



GHPYH Organization Survey

2014-2015 Season

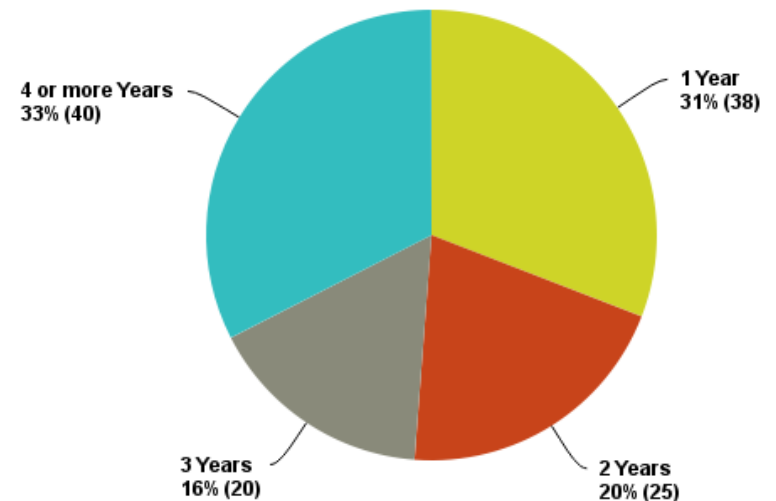
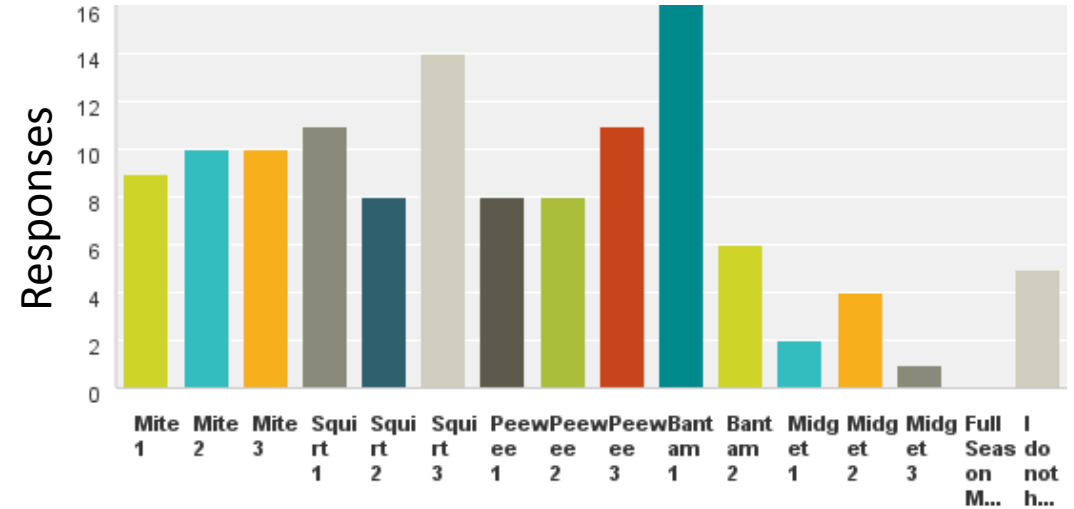
Prepared from Survey Responses in Feb/Mar 2015

Prepared by: Chris Baker



Survey Profile

- 123 Total Responses
 - 5 From non Members/duplicates
 - 118 Active participants used in survey review
- Strong Participation across all age groups
 - Mites – 29
 - Squirts – 33
 - Peewee – 27
 - Bantam – 22
 - Midget – 7
- Good blend of old and new Parents
 - (2.5 yrs average length)
 - 1 Year – 31%
 - 2 Years – 20%
 - 3 Years – 16%
 - 4+ Years – 33%





Summary Profile Continued

- 1-5 Scale
 - 1 = Most Favorable response
 - 5 = Least Favorable response
- Outliers looked at in more detail.
- Verbatim (worded responses) Reviewed individually to spot trends



High Level Summary

- Very Favorable responses
 - NPS Score of 38
 - Similar non profit youth organizations experience ~25-28
 - This means more people are favorable, vs. unfavorable
 - 62 Promoters (Score 9-10)
 - 39 Neutral (7-8)
 - 17 Detractors (0-6)
- Outliers looked at in more detail.
- Verbatim (worded responses) Reviewed individual to spot trends

Coaches and Childs Development

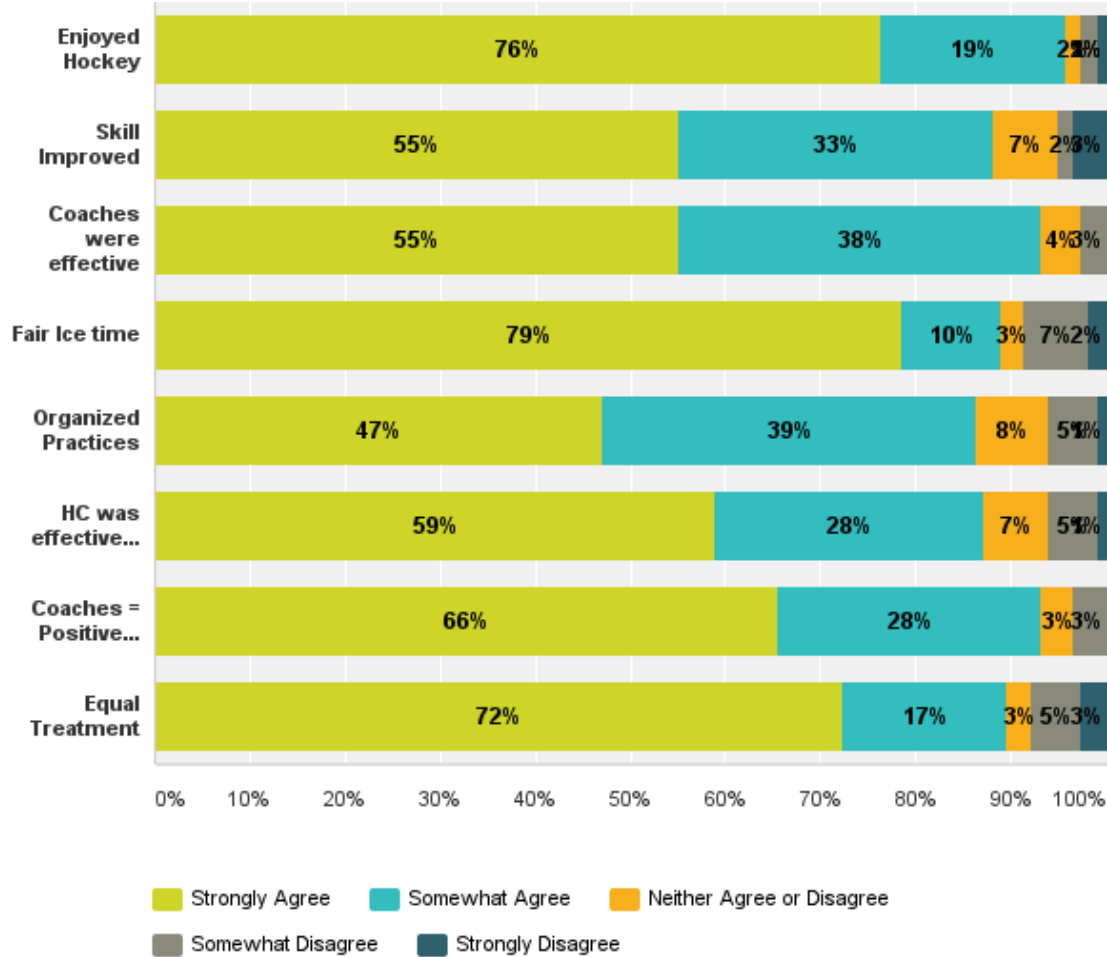


Coaching Staff and Childs Development

| | Weighted Average | Positive | Neutral | Negative |
|-------------------------------|------------------|----------|---------|----------|
| Enjoyed Hockey | 1.31 | 95% | 2% | 3% |
| Skills Imroved | 1.65 | 88% | 7% | 5% |
| Coaches were effecitve | 1.54 | 93% | 4% | 3% |
| Fair Ice time | 1.43 | 88% | 3% | 9% |
| Organized Practices | 1.74 | 84% | 8% | 6% |
| HC was effective Communicator | 1.61 | 87% | 7% | 6% |
| Coaches had positive Attitude | 1.45 | 94% | 3% | 3% |
| Coaches treated equally | 1.48 | 89% | 3% | 8% |

- At least 118 responses to each question
 - 1-5 Scale
 - 1 Most favorable
- Overwhelmingly positive towards kids own development and coaches Attitude / Planning / Effectiveness.
- Areas to improve
 - Ice Time fairness during game
 - All players treated equally

Coaches and Childs Development



| | Strongly Agree | Somewhat Agree | Neither Agree or Disagree | Somewhat Disagree | Strongly Disagree | Total | Weighted Average |
|-------------------------------|----------------|----------------|---------------------------|-------------------|-------------------|-------|------------------|
| Enjoyed Hockey | 76% 90 | 19% 23 | 2% 2 | 2% 2 | 1% 1 | 118 | 1.31 |
| Skill Improved | 55% 65 | 33% 39 | 7% 8 | 2% 2 | 3% 4 | 118 | 1.65 |
| Coaches were effective | 55% 64 | 38% 44 | 4% 5 | 3% 3 | 0% 0 | 116 | 1.54 |
| Fair Ice time | 79% 92 | 10% 12 | 3% 3 | 7% 8 | 2% 2 | 117 | 1.43 |
| Organized Practices | 47% 55 | 39% 46 | 8% 9 | 5% 6 | 1% 1 | 117 | 1.74 |
| HC was effective communicator | 59% 69 | 28% 33 | 7% 8 | 5% 6 | 1% 1 | 117 | 1.61 |
| Coaches = Positive attitude | 66% 76 | 28% 32 | 3% 4 | 3% 4 | 0% 0 | 116 | 1.45 |
| Equal Treatment | 72% 84 | 17% 20 | 3% 3 | 5% 6 | 3% 3 | 116 | 1.48 |



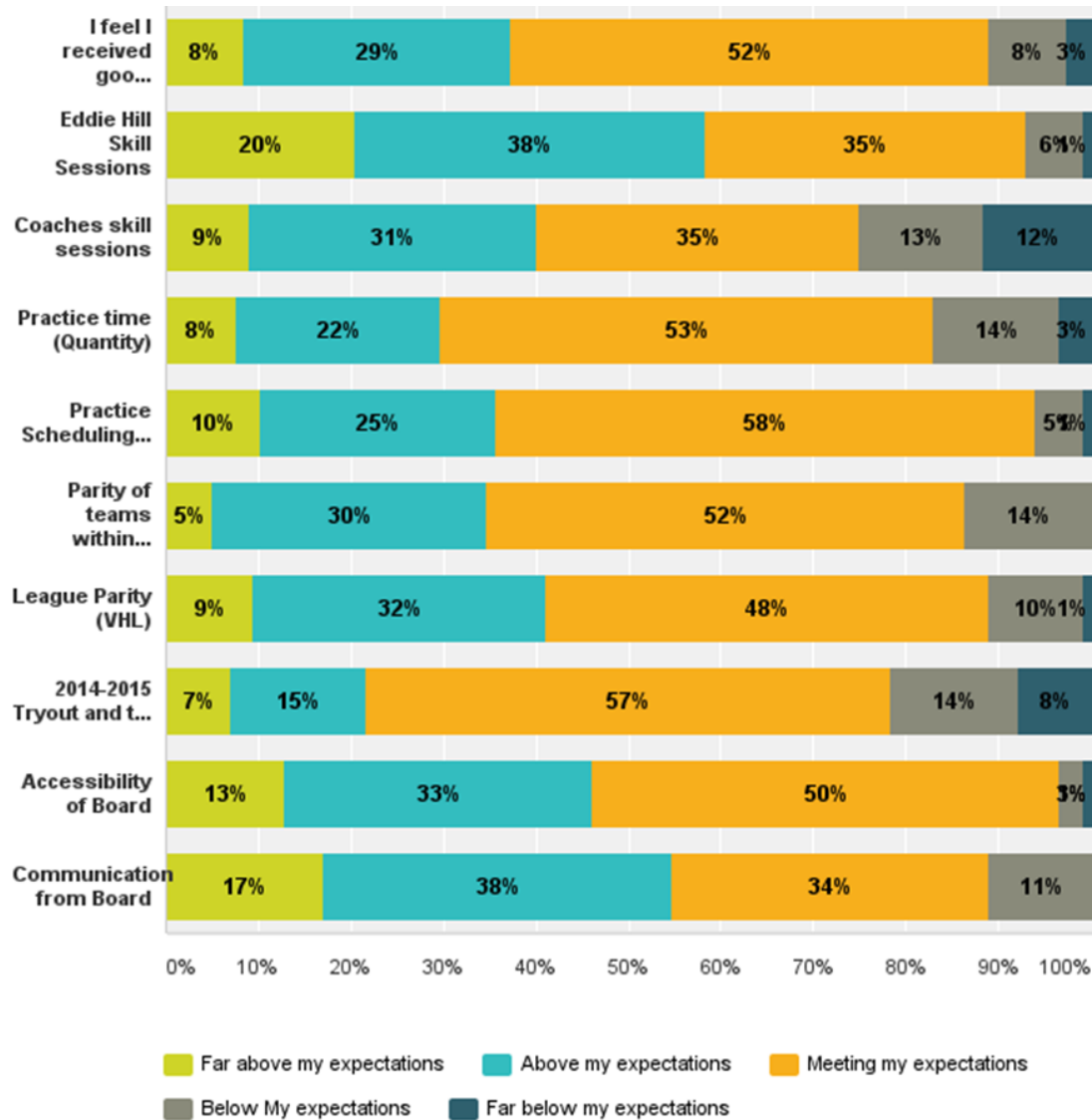
Questions About Organization

| Organization Questions | | | | |
|-----------------------------------|------------------|--------------------|----------------------|--------------------|
| | Weighted Average | Above Expectations | Meeting Expectations | Below Expectations |
| Received Good Value | 2.68 | 37% | 52% | 11% |
| Eddie Hill Skill Sessions | 2.29 | 58% | 35% | 7% |
| Coaches Skill Sessions | 2.88 | 40% | 35% | 25% |
| Quantity of Practice Hours | 2.83 | 30% | 53% | 17% |
| Practice Scheduling (convenience) | 2.61 | 35% | 58% | 6% |
| Team Parity (within Age Group) | 2.74 | 35% | 52% | 13% |
| VHL League Parity | 2.62 | 41% | 48% | 11% |
| Tryout / Selection Process | 3.01 | 22% | 57% | 22% |
| Accessibility of the Board | 2.45 | 46% | 50% | 4% |
| Communication from the Board | 2.39 | 55% | 34% | 11% |

- Most Favorable Areas
 - Eddie Hill Skill Sessions
 - Practice Scheduling
 - Board Access/communication
- Unfavorable areas
 - Coaches Skills
 - Tryout Process/transparency
 - Define process needed
 - Insight into scoring wanted
 - Quantity of Practices
 - Especially Mites and Bantams
- 1-5 Scale
 - 1 Most Favorable
- Most Responses see us as Average
 - More variation than prior question set.
 - We should view Meeting Expectations as favorable responses



Questions About Organization



| | Far above my expectations (1) | Above my expectations (2) | Meeting my expectations (3) | Below My expectations (4) | Far below my expectations (5) | Total | Weighted Average |
|--|-------------------------------|---------------------------|-----------------------------|---------------------------|-------------------------------|-------|------------------|
| I feel I received good value for the tuition fees we paid | 8% 10 | 29% 34 | 52% 61 | 8% 10 | 3% 3 | 118 | 2.68 |
| Eddie Hill Skill Sessions | 20% 23 | 38% 43 | 35% 39 | 6% 7 | 1% 1 | 113 | 2.29 |
| Coaches skill sessions | 9% 10 | 31% 35 | 35% 39 | 13% 15 | 12% 13 | 112 | 2.88 |
| Practice time (Quantity) | 8% 9 | 22% 26 | 53% 63 | 14% 16 | 3% 4 | 118 | 2.83 |
| Practice Scheduling (time of day / day of week) | 10% 12 | 25% 30 | 58% 69 | 5% 6 | 1% 1 | 118 | 2.61 |
| Parity of teams within an age bracket (1's vs. 2's vs. 3's ect.) | 5% 6 | 30% 35 | 52% 61 | 14% 16 | 0% 0 | 118 | 2.74 |
| League Parity (VHL) | 9% 11 | 32% 37 | 48% 56 | 10% 12 | 1% 1 | 117 | 2.62 |
| 2014-2015 Tryout and team selection process | 7% 8 | 15% 17 | 57% 65 | 14% 16 | 8% 9 | 115 | 3.01 |
| Accessibility of Board | 13% 15 | 33% 39 | 50% 59 | 3% 3 | 1% 1 | 117 | 2.45 |
| Communication from Board | 17% 20 | 38% 44 | 34% 40 | 11% 13 | 0% 0 | 117 | 2.39 |



Would You Be Willing To Pay More?

| What would you be willing to pay more for? | | | | |
|--|------------------|------------|---------|----------------|
| | Weighted Average | Interested | Neutral | Not Interested |
| Keep your Jersey | 2.83 | 45% | 21% | 34% |
| Names on Back of Jerseys | 1.93 | 75% | 9% | 17% |
| Summer Training | 1.85 | 79% | 9% | 11% |
| Off Ice Training | 2.09 | 73% | 15% | 13% |
| Tourney Fees Included | 2.61 | 52% | 26% | 22% |
| Cash Calendars Included | 2.72 | 44% | 33% | 24% |

- People Are most interested in:
 - Names on Backs of Jerseys
 - Summer Training
 - Off Ice Training
- People Are less interested in:
 - Keeping Jerseys
 - Prepaid Tournaments
 - Prepaid Cash Calendars
- 1-5 Scale
 - 1 Most interested



Would You Be Willing To Pay More?



■ Very interested
 ■ Somewhat interested
 ■ Neutral
 ■ Not very interested
■ Not interested at all

| | Very interested | Somewhat interested | Neutral | Not very interested | Not interested at all | Total | Weighted Average |
|----------------------------|-----------------|---------------------|-----------|---------------------|-----------------------|-------|------------------|
| Players keep Jerseys | 30% 35 | 15% 17 | 21% 25 | 11% 13 | 23% 27 | 117 | 2.83 |
| Names on back of Jerseys | 59% 70 | 16% 19 | 9% 11 | 3% 3 | 13% 15 | 118 | 1.93 |
| Summer training | 53% 62 | 26% 31 | 9% 11 | 5% 6 | 6% 7 | 117 | 1.85 |
| Off ice (dry land) | 38% 44 | 35% 41 | 15% 17 | 6% 7 | 7% 8 | 117 | 2.09 |
| Tournament fee(s) included | 20% 23 | 32% 37 | 26% 31 | 13% 15 | 9% 11 | 117 | 2.61 |
| 10 Cash Calendars included | 23% 27 | 21% 24 | 33% 38 | 8% 9 | 16% 18 | 116 | 2.72 |



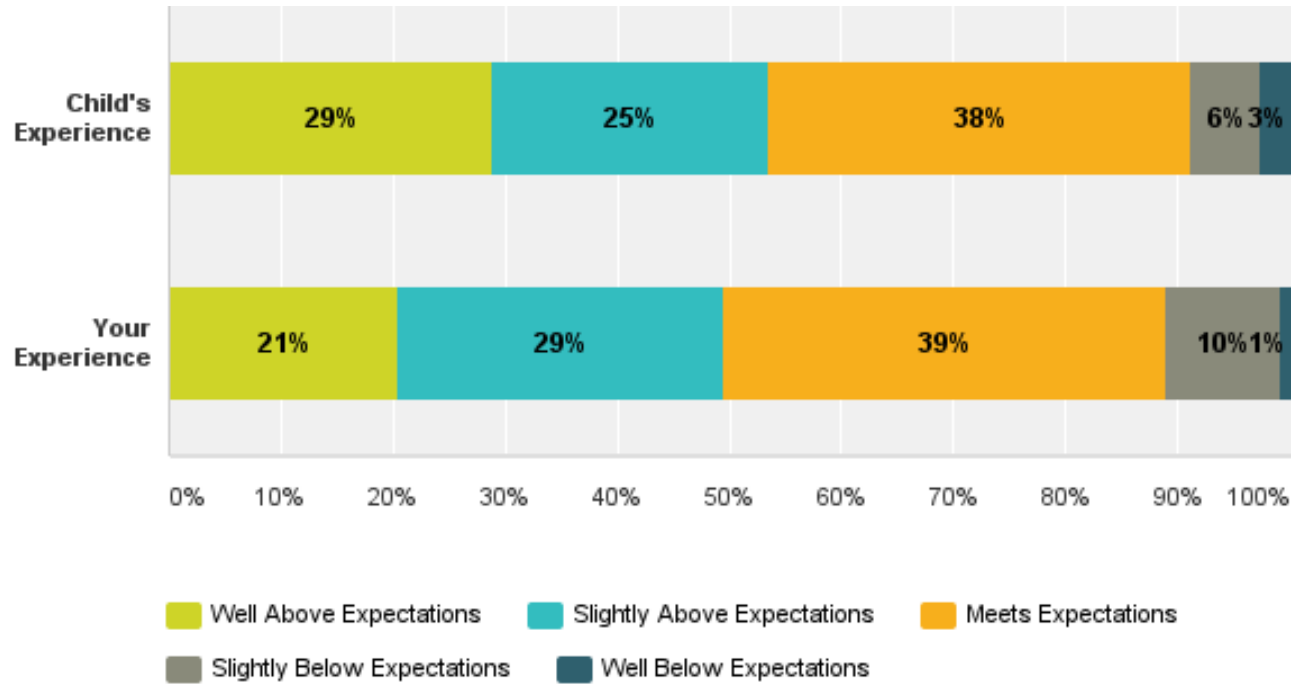
Would You Be Willing To Pay More?

Write In Responses

- Ice Time
- An additional in-season practice session per week.
- More practice time
- more ice time
- If you add the cash calendars to the tuition it does no justice to the point that the kids are helping to fund-raise for their team.
- I would love the option of just buying my cash calendars up front. I wouldn't want to take the opportunity away from anyone who needs to defer the cost of tuition, but selling them, however.
- Keeping name tags makes it a one time fee (if its not lost). Not sure if local restaurant fundraisers have been considered and are worthwhile, just a thought.
- Change color of uniform. Dominant color Green or black instead of tan. I feel strongly about the names on the back. All teams have it except us. The parent try to root for the kids and cannot tell who is who. It's a pride issue also. The shirt look awful when you recycle. I would rather pay extra to have a new one with my son's name on it.
- Many players enroll in summer hockey camps so its beneficial to keep the teams together during off season.
- Many teams are in tournaments so its probably easier for coaches to get this payment up front.
- Home and Away Jersey Names on back of jerseys should only cost \$10 not \$20
- Newer higher quality jersey.
- reusing game jerseys is a nightmare: every year there is an issue with a team having proper sizes, then the disappointment of the lack of 'real' numbers. its short money to make parents and players happy by allowing the players the number and size they want. too much is made of 'ease for the board' while ignoring to whom is the 'customer'.



Overall Experience



- 91% Meets/Favorable Child rating
- 89% Meets/Favorable Parent rating

| | Well Above Expectations | Slightly Above Expectations | Meets Expectations | Slightly Below Expectations | Well Below Expectations | Total | Weighted Average |
|--------------------|-------------------------|-----------------------------|--------------------|-----------------------------|-------------------------|-------|------------------|
| Child's Experience | 29% 33 | 25% 28 | 38% 43 | 6% 7 | 3% 3 | 114 | 2.29 |
| Your Experience | 21% 24 | 29% 34 | 39% 46 | 10% 12 | 1% 1 | 117 | 2.42 |



What Else Could We do? (Open Ended)

- Various Areas, both positive and negative

| Open Ended Responses | |
|---------------------------------|-------|
| Grouping | Count |
| Tryout Process / Team selection | 14 |
| Ice Time | 11 |
| Skills Sessions | 9 |
| Thank You | 6 |
| Player Conduct | 5 |
| Miscellaneous | 14 |



What Else Could We do? (Open Ended)

Thank You

- Very satisfied
- Great job!
- Nothing else. Coach Mahoney made my sons first hockey experience a great one!!!
- we have had two years of very positive experiences. Can't think of any improvements at this time.
- Our family had an amazing first hockey season. Our coaching staff was phenomenal!!
- been here too long, know the drill, in general the president is doing a good job.

Ice Time

- To charge the parents of Mite 3 kids the same as Mite 1 and 2 kids is unacceptable and needs to be addressed in the off season. The roster size for all three teams is about the same yet the 3's play 3 v 3 all year, with fewer games and practices, which equals significantly less ice time. At a minimum the 3 teams need to have fewer rostered players (create multiple teams if needed). Two years ago the tuition was 800 or \$850 with take home jerseys with name and the Fournier Tourney. More bang for our buck for sure. It would also be nice to have a formal re-evaluation mid season or thereabouts. We have kids on the 3 team that shouldn't be on the 3 team. We have 06's on the team who will be squirts next year and based on size and skill level they aren't progressing as well as they would playing up.
- Make teams smaller if at all possible for more ice time at games.
- Ice time in terms of practice and skills was minimal at 1 hour and 40 minutes a week. The Bantam teams were not given any time for Coaches' Skills unlike other Thunder teams. The lack of practice ice time does not support the development of individual players nor team success.
- fair ice-time across all teams, no special treatment for level 1 teams
- I don't like the way the ice time gets eliminated if the high school simply wants it. I'm not sure what the league could do about it, but I've seen this occur over the years and it's really unfortunate. Also would like to see more ice time, perhaps staggered teams over 90 minutes, with a full sheet for a portion of the practice.
- I wish there was one more day of practice per week. My son is always asking to play more. I'm fairly certain that his Mite friends in a different town are on the ice typically 4 days per week compared to our 3 days.
- MORE GAMES



What Else Could We do? (Open Ended)

Tryouts / Selection Process / Call Ups

- Greater transparency in the try out selection process. Communication to parents that coaches are volunteers. Giving time energy and money to kids. I'd pay for shirts if of better quality.
- More communication about advancing players at the beginning of the year.
- I would like the team selection process to be transparent.
- An additional pre-season tryout (included in their tryout fees) a month or so before season starts to properly place kids that have been working hard all summer and have increased their level of play significantly. This will give us a better idea of what we have at the Mite 2 and 3 level and lessen the confusion and movement at the beginning of the year.
- Post the tryout scores
- Make tryouts and team selection more about skill levels than who knows who and kids being selected to higher levels than capable and kids who should be at higher level not on right level based on friendships of parents and coach. The tryouts are in the spring and alot of kids improve over the summer based on camps and new abilities. There should be a second evaluation in late August to assure each child is placed properly. Also when call ups are needed it should be tracked and rotated not the same few kids going up every time.
- To have a fair tryout based on the kids scores, kids should not be placed where parents of the board want their kids and their friends kids.
- More visibility into tryout process. More Practice time. Maybe one more per week or every other week. Seemed less than last year.
- Keep it honest Instead of who knows who.
- Tryouts should only be \$50...might have more trying out.
- I would like to see that no child get moved up due to who they know on another team or if their parent is on the board. They should move up based on their abilities and the recommendations of the coaching staff.
- It would be nice to see player that are moving up level to be ask to practice at that level to get a idea what it going to be like for player next season.
- My son is a goalie and I would like to see more focus on the goalies during practice and skill sessions during the week. I also feel that goalies should be attending practice in order to play. My son was not evaluated according to his ability last year and I hope there will be some changes made for the 2015/2015 season.
- give parents specific and constructive feedback on their individual child, make sure when kids move up it is due to their abilities, not who they know on the board of directors or who their friends are



What Else Could We do? (Open Ended)

Skill Sessions

- Coaches skills were poorly planned for Squirts. They should have taken a page from the Mite teams. Structured practices with multiple stations. Too much standing around. Very unorganized. Poor coach to player ratio.
- Ice time is valuable. Keep kids interested in skills. Limited down time. Discipline
- In general things are pretty good, maybe ratchet up skills a bit
- would like to see the skill end in nov and just have team practice to keep team meshing and play together and less of coach bring their other kid to practice and letting them skate with them the skill level is not there and there is other way to get more ice time
- USA Hockey ADM suggests skills having 4-5 stations minimum. The Hill clinic was better than the coaches skills simply because Eddie actually used his asst. coaches on the ice, creating multiple skills running at the same time. The amount of down time (kids standing around) has increased dramatically, this is unacceptable. I would not call the tuesday night sessions skills, call it another practice. Perhaps, the Coach should come early and check out the Mite skills and the station work. The program supplies all kinds of items to incorporate into skills....the Squirts have yet to use any bumpers, tires etc.
- Smaller groups on ice to allow coaches more individual instruction time during practices- 3 groups is a lot and takes away from the intended structure. The kids spend a lot of time waiting for their turn instead of actually working on skills. I think this is the biggest difference between thunder and other teams, and a reason why other people leave the program. The coaches we have worked with have a good amount of skill and knowledge of the game, but trying to execute that knowledge in a large group is not easy, therefore leading to less opportunities to work on specific plays and individual skill.
- Skills sessions should be changed to team practices; they would be better coordinated, and more effective.
- Goalie skills same nite as player skills (Tues nites) because Sundays are often game day. Parity has been too long, kids want to know who they play for and coaches know who belongs where after 3/4 weeks tops.
- would like to see the Skill at the end of the year change to team practice to keep the team sharp for playoffs and play as a team. It would be nice if other coach that have kid in diffent levels do not bring then to practices and let them skate with then the skill do not match up and if a play is to move up a level the next season he should be ask to practice at that level a couple time to see what it all about



What Else Could We do? (Open Ended)

Coaches

- give the coaches a discount for their kids who are playing so we can get better coaching
- Encourage coaches to discipline players/team for missed practices, stupid penalties, laziness, etc.
- I believe there needs to be a greater emphasis on maintaining, attracting, and seeking qualified coaches. I realize the coaches volunteer their time and do the best job they can do. As a board you need to identify key coaches and give price breaks in an effort to keep them here. We don't need more coaches taking big groups of kids out of the program like Ray Robinson, Derek Bedard, and Ralphie Juffrie have done in the past. This is a big issue and I hope you spend some time on thinking of ways to keep coaches so these decisions are not \$1600 vs \$3000 but widen the gap to make the decision harder. I am not sure of the exact answer but this is your number one issue. Once you have the infrastructure/system in place we can work on recruiting more players. We don't want players leaving because parents are not satisfied with the product. Kudos to you for doing this survey, I don't recall ever doing one in previous but a great way to get feedback from your customers. A great start. My comments above have nothing to do with me financially, as I am fully aware I am not one of those preferred coaches or have to time to be, but I am willing to help out as my schedule allows. Thank you for all you do as a board. I appreciate your time and efforts.
- Allow more input from board to coaches.
- Been with the program for 4 years. First coach was phenomenal. This years coach was excellent also. Though others have been very nice, they weren't terribly effective. I think coaching should be offered tuition breaks and perhaps that would recruit a higher level/larger bank of coaches. They spend large amounts of personal time coaching. I would be willing to pay a little more in my tuition to augment the coaches tuition break to receive higher quality coaching that we have only had 50% of our experience in league. Much more important to us than tournament fees, names on shirts, keeping shirts, etc. offered
- Coaches need to be reminded that this is a town program and not a select or club program when it comes to playing time. Saw way too many instances where coaches are making decisions on playing time based on the score of the game. This is about getting ALL of the players better, not just the top scorers. If they want to focus on winning, they should be coaching a club program because that is what they are designed for.
- Make sure that head and assistant coaches take their coaching module to ensure that they are working and speaking with the children at the age appropriate level.



What Else Could We do? (Open Ended)

Coaches

- give the coaches a discount for their kids who are playing so we can get better coaching
- Encourage coaches to discipline players/team for missed practices, stupid penalties, laziness, etc.
- I believe there needs to be a greater emphasis on maintaining, attracting, and seeking qualified coaches. I realize the coaches volunteer their time and do the best job they can do. As a board you need to identify key coaches and give price breaks in an effort to keep them here. We don't need more coaches taking big groups of kids out of the program like Ray Robinson, Derek Bedard, and Ralphie Juffrie have done in the past. This is a big issue and I hope you spend some time on thinking of ways to keep coaches so these decisions are not \$1600 vs \$3000 but widen the gap to make the decision harder. I am not sure of the exact answer but this is your number one issue. Once you have the infrastructure/system in place we can work on recruiting more players. We don't want players leaving because parents are not satisfied with the product. Kudos to you for doing this survey, I don't recall ever doing one in previous but a great way to get feedback from your customers. A great start. My comments above have nothing to do with me financially, as I am fully aware I am not one of those preferred coaches or have to time to be, but I am willing to help out as my schedule allows. Thank you for all you do as a board. I appreciate your time and efforts.
- Allow more input from board to coaches.
- Been with the program for 4 years. First coach was phenomenal. This years coach was excellent also. Though others have been very nice, they weren't terribly effective. I think coaching should be offered tuition breaks and perhaps that would recruit a higher level/larger bank of coaches. They spend large amounts of personal time coaching. I would be willing to pay a little more in my tuition to augment the coaches tuition break to receive higher quality coaching that we have only had 50% of our experience in league. Much more important to us than tournament fees, names on shirts, keeping shirts, etc. offered
- Coaches need to be reminded that this is a town program and not a select or club program when it comes to playing time. Saw way too many instances where coaches are making decisions on playing time based on the score of the game. This is about getting ALL of the players better, not just the top scorers. If they want to focus on winning, they should be coaching a club program because that is what they are designed for.
- Make sure that head and assistant coaches take their coaching module to ensure that they are working and speaking with the children at the age appropriate level.



What Else Could We do? (Open Ended)

Conduct

- The kids should have a mandatory bullying class at the beginning of the season, way too much of that went on this year. Locker room behavior especially skills night was unacceptable, the kids had no respect for each other's belongings. A behavior policy should be enforced, these kids are capable of better behavior, I feel like it wasn't enforced so many kids were allowed to behave unacceptably.
- More punitive treatment for kids that haze and bully those less able to defend themselves - locker room issues with Bantam 2's.
- Throw kids off a team that are not there to play but rather fight.
- some of players in locker room have no respect to other players parents
- firm hand when come to push and horse around at practice and before it should not happen and should be said to players and their parent the first day

Miscellaneous

- Communication has improved greatly from last year to this year. Still could be improved a bit.
- They were NOT prepared for full ice. Nothing was done in practice to prepare them and the first game or two were a disaster and frustrating for the kids.
- would be nice to have the hockey schedule further in advance!!!
- Maybe organize a father/parent -child game. Even for a fundraiser. Otherwise I think this organization is a lot of fun.



What Else Could We do? (Open Ended)

Miscellaneous continued:

- Continue with surveys like this that will help the board to improve the program. Perhaps, incorporate 'fun' events for the kids and parents (like family skating day, or parent-child games, etc). Create and foster a friendly, non-stressing atmosphere for younger skaters that will allow them to enjoy the game. Hold a series of internal workshops for coaches, and assistant coaches which address the following issues: instilling confidence in young players, staying positive on the bench, in the locker room and on the ice, how to incorporate teaching techniques from the classroom to the ice, how to motivate younger skaters and why yelling does not work, etc.
- there is always room for improvement. before everyone rips the volunteer coaches parents need to be reminded about attendance, tardiness, and messaging coaches when a player will not be at a practice or game. again room for improvement from coaches and parents. its obvious when coaches have a plan (written down) and when they do not. there is a lot if talk among parents looking elsewhere for there kids to play next year. i think haverhill youth needs to make it more appealing for coaches to volunteer as much time as they do. maybe just head coaches? our kids have just as much talent as any other kids out there and its up to all of us to get them the best coaching we can.
- There is too much standing around for some of the practices (not skills). I would like to see the practices better organized and structured where the kids are skating 90 - 95% of the time. Love the program and coach Ben does a great job with the kids.
- Maybe including electronic "homework" for players. Such as a youtube video of a drill to be done at the next practice. This tool could help coaches make the most of time on ice not having to explain all the steps of a new drill.
- My answers to Question 7 aren't so much about the overall experience, but with the cut of the third Bantam team. While I understand this was somewhat out of the league's control, I think there could have been a stronger communication and earlier warning about cutting a Bantam team. My player may have decided to play with a more competitive team.
- Lake placid tournament
- Team building events-connecting with players not just at practice and games
- Improvement of Facilities. Bathrooms, locker rooms, overall cleanliness is poor.
- there is a lot of nepotism in the organization



Next Steps

- Procedures Document – Publish ASAP
- Publish Survey Responses
- Determine items to action for 2015/2016 Season quickly
- Repeat Survey Annually
 - Try to keep consistent to allow for baseline comparisons