

September 10, 2020

Tide Membership,

Thank you for your responses to the 2019-2020 Annual Member Satisfaction Survey. We received 189 survey responses across all groups and locations.

- 80% of responses were “Extremely Satisfied” or “Very Satisfied” with their swimmer’s development this year.
- 88% of responses felt their coaches kept them “Extremely well informed” or “Very well informed” of TIDE events and activities.
- When asked how likely respondents are to recommend Tide to other families, on a scale from 1 to 10, 69% of responses were 9 or 10. Based on these responses, Tide’s Net Promoter Score (NPS) was a 65.
 - NPS is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is used to gauge the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand.
- Mainly positive feedback with some suggestions and areas for improvement.

These responses were compiled by the chair of the Member Satisfaction Committee, summarized, and presented to the Board of Directors at the June 2020 meeting. High level results for each area were reviewed as well as general themes and specific comments. Detailed responses were provided to Head Coach, Richard Hunter, and Associate Head Coach, Mike Salpeter, for review and discussion of coach specific feedback with their coaches during the annual review process.

Some general themes were noted in the feedback.

- Most members were pleased with the swimmer’s development and performance and the expertise of the coaching staff.
- Members believe that Tide is an organized and well run organization.
- Families were also appreciative of the COVID response during the months when we were unable to offer in-water programming.
- Most concerns were related to the level of commitment required, the YMCA membership requirement and the expense of year-round swimming.
- 73% of respondents would not be a member of the YMCA if their swimmer(s) did not swim for Tide.

The Board of Directors and Coaching Staff are continuing to review and follow up on many of the other suggestions and items noted in the survey.

- Service Hour requirements were changed to meet session based versus hours based to simplify the process. Families who need child care in order to work their meet sessions should consider teaming up with other families to split shifts or help watch each other’s children. We also encourage anyone who feels they are unable to commit to the standard volunteer jobs at meets to reach out to the Service Hours Coordinators and/or the Parent Representative for their group in order to come up with other ideas or a solution.

- A New Parent Handbook and presentation are being prepared to offer more detailed information for families who are new to Tide and provide additional resources for answering the many questions that new families have.
- The responsibilities of the Parent Leadership Committee (PLC) are being expanded to provide an additional point person for information sharing and helping to answer parent questions, especially at swim meets.
- Coaches are exploring ways to provide private lessons outside of practice time.
- Requests for specific meets were communicated to the coaches. Coaches revisit the meet schedule each year and make determinations based on past experiences and new opportunities. They take into account long term athlete development and the desired environment/potential experience of the athletes.
- We are working on procuring new banners with the Tide values, to be hung poolside.
- Unfortunately, due to COVID capacity restrictions we are unable to provide opportunities to practice with other groups at the current time. We can revisit this suggestion when the environment changes.
- While we recognize that families would appreciate the opportunity for all of their children to practice at the same pool, at the same time, the Tide structure does not often allow for this. Our model is based on long term athlete development and the concept that positive synergy can be gleaned from training with a group that hovers around a similar ability / age combination. Given our size, we can specialize and divide groups this way. Smaller teams have the ability to put everyone in the water at the same time because the practice groups are smaller.
- We are continually seeking ideas and ways to bring the team together to maintain a sense of community, even when the number of swimmers and locations is growing. Due to the current restrictions, any opportunities for team building would be limited to individual practice groups. Going forward, hopefully we will have more opportunities for team-wide team building events, as we have done in the past.
- Tide grants through the Open Doors Charity program have increased 56% this year - from approx \$14,000 last season to \$23,000 this season. So far, we have not had to set a limit on grants awarded because we are able to cover this grant support (a revenue loss) and staff payroll from swimmer dues. Our staff composition is unlike any other club team in our area. We have 13 full time employees (12 coaches + Exec Dir) and 20 part time coaches, which allows us to deliver the professional product that we do. USA Swimming also has an athlete outreach program which members will qualify for if they qualify for federal support (free/reduced lunch, SNAP, Medicaid). The athlete outreach program offers a reduced USA Swimming membership and a meet fee rebate program through Virginia Swimming. Homeschool families need only show proof of participation in a federal family support program (SNAP card or Medicaid card).
- Tide leadership staff has created a plan whereby the lead coaches at each site hold monthly meetings with the YMCA Executive and Aquatics Directors at each of our six sites. These meetings are designed to give the YMCA staff and our Tide leadership staff an opportunity to discuss ongoing issues in an effort to get ahead of them faster. With that said, we encourage parents to please communicate any YMCA related issues with your son/daughter's lead coach. In addition, please feel free to discuss your concerns with the YMCA as well. We are all YMCA members in addition to being members of the Tide organization.