

Strategic Planning Review – 2019/2020

Richmond Football Club (RFC)

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Last fall, the Board of Directors participated in several facilitated brainstorming and prioritization sessions to identify what could be improved and what should be focussed on first.

Potential Areas for Improvement

- Player retention and enrolment
- Parent and volunteer involvement
- Securing sponsorship
- Website

Top Priority – Improve player retention and enrolment

- Retention – understand why players leave the club
- Enrolment – understand why the club has such a low enrolment for players of Chinese background even though over 50% of Richmond's population is of Chinese descent

Initial Focus – Retention – better understand why players are leaving the club and determine if the reasons for leaving are something we can affect

We conducted two surveys this spring:

- Survey #1 – contacted the 270 players who did not re-register for the 2019/20 season (out of a total of 1010 players who could re-register).
 - 74 responded and roughly 40% left because they were unhappy with the club
- Survey #2 – contacted all current (2019/2020) players and asked for feedback if they had considered leaving the club.
 - 145 responded from across all age groups stating that they have considered leaving because they were unhappy with the club

General Conclusion – based on both survey results, we estimated that about 20% of players have been sufficiently unhappy to consider leaving and, of those, roughly half end up leaving.

Dominant issue: 60% of responses had concerns around coaching and primarily staff coaching

Other common concerns:

- Quality and organization of practices
- Player evaluation and moving up process
- Insufficient development
- Staff not listening to parent concerns
- Uncompetitive teams

Overall Conclusion

The club has serious challenges in terms of overall player satisfaction and primarily around aspects related to player development.

Therefore, it was clear that the club needed to review its technical leadership and leadership structure. Discussions were already underway with Marius Roevde and the survey results further emphasized the need for change.

Marius Roevde was hired as our Executive Director and several months later Steve Hood was let go from the Technical Director role.

The Board of Directors is now working with Marius to develop our strategy with respect to player development to ensure that all players enjoy playing soccer with the Richmond Football Club and feel they can develop to the best of their abilities.