

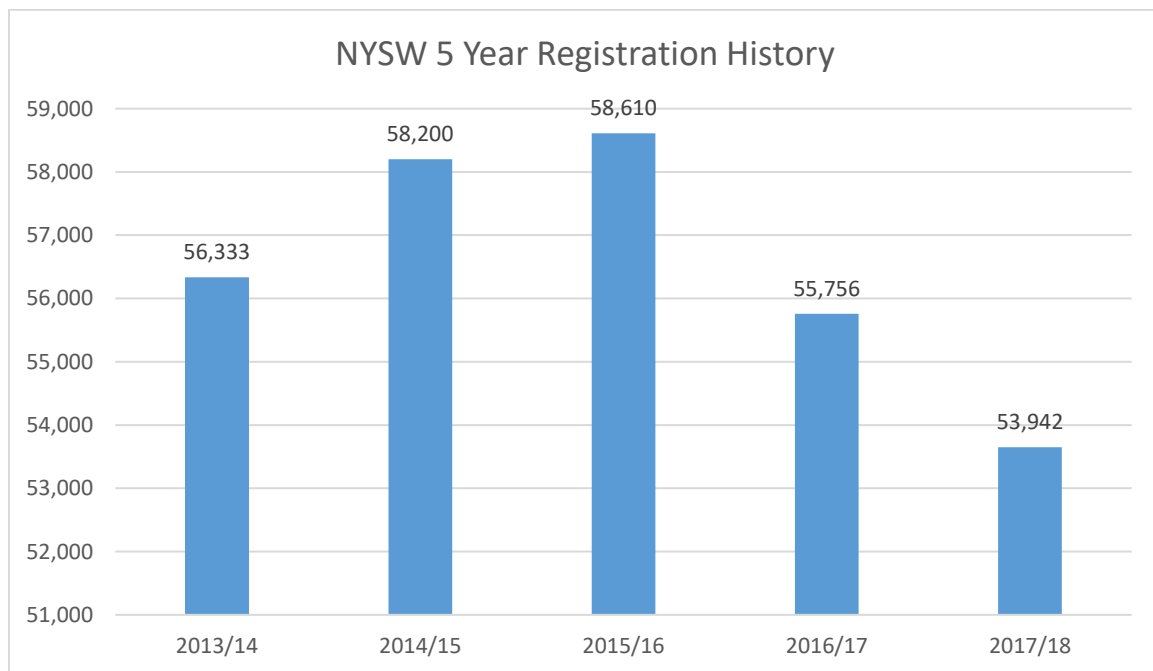


Database Management

Charles Marshall

November 9, 2018

Player registrations for the 2017-2018 season finished slightly under 54,000 players (53,942). Below is the 5 year registration numbers.



Player Registrations

Player Registration Target for 2017-2018: 57,000

Player Registration Actual for 2017-2018: 53,942

Member Passes (Players)

Member Passes Target for 2017-2018: 24,000

Member Passes Actual for 2017-2018: 20,303



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Member Passes (Coach's & Referees)

Member Passes Target for 2017-2018:	5,500
Member Passes Actual for 2017-2018:	4,549

Member Passes (Secondary Players)

Member Passes Target for 2017-2018:	1,500
Member Passes Actual for 2017-2018:	1,439

Registration Trends

While we have noticed a slight decline throughout, NYSW have noticed specific registration trends that have come to our attention. There are two peaks in our registration period (September 1- August 31). September – November we see close to half of players registered in the state association, while we then hit a calm period until February. From March – June/ July, our second peak registration period happens. When discussing these trends with NYSW members, the explanation for the first peak is the fall recreation programs, and the second peak is for spring travel programs.

Registration Platform

The 2017-18 seasonal year was the last that we utilized the RosterPro Legacy system as our state registration platform. We have moved to RosterPro 2.0 at the start of the 2018-19 season.

The legacy system was created for NYSW during the early 2000s, and it was beginning to show its age. The new system offers clubs a quicker solution, while also a new interface that allows clubs to stay on the NYSW website while dealing with administrative tasks for their club.

Along with the above, RosterPro 2.0 also will become the registration platform for the NYSW Olympic Development Program, National Championship Series State Cup, and additional programming that our state association has to offer in the future.



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Website

The state website continues to be our main source for information about programs and events in the New York West soccer community.

After the makeover in September 2017, we have started to clean and consolidate the content of our website. Over the last 6 months, members of staff have sat down and gone through content to see what was useful and what could be eliminated. Still an ongoing project, we feel as the state association that the process is leading to a more informative website for our members

Events each year that drive the most traffic to our website are all centered on the National Championship Series. The period between the application opening and the announcement of matchups (Mid-April) to State Cup Final 4 weekend (First weekend of June), drew the most traffic to our website. The difference from years previous is that we utilized Sports Logic for the state cup scheduling, which drove traffic to their website. A unique statistic for this last seasonal year was the traffic that was received between July 1 and August 31, which was a significant rise from the previous seasonal year.

Statistics below are for the period from September 1 2017 through August 31, 2018.

Total Visits:	59,000
Pages viewed:	381,068

The most popular pages viewed are: State Cup, Olympic Development Program, ODP Event Calendar, Background Checks, Tournaments, State Cup Calendar

Different from the previous year, computer traffic was the most frequent (49.5% of traffic), with traffic from mobile devices utilized the second most frequent (44.8%).



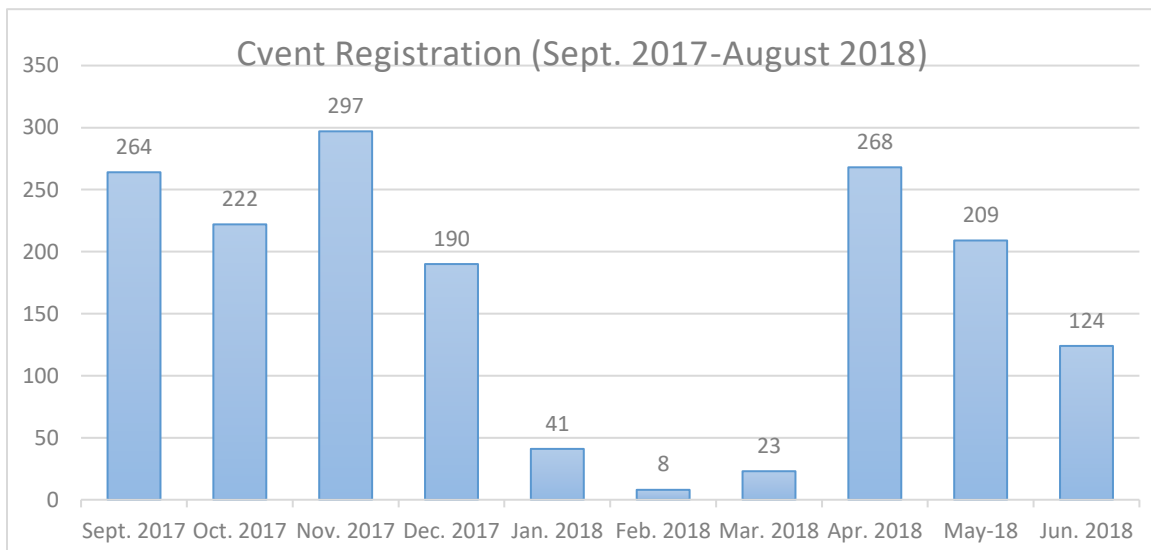
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Event Management

For 2017-18, we utilized Cvent and SportsLogic for event management. Cvent was used for ODP Programming, while SportsLogic was used for the 2018 NYSW National Championship Series State Cup scheduling.

In our first season with SportsLogic, we understood what other event management systems had to offer, and features that we found extremely useful. For the first time in NYSW history, we were able to live stream our State Cup Draw (through the SportsLogic App), which had over 45 unique viewers during the draw.



2018 NYW State Cup

Schedules Teams Locations College Coaches Print

Division Boys U18 View all divisions

Standing	Flight 1	PTS	GP	WIN	LOSS	DRAW	GF	GA	GD
0	WNY Flash Red	0	0	0	0	0	0	0	0
0	BC United Select	0	0	0	0	0	0	0	0
0	Chili FC	0	0	0	0	0	0	0	0
0	Cobras FC BU18 Elite	0	0	0	0	0	0	0	0
0	EUSA Rochester	0	0	0	0	0	0	0	0
0	EUSA Buffalo 00 Boys	0	0	0	0	0	0	0	0
0	GPS NY Regional Team Boys 2000	0	0	0	0	0	0	0	0
0	GPS-NY Premier 00 Boys	0	0	0	0	0	0	0	0
0	SDA 2000 Boys	0	0	0	0	0	0	0	0
0	Soaring Capital Soccer Club Strikers	0	0	0	0	0	0	0	0

PLAYOFF Tiebreakers: (1) HeadToHead, (2) GoalDifferential, (3) GoalsFor, (4) GoalsAgainst

U18 Boys Zoom

Round 1 Round 2 Winner

BC United Select 3

Birmingham University 1
05/12/2018 - 2:30PM
Soc 1 and 02 per 00 U18 Boys
05/01/18

EUSA Buffalo 00 Boys 1

BC United Select

Example of SportsLogic Standings and Bracket utilized for 2018 NYW State Cup Playdowns and Final 4



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Social Networking

We continue to try and grow our presence in our social networks. If you are a user of Facebook or Twitter, please 'like' and 'follow' us on these media outlets.

Our presence on social media is growing, but we should continue to look for additional ways to be "seen" on the different platforms.

Facebook

"Likes" on Facebook are the number of people who regularly follow the information you publish. We currently have 1,742 'likes'.

2017 -1742, 2018 - 1824

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.

2018 – 866 Tweets, 1788 Followers

Instagram

Instagram has become a new avenue in which we advertise and also post content. We were very active during our festivals throughout the year, along with at our State Cup.

2018 – 83 Posts, 616 Followers



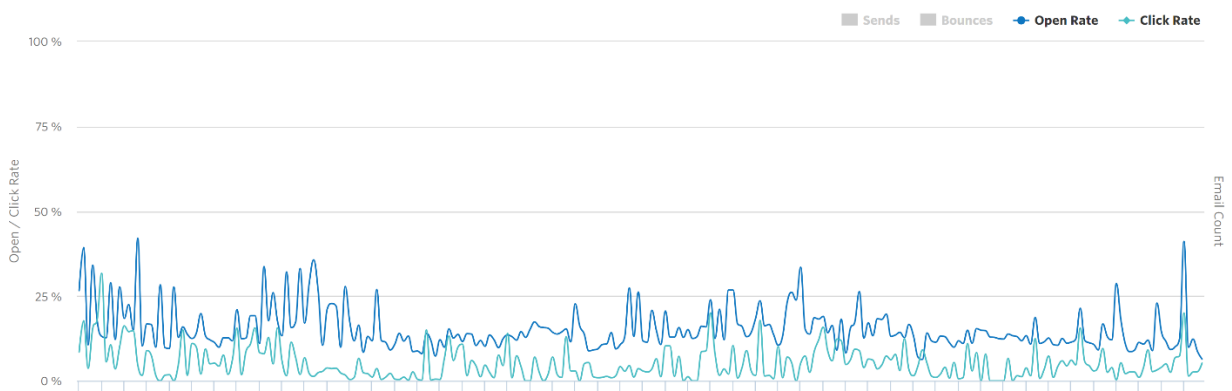
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E-Mail Campaigns

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 77,919 active contact email addresses in our database. We have had 162 campaigns since November 2017, when NYSW took control of the database and no longer utilized the third party agency that was previously used. Statistics show that when an email is sent and opened, 55% of the time our users open it through a mobile device, while the other 45% is computers. Email communication continues to be our best avenue of communication with our membership.



Respectfully submitted;

Charles Marshall
Manager of Operations