

## 2011/2012 Annual Association Survey Executive Summary

(Sample sizes were significantly reduced versus the last survey in '09/10)

The Novi youth Hockey Association exceeded or met member expectations: 81%

From member experience and observations, the NYHA program is better or about the same as other programs: 83%

Members found the optional House conditioning skates exceeded or met expectations: 93%

Members found the required House evaluation skates in August exceeded or met expectations: 84%

Rostering (completing the USA Hockey paperwork) of my son/daughter on his/her team in September 2011 exceeded or met member expectations: 95%

My son/daughter's team coaching staff performance in the locker room, on the bench, and in all other activities away from the ice exceeded or met member expectations: 84%

The Game Day celebration exceeded or met member expectations: 93%

The I-275 League exceeded or met member expectations: 86% (plus 7% neutral)

For the 2011/12 season, the LCAHL changed their format for House players. Season 1 was a shortened positioning season; the regular season was expanded to play teams of similar ability; followed by the playoffs.

56% of the members would like to see nothing changed

30% of the members would like to see the NYHA teams stay in LCAHL, but get a better balance of competition

The amount and type of feedback provided by my son/daughter's coaching regarding skills and areas of improvement exceeded or met member expectations: 77%

A very small number of parents would be interested in obtaining a written evaluation at the start and end of the season.

Members found the Novi Ice Arena dryland facility extremely important, important, somewhat important (should be done once a month): 86%

The NYHA cost (registration fee and ice dues) structure (the number of payments and dates payable) exceeded or met member expectations: 85%

Members found the product delivered by the NYHA provided good value for the cost: 63% strongly agree/agree with an added 30% neutral

How important is cost to you in determining which hockey association your son/daughter will play HOUSE hockey in? Members responded:

- 12% geographic location is the main factor I consider
- 12% programming is the main factor I consider
- 14% association reputation is the main factor I consider
- 1% cost is the main factor I consider
- 58% I consider programming, cost, location, and reputation
- 3% other

How important is cost to you in determining which hockey association your son/daughter will play TRAVEL hockey in? Members responded:

- 0% the only consideration
- 16% extremely important
- 26% important
- 28% neutral
- 16% somewhat important
- 14% not important

Moving forward to 2012/2013 season, members offered the following suggestions to reduce the cost to play hockey in the NYHA:

House Travel Category

- |     |     |   |
|-----|-----|---|
| 1%  | 3%  | receive less full sheet practices (and no shared practices) resulting in less touches                             |
| 15% | 8%  | use more shared ice practices (and less full sheet practices) resulting in less touches                           |
| 51% | 38% | receive less full sheet practices and supplement with shared ice practices to maintain the same number of touches |
| 8%  | 0%  | increase the number of players per team and change nothing else   |
| 25% | 51% | pass the cost along without any changes to programming  |

Approximately 85% of the dues go toward the purchase of ice. Members would like to see shared practices to reduce the cost to play:

<u>Category</u>	<u>House Squit/above</u>	<u>Travel</u>
50%	32%	7%
40%	8%	2%
30%	20%	17%
20%	22%	25%
10%	12%	20%
no sharing	6%	29%

The NYHA utilizes Kroger Community Rewards and Hillers Scrip Cards to offset ice dues

- 45% of members have taken advantage of this opportunity
- 16% of members were not aware that this was possible
- 39% of members chose not to participate

Members found the NYHA office exceeded or met expectations: 94%

The NYHA office hours and e mail responses times met expectations/member needs: 93%

Members visit the NYHA website:

- 10% once a day
- 59% once a week or more
- 12% once a month or more
- 18% only as needed
- 1% not at all

Members found the NYHA website useful: 97%

The NYHA is on Facebook:

- 19% of members have visited it and find it useful
- 10% of members have visited it and I do not find it useful
- 19% of members were not aware
- 52% of members don't care; or are not a Facebook user

Member found the NYHA FactCat Newsletter useful: 75%

The NYHA direct e mails to its members with specific 'need to know':

- 20% please do more of this
- 73% this was the right amount
- 1% please do less
- 2% I do not want to receive any updates
- 4% I did not receive any e mails from the NYHA

The overall experience with Famous Photo exceeded or met expectations: 70%  
(plus 21% neutral)

The quality of products delivered by Famous Photo exceeded or met expectations: 75%  
(plus 20% neutral)

The cost of products delivered by Famous Photo exceeded or met expectations: 60%  
(plus 35% neutral)

The referee services delivered by RINC exceeded or met expectations: 80%

Members found that referees used at outside rinks were only 13% better; RINC 82% better  
or the same

Jersey sizing kits exceeded or met expectations: 84% (plus 12% neutral)

The quality of the jersey exceeded or met expectations: 84% (plus 11% neutral)

The NYHA piloted a single fabric sock:

- 33% had no sock wear issues
- 29% recommend continuing the practice of a single fabric sock
- 7% recommend ignoring the cost and provide a home and away sock
- 21% recommend continuing with the fabric sock
- 10% recommend reverting back to the knit stretch sock

Members are most likely to purchase spirit wear at the rink and not likely to make website  
purchases and not likely to make off site store purchases

Member awareness that AAE has a website for purchasing spirit wear: 59%

Member awareness that AAE is on site Fri night and Sat mornings selling spirit wear: 68%  
Members that have purchased spirit wear from AAE: 78%

The overall quality of the spirit wear from AAE exceeded or met satisfaction: 70%  
(plus 11% neutral) with 16% of the members never having made a purchase  
The overall cost of the spirit wear from AAE exceeded or met satisfaction: 51%  
(28% neutral) with 17% of the members never having made a purchase

Members strongly agree/agree that the NYHA Board is doing a good job running the  
Association: 73% (plus 22% neutral)

Members do not want to pay any additional fee for on line registration: 62%  
31% of members are willing to pay less than \$10 for on line registration

Members indicated the following when asked if they will return for the 2012/2013 season:

	House	Travel
Yes	59%	45%
No	8%	3%
Uncertain	32%	45%
Too old	1%	7%