

Richmond Kigoos Survey Summary - 2014



Compiled by Chris Kennedy
September 2014

Executive Summary

The year-end survey of parents received 63 responses representing 103 swimmers. This was consistent with totals received in 2012 and 2013. Overall the feedback was quite similar to 2013. Again, respondents did highlight their strong support of the Head Coach and the overall organization of the coaches and club were seen as high points. Last year the technical expertise of coaches was highlighted as a concern, and this year it was viewed as a strength. There was less specific feedback than last year, but useful suggestions on supporting coaches with improving their communications skills.



There were more than 250 pages of feedback, and this survey cannot capture all of the details but offers some broad summaries and considerations for looking forward.

General Feedback

In the comments there were many remarks on the cohesiveness as a club. A range of social events were also highlighted. It is worth noting that in the survey there were many more in favour of Kigoos adopting other BCSSA sports but the question was adjusted in 2014 and did not include a caveat that this could be an extra fee which was in the 2013 survey. The comments around volunteer hours were generally more positive than last year with a feeling there were more opportunities in 2014.

General Feedback - % who Agree or Strongly Agree	2012	2013	2014
We have had a positive experience with Kigoos this year	95	84	83
We feel we get good value for our money in Kigoos	94	73	84
We feel the volunteer expectations are appropriate	79	60	74
We feel we are kept up-to-date with necessary information	89	82	92
We feel that when we have a concern it is appropriately addressed	66	59	65
We plan to register with Kigoos again next summer	92	86	84
Balance between social, athlete dev and high performance swim	NA	74	73
For our family Kigoos is a priority in summer	NA	87	85
We would be willing to be more involved with the club	NA	66	44
We would interested in . . . Diving	NA	18	45
We would interested in . . . Synchro	NA	10	28
We would interested in . . . Water Polo	NA	38	44

Considerations:

- Continue to explore the addition of an additional BCSSA sport (e.g. water polo)

- Post some FAQs to alleviate misunderstandings about how and when coaches are hired, how meets are selected, etc.
- Articulate a club policy on provincial relay teams at the beginning of the season with guidelines for coaches. Based on the feedback the basic premise of the policy should be that regional relay teams are based on the fastest times up to regionals, and any swimmers that are on a team that qualifies for provincials swim on that team unless they choose not to attend.
- Create more fluidity between groups and be clearer on the benchmarks / criteria for different groups (this was also suggested in 2013)
- Refine the Code of Conduct established in 2013 and better publicize the key points
- Continue to post all information as soon as possible. A suggested addition is event confirmation sheets could be posted to the website.
- Create a coherent training plan for the period between Regionals and Provincials

Coaching Evaluation

Comments about individual coaches have not been included in the summary. Rather some of the themes have been highlighted. Overall about 80% of the ratings for coaches were “Above Average” or “Very Satisfied” This is very similar to 2013. It is interesting to note that “Technical Skill” was seen as area needing improvement in 2013, and this year it was seen, along with “Responsiveness to the Child” as areas of strength. Both “Organization” and “Communication Skills” were identified as areas that should be given additional attention. Head Coach Danna was often complimented as an outstanding Head Coach.

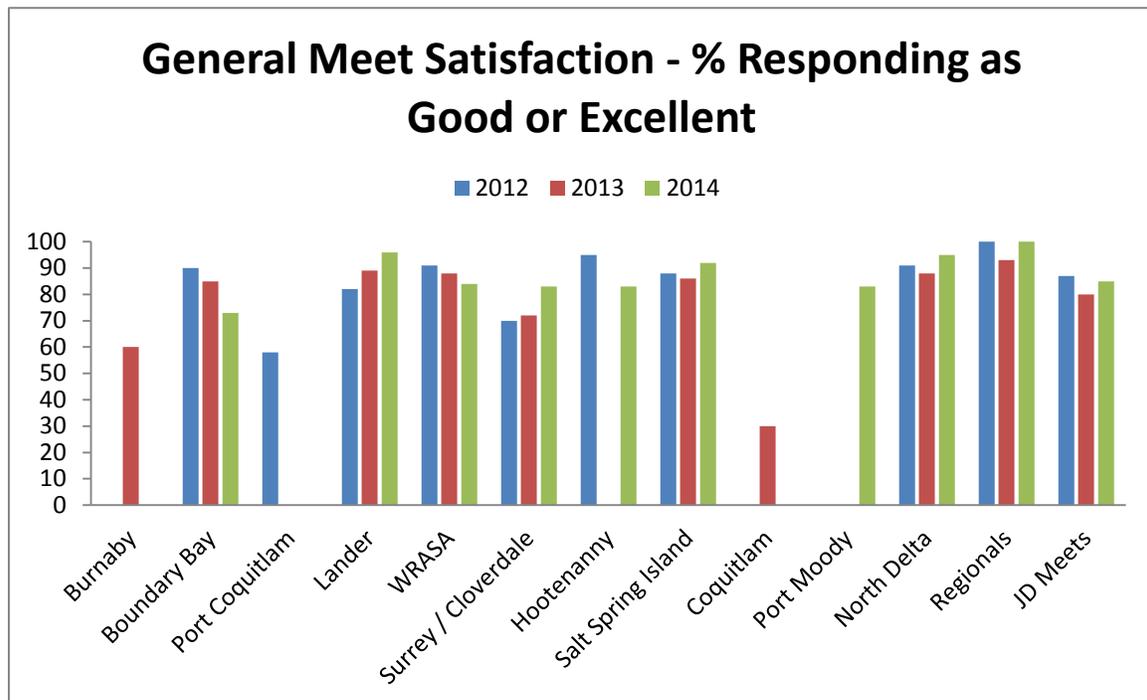
There were some very specific concerns from parents on how coaches interact with each other and their demeanor with swimmers. This feedback will be shared with the coaches as part of their growth plans.

Considerations:

- Ensure a consistent approach to the summer swimming philosophy
- Help coaches with strategies so all swimmers in a group feel included and valued
- Offer training and support in “best practice” Communications skills
- Continue to offer guidance for younger coaches on meet protocol is supporting swimmers
- Continue to make efforts to grow the “Coaches in Training” Program to support Junior / JD / Tater Tot Programs

Meets

Once again this year the in-region meets had higher levels of satisfaction than the out of region meets. The comments, including those about the Richmond meets, are reflected in the Considerations.

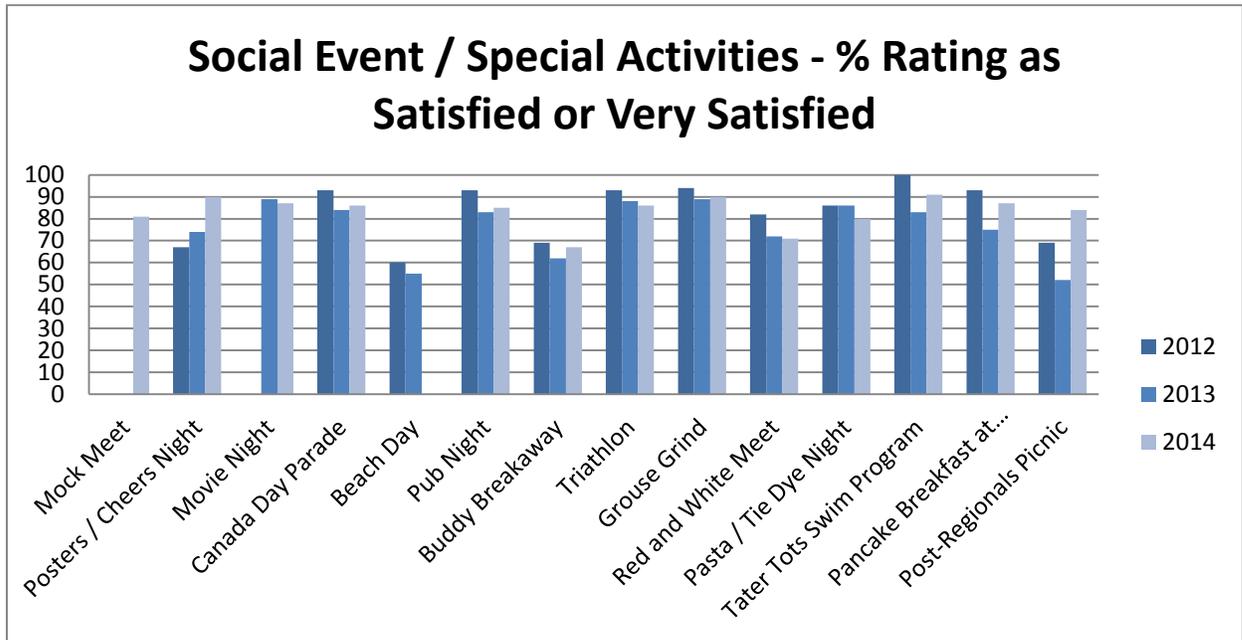


Considerations:

- Consider formatting Ice Breaker the same as other meets with IM, 50 Free and 50/100 Fly on Saturday
- Post information on how meets are selected (generally the club attends 8 season meets - 6 in-region and 2 out-of-region)

Social Events / Special Activities

Many see the social events as the high point of the club. If anything people would like more of these events, particularly early in the season. The Mock Meet received very good reviews and the changes to the Year End Picnic were very well received.



Considerations:

- Consider adding an early season social event to help new families assimilate in the club
- Consider how Tater-tots could be seen more as a laddering program to JD – perhaps with tiered A and B groups
- Look at the calendar of social events and whether some could be moved earlier in the summer to allow greater race preparation in the week(s) before Regionals
- Buddy Breakaway continues to be the one event that is not hitting the mark with families and should be once again looked at for alternatives
- Some of the social events could use a specific parent attached to them to assist with coordination(e.g. a coordinator of the Canada Day Parade float)

Conclusions

Overall the satisfaction levels were similar this year as the last two years. There were fewer specific suggestions for improvement which could be seen as a good sign. Of course, there are always areas for improvement – and the club walks a careful balance of its focus on social and fun and on competitiveness. The comments at the end of the survey were very telling as people described why they swim with Kigoos – it is a fun way to spend the summer with family and friends. Most people do see the club not as a swim club in the summer, but a summer club that swims.