

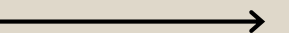


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**IMODEL PHASE 2 OVERALL  
FINDINGS REPORT: POST  
QUALIFICATION SURVEY**

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# INTRODUCTION

Integrated Model or “IModel” is an Ontario Soccer approved Pilot Project implemented in the central region of Ontario for the 2022 Outdoor Soccer Season. Specifically, the pilot project targets youth competitive level soccer for boys and girls from the ages U13 to U18. IModel consists of three phases or seasons; Qualification, Competitive 2 (C2) and Competitive 1 (C1).

The purpose of the IModel is to provide greater equity and competition balance during the C2 and C1 phases through the implementation of a “Qualifying” phase, thus eliminating the current and outdated model of team promotion and relegation which relied on previous season qualification cohorts. Finally, the IModel “integrates” traditional “Clubs” and “Private Academies” into one competition structure.

Ontario Soccer commissioned Brock University’s Department of Sport Management Research Program to carry out an independent review of the pilot. Data from the research was obtained via surveys and focus group sessions for participants and key stakeholders.

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The information contained within this report highlights the findings pertaining to the phase 2 post-qualification survey aimed to evaluate the viability and effectiveness of the IModel as a tool for player development within soccer.

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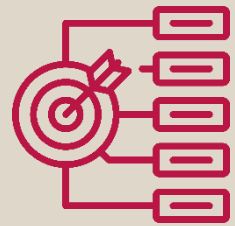
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# PROJECT OVERVIEW



## PURPOSE

The phase 2 assessment included a post-qualification survey that was intended to summarize perspectives on the viability and effectiveness of the IModel as a tool for enhanced development among players.



## DATA COLLECTION

The survey was created and distributed to central region districts and participating clubs within Ontario Soccer's Model framework.



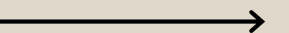
## SAMPLE

178 completed survey responses from various stakeholder groups within the central region of Ontario Soccer, including players (n=16), parents (n=101), coaches (n=40), and administrators (n=21).



## RESULTS

The following report summarizes both qualitative and quantitative feedback as a result of various survey questions intended to understand more developed perceptions of the effectiveness of the IModel following the qualification stage.



# THEMES WITHIN FINDINGS

## OVERALL SATISFACTION

Mean satisfaction was found to be higher among players, parents, and coaches within the phase 2 survey results.



## ADMINISTRATOR CONTINUITY

Administrator perceptions and mean responses remained relatively stagnant among phase 2 survey results.



## COMMUNICATION

A lack of communication and understanding of the IModel persisted as one of the most apparent themes within the phase 2 results.



## SCHEDULING INCONSISTENCIES

Scheduling remained an area of concern among many responses for varying reasons (Season was too long, weekend games vs weekday games, etc).



## COMPETITION

Mean responses with regards to perceptions surrounding competition saw a significant increase within phase 2 survey results.



## COMPACT SCHEDULES

Survey responses from all four stakeholder groups indicated that the compact schedules (ie. two games per week) were too much, thus influencing rest and development.



# PLAYER FINDINGS: OVERVIEW

## 16 TOTAL RESPONSES



Player participants were asked questions pertaining to their perception of fairness, development, overall competition, satisfaction, and future interest in the IModel. Each factor was then rated on a scale from 1 (disagree to a large extent) to 5 (agree to a large extent).

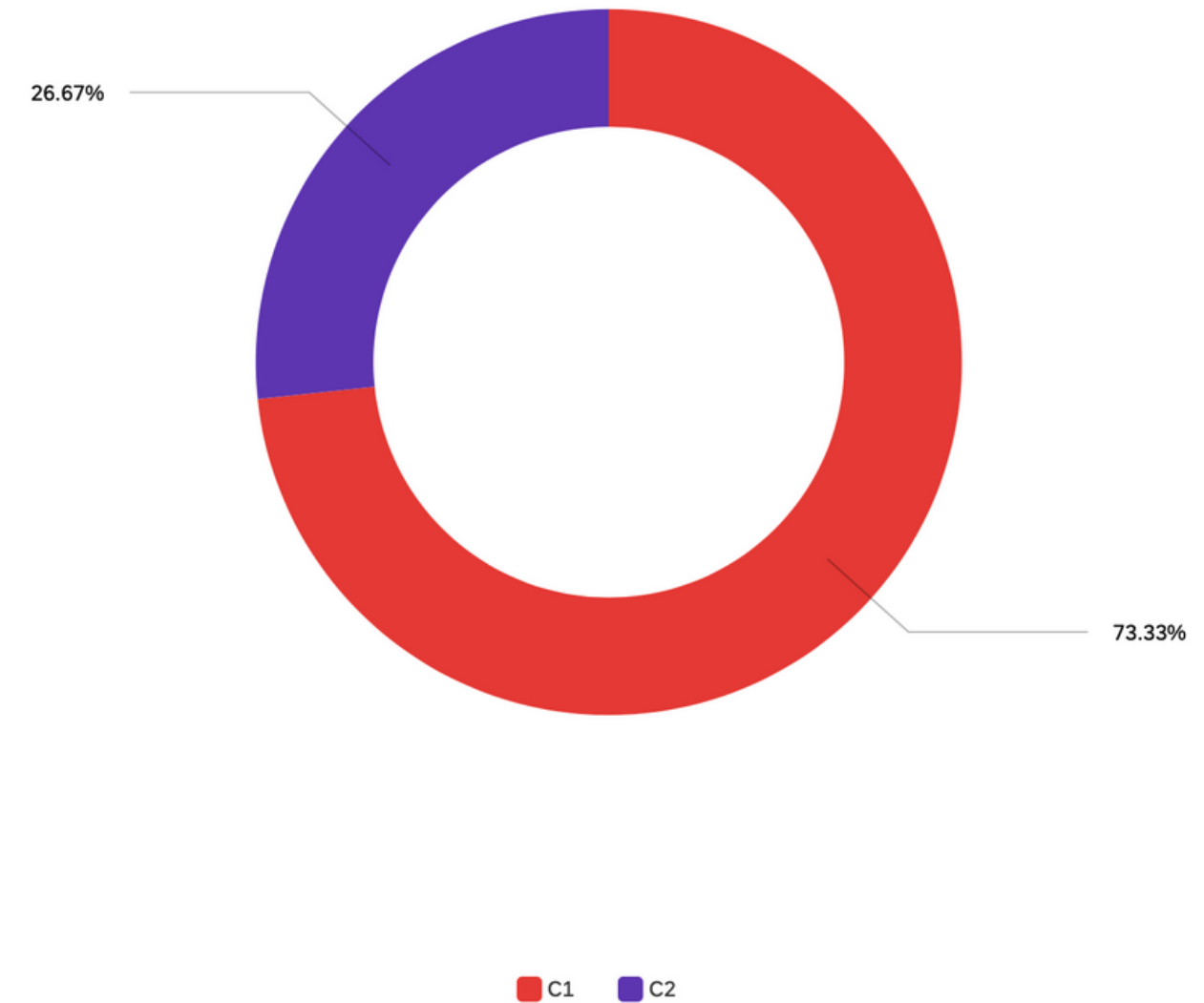
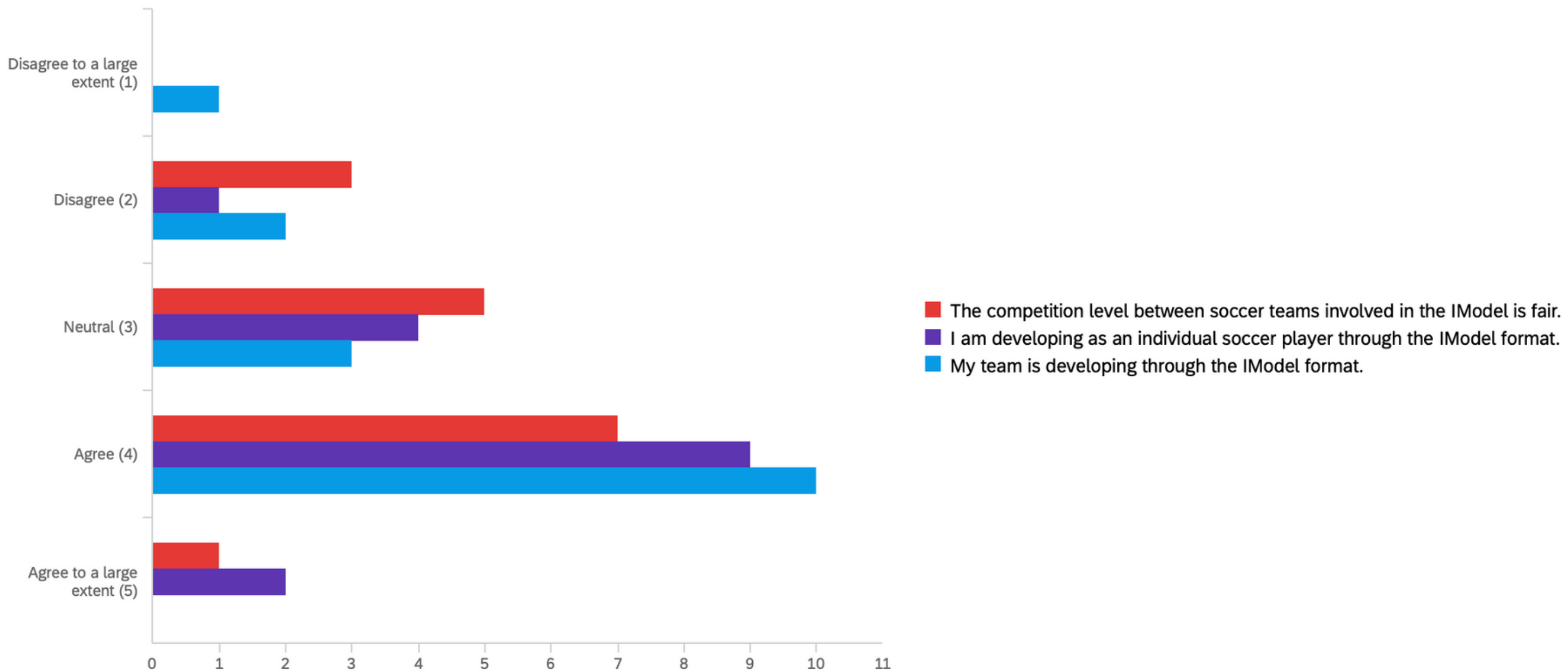


Figure 1: As a result of the qualification process, which division is your team currently participating within?

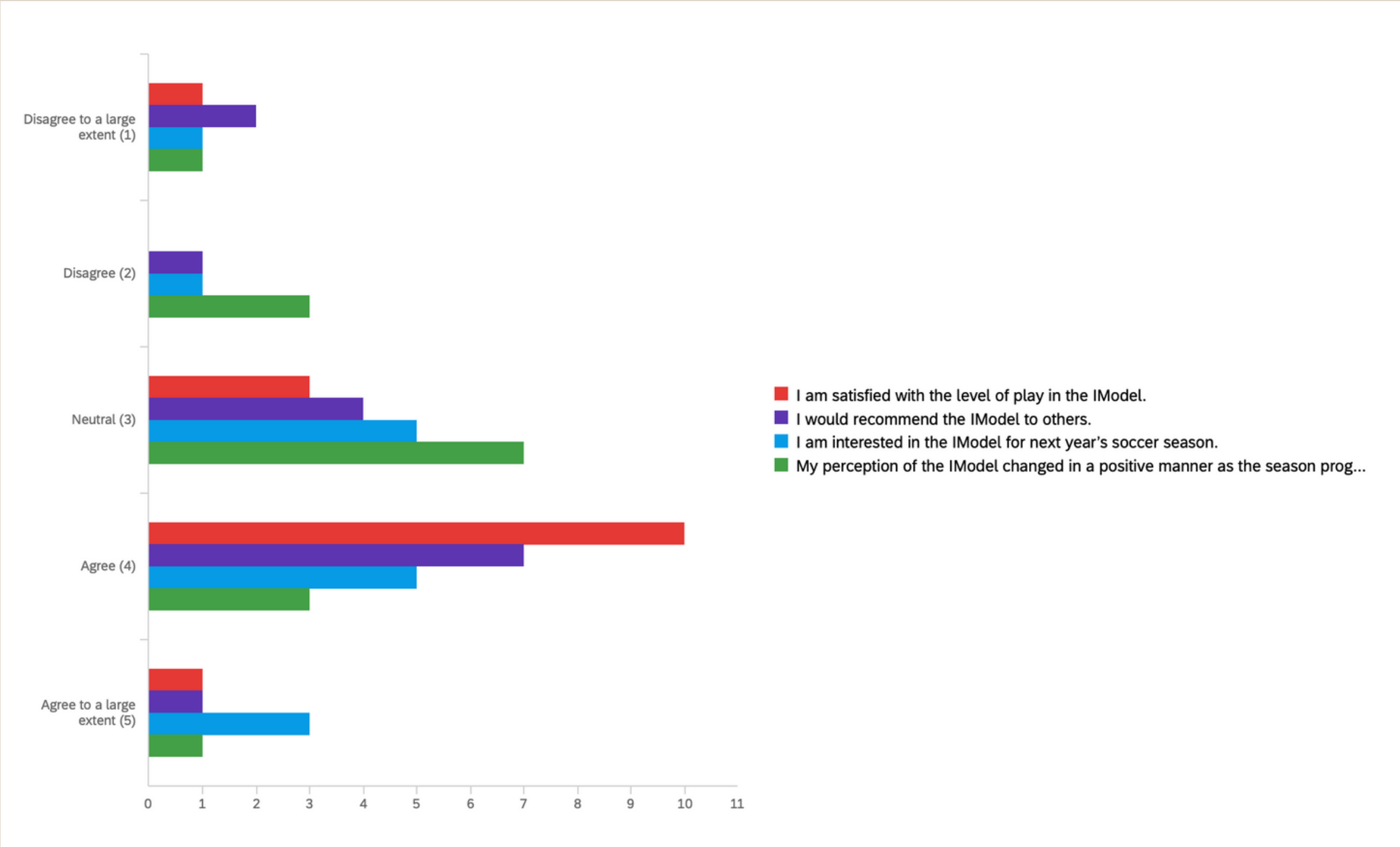
Player responses to this question (n=15) returned approximately 73% of players being in C1 (n=11) and 27% of players being in C2 (n=4).

# PLAYER FINDINGS: COMPETITION AND DEVELOPMENT



#	Field	Mean	Std Deviation	Count
1	The competition level between soccer teams involved in the IModel is fair.	3.38	0.86	16
2	I am developing as an individual soccer player through the IModel format.	3.75	0.75	16
3	My team is developing through the IModel format.	3.38	0.93	16

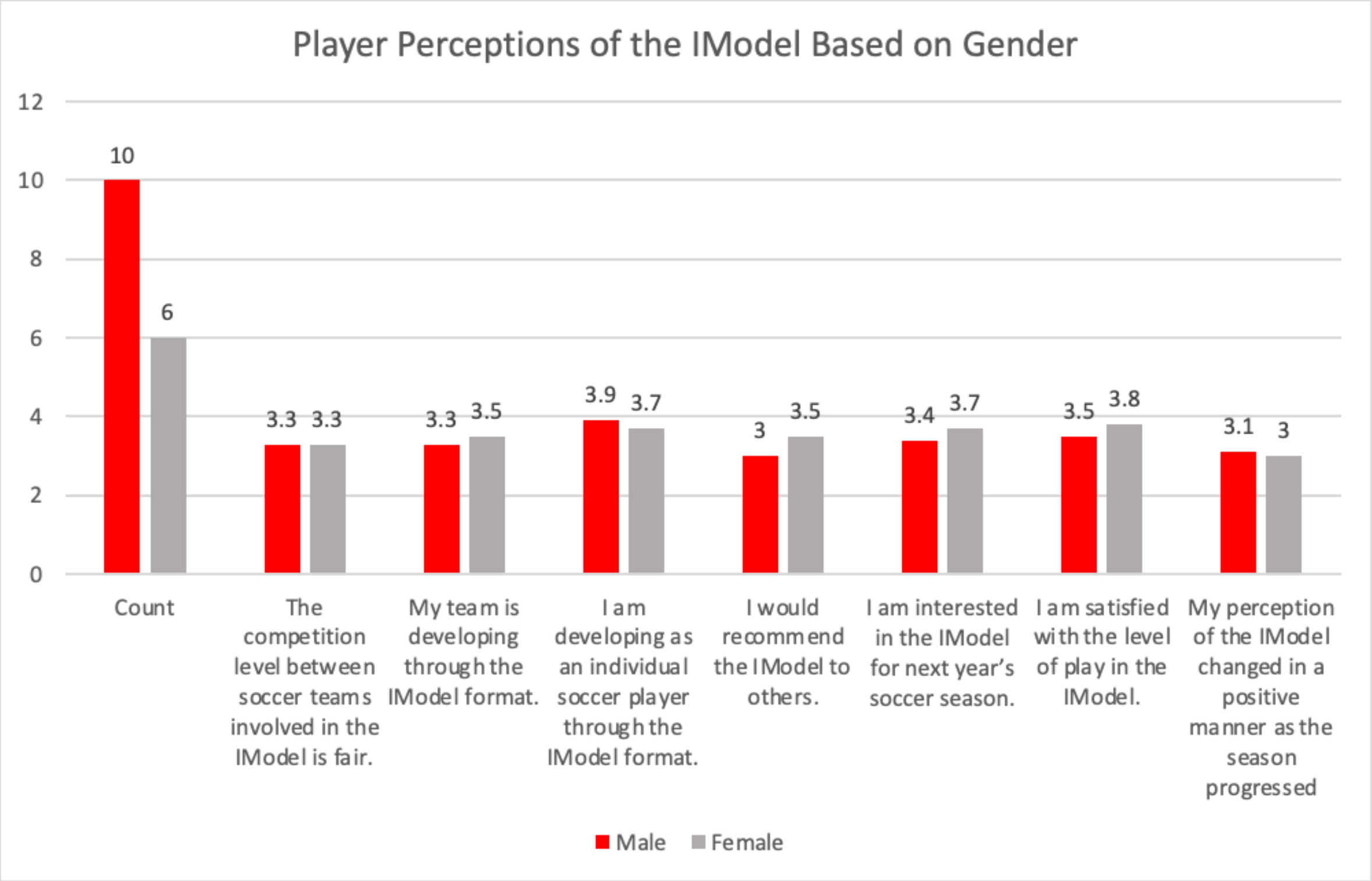
# PLAYER FINDINGS: SATISFACTION AND INTEREST



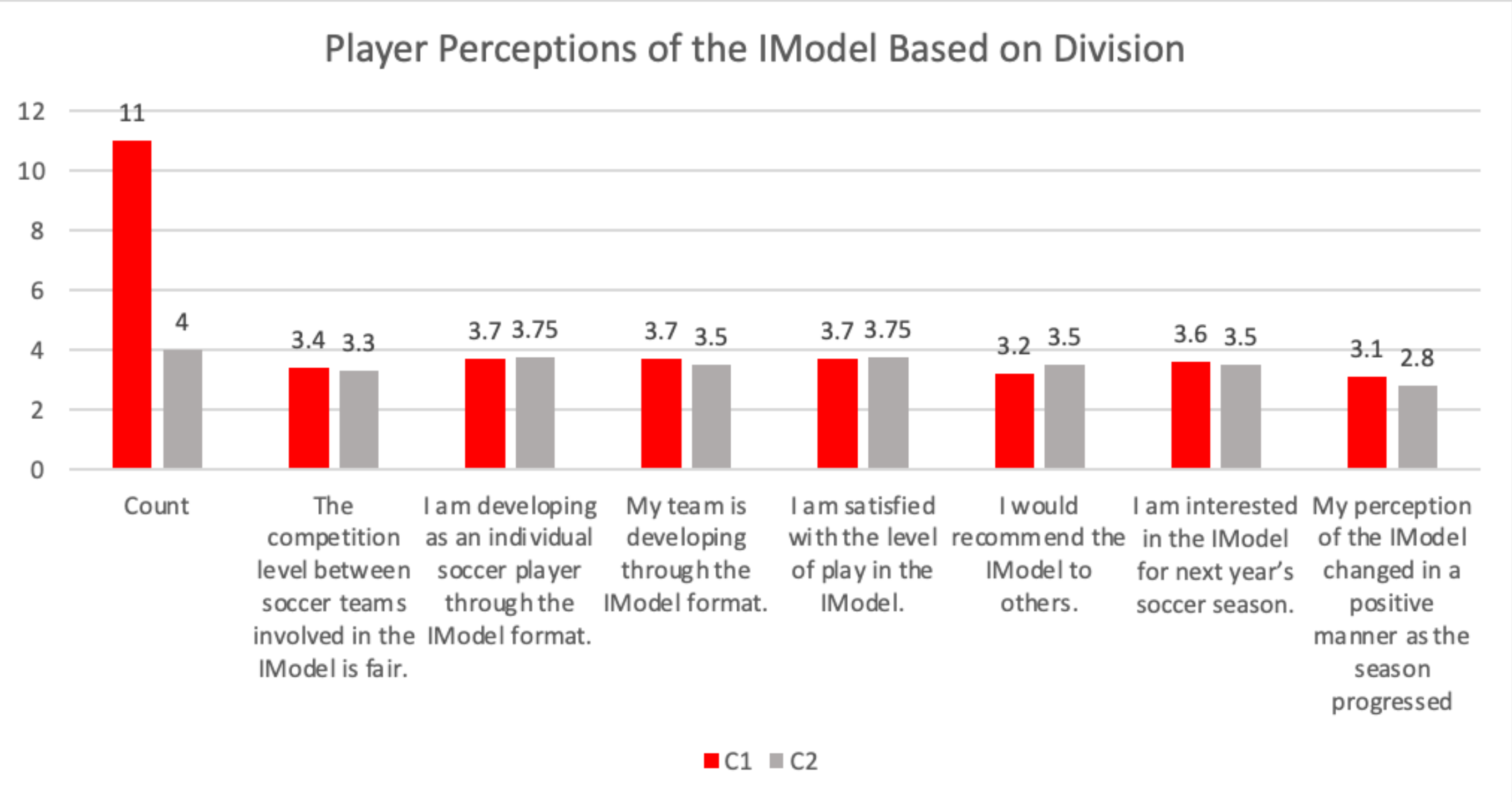
#	Field	Mean	Std Deviation	Count
1	I am satisfied with the level of play in the IModel.	3.67	0.87	15
2	I would recommend the IModel to others.	3.27	1.12	15
3	I am interested in the IModel for next year's soccer season.	3.53	1.09	15
4	My perception of the IModel changed in a positive manner as the season progressed.	3.00	0.97	15



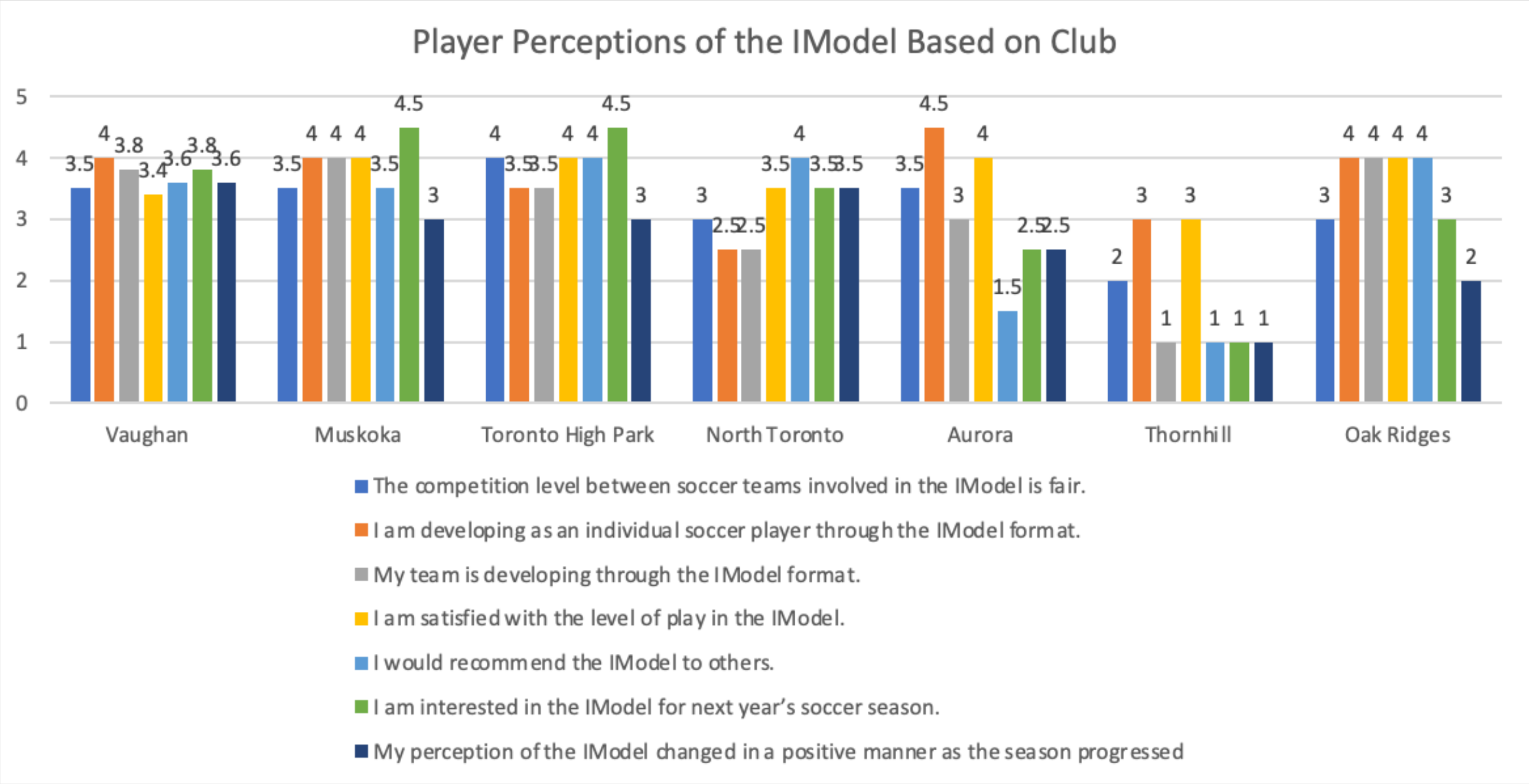
# PLAYER FINDINGS: SUMMARY OF COMPARISONS



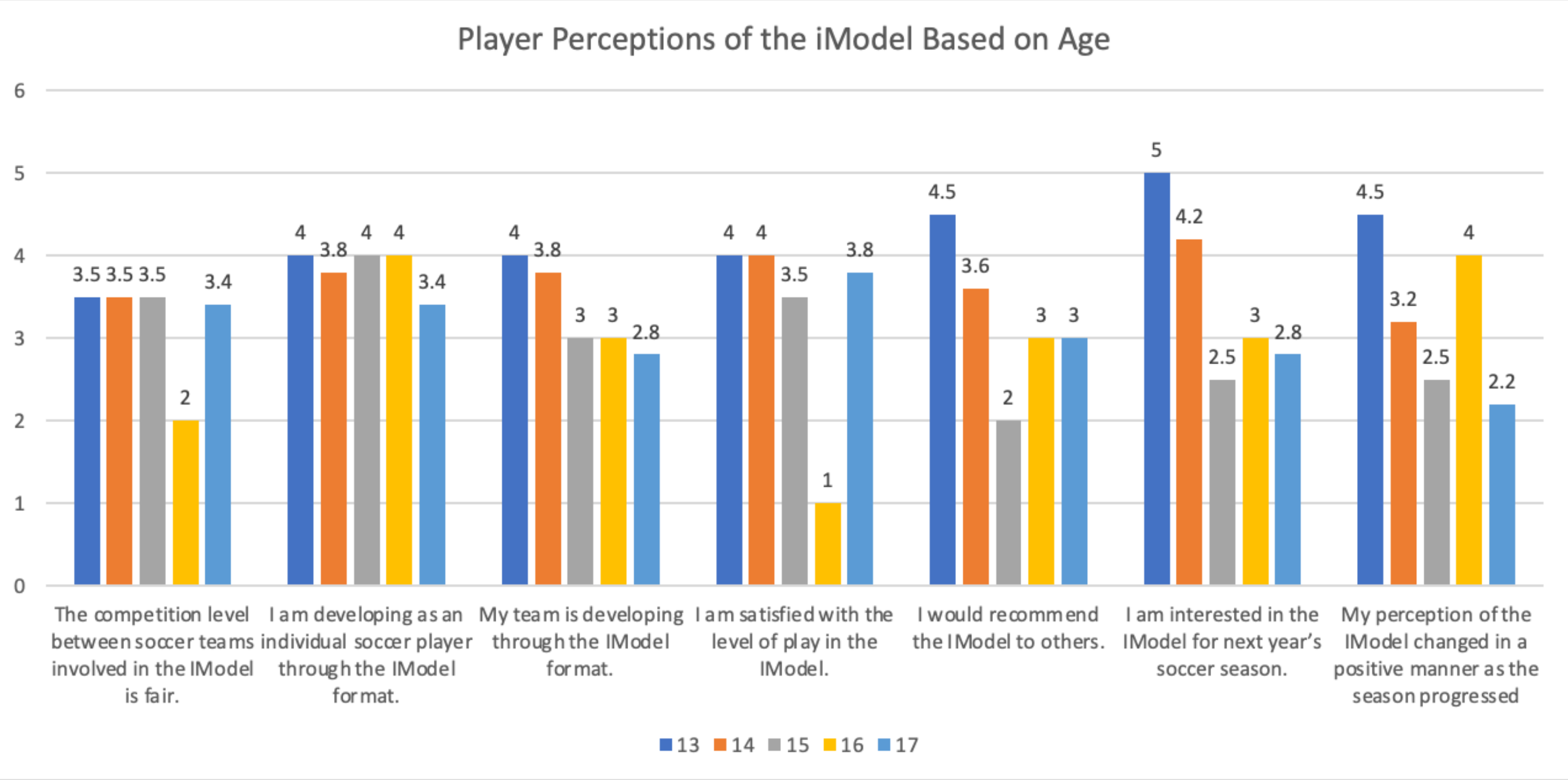
# PLAYER FINDINGS: SUMMARY OF COMPARISONS



# PLAYER FINDINGS: SUMMARY OF COMPARISONS



# PLAYER FINDINGS: SUMMARY OF COMPARISONS



# PLAYER FINDINGS: QUALITATIVE

01

Some player responses iterated that games were scheduled in a manner that was too compacted in a short amount of time, thus impacting training schedules and rest.

02

Some player responses also noted a lack of playing time for players within C2 when compared to those within C1.

# PARENT FINDINGS: OVERVIEW

## 101 TOTAL RESPONSES



Parents were asked similar questions to players in terms of gaining their understanding of perceptions of fairness, development, competition, satisfaction, and future interest in the IModel format. They were also asked additional questions related to communication regarding structure and process, cost, and travel. Each factor was then rated on a scale from 1 (disagree to a large extent) to 5 (agree to a large extent).

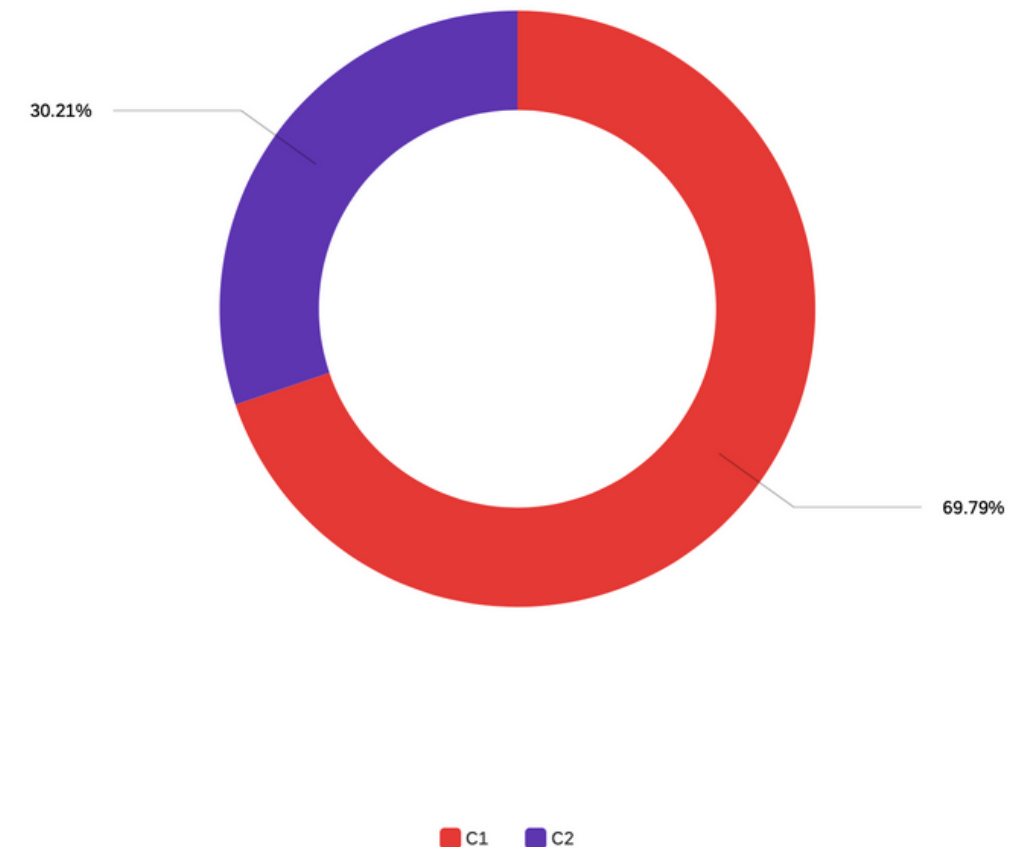
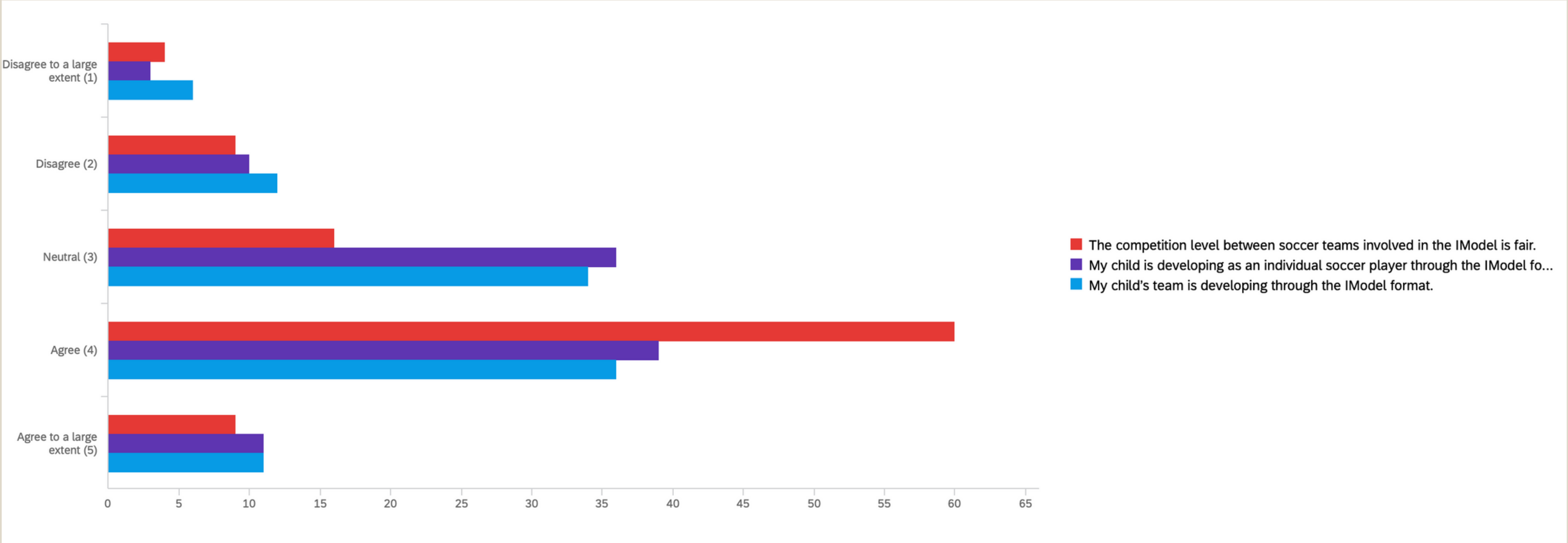


Figure 2: As a result of the qualification process, which division is your child's team currently participating within?

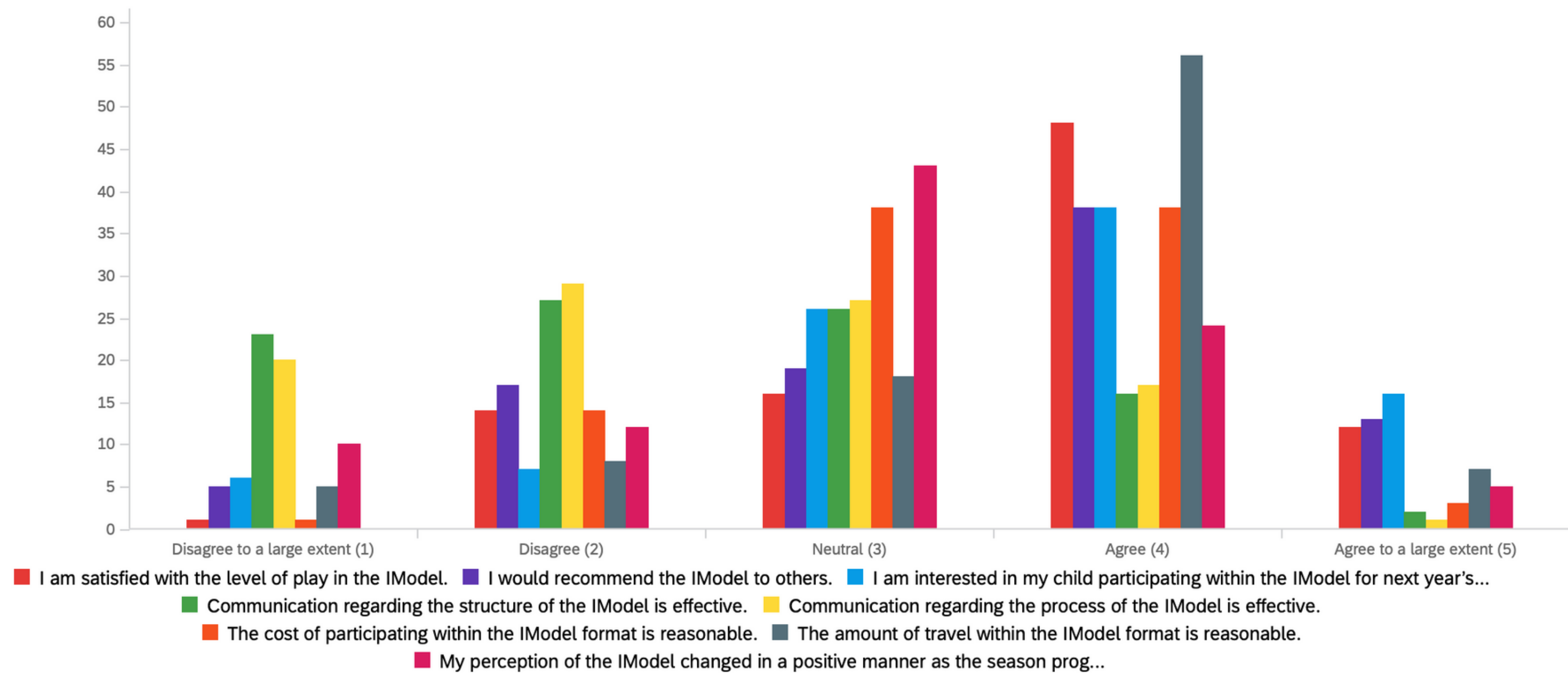
Parent responses to this question (n=96) returned approximately 70% of parent's children being in C1 (n=67) and 30% of parent's children being in C2 (n=29).

# PARENT FINDINGS: COMPETITION AND DEVELOPMENT



#	Field	Mean	Std Deviation	Count
1	The competition level between soccer teams involved in the IModel is fair.	3.61	0.93	100
2	My child is developing as an individual soccer player through the IModel format.	3.46	0.92	101
3	My child's team is developing through the IModel format.	3.34	1.03	101

# PARENT FINDINGS: SATISFACTION AND INTEREST

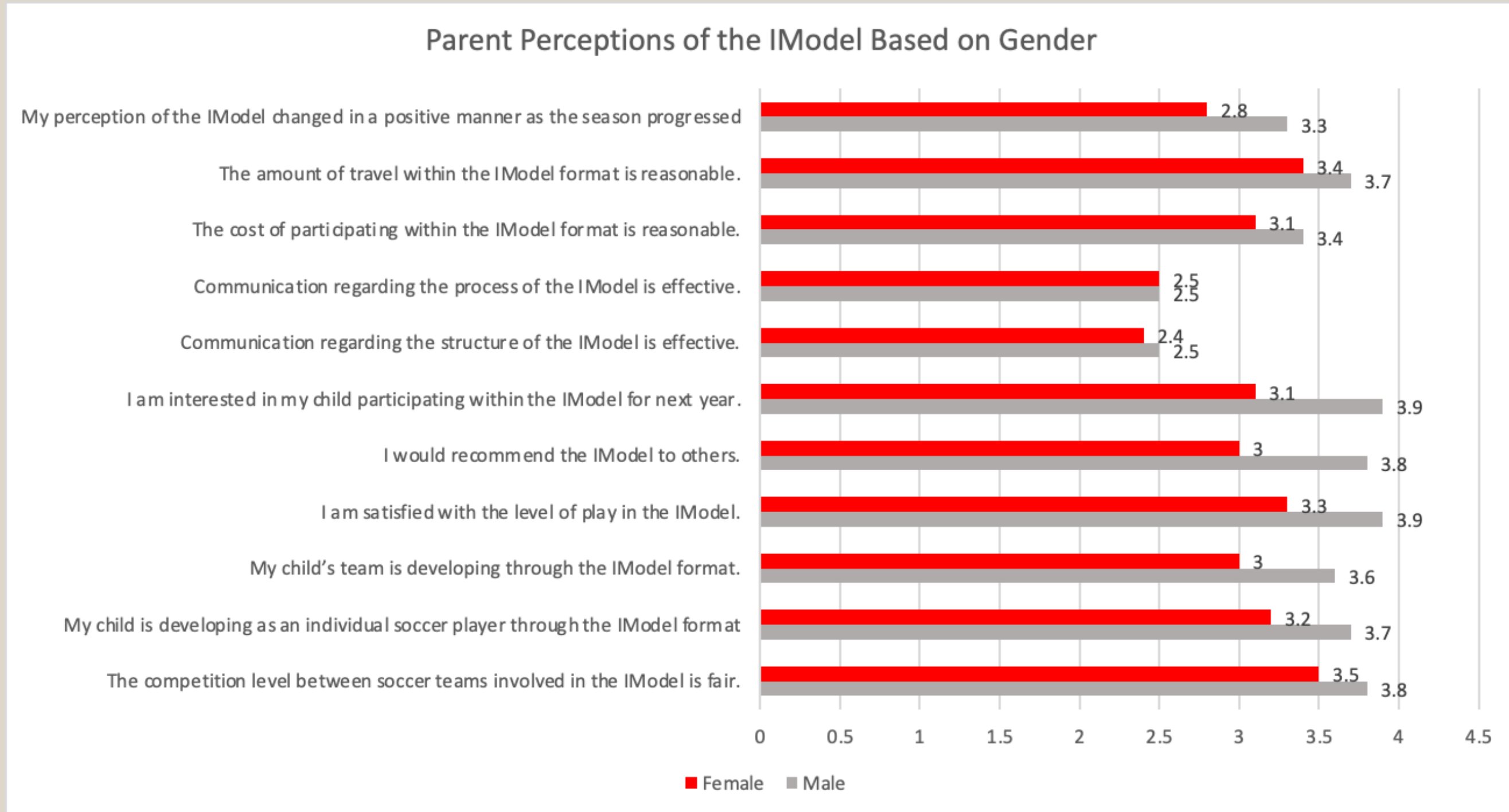




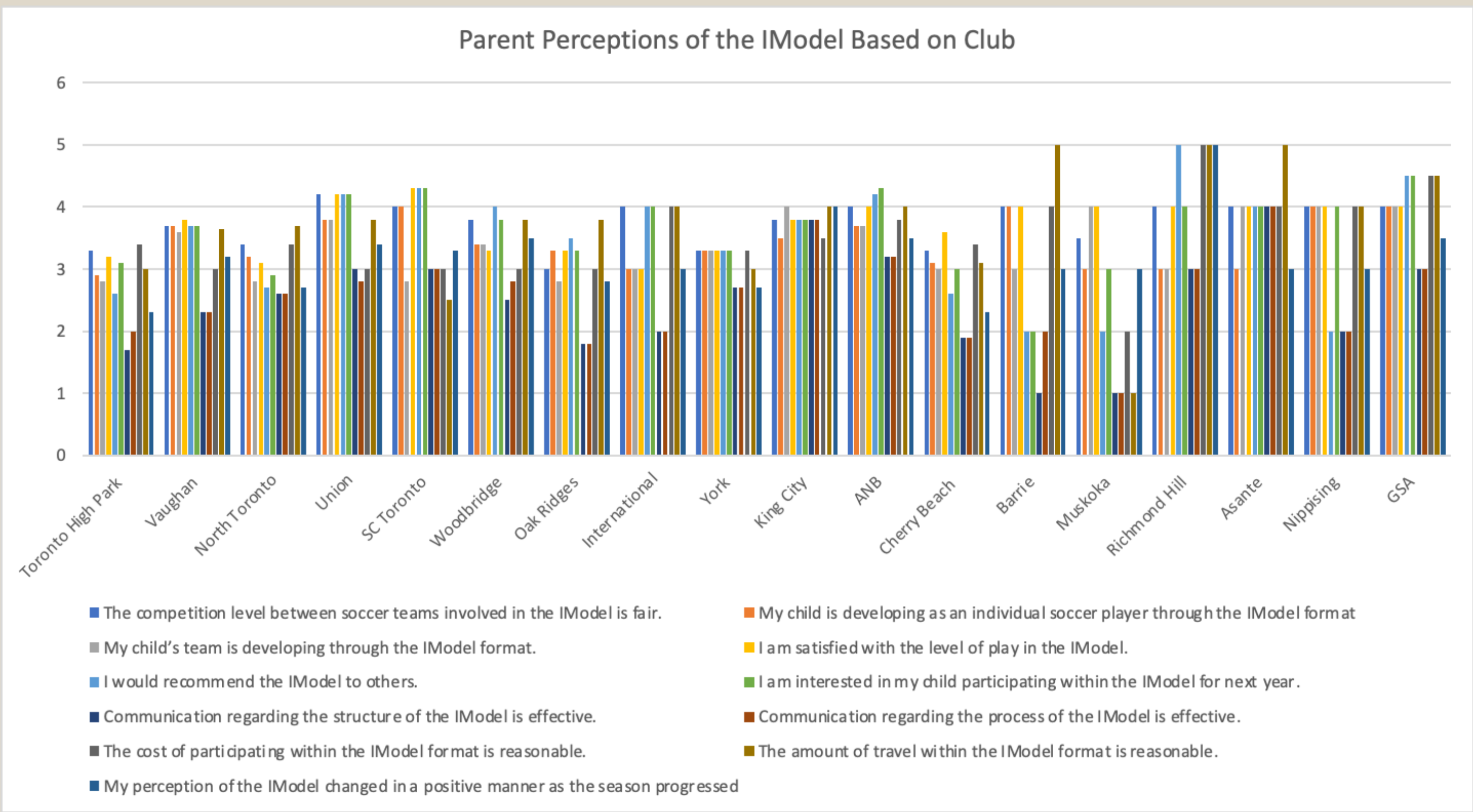
# PARENT FINDINGS: SATISFACTION AND INTEREST

#	Field	Mean	Std Deviation	Count
1	I am satisfied with the level of play in the IModel.	3.62	0.93	92
2	I would recommend the IModel to others.	3.40	1.10	93
3	I am interested in my child participating within the IModel for next year's soccer season.	3.55	1.05	95
4	Communication regarding the structure of the IModel is effective.	2.43	1.10	96
5	Communication regarding the process of the IModel is effective.	2.46	1.05	96
6	The cost of participating within the IModel format is reasonable.	3.28	0.83	96
7	The amount of travel within the IModel format is reasonable.	3.54	0.93	96
8	My perception of the IModel changed in a positive manner as the season progressed.	3.02	1.00	96

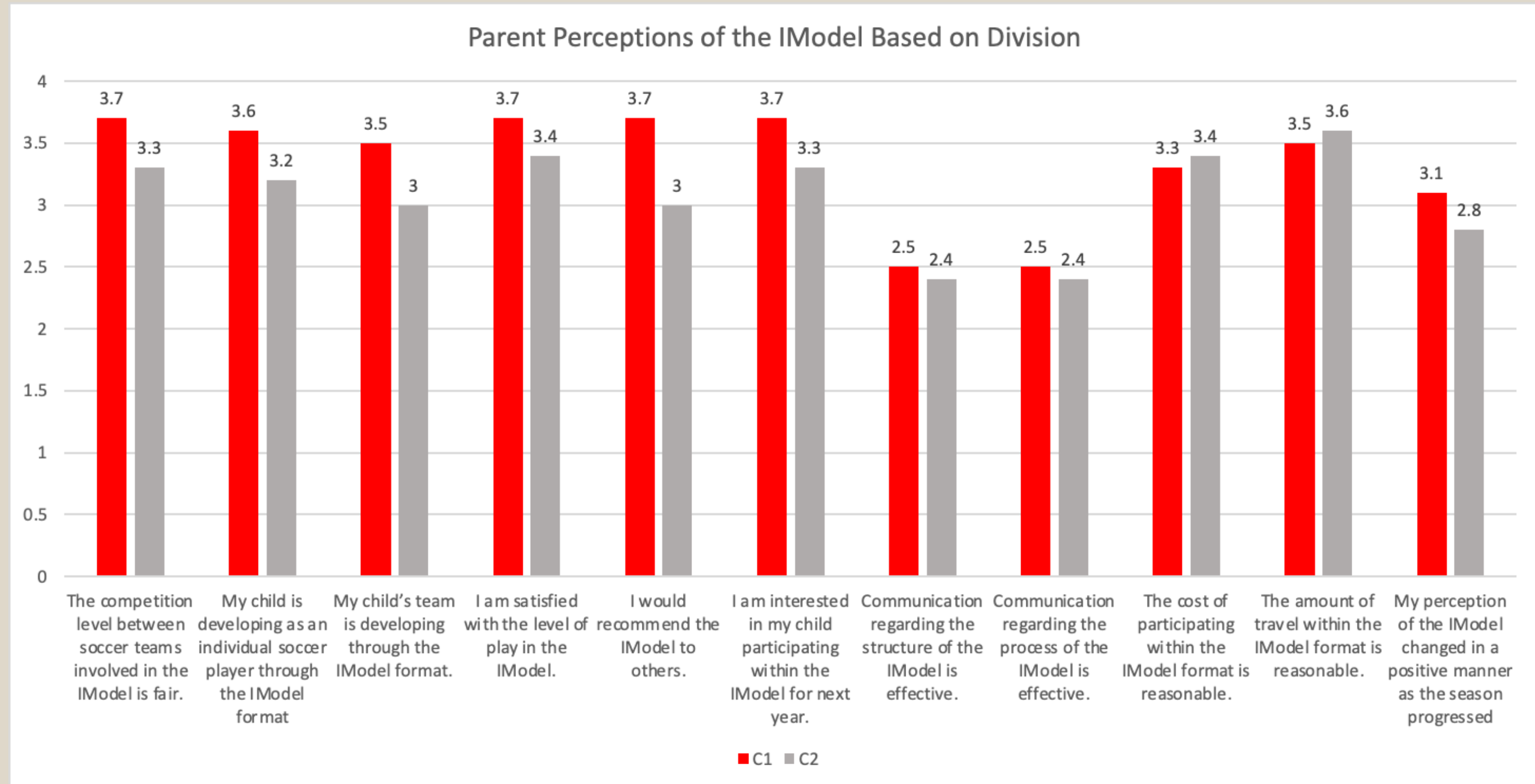
# PARENT FINDINGS: SUMMARY OF COMPARISONS



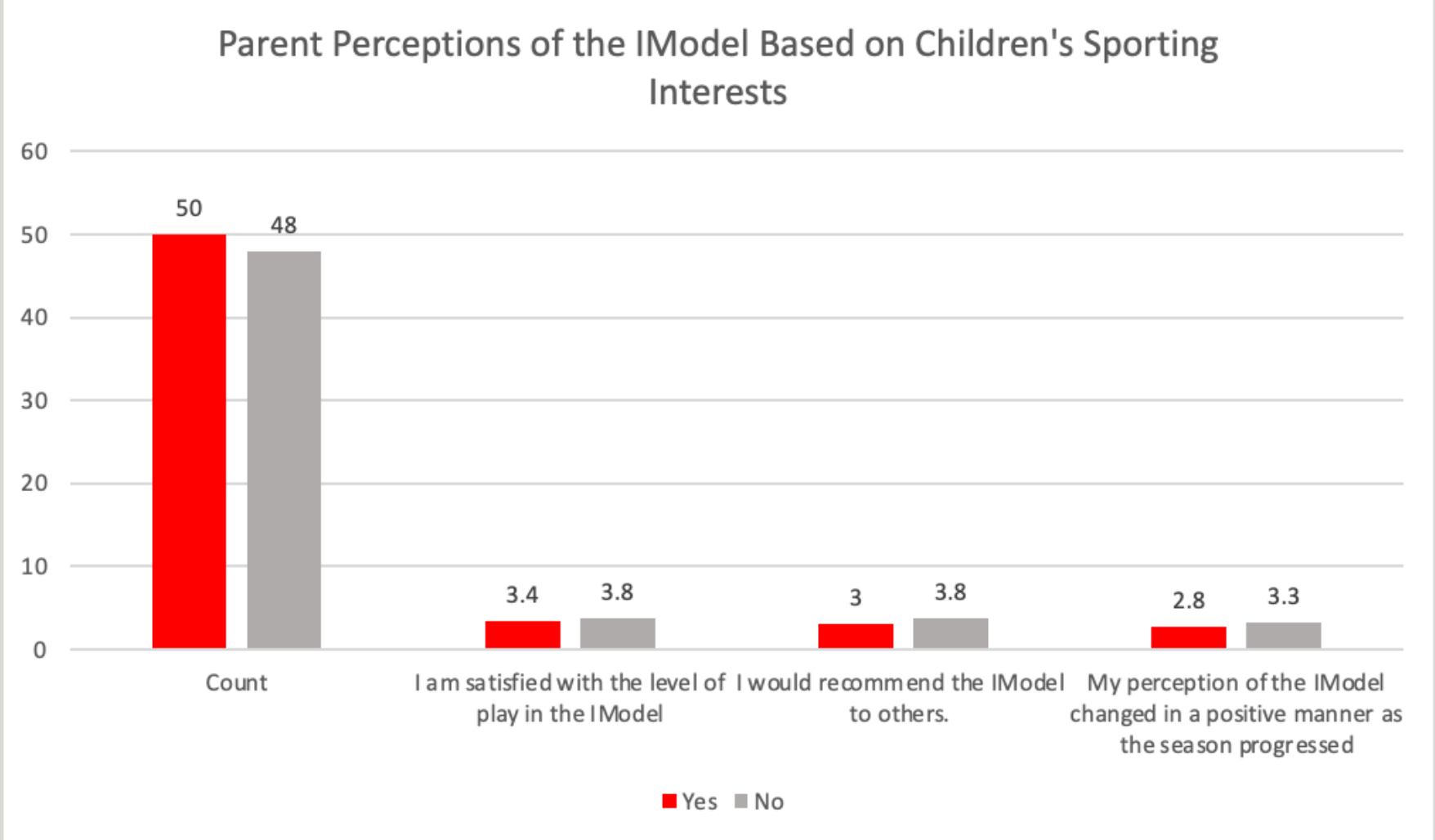
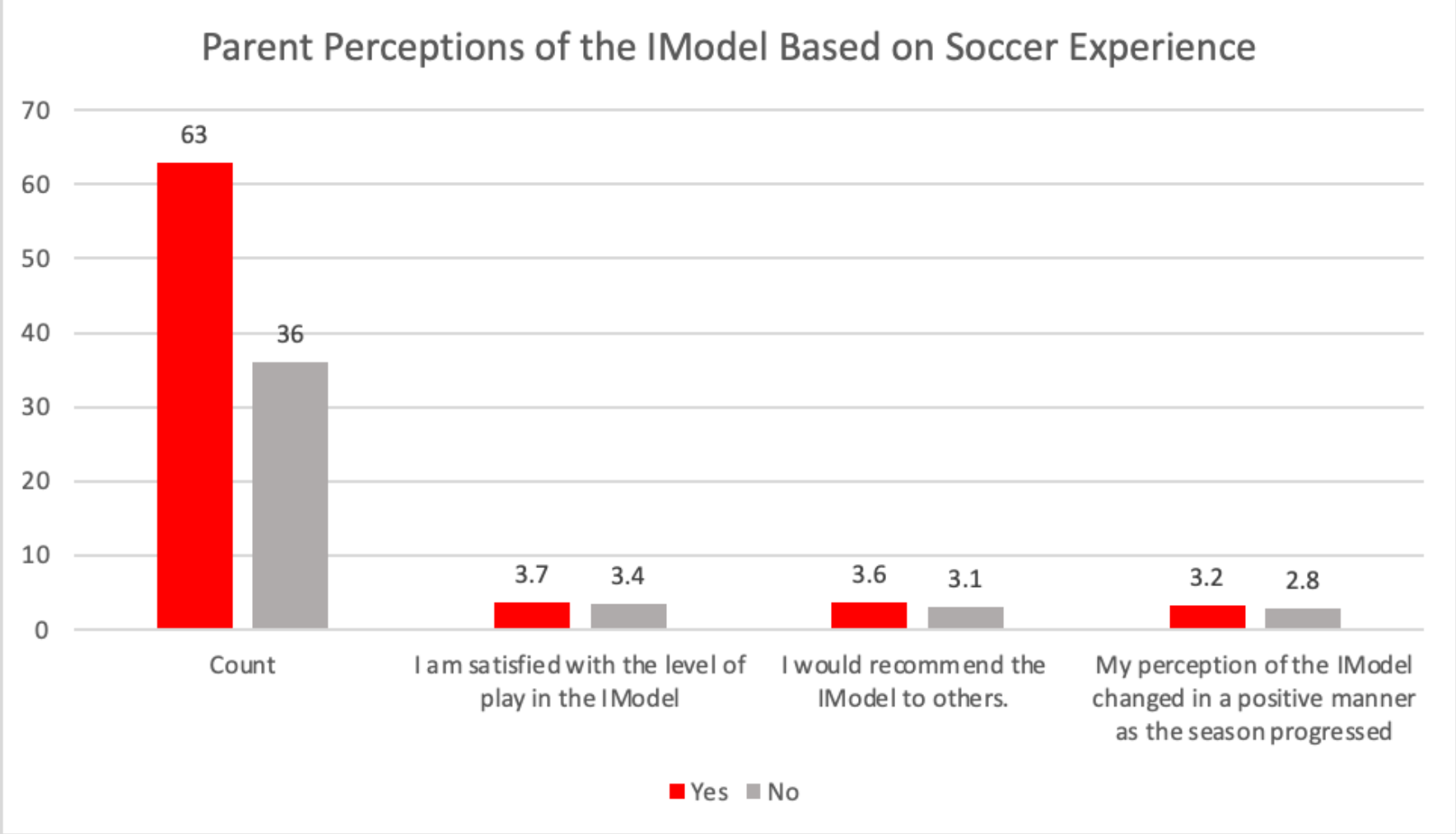
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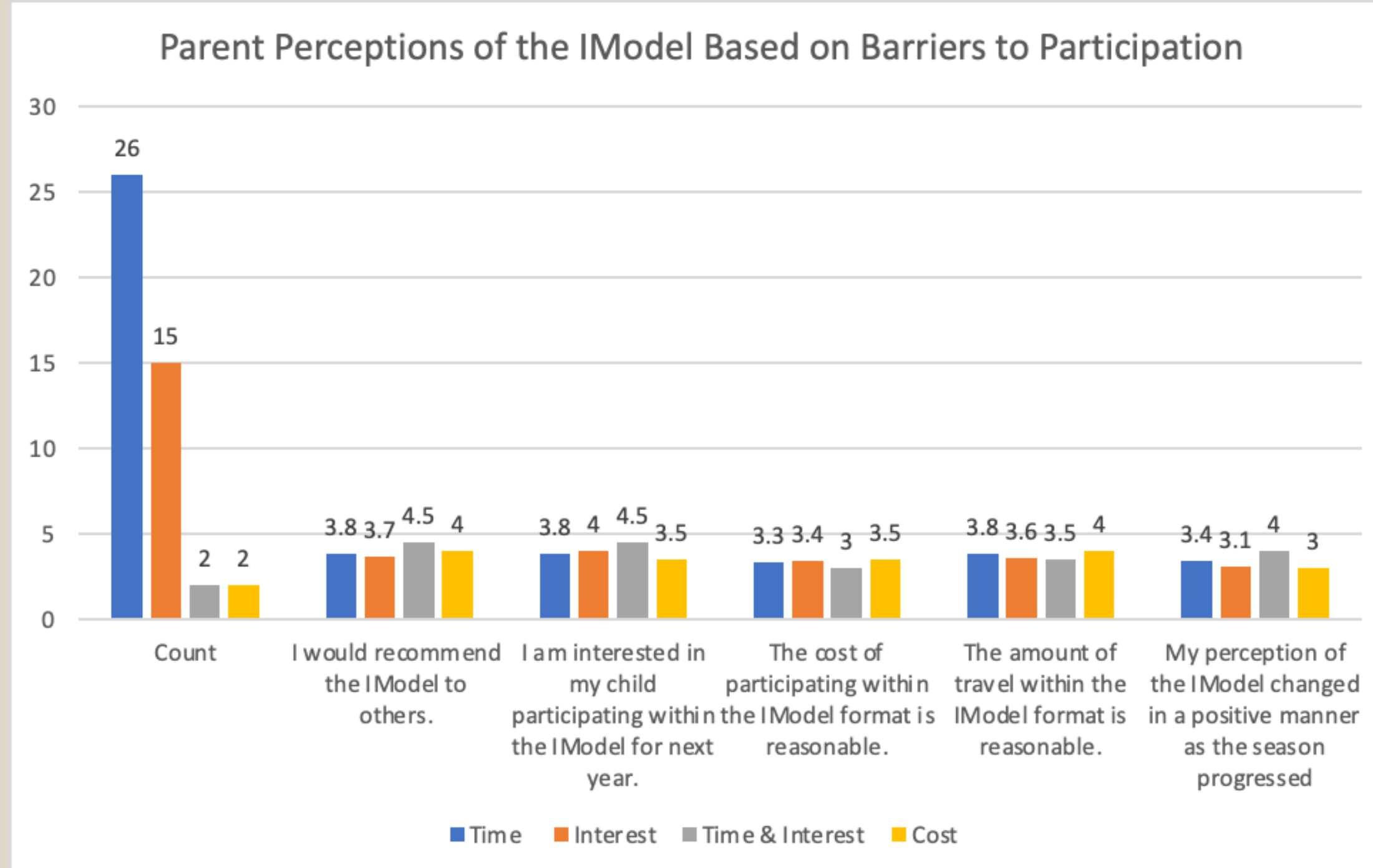
# PARENT FINDINGS: SUMMARY OF COMPARISONS



# PARENT FINDINGS: SUMMARY OF COMPARISONS



# PARENT FINDINGS: SUMMARY OF COMPARISONS



# PARENT FINDINGS: QUALITATIVE

01

A lack of communication and understanding, specifically as to the purpose and process of the IModel, was noted as the most frequent comment among parents.

02

Many parents noted scheduling issues, mainly being scheduling inconsistencies, schedule compactness, and the timing/release of the schedule, as hindrances to summer planning.

03

Parents also noted that the schedule for teams runs too long, with many noting an earlier start to be preferable.

04

Many parents noted that the qualification system was an effective way to organize teams into divisions, specifically as these individuals believe competition within C1 and C2 has been heightened significantly.

# COACH FINDINGS: OVERVIEW

## 40 TOTAL RESPONSES



Coaches were asked questions pertaining to fairness, development, overall competition, satisfaction, future interest, communication, travel, and effectiveness of the IModel. Each factor was then rated on a scale from 1 (disagree to a large extent) to 5 (agree to a large extent).

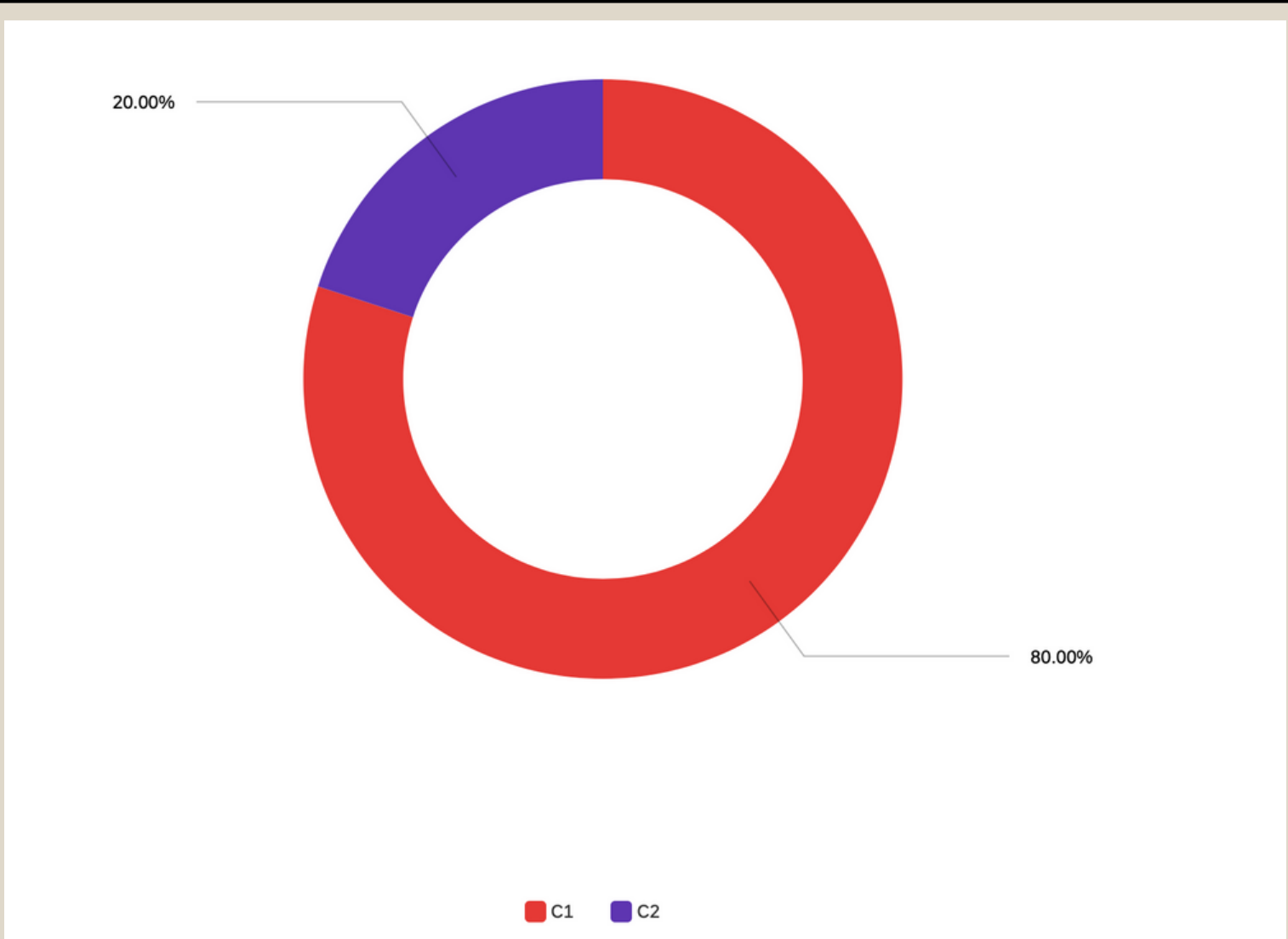
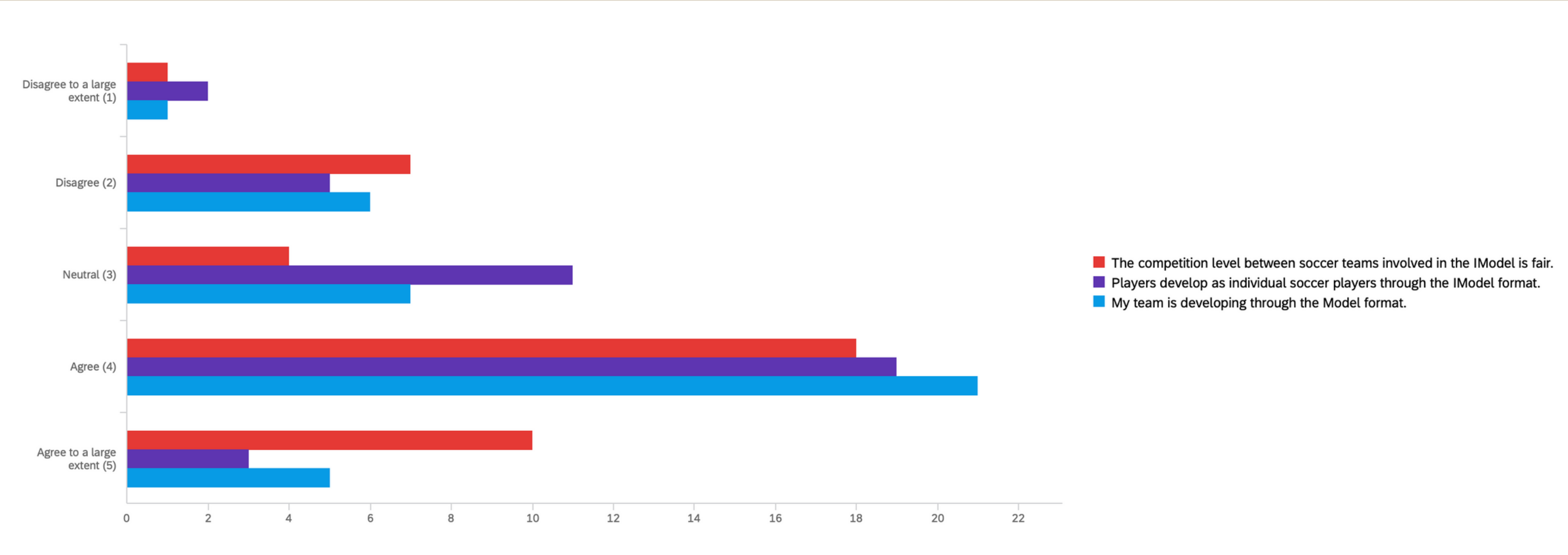


Figure 3: As a result of the qualification process, which division is your team currently participating within?

Coach responses to this question (n=40) returned approximately 80% of coaches being in C1 (n=32) and 20% of coaches being in C2 (n=8).

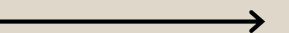
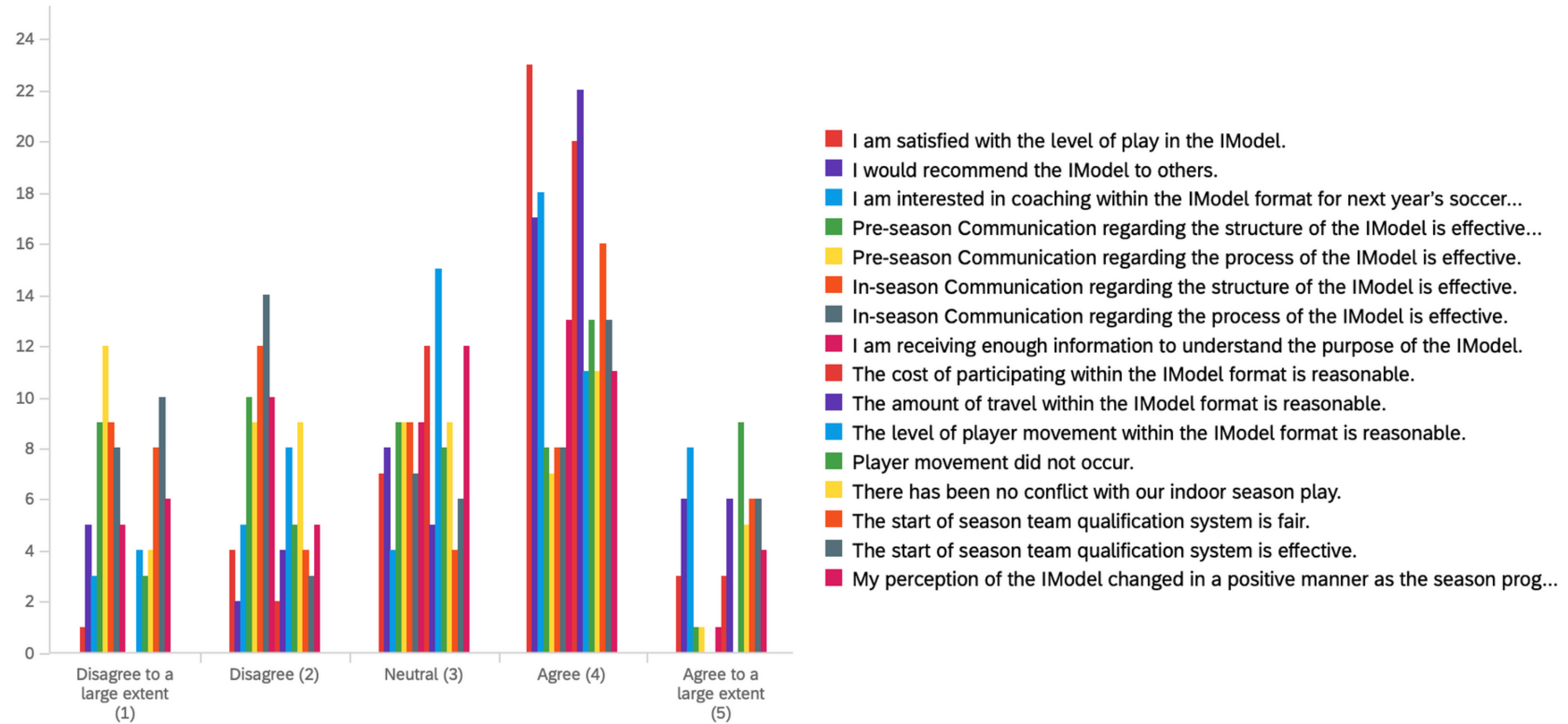


# COACH FINDINGS: COMPETITION AND DEVELOPMENT



#	Field	Mean	Std Deviation	Count
1	The competition level between soccer teams involved in the IModel is fair.	3.73	1.10	40
2	Players develop as individual soccer players through the IModel format.	3.40	0.97	40
3	My team is developing through the Model format.	3.58	0.97	40

# COACH FINDINGS: SATISFACTION AND INTEREST

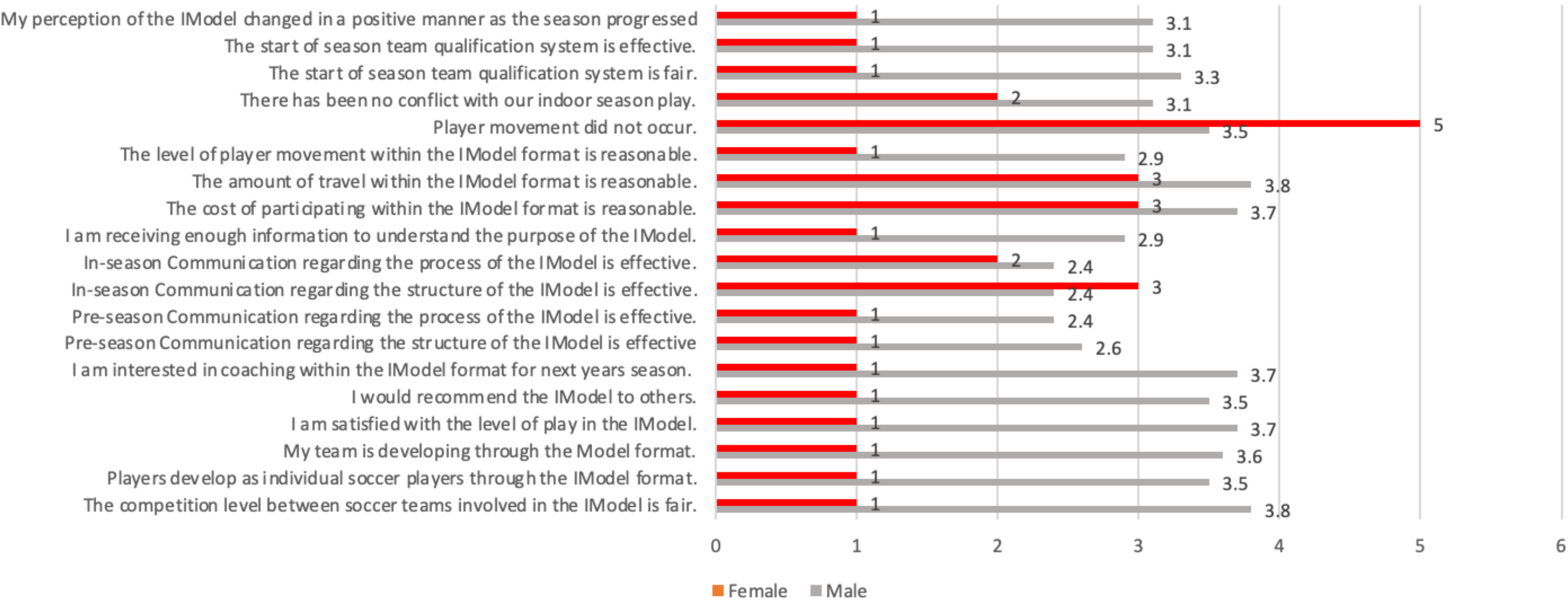


# COACH FINDINGS: SATISFACTION AND INTEREST

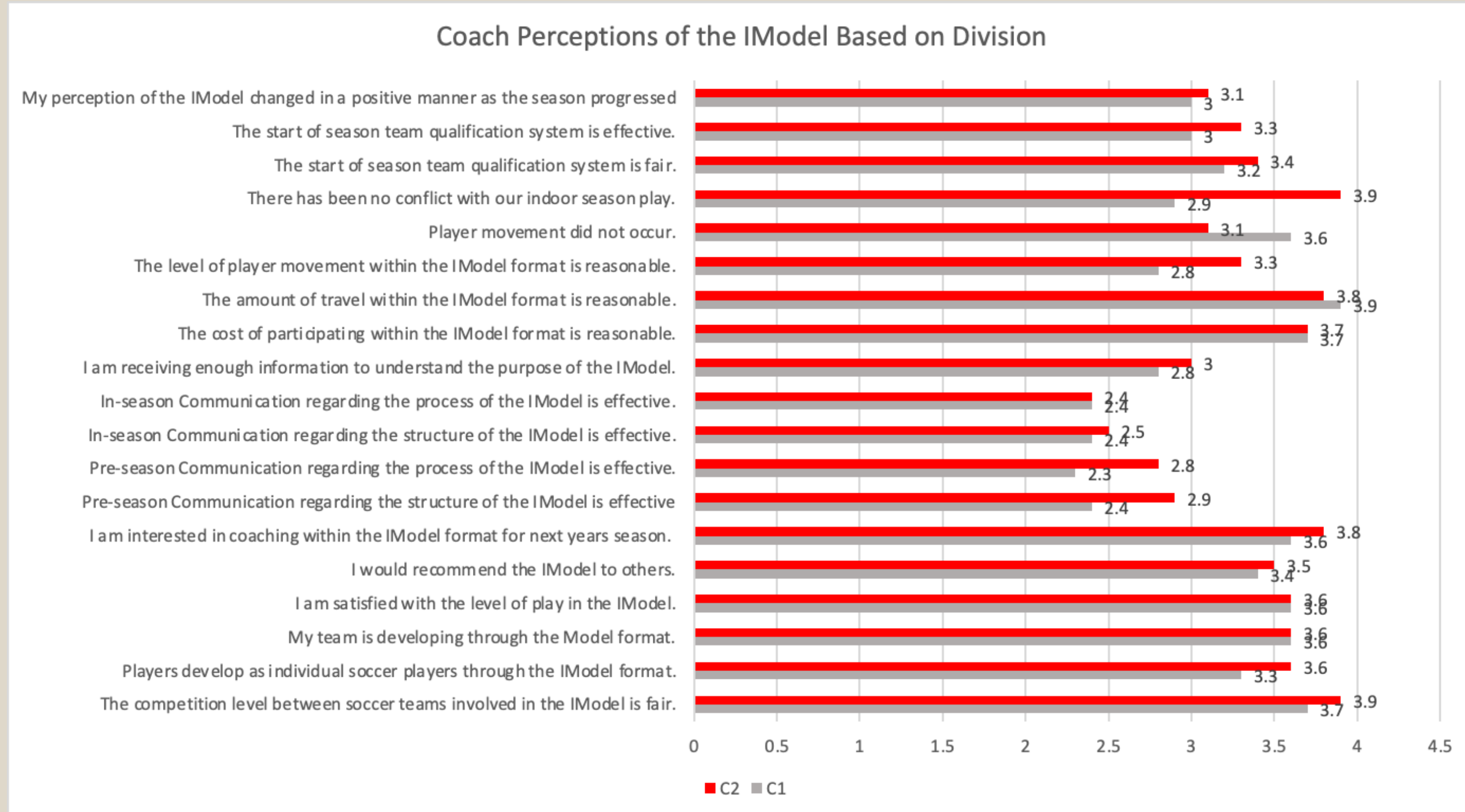
#	Field	Mean	Std Deviation	Count
1	I am satisfied with the level of play in the IModel.	3.61	0.87	38
2	I would recommend the IModel to others.	3.45	1.21	38
3	I am interested in coaching within the IModel format for next year's soccer season.	3.61	1.18	38
4	Pre-season Communication regarding the structure of the IModel is effective.	2.51	1.15	37
5	Pre-season Communication regarding the process of the IModel is effective.	2.37	1.18	38
6	In-season Communication regarding the structure of the IModel is effective.	2.42	1.07	38
7	In-season Communication regarding the process of the IModel is effective.	2.41	1.05	37
8	I am receiving enough information to understand the purpose of the IModel.	2.87	1.10	38
9	The cost of participating within the IModel format is reasonable.	3.65	0.71	37
10	The amount of travel within the IModel format is reasonable.	3.81	0.83	37
11	The level of player movement within the IModel format is reasonable.	2.87	0.95	38
12	Player movement did not occur.	3.53	1.21	38
13	There has been no conflict with our indoor season play.	3.11	1.21	38
14	The start of season team qualification system is fair.	3.21	1.40	38
15	The start of season team qualification system is effective.	3.05	1.45	38
16	My perception of the IModel changed in a positive manner as the season progressed.	3.05	1.21	38

# COACH FINDINGS: SUMMARY OF COMPARISONS

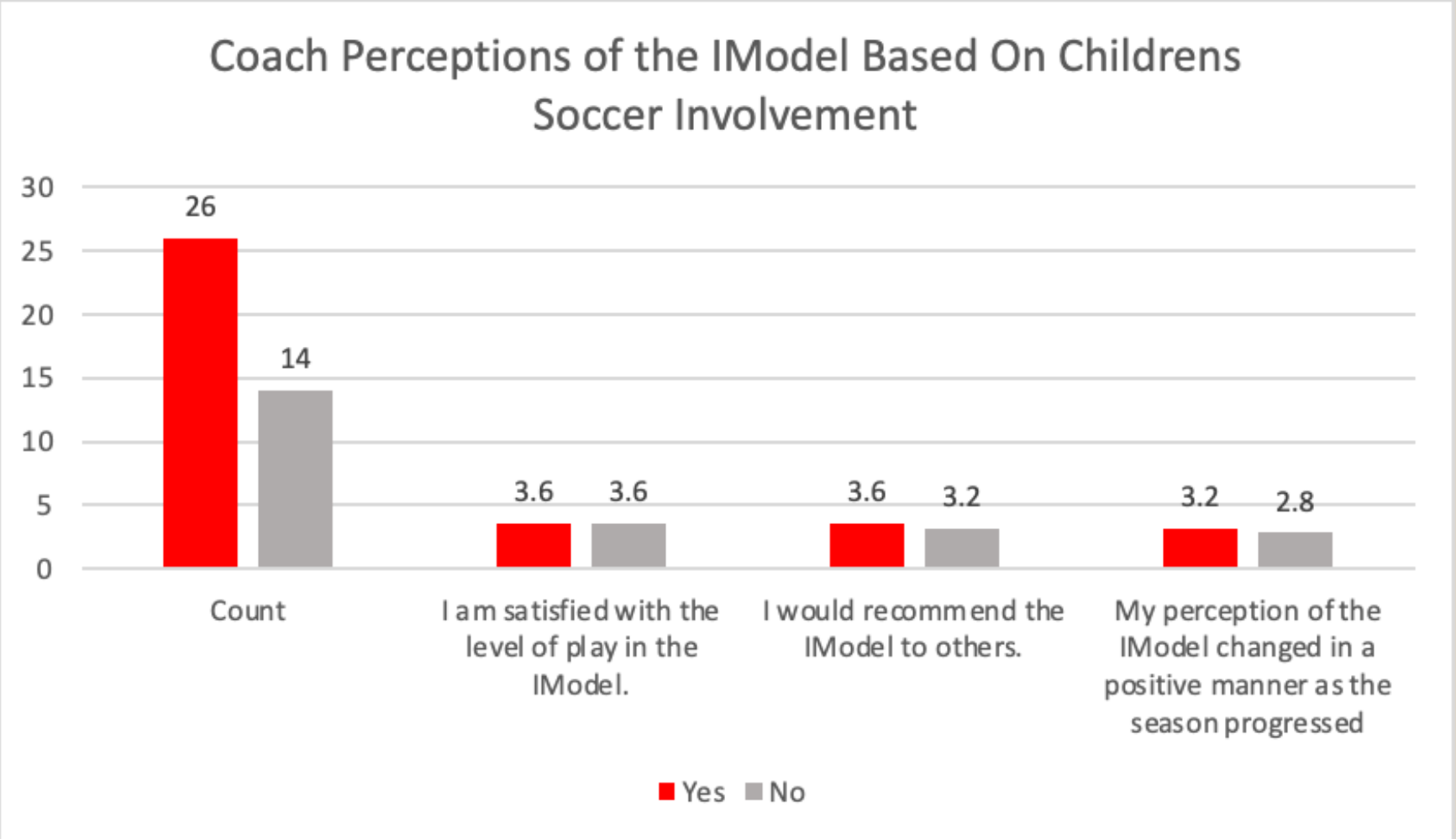
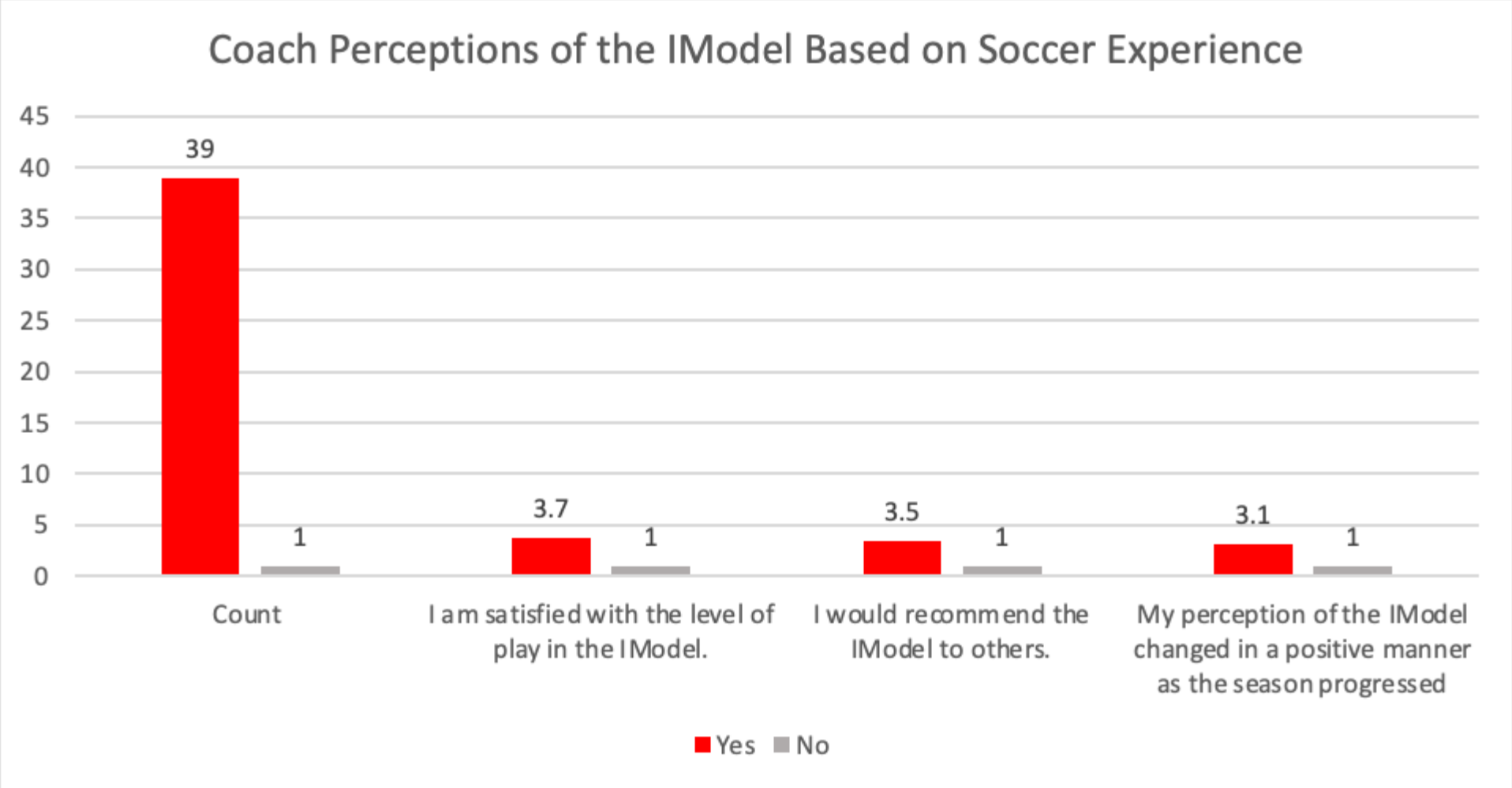
Coach Perceptions of the IModel Based on Gender



# COACH FINDINGS: SUMMARY OF COMPARISONS



# COACH FINDINGS: SUMMARY OF COMPARISONS





# COACH FINDINGS: QUALITATIVE

01

Various coach responses deemed the schedule as 'inconsistent' and 'unreliable', primarily as changes in scheduling are perceived to have led to a more compacted schedule.

02

Many coach responses noted a need for increased communication, primarily as a means of gaining a better understanding of the purpose and features of the IModel.

03

Some coaches noted an apparent increase in fairness and competition within C1 and C2 divisions, thus influencing overall player development.

04

A few coaches voiced a desire for player movement, specifically as they believe younger players should be allowed to be called up to higher levels.

# ADMINISTRATOR FINDINGS: OVERVIEW

## 21 TOTAL RESPONSES

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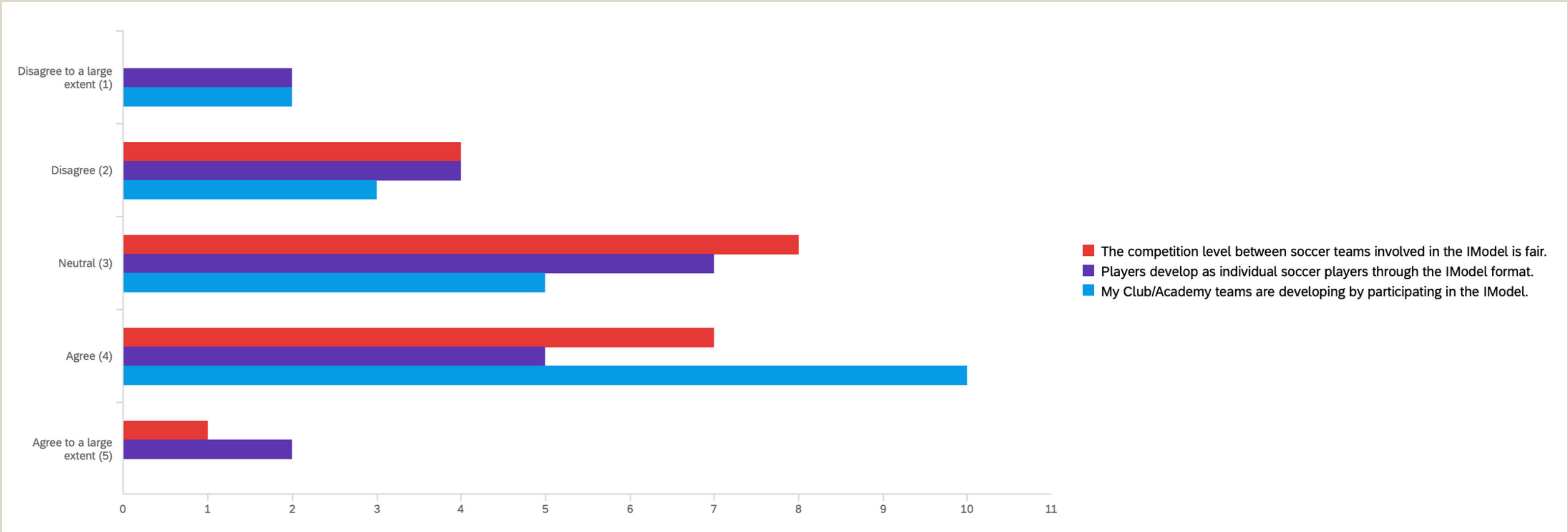


Administrators were asked questions pertaining to fairness, development, overall competition, satisfaction, future interest, communication, access, costs, and timelines within the IModel. Each factor was then rated on a scale from 1 (disagree to a large extent) to 5 (agree to a large extent).



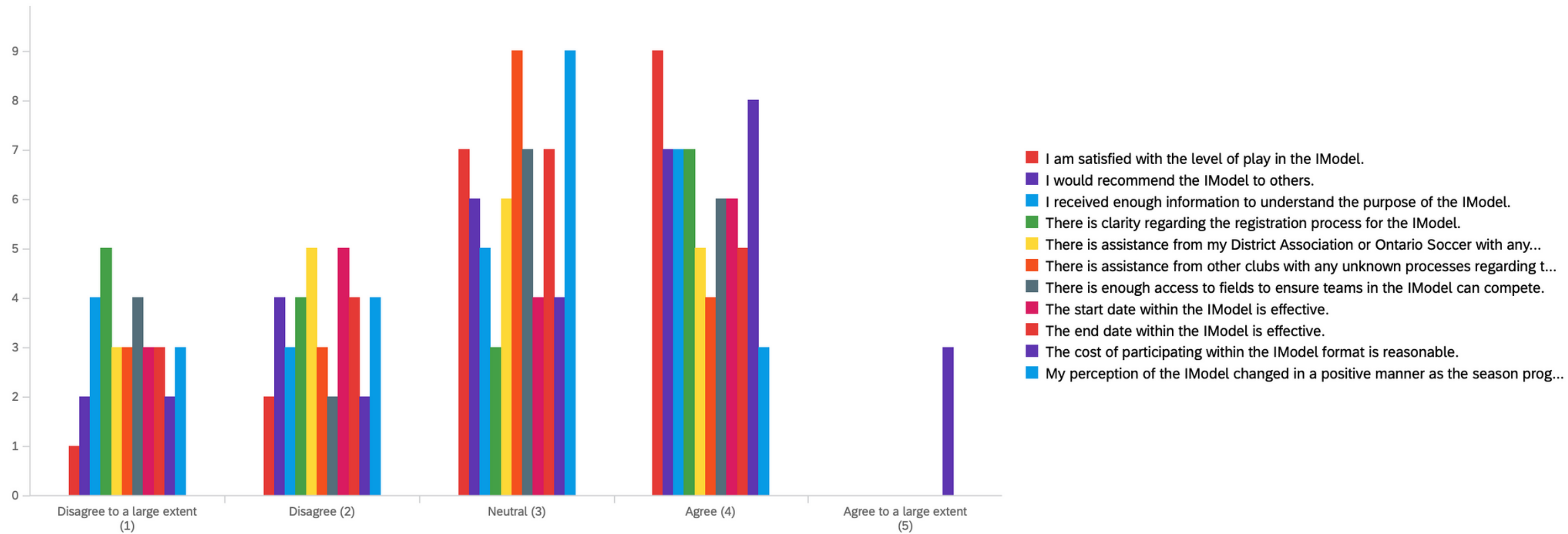


# ADMINISTRATOR FINDINGS: COMPETITION AND DEVELOPMENT



#	Field	Mean	Std Deviation	Count
1	The competition level between soccer teams involved in the IModel is fair.	3.19	0.85	21
2	Players develop as individual soccer players through the IModel format.	3.05	1.09	21
3	My Club/Academy teams are developing by participating in the IModel.	3.10	1.02	21

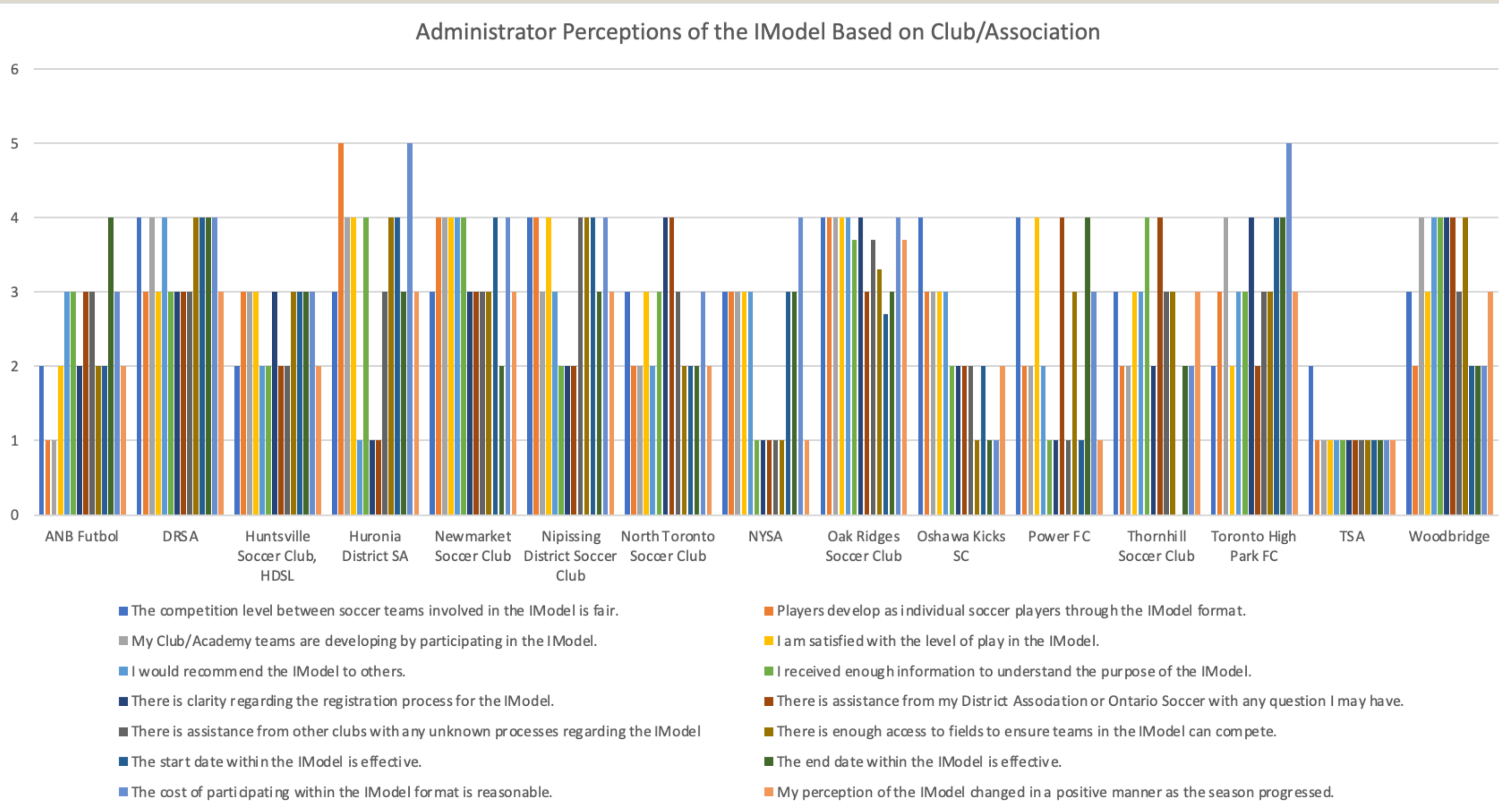
# ADMINISTRATOR FINDINGS: SATISFACTION AND INTEREST



# ADMINISTRATOR FINDINGS: SATISFACTION AND INTEREST

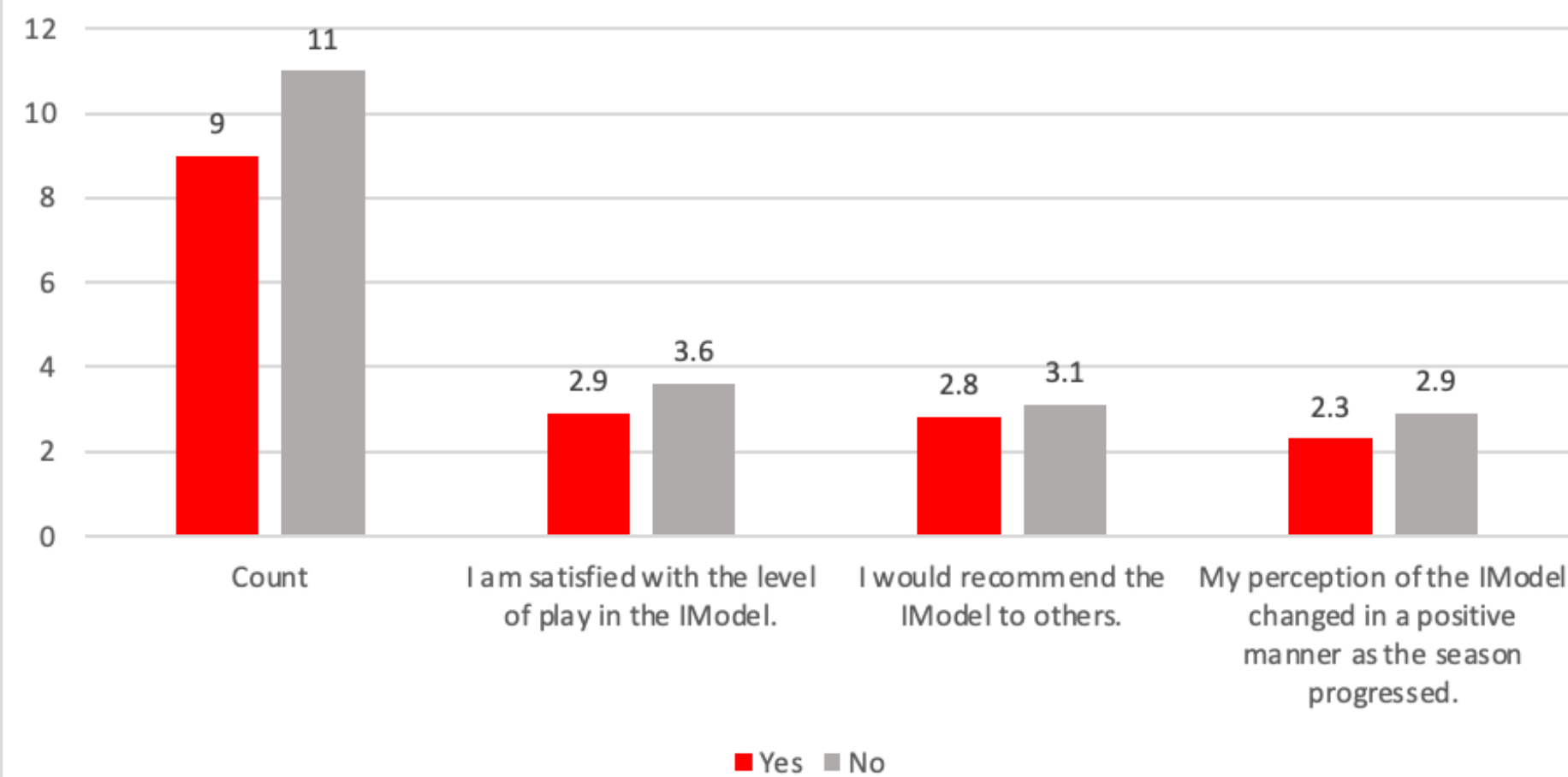
#	Field	Mean	Std Deviation	Count
1	I am satisfied with the level of play in the IModel.	3.30	0.84	20
2	I would recommend the IModel to others.	3.00	1.00	20
3	I received enough information to understand the purpose of the IModel.	2.85	1.15	20
4	There is clarity regarding the registration process for the IModel.	2.70	1.23	20
5	There is assistance from my District Association or Ontario Soccer with any unknown processes regarding the IModel.	2.70	1.00	20
6	There is assistance from other clubs with any unknown processes regarding the IModel.	2.65	1.01	20
7	There is enough access to fields to ensure teams in the IModel can compete.	2.90	1.18	20
8	The start date within the IModel is effective.	2.84	1.18	19
9	The end date within the IModel is effective.	2.65	1.06	20
10	The cost of participating within the IModel format is reasonable.	3.45	1.16	20
11	My perception of the IModel changed in a positive manner as the season progressed.	2.55	0.97	20

# ADMINISTRATOR FINDINGS: SUMMARY OF COMPARISONS

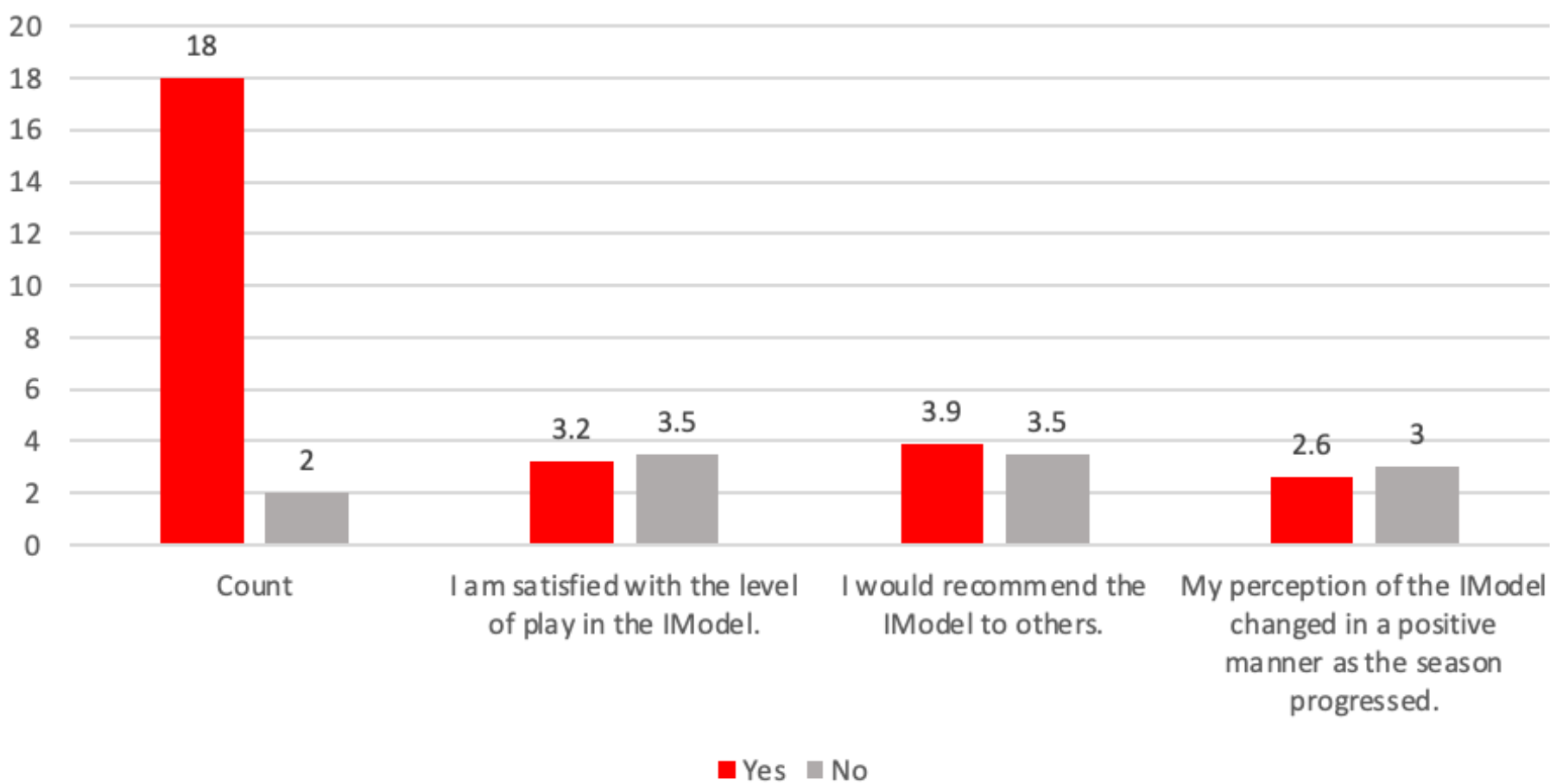


# ADMINISTRATOR FINDINGS: SUMMARY OF COMPARISONS

Administrator Perceptions of the IModel Based on Children's Soccer Involvement



Administrator Perceptions of the IModel Based on Soccer Experience



# ADMINISTRATOR FINDINGS: QUALITATIVE

01

Administrators noted a desire for an earlier start to the schedule, primarily as a means to reduce the perceived compacted schedules that resulted.

02

Some administrators wished for increased clarity and communication regarding the IModel process to enforce heightened organization among club teams.

03

There were some administrators that noted inequalities between C1 and C2 divisions, specifically pertaining to the increase in games within the C1 division and the lack of outside travel within the C2 division.

04

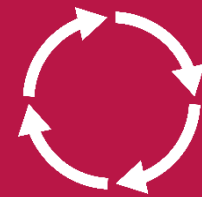
Some administrators also noted that the level of play within the C1 and C2 divisions is significantly more competitive than in qualifying.

# CONCLUSION



## SATISFACTION

Overall satisfaction regarding key components of the IModel, such as competition and development, saw a significant upswing in phase 2 results when compared to phase 1.



## CONSISTENCIES

Many of the qualitative comments made within phase 1 results, such as issues with communication and scheduling, remained consistent within phase 2 results.



## C1 AND C2

The implementation of the C1 and C2 divisions appeared to receive positive feedback amongst most respondents, with many indicating a significant potential for this aspect of the IModel moving forward.



## FOCUS GROUPS

Individuals who noted a desire to participate within the focus group process will be contacted shortly with more information regarding the times and dates.