



MEMBER PROFILE: TEAM BC PLAYER

NUMBER & GENDER BREAKDOWN

583 participants (2021)

FEMALE MALE

Ignite (14U):

76% 34%

Regional Training (15/16U):

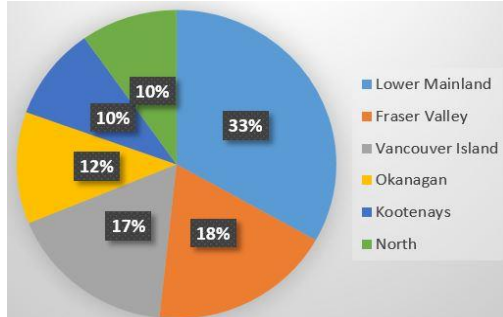
76% 33%

Select (17/18U):

50% 50%

Beach: 47% 53%

GEOGRAPHIC BREAKDOWN (IGNITE 2021)



PARTICIPATION IN VBC PROGRAMS

- Team BC
- Club volleyball
- Youth beach programs
- Indoor clinics and camps

EXPERIENCE IN VOLLEYBALL

- Experienced in volleyball.
- Plays Indoor Club volleyball, typically for several years.
- Participates in High School volleyball.

MY MOTIVATION TO PLAY VOLLEYBALL

1. Achieving personal goals.
2. Achieving a high level of volleyball.
3. Having fun.
4. Social connection.

MY TOP 3 THINGS FOR VBC TO DELIVER

1. Club programs.
2. HP programming
3. Mental, emotional and social wellbeing.

MY PERSONALITY

If I am in 15-18U TBC programs, I am driven and focused on being the best that I can. But I also value the social side of volleyball and enjoy training with like-minded individuals.

MY GOALS IN VOLLEYBALL

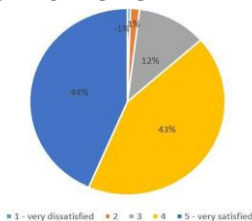
I want to play post-secondary volleyball and hope to make the National Team programs. I see Team BC as providing high performance development as a stepping stone to these goals.

MY COMMUNICATION WITH VBC

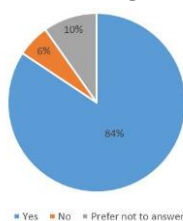
I get most of my info from the VBC Instagram account, e-newsletter or website. I am most likely to email VBC with questions. My parents may also communicate with VBC on my behalf. I want to receive content on VBC programming, the HP pathway, and volleyball news and accomplishments. I'm also interested in livestreaming TBC programming. VBC can improve communication by improving the website and registration service.



MY SATISFACTION WITH VBC



DO I FEEL PART OF VBC?



OPPORTUNITIES TO IMPROVE

- Easy to navigate information about the HP / Team BC pathway.
- Provide efficient customer service.
- Increase frequency of HP programs.
- Tailored communication for HP.
- Establish clear expectations and standards for HP programs / athletes
- Raise the profile and recognition of the Team BC brand.

Over 70% of TBC Ignite participants and 98% of TBC Select participants are “highly likely” or “likely” to refer the program to friends and family. To improve my score, VBC could....

To provide more value, VBC could....

1. Improve communication and information about the HP pathway.
 2. Provide more personalised feedback and individual development opportunities.
 3. Improve or increase frequency of HP opportunities, especially in the regions.
1. Provide personalised communication.
 2. Improve customer service and communications, especially timeliness.
 3. More transparency about selection.

OUR VALUE PROPOSITION

We offer top-level high performance training and competition that will help you meet your performance goals. Our high standards and quality ensure that participating in Team BC is a memorable and valuable experience. We support you in navigating the HP pathway so that you can reach your full potential.

PRIORITIES FOR ACTION

COMMUNICATION & CONSULTATION

- ✓ Develop clear and easily navigable high performance/ Team BC pathway on the new volleyballbc.org website.
- ✓ Showcase Team BC athletes, coaches and achievements across VBC communication platforms.
- ✓ Create clear communication and information about Team BC selection process.
- ✓ Direct communication with Club Directors and Coaches to encourage athlete identification and awareness of Team BC opportunities.
- ✓ Explore opportunity for dedicated communication channels for Team BC (eg. Instagram, forums etc)

CONNECTION & COMMUNITY

- ✓ Improve Team BC branding, look, and feel to enhance participant experience.
- ✓ Create program and brand standards to ensure that Team BC standards are consistently delivered across all programs and provide value for investment.
- ✓ Establish Team BC Ignite camps as an introduction to the Team BC experience.
- ✓ Increase year-round engagement and connection with Team BC athletes.
- ✓ Increase opportunities for athletes and families to connect and learn about Team BC.
- ✓ Raise profile and create connections between Team BC alumni.

READ OUR MEMBER ENGAGEMENT & COMMUNICATION PLAN AND FIND OUT MORE AT VOLLEYBALLBC.ORG