



SVJFAC 2016 Review

HIGHLIGHTS

- Moved away from the now defunct G19 to the Parkway Youth Football League, after examining other league options
- 3 of our 4 eligible football teams made the playoffs, including 1 semi-final team
- Competitive Cheer Squads finished an amazing season with multiple first-place and Grand Champion awards!
- In the 2016 Season, there were 138 registered football players and 74 cheerleaders
- New game-day model of Varsity/JV (while still requiring improvements) was positively received, overall. While the most commonly raised issue in previous years was concern over lack of playing time, we received virtually no such complaints this season
- Increased revenue to the Association through concessions, apparel, and fundraising efforts
- With the combination of the revenue initiatives and the reduction of costs, the Association finished the 2016 Season with a positive balance, in contrast to a loss in the 2015 Season
- The Association initiated for the first time an end of season survey
- 94% of survey respondents felt that the Communication provided by the Association was handled properly
- 90% of survey respondents are satisfied with the Executive Board's Leadership
- 88% of survey respondents felt that the fees charged by the association were reasonable
- 85% of survey respondents indicated that they would participant in the league again

ACCOMPLISHMENTS

- Association
 - Expanded fundraising efforts, to include:
 - Very successful CheerFest which raised over **\$14,000**
 - Pep Rally raised over **\$1,000**
 - New **Cash Bash Night** was a big success (and a lot of fun), raising over **\$5,000**
 - Coordinated "Dine Out" nights raised over **\$500**
 - Maintained number of sponsorships, while adding new Scoreboard Sponsor (Cranberry Supply)
 - Reduced Operating Costs by eliminating temporary lighting at Linder, **saving the association over \$15,000** Year over Year
 - Successfully completed new background check process for over 80 Volunteers

- Established new relationship with Cranberry EMS for future
- 100% of our football coaches were USA Football Certified
- Continued to improve Concession Stand operation, reducing expenses and improving margins. Increased Concession Sales by over 25% v. 2015, with gross revenue of **\$20,000**, while reducing operating costs through elimination of slush puppy (~**\$1,000 savings**) and streamlining Teen Worker staff
- Facilities: Saved over **\$3,500** over previous year for field painting: Negotiated favorable paint contract with PPG, reducing costs by nearly \$2,500 over previous year; saved another **\$500** through finding a new field painting resource, and an additional **\$500** by completing the initial layout/lining of the Graham Park fields ourselves
- Streamlined apparel sales to almost completely online, and doubled proceeds over prior year to over **\$600** (including apparel and hat sales). Jacket sales were also very successful
- Completed a very successful free Spring Flag Football program, driving growth into our tackle program through the interest generated. More than 100 boys and girls ages 6 – 14 participated in this 6-week program
- Provided off-season workout opportunities through Revolution, available to all kids registered in our program
- Further refined the online registration process by providing earlier and firm dates for registration
- Improved upon relationship with Cranberry Township, improved field sharing process with other tenants of the parks, and partnered with other area organizations (including North Catholic Iron Men) to reduce our overall expenses for the Graham Facilities. Have begun conversations about future capital improvements projects in concert with the township and the other youth associations
- Successful Picture Day, photographer process
- Continued improvements to website; improved information provided via the site
- Football Coaches
 - Formalized Coach Application process and code of ethics for coaches
 - Achieved 100% USA Football Certification for ALL coaches for first time ever
- Equipment
 - Replaced most of the Association Shoulder Pads with new and improved models, while donating older pads to struggling area association
 - Invested in new Chute System to be utilized by the association for years to come
 - Increased availability of new helmets, shoulder pads for players
 - Modernized/Improved equipment handout and return process for better tracking
 - Decreased Jersey Expenses while also finding new customized jersey provider; included jersey gifts to departing 12-year-old players

CHALLENGES

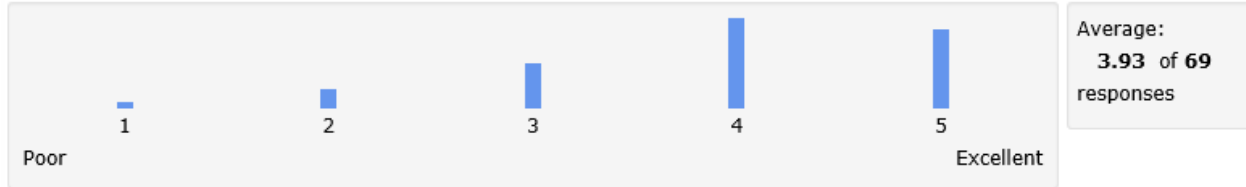
- Overall, our adjustment to the new league went well. We want to continue to work with the league to improve the JV/Varsity model or look at other ways to ensure a full game day experience for all participants (Such as splitting teams as we did previously).
- While we have taken measures to control costs, we need to continue these efforts
- We had a small amount of attrition in the program between 2015 and 2016 (3%-4%) – we need to work to grow the program moving forward.
- Cheer-Football relationship can continue to improve
 - Communications
 - Scheduling
 - Overall Interaction
- The Association can always use more volunteer help, please let us know if you could assist in any of the following:
 - Before the season (startup, equipment, facilities, etc.)
 - During the season (game-day setup, cleanup, keeping facilities clean, etc.)
 - After the season (equipment, winterizing, closing for the season, etc.)

LOOKING TO 2017

- Work with Parkway League to improve team structure and overall player/family experience for the 2017 season
- Develop consistent expectations and guidelines in handling the Varsity/JV teams across the association
- Invest in our future:
 - Define next Capital Project (Graham Park payments end in 2018)
 - Continue to modernize equipment, uniforms, etc.
 - Work to grow our program: Increase membership; continue to investigate “developmental” program options
- Continue to review costs, fees, etc.
- Association needed purchases will include: Uniforms/Jerseys, Pants, Updated Medical Kits, Storage POD for Graham, new pylons/field markers, film room PC/Printer
- Update stock of Game Pants and other equipment
- Review Jersey situation; Account for potential need for multiple jersey formats
- Sell or donate old equipment – have 2 paint machines; can sell one to raise money
- Continue to build positive energy across our Association and between Cheer and Football; ensure communications between programs and equity of scheduling
- Review and update Child Clearance policy per lessons learned in 2016
- Investigate scholar-athlete and youth assistant coach programs
- Continue to grow Safety and Technique programs for players and coaches
- Build more uniformity across football program with regards to terminology, etc.
- Continue to build on Sponsorships and community support

2016 Survey Results

How would you rate your overall experience with SVJFAC for your family in the 2016 season?:



I am satisfied with the Leadership provided by the Executive Board

Agree	42	61%
Strongly Agree	20	29%
Disagree	6	9%
Strongly Disagree	1	1%
Total: 69 respondents		

We have quality equipment and uniforms:

Strongly Agree	33	48%
Agree	31	45%
Disagree	5	7%
Strongly Disagree	0	0%
Total: 69 respondents		

Fees are reasonable for the overall experience provided

Agree	40	58%
Strongly Agree	21	30%
Disagree	7	10%
Strongly Disagree	1	1%
Total: 69 respondents		

With regards to the Registration Process, I would prefer

To complete the entire registration process online, including credit card payment	48 70%
No preference	17 25%
An in person, walk-in registration	4 6%
Total: 69 respondents	

I am satisfied with the facilities and fields provided

Strongly Agree	53 77%
Agree	16 23%
Disagree	0%
Strongly Disagree	0%
Total: 69 respondents	

Association Communication is handled properly

Strongly Agree	32 48%
Agree	31 46%
Disagree	3 4%
Strongly Disagree	1 1%
Total: 67 respondents	

I am satisfied with the Concessions Stand

Strongly Agree	36 52%
Agree	32 46%
Disagree	1 1%
Strongly Disagree	0%
Total: 69 respondents	

Given the opportunity, my child (or children) would participate with SVJFAC again in the future

Strongly Agree	39 57%
Agree	19 28%
Disagree	8 12%
Strongly Disagree	2 3%
Total: 68 respondents	

Given the opportunity, would you recommend SVJFAC to others?

Yes	52 75%
Not Sure	13 19%
No	4 6%
Total: 69 respondents	

I had a child with the following Head Coaches in 2016 (Select all that apply):

9U Football (Oleyar)	25 28%
11U Football - Blue (Brugos)	16 18%
11U Football - Black (Hancox)	11 12%
7U Football (Herrick)	9 10%
12U Football (Fischer)	7 8%
3/4 Grade Cheer (Conrad)	7 8%
1/2 Grade Cheer (Maxwell)	6 7%
5/6 Grade Cheer (Loeffler)	5 6%
3-6th Grade Cheer (Hazen)	2 2%
Total: 88 Selections made	

For CHEER, the coaching staff treated all participants fairly

Not Applicable	17 49%
Yes	16 46%
No	2 6%
No Opinion	0%
Total: 35 respondents	

For CHEER, the coaches demonstrated and encouraged a positive learning environment

Not Applicable	18 51%
Yes	15 43%
No	2 6%
Total: 35 respondents	

For CHEER, I would recommend the Head Coach to coach again in the future

Not Applicable	19 53%
Yes	17 47%
No	0%
No Opinion	0%
Total: 36 respondents	

For FOOTBALL, the coaching staff treated all participants fairly

Yes	40 65%
Not Applicable	8 13%
No	8 13%
No Opinion	6 10%
Total: 62 respondents	

For FOOTBALL, the coaches demonstrated and encouraged a positive learning environment

Yes	49 78%
Not Applicable	10 16%
No	4 6%
Total: 63 respondents	

For FOOTBALL, I would recommend the Head Coach to coach again in the future

Yes	43 70%
Not Applicable	9 15%
No	6 10%
No Opinion	3 5%
Total: 61 respondents	