



MEMBER SURVEY 2021

VOLLEYBALLBC

Top 3 reasons for participating in volleyball

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

Volleyball in COVID-19

- 88% of survey respondents participated in volleyball during COVID-19.
- All groups rated volleyball as “very high” or “high” importance to their physical and emotional wellbeing in the pandemic.
- For Youth Players, Adult Players and Coaches, volleyball was as important for our mental/emotional wellbeing as for our physical wellbeing in the pandemic.

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

A. Talk to us

Top 3 ways to get info from VBC

- 1. VBC website**
- 2. Email**
- 3. E-newsletter**

Most popular VBC social media

- 1. Instagram**
- 2. Facebook**
- 3. Twitter**

Customer Service

Overall, you said that we were “responsive” or “highly responsive” when you contacted us.

We can improve: Youth Players and Parents rated us the highest for responsiveness while Club Directors gave us the lowest average score.

Content requested from Coaches, Club Directors & Referees

1. Tips, tricks & techniques
2. Volleyball news
3. Tailored info for referees/coaches

Content requested from Adult & Youth Players

1. Promotion of VBC events & activities
2. Tips, tricks & techniques
3. Volleyball news
4. Competitions/prizes

Top 3 improvements to our communications

1. Improve website & registration process.
2. More efficient customer service or timeliness of communication.
3. Refresh and add new content.
4. Tailor our communication.

"Make things easier to find on the website."

"Respond promptly to emails."

"More frequent communication, especially to clubs in advance of public release."

B. Get involved

Best ways to capture your input

- Surveys were rated as the best way to capture feedback, particularly with Youth and Adult Players.
- 40% of Coaches and Referees listed focus groups or virtual townhalls as good ways to get input.
- Emails or phone calls were mentioned most by Club Directors.

Volunteering with VBC

- 34% have volunteered with VBC and over 90% would volunteer again.
- Just under 10% would not volunteer again which means there is room to improve our volunteer experience.

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

Encouraging you to volunteer

1. Better advertising and promotion of opportunities
1. Clear roles and training
2. Creating and promoting social connection
3. Incentivising and recognising efforts

"I would volunteer if they needed - I've never seen anything showing a need for volunteers."

C. Satisfaction & Belonging

- 62-87% of you were positively satisfied with VBC which increased to 94-95% who gave a ranking of 3+ out of 5.
- Youth Players and Adult Players had the highest satisfaction levels.
- 5% of Club Directors, Coaches and Referees were dissatisfied.

- 70-91% respondents were "likely" or "very likely" to recommend VBC which increased to 93-100% who gave a ranking of 3+ out of 5.
- Youth and Adult Players were most likely to recommend.
- 3-7% of Club Directors and Coaches were unlikely or very unlikely to recommend.

- Overall, you felt part of VBC with Coaches and Youth Players feeling the most belonging.
- 16-25% of you said you did not feel part of Volleyball BC with Adult Players feeling the least connected.

We asked you to explain your responses about feeling part of VBC...

- Most felt a positive sense of belonging to VBC or to the volleyball community which is seen as synonymous with VBC.
- Belonging is directly linked to how and how much members engage with us – generally the more you participate in our activities, the more you feel part of VBC.
- For those who are part of club volleyball, your identity is more likely to be with the club than with VBC.
- Negative experiences with VBC influence perception of belonging.
- Those outside of the Lower Mainland felt less a part of VBC.
- Feeling included and listened to is linked to feeling part of VBC.

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

"I feel part of my team but not of VBC per se."

D. Opportunities for improvement

"VBC instilling strong values and guidelines that they follow. Lead by example"

Top 8 ways we can improve your satisfaction

1. Enforce standards and accountability.
2. Avoid special treatment and increase transparency.
3. Increase events and opportunities to play.
4. Better communication and customer experience.
5. Improve organisation and planning of activities.
6. Improve diversity, inclusion and access for everyone.
7. Better support to clubs/coaches/referees.
8. Increase regional planning and support.

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

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

"Be more available for smaller communities."

Top 6 ways we can make your membership more valuable

1. More opportunities to be consulted or heard.
2. Improvements or increased frequency of specific programs
3. Create community beyond the game itself.
4. Improved communication.
5. More information and support.
6. Better organisation and removal of administrative barriers

"Opportunities to speak into planning in smaller groups so we can have a voice."

"Creating welcoming culture for all including newcomers who have not been involved in volleyball."

What now?

- We are reviewing and analysing all survey responses to improve our current programs and activities.
- Your feedback on communication, member engagement and belonging will directly inform a Member Engagement Strategy to be launched in 2022.
- We will be conducting this Member Survey annually to track satisfaction and engagement, and to identify priorities and areas of improvement.
- The VBC Board and staff will regularly track progress against our 2021-2024 Strategic Plan's goal "To Support Our Community by meeting the needs of the volleyball community through strong stakeholder relationships and meaningful services".

Questions?

Contact members@volleyballbc.org

Survey information: The survey was open from July 1-31, 2021. We received a total of 443 completed surveys, representing a response rate of approximately 7%. The main groups of respondents were Adult and Youth Players, Coaches, and Referees. The geographic spread of respondents was reflective of our membership around BC. The gender breakdown of respondents was almost equally male and female.