



Registration Database and Website

Tim Mellander, Director

October 27, 2014

Player registrations for the 2013-2014 seasons fell short of our goal by 4686 players. In last year's report I noted that we have continued to see a downward trend in our soccer population. This marks the 4th season in a row where we have seen our numbers decline.

Now the good news; reviewing a study by the Cornell Program on Applied Demographics (pad.human.cornell.edu) the projected population decline in our geography has come to an end and is predicted to remain flat over the next ten years. So we feel that we have now seen the bottom and should be able to maintain our current levels of registration going forward.

Player Registrations

Player Registration Target for 2013-2014: 63,960
Player Registration Actual for 2013-2014: 59,274

Player Registration Dollar Target for 2013-2014: \$479,700.00
Player Registration Dollar Actual for 2013-2014: \$444,555.00
Budget Shortfall: (\$35,145.00)

Member Passes (Players)

Member Passes Target for 2013-2014: 23,123
Member Passes Actual for 2013-2014: 23,814

Member Passes Dollar Target for 2013-2014: \$176,891.00
Member Passes Dollar Actual for 2013-2014: \$196,324.00 (\$2 price increase on 1-14)
Budget Surplus: \$ 19,433.00



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Member Passes (Coaches & Referees)

Member Passes Target for 2013-2014:	4,827
Member Passes Actual for 2013-2014:	5,414
Member Passes Dollar Target for 2013-2014:	\$72,405.00
Member Passes Dollar Actual for 2013-2014:	\$81,210.00
Budget Surplus:	\$ 8,805.00

Member Passes (Secondary Players)

Member Passes Target for 2013-2014:	1735
Member Passes Actual for 2013-2014:	1330
Member Passes Dollar Target for 2013-2014:	\$13,750.00
Member Passes Dollar Actual for 2013-2014:	\$10,510.00
Budget Shortfall:	(\$3,240.00)

2014-2015 Registration Goals

Player Registration Target for 2014-2015:	60,000
Player Registration Dollar Target for 2014-2015:	\$510,000.00
Member Passes (Players) Target for 2014-2015:	23,500
Member Passes (Players) Dollar Target for 2014-2015:	\$188,000.00
Member Passes (Coaches & Referees) Target for 2014-2015:	5,000
Member Passes (Coaches & Referees) Dollar Target for 2014-2015:	\$75,000.00
Member Passes (Secondary Players) Target for 2014-2015:	1,250
Member Passes (Secondary Players) Dollar Target for 2014-2015:	\$10,000.00



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Website

The state website continues to be our main source for information about programs and things taking place in the New York West soccer community. Events each year that drive the most traffic to our website are all centered on the National Championship Series. The seeding draw results, the play down weekends and the actual Championship weekend generate an average of 19,948 page views each of those days to our website. Championship weekend alone drives some 58,907 page views of the website. Statistics below are for the period from September 1 2013 through August 31, 2014.

Total Visitors:	181,335
Absolute Unique Visitors:	77,020
Pages viewed:	726,504
Percent of new visitors:	39.86%

The most popular pages viewed are: State Cup, Olympic Development Program, Thruway League, Registration, Links, Tournaments, & Coaching.

Mobil device usage continues to grow with some 75,030 page views coming on smart phones and tablets.

Event Management

We began switching over and using Cvent to manage our events in 2013. This tool is much more robust and provides the functions we want. By now you should have seen Cvent in use for several events. We now have migrated all registration events to Cvent , including coaching education course registration.



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Social Networking

We continue to try and grow our presence in the new social networking technologies. If you are a user of Facebook or Twitter, please 'like' and 'follow' us on these new media outlets. We have twitterfeed automatically post articles that we place on our traditional website out to Facebook and Twitter.

Facebook

"Likes" on Facebook are the number of people who regularly follow the information you publish. We currently have 1339 'likes.' We stopped running ad on Facebook in February and are relying on organic content to reach our audience.

Facebook audience. When paying for ads, our average *daily* Facebook user engagement has an average reach of 6,000 people. Relying on organic content, our average daily reach is 4,900 people. "Reach" is defined as unique people who have seen any content associated with our page (for the period of 09/01/13 to 08/31/14).

Twitter

Twitter remains an untapped resource for us as we attempt to find the best way to use this tool. We have sent 438 tweets lifetime and currently have 747 followers. Most of the followers are from within the US soccer community.

Instagram

We recently opened an Instagram account for sharing pictures of events.

E-Mail Campaigns

To communicate more effectively with you, our membership, you no doubt received an e-mail from us; whether it was our monthly "*Striker West*" e-newsletter, or an announcement about a special program or event that was taking place. In the 21st century, this is our primary method of interaction with you.



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Since changing over and using Constant Contact in October 2013, we have sent 2,877,526 emails.

<u>Metric</u>	<u>New York West</u>	<u>Industry Standard</u>
Opens	17.1%	10.02%
Bounces	10.3%	2.55%
Click-Throughs	5.0%	8.92%
Opt-Outs	No data	0.04%

Respectfully submitted;

Tim

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Director of Registration Database and Website