



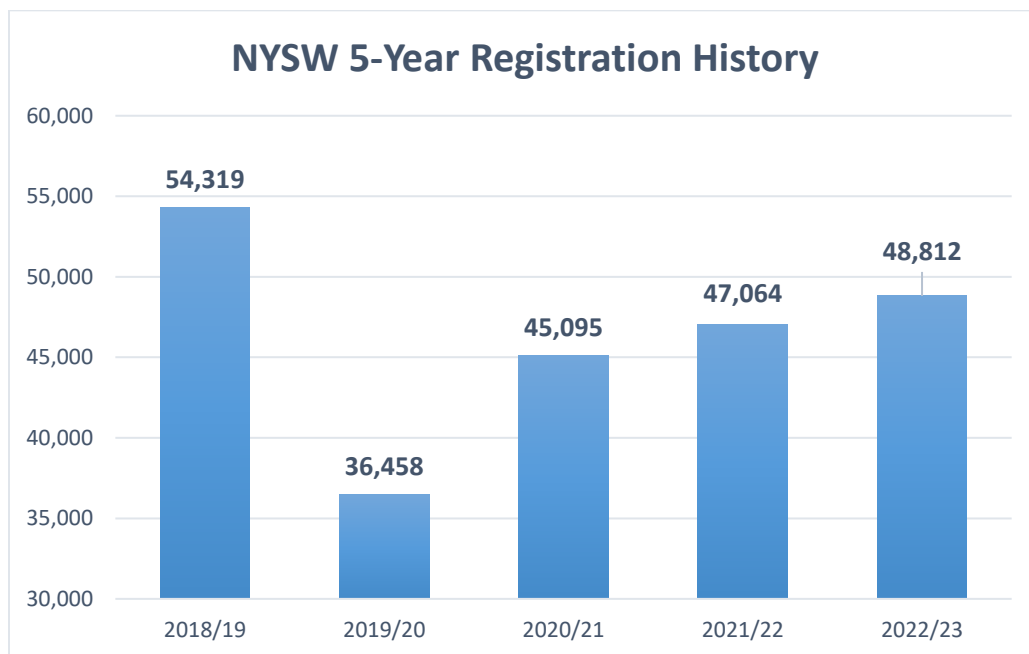
## Registration & Database Management

Pam Whitcomb  
Operations Manager

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November 12, 2023

Player registrations for the 2022-2023 season finished slightly below 49,000 players (48,812). This is an increase of 1,748 from the 2021-2022 season. Below are the 5-year registration numbers.



### Player Registrations

Player Registration Target for 2022/23: 50,000

Player Registration Actual for 2022/23: 48,812

### Member Passes (Players) – Primary & Secondary

Member Passes Target for 2022/23: 19,000

Member Passes Actual for 2022/23: 22,040



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### Registration Trends

We are continuing to move past the COVID-19 pandemic with an increase in player registrations year after year. We once again saw a 4% increase in registration from the previous season however we are still 10% below the registration from the pre-pandemic seasons. NYSW was slightly below (2% decrease) the proposed registration number that was set by the Board of Directors. Typically, there are two distinct 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. The peaks can still be explained as the fall (fall soccer/ indoor training) and spring (travel/ recreational soccer competitions) peaks. For the 2022/23 season, we saw an increase in the number of players registered in the Fall due to several teams/ clubs participating in fall leagues and training or teams resuming the start of their training in November.

### Registration Platform

The 2022/23 seasonal year was the final season that the registration platform was hosted on RosterPro 2.0.

We explored multiple registration platform options to ensure we were still utilizing the best-in-class solutions. We reviewed 4 different platforms (Demosphere, GotSport, NBC Sports Next [SportsEngine] and US Soccer Connect) in the new year to decide on the best platform to move forward with. After much consideration, we made the decision to transition to GotSport beginning with the 2023/24 season. This change will allow us to finally consolidate our risk management to a completely integrated single sign on solution. Got Sport is used by over 30 State Associations and is the chosen solution for US Youth Soccer and it is our belief that the change will make for an easier user experience.

The change was announced to clubs in April 2023, and we began webinars and training in June to launch the new platform in July 2023.



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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.

We continue to work on removing outdated information, along with categorizing and consolidating information in one location. We will be updating our website throughout the upcoming year with the plan to launch a new website by next summer.

Events each year that drive the most traffic to our website are all centered on the National Championship Series. Traditionally, the period between the application opening and the announcement of matchups (Mid-April) to State Cup Final 4 weekend (First weekend of June), draw the most traffic to our website.

The most popular pages viewed were: NYSW Homepage, National Championship Series (State Cup), Olympic Development Program, ODP Event Calendar, and Club Directory.

This seasonal year (2022/23), our website was visited most frequently via mobile devices (57.6% of users), followed by computers (41.4% of users), and finally tablet traffic.

### Social Networking

We continue to grow our presence on social networks. If you are a user of Facebook, Twitter, or Instagram please 'like' and 'follow' us on these media outlets. In 2022/23, we have continued to utilize all forms of social media as a benefit for program registration and user interaction. All social media sites were used for advertising NYSW programming, special events, Esports, and recognition of special events and holidays.

We have seen a decrease in the number of followers on many of our social media pages. We have recently named Gipper as the NYSW Social Media Education partner which will help to provide top-level graphics and content on our pages. We are aiming to grow our Social Media presence in the next year.



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### Facebook

“Likes” on Facebook are the number of people who regularly follow the information you publish. We currently have 2,609 “likes” and 2,800 followers. There were 82 posts with a reach of 23,200.

2021 – 2,356

2022 – 2,711

2023 – 2,800

### Twitter/ X

A direct link to our Twitter/ X feed was added to the NYSW homepage for continuous updates

2021 – 1,497 Tweets, 2,091 Followers

2022 – 1,641 Tweets, 2,078 Followers

2023 – 1,727 Tweets, 2,057 Followers

### Instagram

Instagram has been used to share photos from programs, competitions and to highlight teams & players throughout the year.

2021 – 487 Posts, 1,082 Followers

2022 – 597 Posts, 1,080 Followers

2023 – 679 Posts, 1,190 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. For the 2022/23 season, we continued our weekly newsletter which is sent out to our membership (clubs, coaches, players, families) to reduce the overall number of emails that were being sent out. Our newsletter typically includes details pertaining to NYSW programming and announcements, USYS information, US Soccer information and a parent/player information section. The weekly newsletter archive is available on our website.

We have 54,957 active contact email addresses in our database. We have had 97 campaigns from September 2022 to August 2023. Our current open rate for all emails sent is 41% which is a 9% increase over the previous year and 6% above the industry average. We are working to provide more information that is important to our members to continue to increase the open rates. Statistics show that when an email is sent and opened, 98% of the time was on a desktop while the other 2% of the time was via mobile. In addition, the number of clicks on the links from the emails was 80% on desktop and 20% via mobile. That data has changed from the previous year, showing an increase in desktop users and those opening emails on the desktop are more likely to continue through to the information being shared.

Email marketing and communication will continue to be useful in the promotion and advertisement of NYSW programs.

Respectfully submitted,

Pam Whitcomb  
Operations Manager