



Colorado Fusion Soccer Club

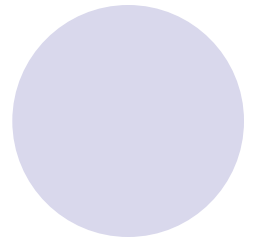
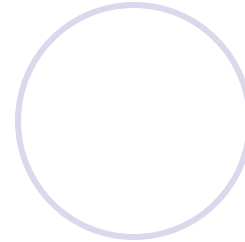
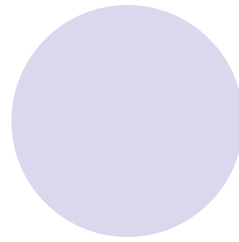
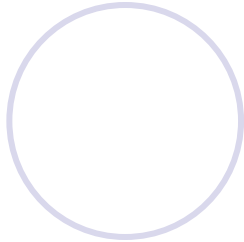
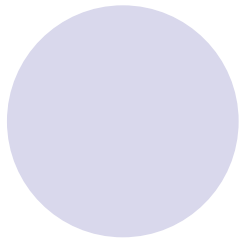
Strategic Planning Survey Results

February 20, 2009

Colorado Fusion Soccer Club Strategic Planning Survey

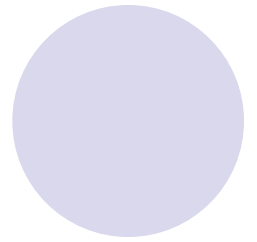
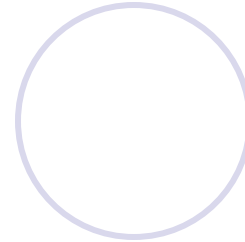
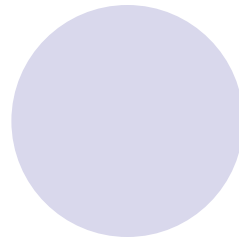
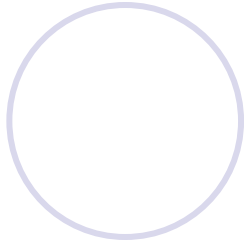
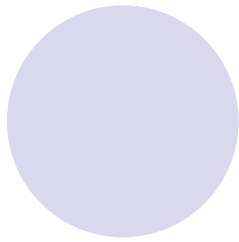


- 3400 invitations to participate sent out via email on February 11th.
- 14 questions; survey required answers to every question.
- 601 respondents, 569 fully completed surveys.
- Used “Constant Contact” as the on-line host.



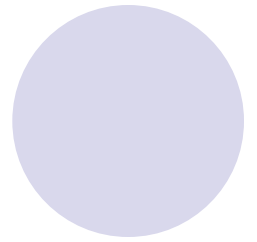
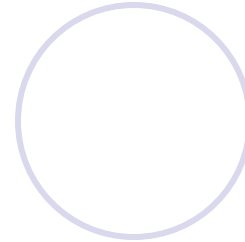
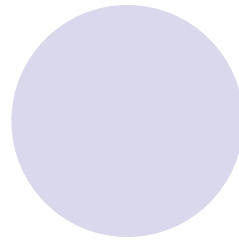
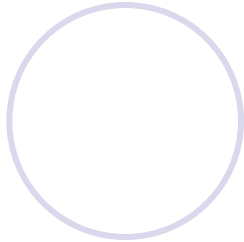
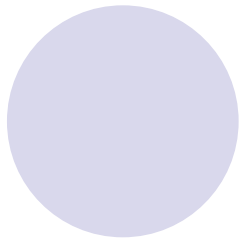
1. Which category best describes your current relationship to Colorado Fusion (choose all that apply):

	Number of Response(s)	Response Ratio
Parent of a player	543	73.0%
Coach--volunteer	118	15.8%
Coach--paid	13	1.7%
Team Manager	32	4.3%
Community Member	13	1.7%
Other	24	3.2%
Total	743	100%



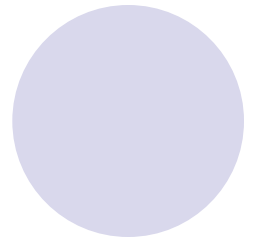
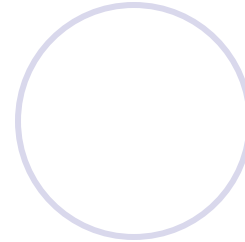
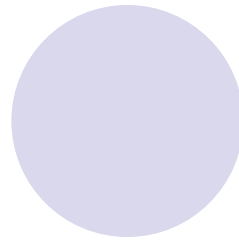
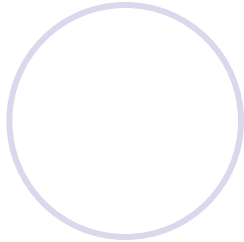
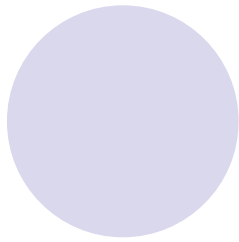
2. Which programs and ages are you associated with in the Fusion club? Choose all that apply.

	Number of Response(s)	Response Ratio
Girls age 4-8	132	16.9%
Girls age 9-12	162	20.7%
Girls age 13-18	68	8.7%
Boys age 4-8	177	22.7%
Boys age 9-12	151	19.3%
Boys age 13-18	81	10.3%
Other	8	1.0%
Total	779	100%



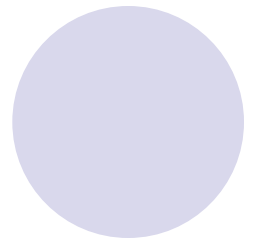
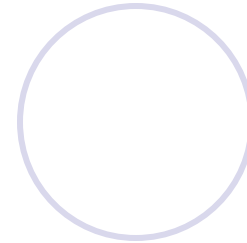
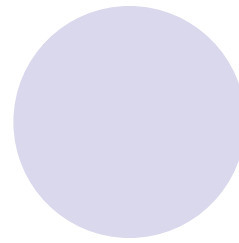
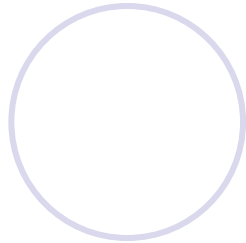
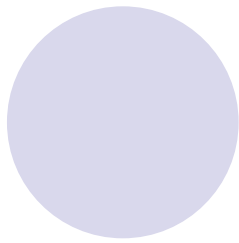
3. Which statement below best describes your relationship to Colorado Fusion:

	Number of Response(s)	Response Ratio
My affiliation started after 2006	234	38.9%
I was originally affiliated with Denver Soccer Club	208	34.6%
I was originally affiliated with Aurora Sting Soccer Club	132	21.9%
Other	23	3.8%
No Responses	4	<1%
Total	601	100%
36 Comment(s)		



4. Please state your general level of satisfaction with Fusion as a Soccer Club.

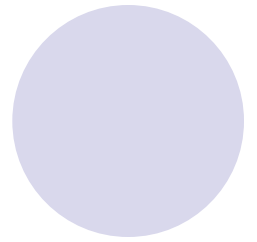
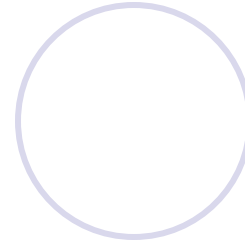
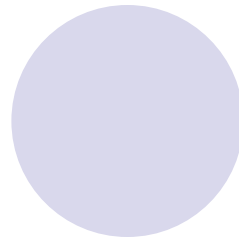
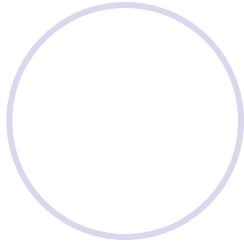
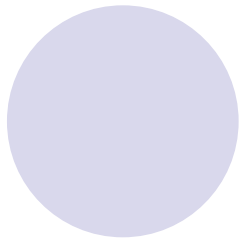
	Number of Response(s)	Response Ratio
Very satisfied--wouldn't change a thing	65	10.8%
Moderately satisfied	252	41.9%
OK--neither satisfied nor dissatisfied	126	20.9%
Moderately dissatisfied	100	16.6%
Very dissatisfied	35	5.8%
Other	21	3.4%
No Responses	2	<1%
Total	601	100%
192 Comment(s)		



5. Colorado Fusion offers an inclusive environment to a diverse membership.

	Disagree	Somewhat disagree	Neither agree nor disagree	Some w h a t a g r e e	Agree
	8	58	152	185	194
	1%	10%	25%	31%	32%

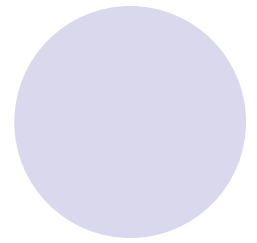
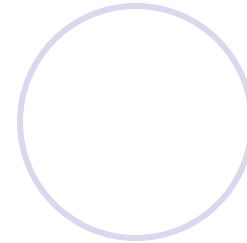
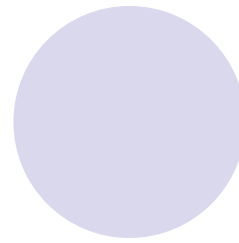
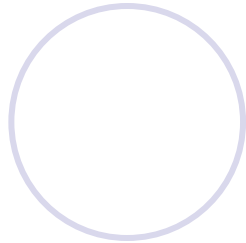
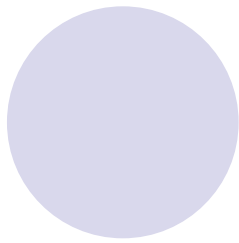
73 Comment(s)



6. Compared to other youth sports programs, Colorado Fusion offers reasonably-priced programs.

	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree
	33	83	179	161	142
	6%	14%	30%	27%	24%

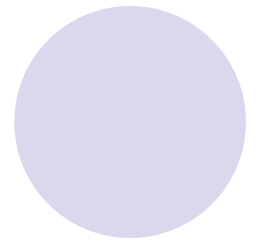
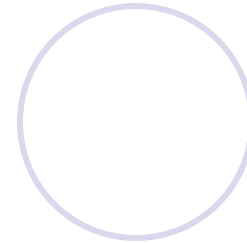
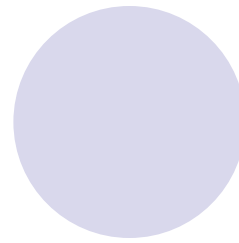
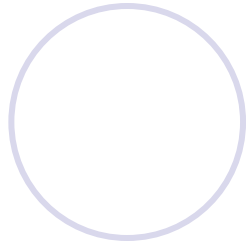
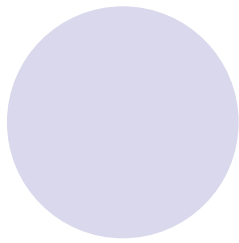
98 Comment(s)



7. Colorado Fusion has a philosophy that values player development over a "win at all costs" approach.

	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree
	27	71	118	157	225
	5%	12%	20%	26%	38%

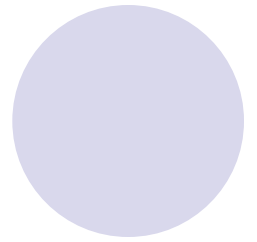
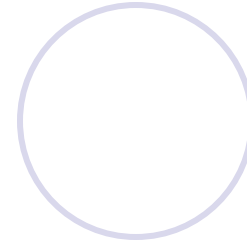
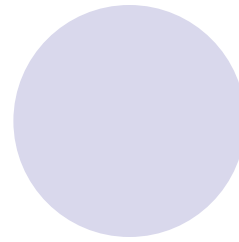
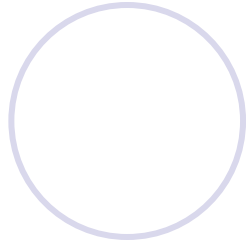
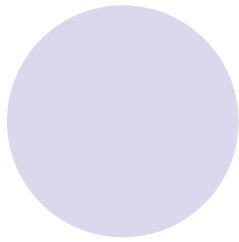
114 Comment(s)



8. Colorado Fusion coaches are well qualified.

	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree
	23	56	146	204	169
	4%	9%	24%	34%	28%

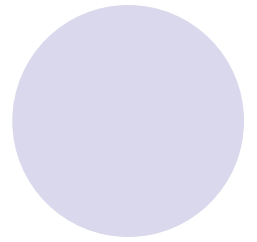
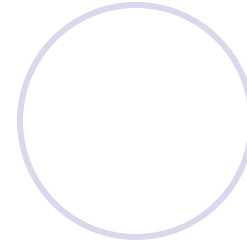
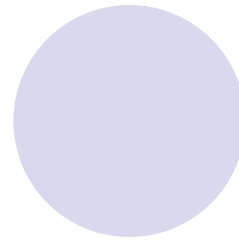
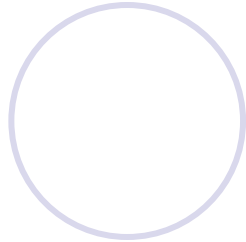
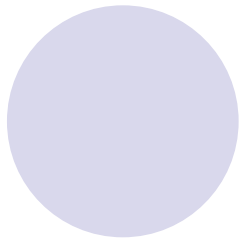
157 Comment(s)



9. The leadership of Colorado Fusion has a clear vision for the future.

	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree
	54	80	341	76	47
	9%	13%	57%	13%	8%

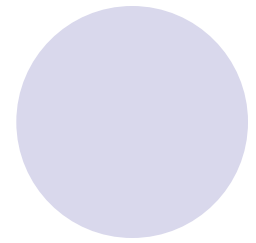
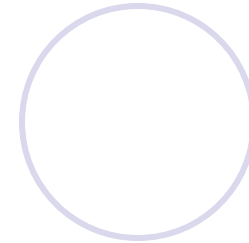
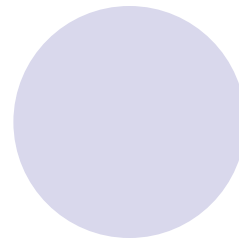
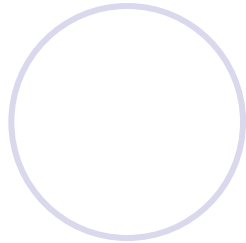
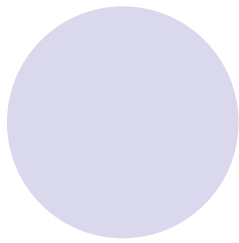
123 Comment(s)



10. Colorado Fusion is well organized and effective at managing logistics (e.g. registration, scheduling, communication).

	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree
	86	121	112	184	94
	14%	20%	19%	31%	16%

145 Comment(s)



12. What do you most think a soccer club should provide? Please rank in order of importance, where 1 is least important to you and 6 is most important to you.

	Least					
	1	2	3	4	5	6
Exercise	67 11%	127 21%	149 25%	121 20%	91 15%	37 6%
Experience of team sports	48 8%	67 11%	91 15%	127 21%	136 23%	123 21%
Opportunity for athletic excellence	46 8%	184 31%	100 17%	91 15%	110 19%	61 10%
Fun	63 11%	67 11%	94 16%	106 18%	110 19%	152 26%
Teach life lessons (e.g. hard work, commitment, teamwork)	29 5%	83 14%	120 20%	113 19%	126 21%	121 20%
Winning	339 57%	64 11%	38 6%	34 6%	19 3%	98 17%

88 Comment(s)

13. As we plan for our future, Colorado Fusion would like to know what you consider most important. Please rank the following items on a scale of 1-10 in terms of importance, with 1 representing the least important to you, and 10 the most important to you.

	Least									
	1	2	3	4	5	6	7	8	9	10
Developing the Positive Coaching Alliance	39	24	35	37	41	47	59	59	81	151
	7%	4%	6%	6%	7%	8%	10%	10%	14%	26%
Acquiring fields and facilities	35	64	53	36	68	54	63	63	83	54
	6%	11%	9%	6%	12%	9%	11%	11%	14%	9%
Expanding our membership	35	48	65	66	60	70	71	62	54	42
	6%	8%	11%	12%	10%	12%	12%	11%	9%	7%
Developing a volunteer program	14	45	79	100	81	85	69	51	38	11
	2%	8%	14%	17%	14%	15%	12%	9%	7%	2%
Improving the Colorado Fusion website	81	97	85	65	63	51	38	36	31	26
	14%	17%	15%	11%	11%	9%	7%	6%	5%	5%
Offering more scholarships for low-income families	29	29	38	71	75	70	66	67	65	63
	5%	5%	7%	12%	13%	12%	12%	12%	11%	11%
Developing a professional academy at the senior level	63	94	57	69	48	59	49	52	34	48
	11%	16%	10%	12%	8%	10%	9%	9%	6%	8%
Offering more recreational soccer opportunities	24	29	64	45	60	59	51	70	82	89
	4%	5%	11%	8%	10%	10%	9%	12%	14%	16%
Expand outreach efforts to public schools, charter schools, etc.	23	76	60	49	51	56	85	78	68	27
	4%	13%	10%	9%	9%	10%	15%	14%	12%	5%
Expanding our offerings to other sports (e.g. lacrosse, rugby, etc.)	230	67	37	35	26	22	22	35	37	62
	40%	12%	6%	6%	5%	4%	4%	6%	6%	11%