

MC UNITED FALL 2018 PARENT SURVEY



In the fall of 2018, MC United conducted a web-based survey to better understand parents' overall satisfaction with MC United, to assess their perceptions of their child's experience and skill development, and the timeliness and effectiveness of team/Club communications.¹ The survey was distributed via email to a parent/guardian, with the opportunity to complete for each of the 275 fall players (responses were obtained from 122; about 45% response rate). Highlights of the survey are summarized below and in the table that follows.

High Rates of Parent Satisfaction with MC United

- 84% of parents were "satisfied" or "very satisfied" with their child's fall 2018 MC United soccer season experience.
- 86% would be "likely" or "extremely likely" to recommend MC United to a friend, neighbor, or colleague.

MC United Provides High Value

- Three (3) out of 4 parents reported that the overall value they received from the MC United registration fee in light of the experience, skill training and camaraderie enjoyed by their child was "valuable" or "extremely valuable."

Increased Player Development

- 73% reported that their child had a "noticeable" or "very noticeable" increase in their soccer skills during the fall season.
- 93% reported that playing time "met" or "exceeded their expectations".
- 81% reported that their child's coach balanced the desire to win with the desire to provide player experience and development.

Timely and Effective Communication with Parents

- 88% reported that communication from their team/Club was "timely" or "very timely".
- 86% reported that communication was "effective" or "extremely effective".

The survey tool also provided parents with the option to include more detailed comments with their responses to each question. MC United's Board is reviewing the detailed comments in order to identify areas for further improvement.

¹ MC United would like to thank Todd Suckow for the design, implementation, and analysis of the survey responses. SurveyMonkey was used to administer the survey.

Fall 2018 MC United Parent Survey - Summary

	Club-wide %
SATISFACTION with MCU	
Overall satisfaction	
○ Satisfied or very satisfied	84%
○ Unsure, dissatisfied, or very dissatisfied	16%
Likelihood of Recommending MCU	
○ Likely or extremely likely	86%
○ Neutral	10%
○ Unlikely or extremely unlikely	4%
VALUE	
Overall value of registration fee	
○ Valuable or extremely valuable	73%
○ Somewhat valuable	19%
○ Not valuable or extremely invaluable	8%
PLAYER DEVELOPMENT	
Playing Time vs. Expectations	
○ Met or exceeded expectations	93%
○ Less or much less than expected	7%
Skills Development	
○ Noticeable or very noticeable increase	73%
○ No Increase/decrease	24%
○ Noticeable or very noticeable decrease	3%
Coach Balanced Winning with Player Development	
○ Balanced or extremely balanced	81%
○ Unsure	11%
○ Unbalanced or extremely unbalanced	8%
COMMUNICATION	
Timeliness	
○ Timely or extremely timely	88%
○ Somewhat timely	9%
○ Not timely	3%
Effectiveness	
○ Effective or extremely effective	86%
○ Somewhat effective	12%
○ Not effective	2%