

SURVEY MANUAL

Step-by-Step Guide to Retaining Players.



What will youth hockey bring out of your kid?

Strength. Responsibility. Thrills. Hockey helps boys and girls make big strides.

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Overview



Have you ever had families in your organization that seemed happy, but ended up at another organization the following season? As an organization, have you ever wondered why? The truth is, unhappy parents typically avoid complaining. The easiest and most effortless option is to move on and play somewhere else.

The question is, how do you know if the members of your organization are happy or not? How can you make improvements if you don't know how they truly feel? It's simple through the use of the proven effective-

ness of an organizational survey.

The objective of a survey is to generate reliable information on the aspects of your organization such as price, ice time, coaching, your website, programs and services. This ultimately will help measure the success of your organization.

Reasons for Assembling a Survey

Organizations of all shapes and sizes can use surveys to conduct convenient and reliable surveys. Surveys give families a voice, and provide valuable information on improving your organization.

Surveys review several aspects of the performance of your organization. A survey of the families in your organization can help you reinforce what is working well. They also identify areas for improvement. Surveys can be used to collect information on a wide range of organizational topics from player satisfaction to on-ice programming.

Surveys can be implemented in a number of different ways. Some of the most common ways to administer surveys include:

- Mail
- Telephone
- Email Based
- Online
- In Person

However, it is highly suggested to use an online survey, as they are the most effective. Online surveys are extremely cost effective and far easier to implement than traditional survey models. It also allows for people to speak their mind anonymously; many are not happy but were uncomfortable telling their friends what they really think. Providing this opportunity reinforces your commitment to quality in every aspect of their experience as a member of your organization.

While an online survey is the most effective way to administer a survey, they do require that an organizations best practices and goals are in order to get the results that will drive real value.

Rules of Thumb for Effective Surveys

There are a few general rules of thumb when designing surveys. The key here is making sure your survey produces unbiased and relevant responses. As an organization, you should consider what questions to use and when it is appropriate to use them. The bottom line is, the type of questions you put on your survey will determine what kind of information you will receive.

To develop good questions for an effective survey, use the following as a guideline:



- Keep It Simple

- No more than four or five questions
- Simple, uncomplicated language

- Ask Questions about the Experience

- Seek answers that you can turn into action that improves the experience
- Too many surveys ask questions just for the sake of asking them

- Ask Questions Pertaining To the Three Promises (Please see Three Promises Document)

- Did your son/daughter have fun?
- Did your son/daughter receive enough personal instruction?
- Did your son/daughter improve?

- Ask How It Could Have Been Better

- Open-ended question that will identify shortcomings

- Finish with an Open-Ended Question

- This is where parents will open up and where you will learn the most
- But remember it requires someone to read and turn into action

In addition to the above guidelines, avoid the following type of questions:

- Questions with built-in assumptions
- Short explanations: Structure questions to get truthful answers instead of 'desired' answer
- Questions with needless words or poor phrasing

There are also a few other rules of thumb for an effective survey. Find a way to entice parents to take your survey. For example, you could offer a discount on your organization's apparel if they complete the survey. Also, it is very important to keep all of the questions that are of least importance such as demographics at the end of the survey. This reduces the chance that parents will lose interest.

Example Email

This is an example of a survey that was sent out to 10,000 parents of first year youth hockey players across the country. A total of 2,324 responded; over 20 percent response rate.

2009-10 Season First-Year Youth Hockey Survey

1. My Child is:

- a. Male
- b. Female

2. My Child was born in:

- a. 2000
- b. 2001
- c. 2002
- d. 2003
- e. 2004
- f. 2005
- g. 2006

3. Biggest influence in choosing youth hockey for my child was:

- a. Friends children play (word of mouth)
- b. Parents played as youth
- c. Come Play Youth Hockey Day
- d. Learn-to-skate program
- e. Coaches
- f. Other

4. Will Your Child Return Next Season:

- a. Yes
- b. No
- c. Not Sure

5. Please Use the Following Space for Any Additional Comments or Questions:

*If the parents chose to put their name on the survey, use this as an opportunity to follow up with them and address any questions or concerns.

For additional survey examples or survey tools please visit:

www.surveymonkey.com

www.zoomerang.com

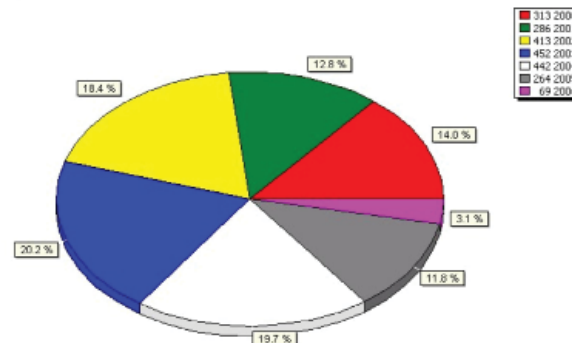
Example Results

This is an example of the results from the survey:

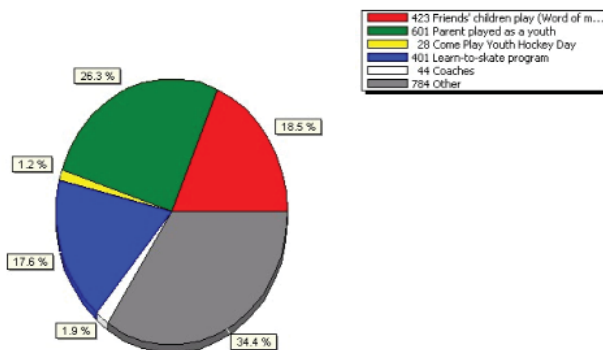
My child is:



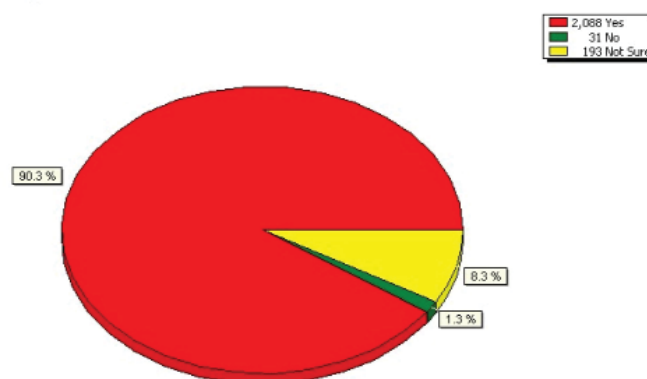
My child was born in:



Biggest influence in choosing youth hockey for my child:



Will your child return next season?



5. Please Use the Following Space for Any Additional Comments or Questions:

What a great experience this was. My son met so many new people and because friends with his teammates. The coaches were great and kept ALL the kids involved. .