



Database Management

Tim Mellander

October 16, 2017

Player registrations for the 2016-2017 seasons fell short of our goal by 4244 players. Though overall registrations have remained relatively stable over the past several seasons, we have seen some drop off in our numbers this season. The 5 year average is 57,226 registrations per season.

5 Year Registration History



Player Registrations

Player Registration Target for 2016-2017: 60,000

Player Registration Actual for 2016-2017: 55,756

Player Registration Dollar Target for 2016-2017:	\$510,000.00
Player Registration Dollar Actual for 2016-2017:	\$473,926.00
Budget Variance:	(\$ 36,074.00)

Member Passes (Players)

Member Passes Target for 2016-2017: 23,500

Member Passes Actual for 2016-2017: 23,262

Member Passes Dollar Target for 2016-2017: \$188,000.00



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Member Passes (Players)

Member Passes Dollar Actual for 2016-2017:	\$186,096.00
Budget Variance	(\$ 1904.00)

Member Passes (Coach's & Referees)

Member Passes Target for 2016-2017:	5,000
Member Passes Actual for 2016-2017:	5,251
Member Passes Dollar Target for 2016-2017:	\$75,000.00
Member Passes Dollar Actual for 2016-2017:	\$78,765.00
Budget Variance	\$ 3,765.00

Member Passes (Secondary Players)

Member Passes Target for 2016-2017:	1250
Member Passes Actual for 2016-2017:	1685
Member Passes Dollar Target for 2015-2016:	\$10,000.00
Member Passes Dollar Actual for 2015-2016:	\$13,480.00
Budget Variance:	\$ 3480.00

2017-2018 Registration Goals

Player Registration Target for 2017-2018:	57,000
Player Registration Dollar Target for 2016-2017:	\$527,250.00
Member Passes (Players) Target for 2017-2018:	23,500
Member Passes (Players) Dollar Target for 2017-2018:	\$188,000.00
Member Passes (Coach's & Referees) Target for 2017-2018:	5,000
Member Passes (Coach's & Referees) Dollar Target for 2017-2018:	\$75,000.00
Member Passes (Secondary Players) Target for 2017-2018:	1,250
Member Passes (Secondary Players) Dollar Target for 2017-2018:	\$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.

The website underwent a makeover and was re-released with a new look in September of 2017. The new design is cleaner and pages load faster.

Events each year that drive the most traffic to our website are all centered on the National Championship Series. The period of mid-April through the end of the National Championship Series (seeding draw results, the play down weekends and the actual Championship weekend) generate a daily average of 3000+ visits per day to the website. However, the Saturday and Sunday of Final 4 weekend the traffic approaches 6000 daily visitors. Championship weekend drove 74,790 page views of the website.

Statistics below are for the period from September 1 2016 through August 31, 2017.

Total Visits:	188,100
Absolute Unique Visitors:	75,372
Pages viewed:	612,211

The most popular pages viewed are: State Cup, Olympic Development Program, Tournaments, Coaching, Registration, U12 ODP, and The Academy.

Mobil device usage accounts for 54% of all web traffic with the remainder coming from traditional desktops.

Event Management

All event registrations are managed through Cvent. Cvent is the event planning and management software platform of choice and provides the best registration experience for our members to become engaged and sign up for our various program offerings.

The chart below shows the registrations to various events, the majority being ODP programming, using Cvent.



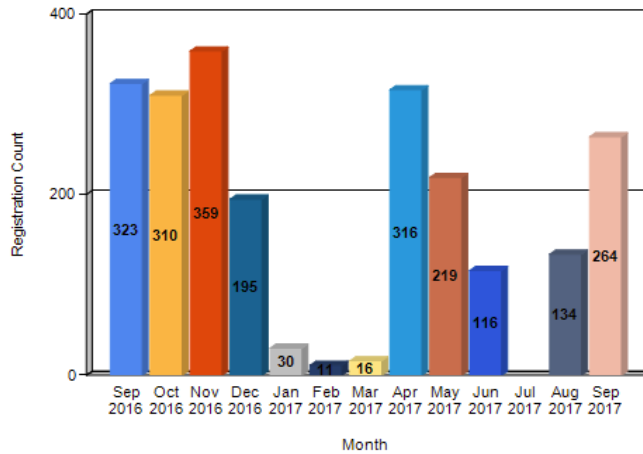
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Monthly Registration Snapshot

From 01-Sep-2016 to 30-Sep-2017

Months	Registration count
Sep 2016	323
Oct 2016	310
Nov 2016	359
Dec 2016	195
Jan 2017	30
Feb 2017	11
Mar 2017	16
Apr 2017	316
May 2017	219
Jun 2017	116
Jul 2017	0
Aug 2017	134
Sep 2017	264
Total	2293



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 IFTTT 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 1,742 ‘likes’.

Facebook audience. “Reach” is defined as unique people who have seen any content associated with our page. The peek daily organic reach ~1200 people per day, while on average we engage 110 people daily, with photos being the most engaging content.



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Twitter

We have sent 709 tweets lifetime and currently have 1559 followers. The vast majority of tweets originating from NYSW are related to new items posted to our website. Most of the followers are from within the US soccer community.

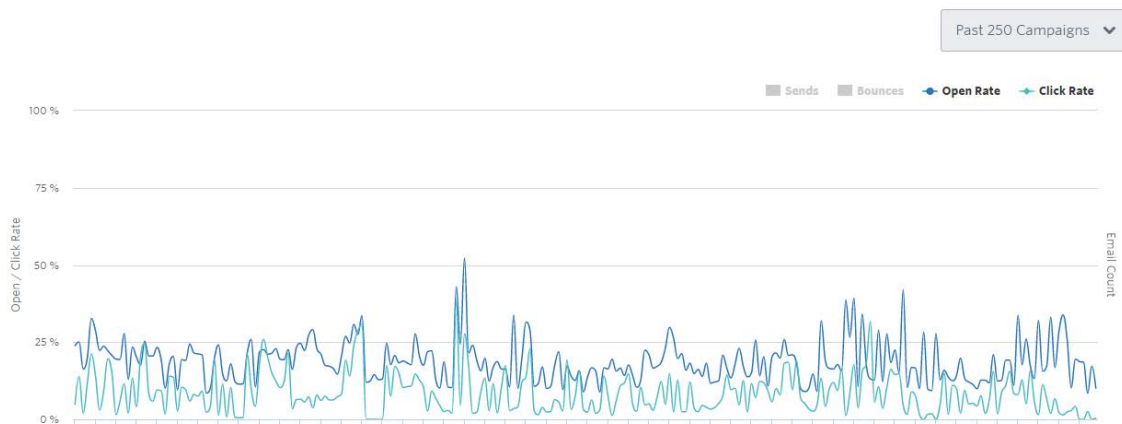
Instagram

We are sharing some pictures of events on Instagram.

E-Mail Campaigns

To communicate more effectively with you, our membership, you no doubt received an e-mail from us; an announcement about a special program or event that was taking place. This is our primary method of interaction with you.

We have some 86,828 active contact email addresses in our database. We have delivered ~4M emails in the past 12 months via Constant Contact. Over 500,000 unique email address have opened those messages. This generally exceeds the industry standard open and click through rates, where the average click through rate across all industries is 1.91%. The following graph shows the results from the last 250 email campaigns.





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Finally, this is my last annual report as I am retiring at the end of the 2017 calendar year. It has been my pleasure to serve the youth of western NY and each of you over the past 25 years in all the various roles I have filled for the youth soccer community.

Respectfully submitted;

Tim Mellander
Director of Registration Database and Website