on the Island, it often feels like we are left out of a lot of tournaments. I'd love to have a higher frequency of VBC indoor and beach tournaments here on the Island.*

*Local communication and inclusiveness is not great in the Okanagan.*

*Too centred around lower mainland organizations and events*

*Volleyball BC seems to not focus clubs outside the lower mainland.*

*As a club and a coach we have supported Volleyball BC and within the Okanagan we feel we are treated second hand compared to the attention and service Lower Mainland volleyball appears to get.*

### Feeling included and listened to is linked to feeling part of the organisation

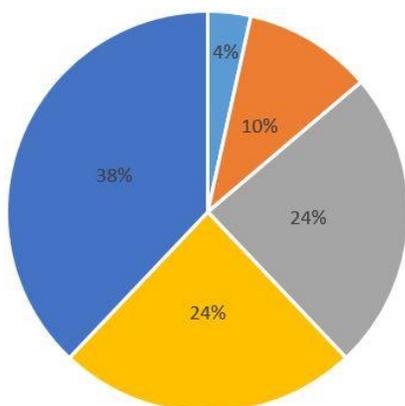
*That's a loaded question but in terms of valued on an interpersonal level with staff then yes. Valued as a general member of the organization, then no. And the latter makes up the bulk of the time.*

*Doesn't seem like vbc listens to feedback or responds to complaints.*

*We operate in this sphere, but definitely do not feel "included" in most things. I see some shifts since Emma came on board, but culture change is hard!*

*I feel that unless you are a recent high performing athlete who is giving back to the sport, VBC is not interested in hearing from the older coaches who have been coaching for a while. Opportunities go to the youth coaches.*

### As a club director, how satisfied are you with the level of support you receive from Volleyball BC?



■ 1 (not very satisfied) ■ 2 ■ 3 ■ 4 ■ 5 (very satisfied)

### What can we do to better support you and your club?

- **Nearly two-thirds of Club Directors were positively satisfied** with the level of support they receive from Volleyball BC which increased to 86% who rated our support 3 out of 5. While this is encouraging, there is still room for improvement with 14% feeling dissatisfied with the level of support and an additional one-quarter rating us as average (3).
- The most popular suggestion for better support was **increased /more efficient communication**, followed by **more activity to support the game and facilitate opportunities to play**

*“Continue to communicate, sometimes even saying - we have nothing new to say right now- is a useful thing for us. I loved the roundtable that was hosted in dialoguing about possible covid season options, so more things like that would be great! It opened up more dialogue between clubs and helped focus us on a common goal of supporting athletes.”*

*“Respond promptly to email or phone calls. We need much quicker answers. People are trying to plan and we don't get answers quickly.”*

*“The local representative needs to have way better communication skills.”*

*“I think checking in on club directors and coaches and seeing how they are doing and if they need the help answering questions.”*

G. IMPROVE SATISFACTION

*What is the one thing that VBC could do to improve your satisfaction?* (Answers listed in frequency of response).

**1. Enforce standards and accountability**

*Strict coach guidelines for their behaviour and accountability to them to deal with bad behaviours. Players should never be treated by a coach in a way that they feel undervalued, not good enough, and other negative harmful results.*

*Build encouraging sportsmanship into every program, and when there are sportsmanship complaints against coaches, ACTUALLY TAKE STEPS so the coaches understand there are consequences*

*Ensure the application of volleyball BC rules and regulations are equally applied.*

*Increase advocacy of fair play,*

*Stronger enforcement of policies, especially around recruiting. Some scenarios it is hard to prove someone was acting poorly, but even without proof we all "know" so not putting those individuals in prominent roles. Also being more intentional about disciplining those coaches. The teams/clubs that behave most honourably usually get "hurt" by not aggressively recruiting, they don't badmouth other coaches or clubs and suffer as a result.*

*Empower clubs but hold them accountable. Rules, policies, procedures don't mean anything if they are not applied/enforced*

**3. Increase events and opportunities to play, including different programs**

*Lots of tournaments and opportunities to play the game; especially on the island for boys.*

*Increase participation numbers in adult VBC beach events so that all players have a chance to get points at certain events.*

*Offer more development programs.*

*Offer more programs/assistance for competitive players who are new to the community such as helping individuals find a team or leagues to play in.*

*Offer Youth recreational. not all can make high school team. Drop-ins at community centre are not structured, girls left out.*

**5. Improve organisation, planning and delivery of programs/activities**

*Better organization concerning breaks between games and reffing in tournaments.*

*Having things set up -We shouldn't have to be the ones to set up.*

*Have scorekeepers and/or referees at beach league.*

*Provide high level coaches for vbc camps and clinics. They feel like a money grab with young students. Most camps are not structured for high level athletes.*

**2. Avoid special treatment and increase transparency**

*I think that Volleyball BC needs to start basing programs like Team BC on the skill level of the athlete. I find that there are selected athletes that get special treatment.*

*Ensure that the rules apply equally to all participants or stakeholders. Avoid the optics that certain individuals are either favoured or VBC are afraid of.*

*Make the reasons for the decisions you take more transparent.*

*Making sure all clubs and athletes have equal access to VBC resources.*

*More transparency and communication regarding VBC adult tournaments. It's also a bit of a mystery how many points people have, how wildcards are chosen, etc.*

*Team BC selection transparency and selecting for the here and now.*

*I am an athlete who recently participated in a tryout for zone 5..I was not selected to be part of the training team. Why, because I don't belong to a big club. I belong to a visible minority. I don't have a connection. I am not white & tall...I hope Volleyball BC, coaches & officials, will start selecting the deserving athlete.*

*Stop power pooling the pro adult tourneys and list entry points beside the teams that get into tourneys so the rankings are transparent. Also list who gets wild cards.*

**4. Better communication and customer experience**

*Send out a listing of people that work there and their contacts. People keep changing.*

*Be more clear about what programs are available and clearer instructions on registration*

*Better communication between the organization and athletes i.e details about tryouts they will be participating in.*

*Communication for my kids' events was very slow delayed and only a couple days before.*

*More opportunities for feedback on leagues.*

*New registration website is not the most user-friendly.*

*Timely communication with participants of your events (leagues and tournaments). Getting emails 1-2 days prior to the tournament is not okay!*

**6. Improve diversity, inclusion, and access for everyone, including reducing costs of participation**

*A more cohesive sport between players, coaches, and referees.*

*Better inclusion, disability support.*

*Creating welcoming culture for all including newcomers who have not been involve in volleyball before not just skills developments but address the issues of bully.*

*Lower fees / Lower the costs of major events / Making it less costly.*

*Offering more information to new VBC members.*

*Put less players in each court in skill clinics.*

*Team BC in the North is very poorly organized... it seems each year no one knows who the coaches are going to be until the last minute. This year when the call for coaches went out a number of us responded but didn't even get a courtesy email back thanking us for our offer to coach.*

*The organization of youth events in terms of the number of games athletes play, especially in a tournament weekend, is really unhealthy. Considering the overall health and welfare of athletes does not seem to be a priority, especially in beach tournaments where they are out in the hot sun, often playing and refereeing non-stop without a built-in rest, but are being continually pushed by referees and organizers to get the next game going. This is also true for indoor.*

*Have the courts/draw posted the night before so parents know where to set up.*

*Have a megaphone for the people trying to find athletes.*

#### **7. Improved Support to clubs/coaches/referees and volunteers**

*Be intentional. Support clubs instead of coming into their communities & running programs.*

*Support those who have their hand on the pulse.*

*Communicate and listen to what the clubs are saying.*

*More support for large clubs.*

*Less red tape for people to volunteer and help. I understand the reason behind it but it's becoming very onerous to volunteer your time in this day and age.*

*better awareness and support for referees - not as an after thought. Better support referees.*

*Provide more information about events. Provide more information to help referees and coaches with updated policies*

*VBC leadership needs to have more staff which reflect the overall community. The sport of volleyball in Canada seems to largely run by one racial group.*

*Through my researching universities and their volleyball teams.. there is a small number of minority players on University teams and the apparent lack of minorities in leadership roles. How does this happen? How does Volleyball BC play a role in retaining minority players who may wish to persuade leadership roles in Volleyball? I have noted that Volleyball BC has implemented some initiatives to try to deal with the lack of diversity.*

*It's important to me that beach volleyball be a community sport that is accessible to all.*

*I'm starting to see the courts around Vancouver become increasingly monopolized by "pay to play" organizations such as VBC and Urban Rec.*

#### **8. Increase regional programming and support**

*Be more available for smaller communities.*

*Better equality for regions outside the mainland.*

*Equal representation and treatment of Island vs Mainland/Okanagan players for events and consideration applied when Island athletes need to travel.*

*Consideration when choosing tournament locations (beach provincials).*

*More local training opportunities for coaches in specific clubs*

*Recognize that athletes/teams who participate in VBC events come from a broader range of communities outside of the lower mainland. Scheduling of events should, whenever possible, accommodate those travelling.*

## H. IMPROVE VALUE OF MEMBERSHIP

*Please tell us what would make your Volleyball BC membership more valuable to you* (Answers listed in frequency of response).

### 1. More opportunities to be consulted or listened to.

*All clubs through all of bc need to have a say and be heard. From the selection of volleyballs that are being used to helping regional people understand the dynamics of the region better. The clubs have the most contacts within the region, use them to better BC Volleyball. Plan with us, not for us.  
More engagement from clubs of all sizes, recognizing that not all athletes are well-served by the larger dominant clubs. Adapting the system so that smaller clubs are also given a fair opportunity to engage in process, structure, policies. Opportunities to speak into planning in smaller groups so we can have a voice, and share the things that don't work or create barriers for athletes and teams.  
More inclusion in the aspects of a more cohesive planned and operated sport for referees.  
There are many coaches who have dedicated decades of their lives to developing youth in this sport, but our feedback is just seen as whining. I don't feel like there is any point in raising issues, as the mindset seems to be that we just need to make sure we are meeting the requirements and stay out of trouble. Fundamentally, I'm not sure if members are looking to be "valued" so much as to just be simply served and thought of in the planning of such service.  
Treat adult recreational athletes more seriously. Issues that arise during leagues are important to us!*

### 3. Create community beyond the game itself

*Finding ways to ensure that the young men and women of the game are supported to develop both volleyball skills and life skills as they compete to be the best they can be, not simply to win.  
A code of ethics for coaches, parents and athletes is very important.  
Inclusion and awareness. ie. A family member dies or employee is suffering from abuse, VBC is there to reach out with help or a phone call.  
I think you guys are doing a great job, something that would be cool would be maybe sending birthday emails out, that would make it more of a family.  
More recognition of the every day player / ref / coach / volunteer.  
VBC instilling strong values and guidelines that THEY follow. Lead by example.  
Monthly prizes/incentives to youth.  
Promote sportsmanship more by awarding sportsmanship cash awards, prizes or even verbal acknowledgement.*

### 5. More information and support

*Have more information on Team BC and how to apply.  
Constant communication to help and provide coaches with skills and support.  
Large clubs require more support. VBC should be handling more from your side instead of pushing so many tasks back onto the volunteers running the clubs.  
Information on how to move your volleyball career forward after youth programs.  
For parents more information about how Club VB works.  
I find the training and certification programs a bit lacking and hard to find.*

### 2. Improvements or increased frequency of specific programs

*As a person coming back from years away from BC prior to the pandemic, it is very difficult to get into adult beach events without points. I feel bad asking partners to play tournaments because it could come at the cost of them not being able to play the tournament.  
I also believe that there are ways to structure play that will allow more teams/individuals to compete in each tournament.  
Having more opportunities in the summer months.  
More beach 2's all levels tournaments.  
More relevant programming available to clubs outside of Vancouver, Victoria, Kelowna etc.  
Not sure what the money for the leagues go to, but hire some refs and umpires for us so we don't need to argue at leagues.*

### 4. Improved communication – especially timeliness

*interesting articles in the newsletter and on the web page  
Increase an awareness for the sport - additional advertising in public places - signage in key places, promotions in partners, more proactive sports coverage on local news print/tv/social media, etc  
Better communication. Local representatives work with you not against. Follow thru from local reps.  
It feels like the communication isn't designed to serve VBC members. Emails regarding participating teams in tournaments are sent 1-2 days prior to events which creates a lot of frustration among players.  
Website should be WAY MORE user friendly.  
it creates a lot of unnecessary frustration when players don't receive information regarding VBC tournaments in advance. It would be great to get emails with all necessary details on Monday prior to Saturday/Sunday events.*

### 6. Better organisation and removal of administrative barriers

*Better organization. I know everything was altered by the pandemic, but these are events that are run every year, yet there is still a significant amount of "scramble". Unfortunately, it feels like VBC staff is constantly in the state of organizing its first event despite its long history.  
There is a shortage of good coaches at all levels and i think the difficulty to obtain coaching certification creates a significant barrier for many to give of their time.  
Registration should be much easier and faster. We are volunteers.*

## WHAT ARE SOME OF VOLLEYBALL BC'S KEY AREAS FOR IMPROVEMENT?

1. **Better Communication**
2. **Specific Program Suggestions and Improvements**
3. **Mechanisms and Openness to Feedback**
4. Articulating Our Role and Value
5. Improved grassroots and regional delivery  
Revisions to club competition structure
6. Quality and Delivery of High Performance  
Organisation and Planning
7. Gender Equality within the sport  
More Inclusion Initiatives  
Recognition of people  
Focussing Resources

*Top 3 themes are highlighted in red. All themes are listed in priority order.*

### Comparison with 2020 Membership Survey

In January 2020, we surveyed our membership and asked for feedback about our key areas for improvement. The results are on the left in order of frequency of mention.

Although the questions were slightly different, it is clear that a number of the themes mentioned in the 2020 survey still remain areas of improvement in July 2021. In particular, **increased opportunities for consultation** and **more timely communication** both rate highly in each survey's responses. The initiation of an Annual Member Survey is one way that we are starting to understand and address how we can better improve these areas.

## I. POSITIVE FEEDBACK AND ACKNOWLEDGEMENT

*All in all a great organization.*

*Continue your excellent communication; I resolve to increase my responsiveness to it.*

*Transactionally speaking, I think as long as you guys are pushing the boundaries of what's capable as a provincial sports organization and expanding opportunities for development and play within the province, you guys are caring and valuing the members of Volleyball BC.*

*Again, thank you guys for everything that you do. You guys do not get the recognition or appreciation that you deserve.*

*I'm fairly satisfied, nothing really comes to mind*

*Great job navigating through the pandemic. Let's hope for continued reopening and a return to normal events for next season!*

*My daughter just started in a camp and so far the experience has been fantastic!*

*Leagues are very well run and administrators have been quick to reply to any queries I have had regarding the leagues and gameplay.*

*Thank you for all of the hard work and support your organization has provided club volleyball during this difficult and challenging year.*

*Thank you for this! I really appreciate the effort from vbc to make volleyball in bc a better place to be!*

*Thanks for having these surveys and allowing us to give our opinions!*

*You're doing a great job!*

*Everyone is doing their best and I love that you are getting feedback and with the info you are collecting trying to improve the organization to serve the youth better.*

*I feel that Volleyball BC is already moving in the right direction - I like that they are now consulting the ground level people (coaches, athletes & referees) when making decisions instead of only a select few as was in the past.*

*I think you guys need more staff. I also think you guys do a great job.*

*I think volleyball BC really try's to make sure everyone apart of volleyball BC feels included by making these emails and surveys.*

*Keep doing a great job, you are essential to the growth of a safe, competitive informed experience for youth and adults!*

## J. NEXT STEPS

- The feedback on communication, member engagement, and belonging will be used to inform the development of a Member Engagement Strategy for Volleyball BC to execute over the next few years.
- An abridged version of the overall results will be created and shared with members along with next steps.
- An abridged version of the overall results will be created and shared with the HR and Governance Cttee and Board members.
- 2021 survey results will be kept and used to track against future Annual Membership Surveys.