



2023/24 BTSC Competitive Members Survey

Response Summary



Introduction

Have your voice heard!

Objective

The purpose of the survey was to gather feedback as Board of Directors, to help inform decision making with the ultimate goal of improving the BTSC *Competitive Membership* experience.

Who

All BTSC competitive member families

What

Invitation to participate in an anonymous* online survey

- Topics attempt to cover all aspects, taking ~10-15 min to respond

When

Sent to members in April 2024

How

Via google form survey, accessible by the BTSC BoD

**Respondents can include email, if desired*

***Members of the BoD have access to results*



Topics

1

General

4

Coaching

7

MHQ
(dryland training)

2

New families
& education

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Swim meets

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Swim fees

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Communications

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Practices

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Volunteering

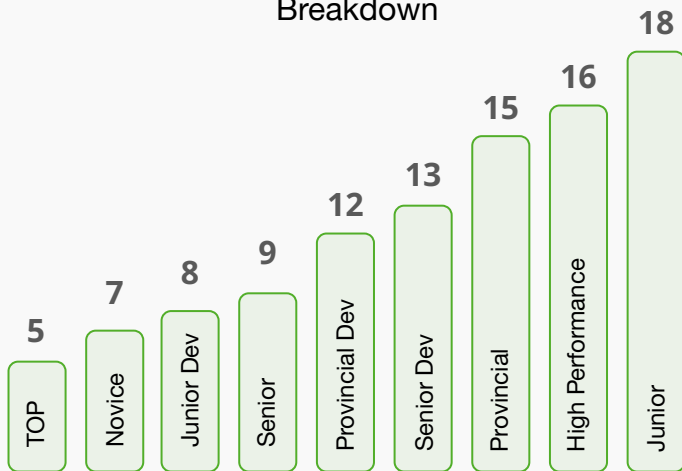
With the help of Meghan Simpson, we developed a **comprehensive survey** and follow-up process to drive response rates and gather in-depth insights, in contrast to a *simple survey* that offers limited information



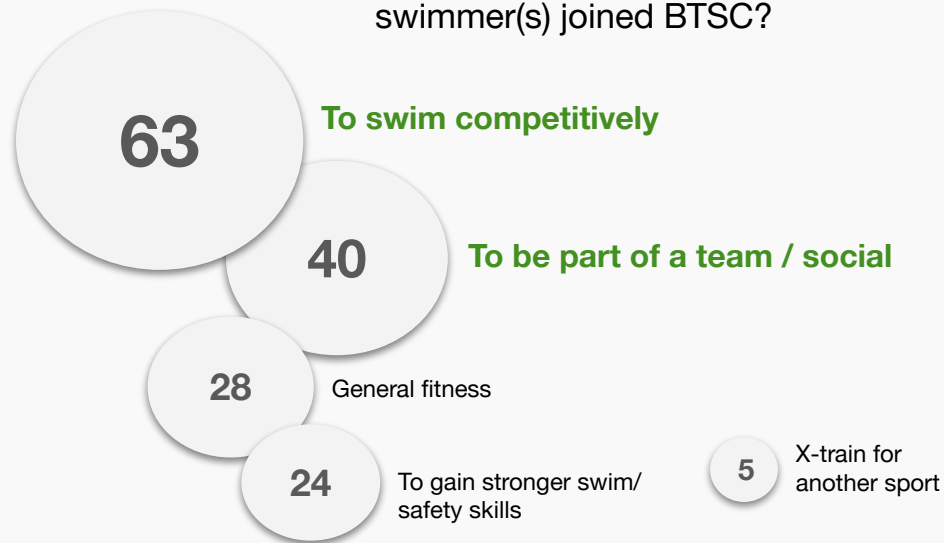
Overview



Group Breakdown



What are the reason(s) your swimmer(s) joined BTSC?



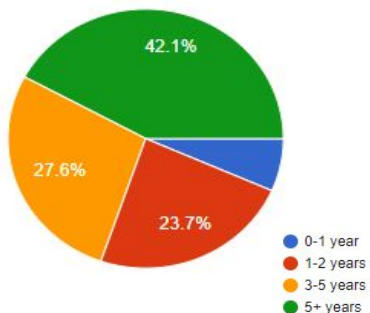
Reasonably strong response rate overall, with more than half the groups with 10+ responses

Lower response rate in yonder age groups – TOP, Novice, Junior Dev

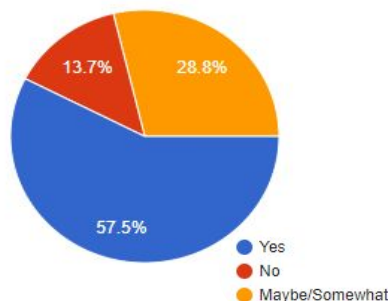


New Families & Education

How many years has your family been affiliated with BTSC?



Do you understand the different swim groups within BTSC?



Onboarding Experience

- No guidance, it was overwhelming
- If it weren't for meeting other parents, I would be completely lost
- Onboarding needs work, little information was given when we started
- There are too many places to look, no one area is complete

Do you feel you would benefit from some training/education?

Understanding how meet qualifications work

23

Using on the OnDeck App

16

Navigating the club website

10

*41 - have the knowledge

*13 - single responses



Communication

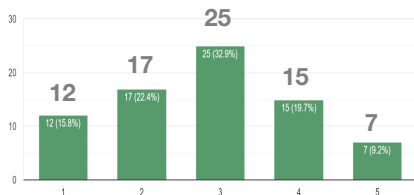
Strong general awareness of competitive swim apps, psych sheets, prelims/finals, relays, google classroom



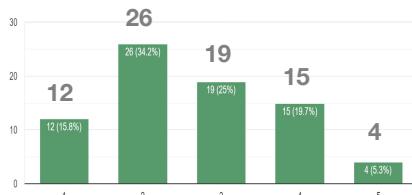
92%+ have app downloaded

Festival, OYJ, OSC times/charts lowest awareness, ~35-40% unaware

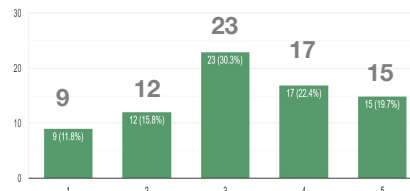
BTSC communicates effectively with its members



BTSC communicates in a timely manner with its members



Training group and coach assignments are communicated to families in a timely manner.



Strong

Practice schedule shared in timely manner

Opportunity

Training camp scheduled shared in a timely manner

Comm preference (multi select)

87% Email | **48%** Google Classroom | **30%** Text

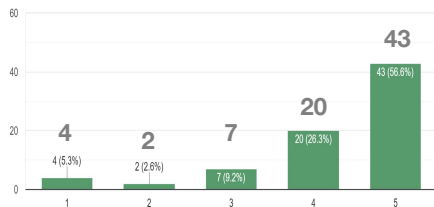


Coaching

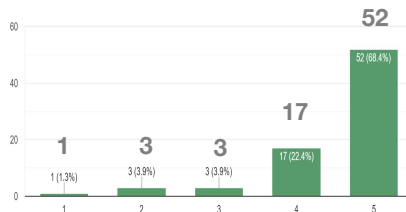
82%+ of respondents provided a top rating (4 or 5) for satisfaction with the overall quality of coaching at BTSC

Strengths

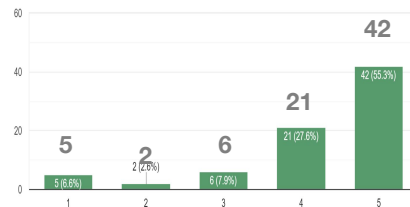
How do you rate the ability of your coach to provide clear instruction and feedback?



Your swimmer(s) coach has good technical knowledge

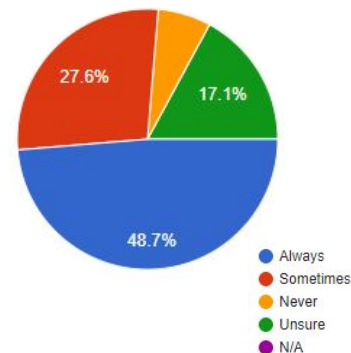


Your swimmer(s) coach effectively conveys expectations and objectives to your swimmer.



Opportunity

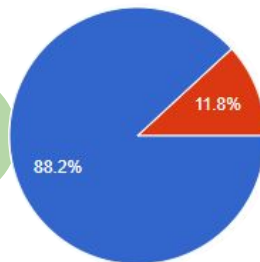
Does your swimmer(s) coach discuss training development plans/strategy, swimming goals and progress, meet/race plans/strategy with your swimmer?



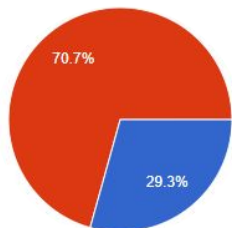


Swim meets

Are you aware of the
i. BTSC Volunteer Officials Obligation and Incentive Policy?
ii. That home hosted meets generate revenue for BTSC?

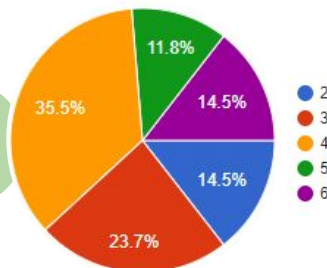


● Yes
● No



The obligation component “” member parent or delegate volunteering at (2) sessions if their athlete is participating in the meet. **Have you utilized a delegate** to support this?

In your opinion, what is the **maximum number of meets** you feel **BTSC** should host annually?



● 2
● 3
● 4
● 5
● 6

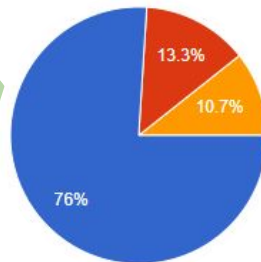
Suggestions on how to improve experience at home hosted meets

- Parent committees could run specific areas such as silent auction, concession (**common theme**)
- Merchandise // More merch (**common theme**)
- Engagement of member families early and often. Share the board's vision and "why" behind home hosted meets
- It's very challenging with SwimON setting policies to which the BTSC must adhere, as well as the City of Barrie. Especially if they don't align with our family values (**common theme**)



Practices

Do you feel your swimmer has an adequate number of **swim practices per week** to pursue their swimming goals?



- Swimming is simply a different beast. Kids to improve simply need loads of pool hours

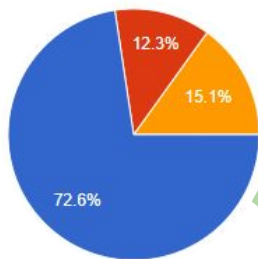
- We started carpooling this year and it is a game changer for managing the number of practices.

- Because groups are combined, coach has too many kids to provide adequate attention to all swimmers equitable.

- The Junior team cannot train probably with the amount of kids per lane (**common theme**)

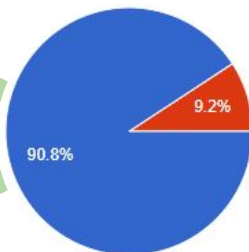
- For senior dev, 7 practices plus 2 dry land is too much.

Do you feel your swimmer has an adequate number of **swim hours per week** to pursue their swimming goals?



● Yes
● No - Too Many
● No - Too Few

Is your swimmer able to successfully **balance training demands with academics?**



- As long as there is adequate feedback from the coach we are willing to participate in as many practices as needed.

- The dry land training is under-utilized. Swimmers do not have enough structure or hands-on corrections during this time to really benefit their swimming

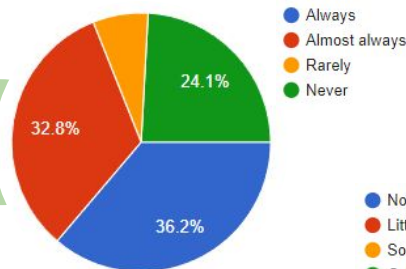
(**common theme - more to come on MHQ**)



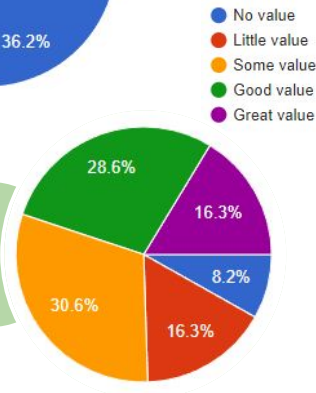
MHQ (Dryland training)

Does your swimmer participate in dryland training at **Movement Headquarters (MHQ)**?

*relevant only to the Junior, Senior Development, Senior, High Performance Groups



What is your/your swimmer's **perceived value** in participating in the MHQ training?



What, if any, **barriers** do you/your swimmer face relative to participating in dryland training at MHQ?

Top 5 Barriers (36 responses)



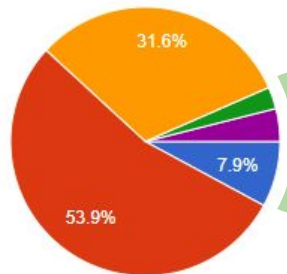
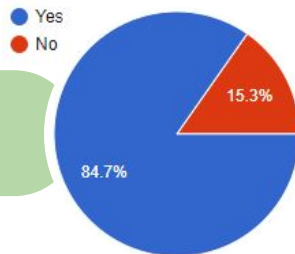
Feedback / Suggestions

- I think there would be more value in stretching and light muscle work, especially for the junior swimmers who participate on their double days.
- My swimmer loves the training. Finds it quite a social atmosphere where kids can actually talk
- Large number of participants make it nearly impossible to have the instructor actually supervise technique and ensure that each athlete is obtaining the dryland that they specifically require to support pool performance and prevent injury.
- We should have a schedule at the beginning of the year for HQ practices that are cancelled because of swim meets.

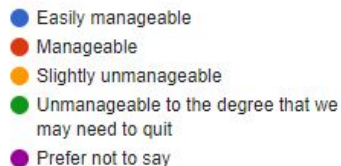


Swim fees

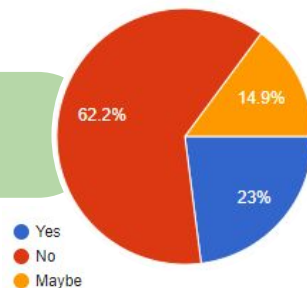
Do you think your swimmer receives
good value for your money?



Are the
swim fees manageable
for your family?



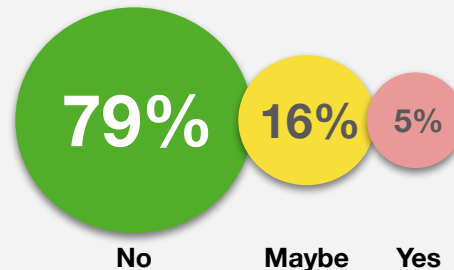
Would your family be willing to **give up pool time**
in order to make this sport more affordable?



Fundraising

- **52%** of families participate in **some** fundraising
- **18%** participate as much as possible; **29%** not at all
- **20%** of respondents have experience willing to bring to BTSC
- **Key stat; 72%** of families would not prefer to pay higher fees instead of fundraising

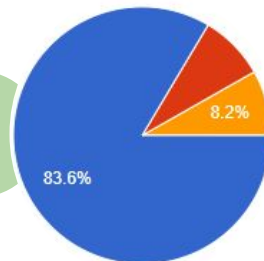
Are fees a barrier to your swimmer
continuing with BTSC next season?





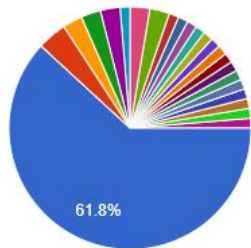
Volunteering

Do **you/your family**, volunteer for home hosted swim meets?



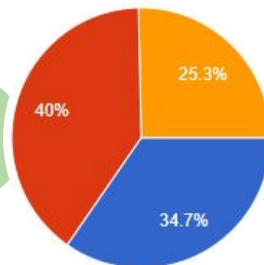
● Yes
● No
● Sometimes, but not always

Are there **barriers** that prevent your family from meeting the volunteer requirement for hosted meets?



● No, I am often able to volunteer at ho...
● My work prevents me from volunteering
● I have physical limitations that prevent...
● I'm not interested in becoming a swim...
● I'd rather pay the \$50 per session mis...
● I'm open to volunteering but not on deck
● I'm open to volunteering but don't kno...

Upon attaining a **level 3** official qualification with Swimming Canada, Trojan families qualify for a discount on fees. Are you interested in progressing up to a level 3 and beyond?



Suggestions on how to improve Volunteering experience @ BTSC

- Offer 2 official pathways. One to become a timer, inspector. And the other for meet management (office, prep, etc)
- In order for any club to be successful they need volunteers. I have no suggestions, but I wish more families volunteered.
- Families should be able to volunteer for 1 session, 2 or more is difficult for families with multiple children in sports, and single parent families.
- Split the volunteer commitment to throughout the year not just per swim meet.
- Better educate members as to the "why" - support this early for new members (**common theme**)
- Less tension from meet management // Brighten on deck and in office atmosphere
- Make it mandatory; increase the fee for not participating.
- Clearer avenues for signing up for mentorship opportunities, rather than just signing up for a role. 'next step' roles .. how do I sign up as a shadow, for example?