Strategic Plan 2021-2022

Survey Results

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President’s Message

“It is not the strongest of the species that survive, not the most intelligent, but the one most responsive to change.” – Charles Darwin.

This is true of Mountain United Football Club as, over the past year and a half, we have seen considerable change in the soccer landscape, and within our own district of Burnaby. The evolution of our club from previously representing two districts evolved to becoming a Burnaby based club and a member of the Burnaby Youth Soccer District. Change brings many things including excitement, resistance, dreams, but most importantly it requires planning and execution.

We recognized this and are happy to have put our efforts into preparing a Strategic Plan that identifies and will execute on three key areas: Strategic Growth, Operational Excellence, and Culture.

Engaging with our stakeholders, players, parents, and internal staff to identify the areas we need to improve was incredibly valuable in this process. We are committed to listening and addressing the feedback provided by the stakeholders.

We are all here for the same reasons: to provide kids the best possible experience and use the great sport of soccer to achieve their goals.

We are a club that has done exceptionally well in player development in the past ten years. As we say in soccer, you are only as good as your last game and same is true for the organization. We need to continue looking forward to improve all aspects of our club to ensure the positive experiences of our stakeholders continue without exception.

We are excited with what we have developed with our Strategic Plan as it brings responsibility and accountability to each other and to our soccer family. This wouldn’t have been possible without you. Your input was incredibly valuable to identify our values and the vision of what we want to stand for as a club.

The future looks bright, and we look forward to building the best club in Canada with you!

“Without leaps of imagination or dreaming, we lose the excitement of possibilities. Dreaming, after all is a form of planning.” – Gloria Steinem

Mario Montagliani
MUFC President

Executive Summary

To improve our club and provide clarity on the areas of opportunity to focus on, we engaged with all of our stakeholders and achieved a tremendous response.

Your feedback was the foundation of helping us plan how we will be moving forward with certain aspects of the club.

We want to share the results with you and will be conducting surveys more frequently to see how things are improving as we evolve our operations.

The feedback provided helped us develop our strategic plan for 2021-2022 to help attract, retain, and grow participation with the club.

To do so, we will be focusing on the following pillars:

- Strategic Growth
- Operational Excellence
- Culture & Brand Development (Heart & Soul)

This plan has been developed with strategic goals and targets for staff and managers to develop the best quality experience for all stakeholders.

We look forward to working towards our goals over the next year and continue to optimize the experience for each stakeholder with MUFC.

Coaches Survey Results

Total Respondents: 18

Coaches Questionnaire

We want to be the leaders in creating exceptional soccer experiences. To do so, we work to hire exceptional coaches who bring experience and passion to each session and game.

The following results share insight into the coaches at MUFC.

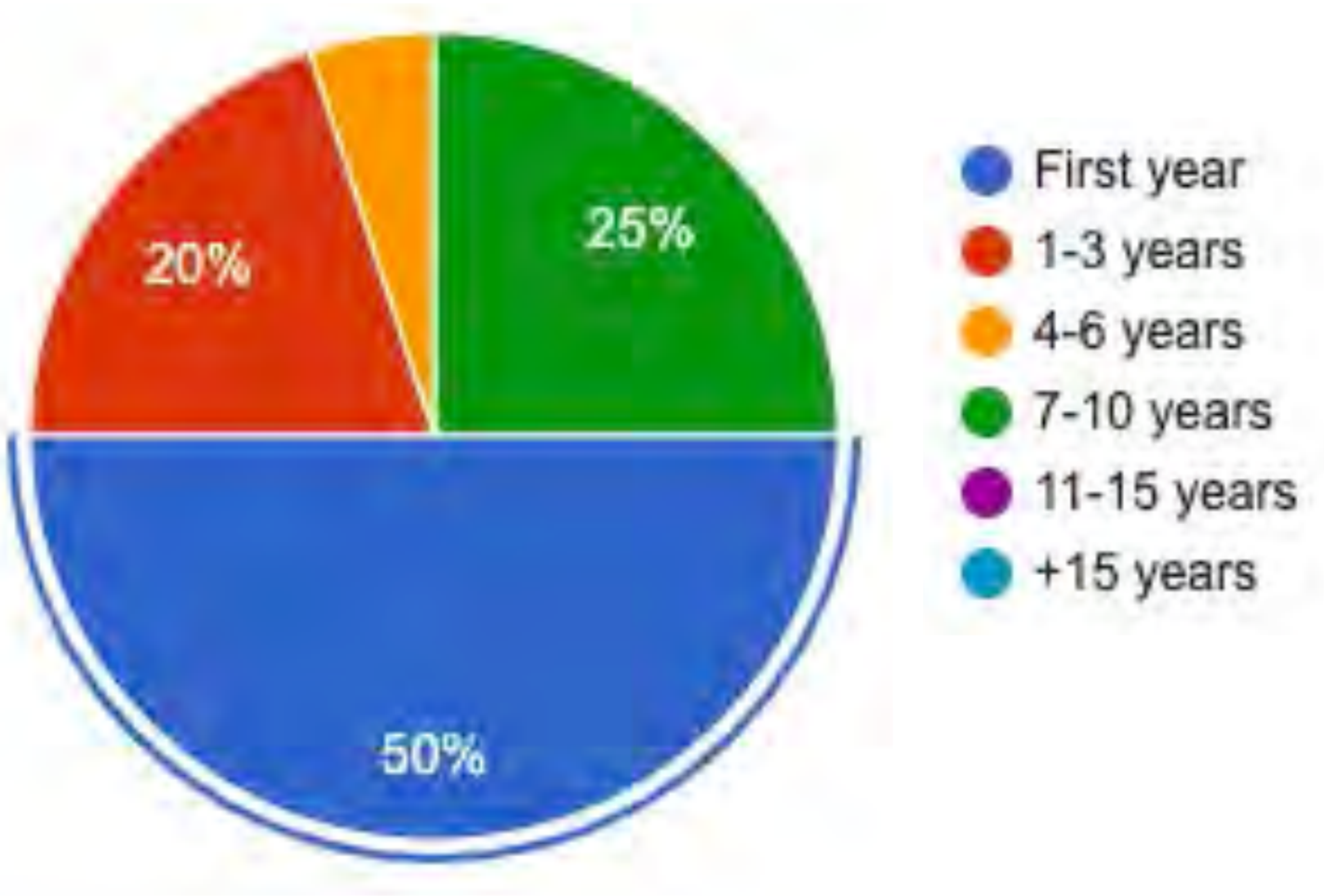
55% of MUFC coaches have coached another sport including:

- Baseball
- Hockey
- Rollerhockey
- Rugby
- Golf
- Track
- Volleyball
- Snowboarding
- Swimming
- Judo
- Brazilian Martial Arts
- Squash
- Tennis
- Sailing
- Windsurfing
- Canoeing
- Power boating
- Tag Rugby

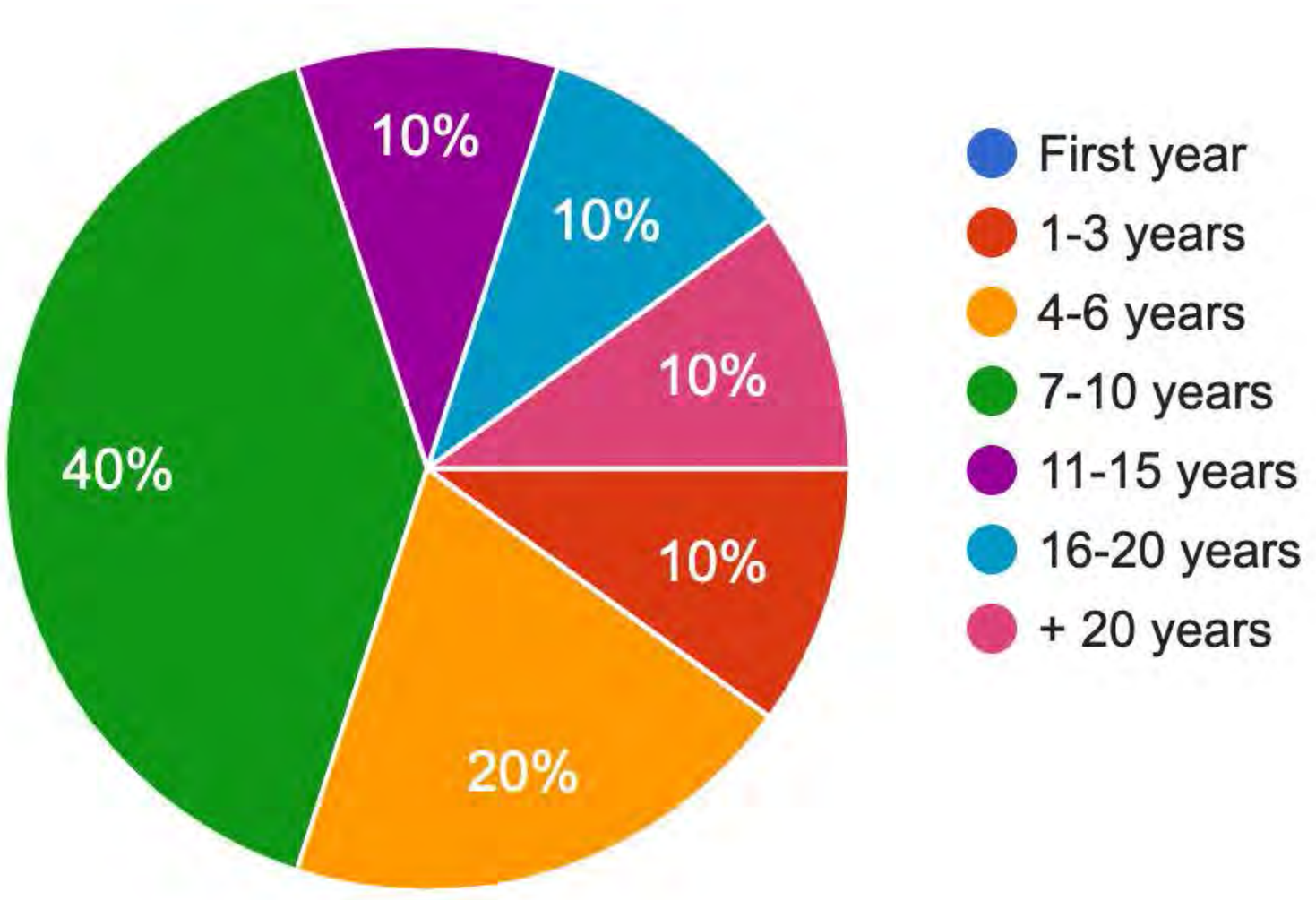
Coaches Questionnaire

Many of the coaches are newer to MUFC with the majority of them bringing 4-10 years of previous coaching experience:

25% of coaches have been at MUFC for over 7 years



How long have you been coaching soccer overall?



Coaches Questionnaire

MUFC coaches all previously played soccer and have the following **qualifications:**

- LTPD Community Course (Active Start, Fundamentals, Learn-To-Train, Soccer For Life)
- Pre-B
- Prov-B
- Provincial C
- National B
- National A
- UEFA Pro
- UEFA B
- EUFA C
- Goalkeeping diploma
- Canadian Youth, TD diploma
- Enrolled in National Youth GK License
- BC Certified Goalkeeper instructor for Coaches & Goalkeepers

40% of coaches join MUFC because of the reputation for supporting and developing coaches

Coaches are most satisfied with the provisions of administrative support (field bookings, uniform orders, etc.)

75% of coaches are extremely satisfied with the support and funding for external coaching development.

Opportunity to provide coaches with in-house education and increasing on-field mentorship.

Coaches Questionnaire

When MUFC coaches were asked what they love most about coaching:

100% Said their priority is to help young people grow and develop to achieve their goals.

When MUFC coaches were asked what they find most challenging about coaching, their responses included:

Player Evaluations	Cutting Players
Team Administration	Managing defeats
Parent Sideline intervention	Recruitment
Getting to know players better	Field space is sometimes limited

Coach Feedback

Additional feedback MUFC Coaches provided as areas of opportunity to improve include:

“More frequent staff meetings so we all know each other and so we are all on the same page.”

“Provide more opportunity for me to attend Team on-field sessions to provide coaching within the ‘Team Environment.'”

“Have more technical meetings/discussions about the game. This way coaches can share ideas and build rapport by solving problems that may arise in a game.”

“Internal coaching courses or coaches meetings where us MUFC coaches can share our knowledge and opinions and therefore have more and offer more ideas to our daily challenges as coaches.”

“More feedback on what I am doing well & what I can do better, more in-house coach education, observing training sessions and critiquing them, creating an individual development plan for coaches.”

“More parent education meetings before and during the Intake tryouts phase would go a long way in continuing to attract the best players from other districts. With more BCSPL teams coming, it would be a mistake to assume all the better players from multiple districts will automatically come to us without any parent education on the club. Also the Sunday Academy needs work, specifically on the curriculum & number of players. However it is still early days.”

“I'd love to see more integration with injury prevention (sessions with a physio for the whole team) recovery and nutrition. Overall thoroughly enjoying it and learning lots!”

Athletes Survey Results

Total Respondents: 161

Athlete Questionnaire

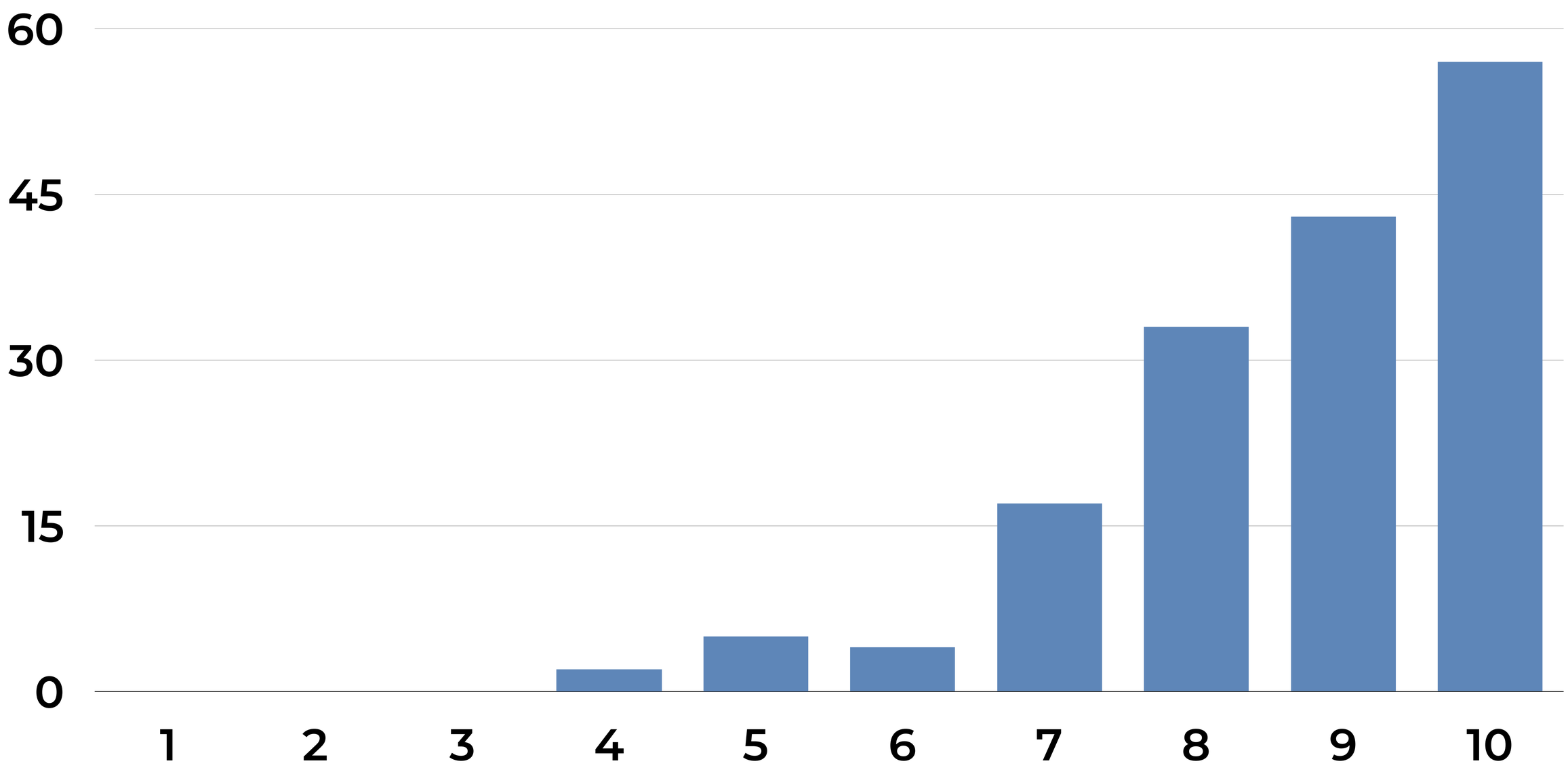
Our vision is to help build leaders in the fulfillment of human potential. We see our athletes as leaders who will help build the next generation of leaders. We want to help build a positive experience for all of our athletes where they can grow and develop as humans first and athletes second.

Top reasons MUFC Athletes play soccer:

- Friendly competition
- Learn new skills
- Playing with friends

Athlete Questionnaire

When asked how athletes rate their coach on a scale from 1-10 with 10 being the highest and 1 being the lowest, the results include:

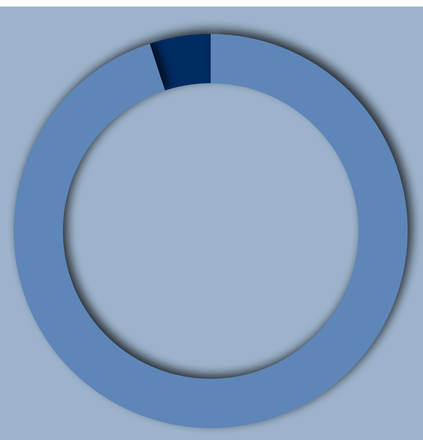


93% Really enjoy their coach with opportunity to improve the relationships and communication between athletes and coaches.

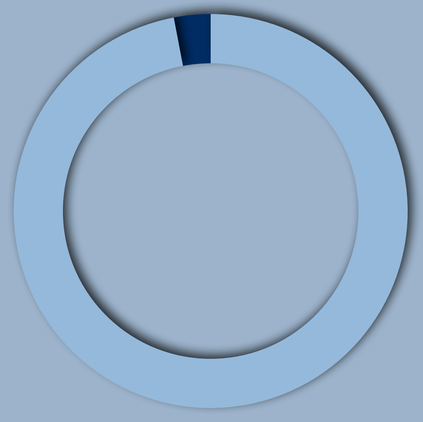
Athlete Questionnaire

We surveyed athletes to see what they enjoyed most about their soccer experience at MUFC and the results include:

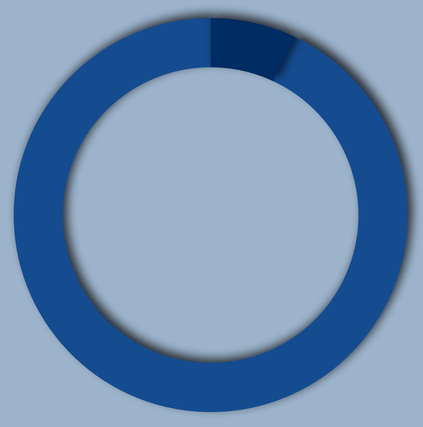
Over 95% enjoyed playing soccer the season before Covid.



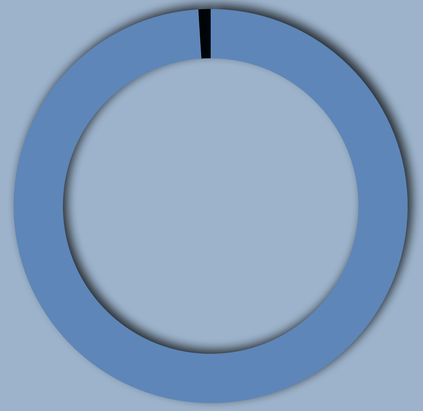
Over 97% feel they finished the season better than they started.



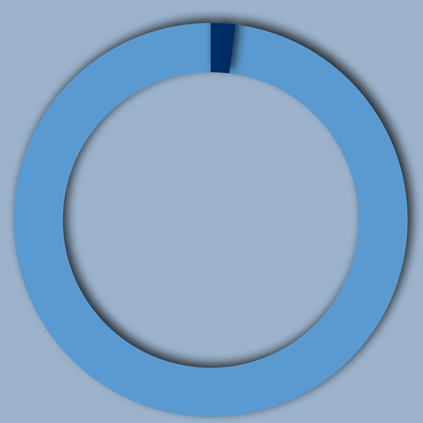
Over 93% really enjoyed their coach.



Over 99% feel their parent(s) support them playing.



Over 98% really enjoyed their overall sport experience.



Results summarize ratings 7-10 together.

Athlete Feedback

Additional feedback MUFC Athletes provided as areas of opportunity to improve include:

"Become a better player overall and go on further than BCSPL."

"From my parents, I don't want to have frustrating talks right after a loss. Couple hours after is fine but not in the car ride home."

"Play at the highest level possible."

"The ability to be a good teammate. I want to be able to play professionally."

"Fun and tournaments less talk and stress about being cut I want to enjoy soccer again."

"Improve my athletic ability and build connections that will last me my whole life, as well as get into a high level university for soccer."

"Encouragement and support are obviously very high up there and I think my parents do that well. I do tend to become burnt out a lot of the time when I have a lot of school tasks and soccer at the same time. Understanding that breaks are not a bad thing to take sometimes does help."

"I need to have the ability to make my own decisions that will ensure my mental/ physical health."

"Their support and recognition that when I am tired or burnt out to give my body a break."

Parents
Survey Results

Total Respondents: 171

Parent Questionnaire

At MUFC, we believe in building a community. That means going beyond the pitch in everything we do. And that means working with our parents to create a positive environment to help athletes and coaches develop and grow.

The top reasons MUFC Parents enrol their Athletes to play soccer:

- So they can develop a healthy, active lifestyle
- To teach them how to be competitive and learn how to win and lose
- To teach them teamwork and working with others

Parent Questionnaire

When MUFC Parents were asked to rate various aspects of MUFC and their athlete's experience, the results included:

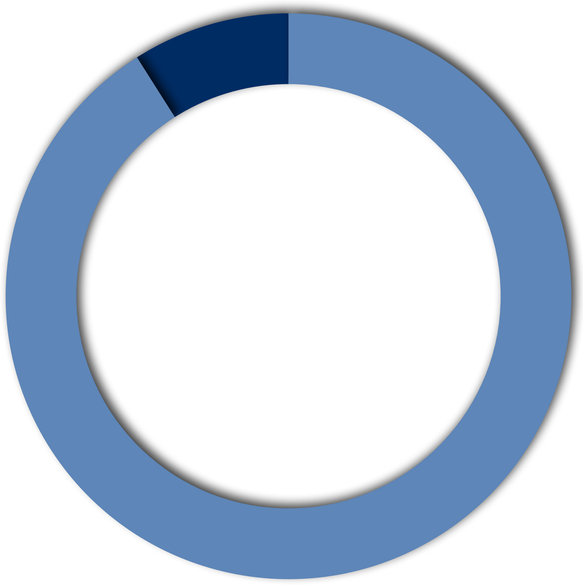
What is important as their consider enrolling your child in a soccer program?	• Coach quality • Clear training program and player development pathway
When gauging your satisfaction with your child's soccer program, what is important to you?	• My child's enjoyment of the program and desire to return • The extent to which my child's soccer skills have improvement • The quality of training and practice session
When gauging your satisfaction with your child's coach, what is important to you?	• Ability to communicate with children • Ability to improve the players' skills levels • Ability to run well organized Practice sessions

Parent Questionnaire

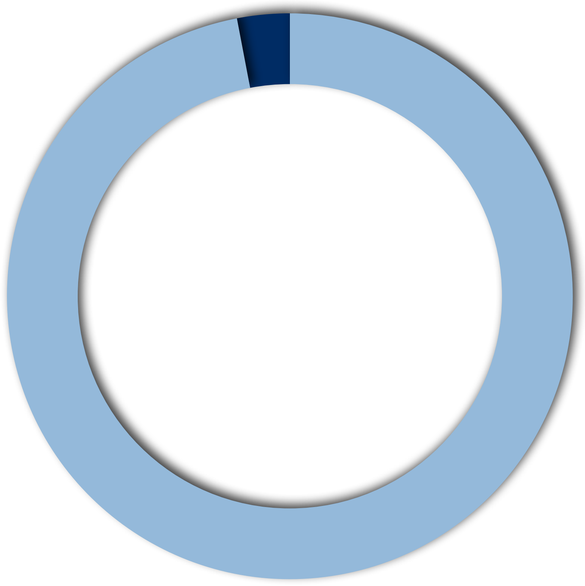
When Parents were asked to rank these words in order of how well they describe your impression of MUFC, the answers were:

Professional **Welcoming** **Established** **Friendly** **Competitive**

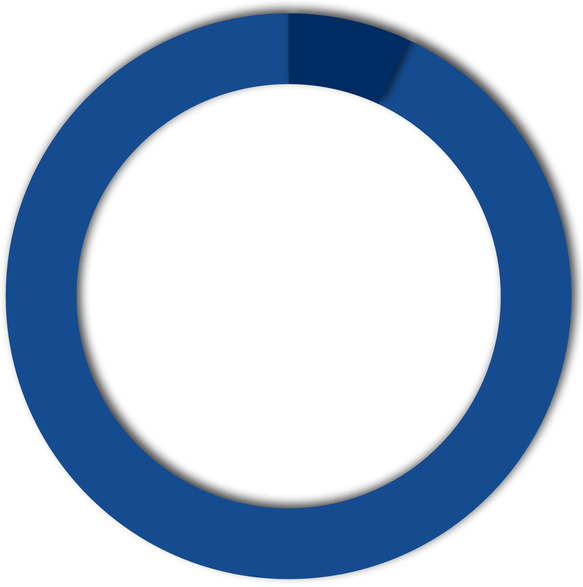
91% overall satisfaction rating with MUFC



90% overall satisfaction rating of MUFC's programs



79% overall satisfaction rating of value for money with programs



Results summarize ratings 7-10 together.

Parent Feedback

Additional feedback MUFC Parents provided as areas of opportunity to improve include:

“I would like to see coaches work one on one with each player within the group setting over the course of training sessions & games to develop and implement strategies for improvement including more feedback during and after games. Would like there to be more emphasis on soccer fitness.
The timed subs result in confusion and don't motivate players to work hard to improve. Suggest coaches explain to players about subs and equal play time awarded regardless of performance. Development is the first priority but teaching the habits and skills of winning shouldn't be feared.”

“Hoping there will be better communication and more opportunities to play post covid.”

“More diversity in your coaches and staff will build a stronger club. Thank you.”

“I would suggest more emphasis on the importance of nutrition and sleep for young players (under 18).”

“The last year and a half since Covid has been an opportunity and challenge for teams to work together. I’m sure it’s been very difficult on coaches. The fact that the players were able to get together and practice was so important for mental and physical health. Thank you for your combined efforts and for keeping our teams safe and together.”

“Continue the communication with players and parents for improvement of the team.”

Thank you!

Mario Montagliani,
President
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