

RICHMOND KIGOOS FAMILY SURVEY SUMMARY



Sept. 2015

A Review of the 2015 Season

Compiled by Chris Kennedy

(Photo Credit – Bob Frid)

Richmond Kigoos Family Survey Summary

A REVIEW OF THE 2015 SEASON

Executive Summary

The year-end survey of families received 49 completed surveys representing 81 swimmers. This is down slightly from last year, but still represents about half of the swimmers in the summer program. The overall feedback was the most positive it has been over the last 4 years. Ava was regularly complimented as the Head Coach and coaching feedback was improved overall. There were close to 200 pages of individual feedback, and this summary cannot capture all of the comments, but does try to capture the recurring themes and broad topics that were raised.

Changes made this past year, including the adjustment to group structure and the clarifying of the relay policy were viewed positively in the feedback.

The high level of participation in meets and social events, the robust registration numbers and strong level of performance at Regionals and Provincials were all listed as benchmarks for a very successful season.

General Feedback

In almost every category the feedback was more positive than in past years. When one factors out the “neutral” response there was no more than 6% who disagreed or strongly disagreed with any of the statements. Those who had questions around volunteer hours were split between those thinking the number should be lowered and those thinking the number should be raised. Those not returning to Kigoos should not be seen as a negative, as three of them, for example, are because their children are moving to winter swimming. The primary reason people indicate for not being more involved with the club is that they feel they are already doing the maximum number of hours that they are able to complete.

General Feedback - % who Agree or Strongly Agree	2012	2013	2014	2015
We have had a positive experience with Kigoos this year	95	84	83	98
We feel we get good value for our money in Kigoos	94	73	84	84
We feel the volunteer expectations are appropriate	79	60	74	84
We feel we are kept up-to-date with necessary information	89	82	92	92
We feel that when we have a concern it is appropriately addressed	66	59	65	74
We plan to register with Kigoos again next summer	92	86	84	85
Balance between social, athlete dev and high performance swim	NA	74	73	83
For our family Kigoos is a priority in summer	NA	87	85	83
We would be willing to be more involved with the club	NA	66	44	52

Considerations:

- Assist new parents with better understanding social events and prioritizing meets and other commitments
- Include a red cap with a K logo with registration for all Kigoos and consider some sort of early registration procedure that would allow names to be printed on caps
- Post dates and commitments for Hell Week as early as possible to assist families with season planning
- Have a “Swap meet” day early in the year to sell-off swim suits, Kigoos wear, etc.
- Some parents are viewed as regular complainers, work should be done to ensure parents understand this perception and help them channel their feedback to be constructive
- To improve Tsunami consider: using guest coaches, focusing more on specific technical skills, developing more of a team feel, and looking for other possible swim times during the week

Coaching Evaluation

Comments about individual coaches have not been included. Overall the percentage rating coaching as “Above Average” or “Very Satisfied” remained about the same as last year. Last year, some coaches were clearly polarizing – with some families being “Very Satisfied” while others being “Very Dissatisfied” with the same coach, but this was not true in 2015. The general comments about the JD Program were also more positive than the last two years. Last year, a number of people also raised questions about groupings and the fluidity between groups – these comments were not present this year.

Technical expertise and Organization were seen as positives with the coaches, while communication was seen as an area for growth – particularly with giving feedback to swimmers and interacting with parents.

The CIT Program and Tater Tots Program were both seen as positive within the club. Coaches were also given commendations for the excellent performance of Kigoos swimmers at Regionals and Provincials.

Considerations:

- Coaches spend additional time early in the year focused on dives / turns and other race preparations
- Offer additional support in best practices for Communications including regular email contact
- Continue to offer and encourage in-service for coaches to improve their technical skills
- Coaches should be encouraged to be more involved with swimmers away from the pool deck at meets; looking to build strong connections.

Meets

There is a fair bit of consistency with the views towards the different meets. Ladner, North Delta and Regionals are always seen as highlights on the schedule and regardless of location, the out-of-region meets are generally more poorly viewed.

General Meet Satisfaction - % Responding as Good or Excellent	2012	2013	2014	2015
Burnaby		60		
Boundary Bay	91	86	74	90
Port Coquitlam	58			

Richmond Kigoos Family Survey Summary

Ladner	82	88	94	90
WRASA	90	86	85	79
Surrey Cloverdale	75	77	85	79
North Shore Winter Club				63
Hootenanny (North Van Cruisers host)	92		84	86
Salt Spring Island	86	84	88	86
Coquitlam		35		
Port Moody			81	
North Delta	88	84	91	100
Regionals	98	94	97	95
JD Meets	83	78	81	86

Considerations:

- Give advice, particularly to new families regarding meets. From feedback, all swimmers liked Ladner and North Delta, experienced swimmers like the Hootenanny and Boundary Bay and Surrey seem popular with newer swimmers
- The Kigoos Meets were seen as positive this season – consideration could be given to a “special” event at the Kigoos Meet – similar to the Lemon Relay at Boundary Bay and Parents Relay at the North Shore Meet
- Assign a particular coach or parent to be responsible for helping relay teams find each other and also assign a parent for each meet to track any areas where we need volunteers (e.g. timing shifts)
- Assign a particular parent to help create a “Kigoos Area” at away meets for the entire club to congregate
- Email out meet confirmations (similar to what was done for Regionals) to limit any mistakes or oversights

Social Events / Special Activities

The social events continue to be exceptionally popular – events like the Grouse Grind and Triathlon are ones that people, in part, build their summer around. The move away from the Buddy Breakaway to the Pool Party was seen very positively. Next year, the Red and White Meet should likely be an area for focus to look at the current format and structure.

Social Event / Special Activities - % Rating as Satisfied or Very Satisfied	2012	2013	2014	2015
Mock Meet			80	84
Posters / Cheers Night	68	72	90	72
Movie Night		88	86	87
Canada Day Parade	91	84	85	91
Pub Night	91	83	84	97

Richmond Kigoos Family Survey Summary

Buddy Breakaway (replaced by Ava's Pool Party in 2015)	69	61	65	80
Triathlon	91	89	85	89
Grouse Grind	91	89	90	100
Red and White Meet	81	71	70	65
Pasta / Tie Dye Night	85	85	80	74
Tater Tots Swim Program	100	82	88	100
Pancake Breakfast at Regionals	91	75	85	90
Post-Regionals Year-End Picnic	68	51	82	70

Considerations:

- Consider making adjustments to the Red and White Meet – the current formula increasingly is not seen as a satisfying event
- Maintain current structure and timelines for social events – widely seen as a real positive with the club, but no more are required
- Maintain changes made this past year to Buddy Breakaway
- Assign a parent liaison for social events to work with coach responsible for each event

Conclusions:

When asked why families select Kigoos, the vast majority wrote about the wonderful friendships and summer-camp like atmosphere of the club. The club continues to work for the balance between social and swimming. While there are some who want more of one or the other, generally most feel the club has hit the right balance. Many families made comments like this one, “A great club with quality kids and families.”