



# MEMBER PROFILE: YOUTH CLUB PLAYERS

## NUMBER & GENDER BREAKDOWN (2019)

	FEMALE	MALE
13U	267	N/A
14U	817	288
15U	742	240
16U	615	258
17U	198	N/A
18U	200	184

**2019 - 3809**

75% female and 25% male

## MY MOTIVATION TO PLAY VOLLEYBALL

1. Having Fun
2. Social Connection
3. Achieving my goals for personal development

## 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 social and competitive.

## MY GOALS IN VOLLEYBALL

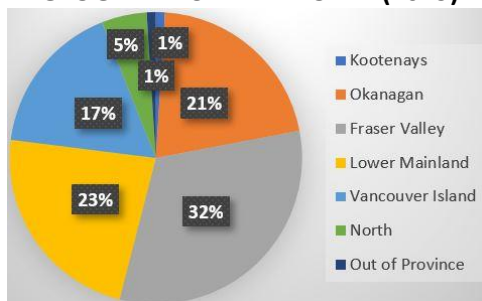
Play with my friends. Be the best I can be and play for the rest of my life

## MY COMMUNICATION WITH VBC

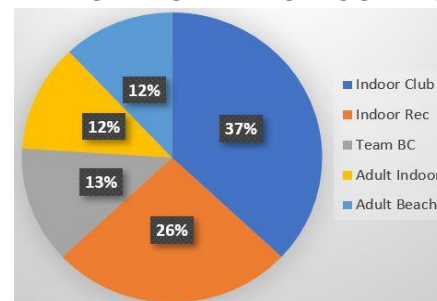
I get most of my info from the VBC Instagram account or website. I am most likely to email VBC with questions. My parents may also communicate with VBC on my behalf.

I want to receive content on volleyball news, tips & tricks, and VBC events/activities. VBC can improve communication by improving the website and registration, providing more efficient customer service, and providing fresh and relevant content.

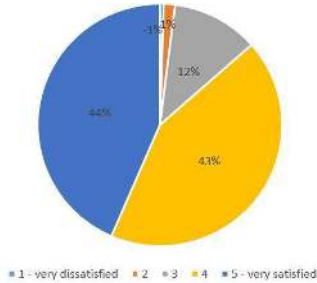
## GEOGRAPHIC BREAKDOWN (2019)



## PARTICIPATION IN VBC PROGRAMS



### MY SATISFACTION WITH VBC

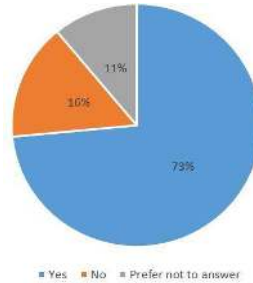


Over 90% are “highly likely” or “likely” to refer VBC to friends and family.

To improve my score, VBC could....

1. Enforce standards & accountability.
2. Avoid special treatment and increase transparency.
3. Increase events & opportunities to play

### DO I FEEL PART OF VBC?



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

1. Consult with me more.
2. Improve or increase programs /events.
3. Create community beyond the game.
4. Improve communications.

### OPPORTUNITIES TO IMPROVE

- More direct communication with club players and families rather than indirectly through clubs and coaches.
- Improved consistency of standards for Club events.
- Tailored information and content that is specifically relevant to club players and families.
- Easy to find and navigate information and registration.
- Increased use of social media to create community.

### OUR VALUE PROPOSITION

We offer you opportunities to play volleyball in competition that is fun, fair, and developmentally appropriate. In doing so, we support your goals to have fun, build social connections, and reach your personal goals for development. We make it easy for you to find information about the volleyball system when you need it.

### PRIORITIES FOR ACTION

#### COMMUNICATION & CONSULTATION

- ✓ Create a Club Guide for athletes and families.
- ✓ Increase direct communication to club players and families with relevant content eg. tailored/focused e-newsletters for club participants with club-specific content.
- ✓ Create social media recognition and profile campaigns for club season.
- ✓ Implement Annual Member Survey and opportunities for feedback post-club season.
- ✓ Increase consistent year-round communication directly to youth Club participants and families.
- ✓ Provide live feeds of VBC events.
- ✓ Establish a Youth Advisory Group to provide input into VBC programs and services

#### CONNECTION & COMMUNITY

- ✓ Implement standardised Club events in each region, providing consistency of experience.
- ✓ Create an improved club section on the new volleyballbc.org website with easily navigable information on Club volleyball.
- ✓ Create a dedicated support/help section for the registration system.
- ✓ Review the club structure to increase opportunities for meaningful competition and participation.
- ✓ Extend programming opportunities for those who do not make club or who wish to transition out of club programs (eg. house leagues).

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