



MEMBER PROFILE: YOUTH RECREATIONAL PLAYER

NUMBER & GENDER BREAKDOWN

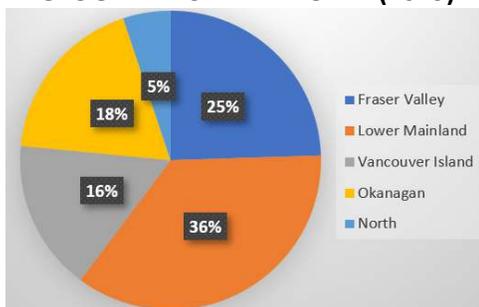
1200 participants (2021)

FEMALE	MALE
70%	30%

AGE BREAKDOWN

9-12 years:	25%
13-16 years:	75%

GEOGRAPHIC BREAKDOWN (2019)



PARTICIPATION IN VBC PROGRAMS

- Atomic volleyball
- Train and play volleyball
- Some transition into club volleyball

EXPERIENCE IN VOLLEYBALL

- Little background in volleyball.
- Most are participating in volleyball for the first time.
- May have played at school.

MY MOTIVATION TO PLAY VOLLEYBALL

1. Low pressure.
2. Fun environment to learn skills
3. Try a new sport

MY TOP 3 THINGS FOR VBC TO DELIVER

1. Club Provincials and tournaments
2. HP Programs
3. Mental, emotional and social wellbeing of players

MY PERSONALITY

I am pretty active. I participate in lots of different activities. I am friendly but I can be a little shy and lack confidence if I am trying volleyball at an older age.

MY GOALS IN VOLLEYBALL

I want to play with friends and have fun. I want to try a new sport and see if I want to take it further.

MY COMMUNICATION WITH VBC

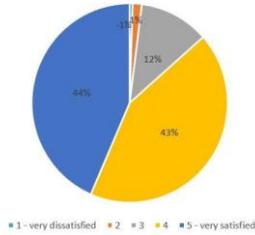
I get most of my info from the VBC Instagram account or website. I am most likely to email VBC with questions. My parents may also communicate with VBC on my behalf.

I want to receive content on VBC events and programs, tips & tricks, and volleyball news.

VBC can improve communication by improving the website and registration and providing more efficient customer service.



MY SATISFACTION WITH VBC

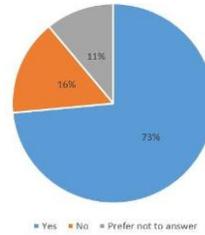


Over 90% are “highly likely” or “likely” to refer VBC to friends and family.

To improve my score, VBC could....

1. Improve communication about the logistics of programs and activities.
2. Provide more recreational programs, especially outside Lower Mainland.
3. Make it easier for me to find the information that I need.

DO I FEEL PART OF VBC?



To make my membership more valuable, VBC could....

1. Improve or increase frequency of programs and events.
2. Create community beyond the game.
3. Improve communications - provide information earlier.

OPPORTUNITIES TO IMPROVE

- Improve consistency of program surveys, particularly with a focus on youth feedback.
- Provide effective and efficient customer service.
- Implement a new and improved grassroots pathway.
- Easy to find and navigate information and registration.
- Increase recreational programs in new areas or demographics.
- Recreational coach development to strengthen the quality of programs

OUR VALUE PROPOSITION

We provide you with quality recreational volleyball programs that allow you to try a new sport, to make friends, and to have fun. We provide a low pressure, supportive, and developmentally-appropriate environment in which you can learn skills for lifelong volleyball. Should you wish to do so, we provide you with the skills and knowledge of how to transition to more competitive volleyball.

PRIORITIES FOR ACTION

COMMUNICATION & CONSULTATION	CONNECTION & COMMUNITY
<ul style="list-style-type: none"> ✓ Implement regular post-program surveys and other evaluation methods to assess effectiveness of programs and to identify improvements. Focus on youth-appropriate evaluation tools to gain participant feedback. ✓ Develop a clear and easily navigable section on recreational youth programming on the new volleyballbc.org website. ✓ Highlight the successes and achievements of grassroots and recreational programs across VBC communication platforms. ✓ Integrate connections between youth recreational programs and other VBC programs by proactive cross-promotion and communication. ✓ Establish a Youth Advisory Group to provide input into VBC programs and services 	<ul style="list-style-type: none"> ✓ Implement and communicate a new and improved grassroots pathway that clearly shows how recreational programming interrelates with competitive volleyball. ✓ Create program standards to ensure that VBC recreational programs are consistently delivered across BC. ✓ Provide development to recreational coaches to ensure consistency of program delivery (to be addressed in VBC’s <i>Coach Development Plan</i>). ✓ Expand VBC recreational programs to new municipalities, new demographics (eg. parent and tot), or areas of demand. ✓ Explore partnerships with clubs and other volleyball organisations to encourage links with the club system.

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