

2026 End-of-Season Survey — One-Page Summary

Presented at the SALA Annual Meeting · September 27, 2026 · 63 of 326 rostered players (19.3%)

Overall satisfaction 3.8 /5 with SALA this season	Likely to return 4.5 /5 our strongest signal	Likely to recommend 4.3 /5 to another family	Value for fee 4.1 /5 registration value
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TWO GROUPS HAD A DIFFERENT SEASON

- 14U: 3.4 satisfaction, 3.5 likely to return — the widest gap in the survey (10U leads at 4.2/4.8).
- Girls' program: 3.6 satisfaction, 3.7 tryout fairness vs. 4.1/4.1 for boys. Roster split is even through 10U, then shifts to ~60/40 boys at 12U–14U.

WHAT'S WORKING — KEEP DOING THIS

- Coaching & player development: encouraging, high-energy coaches; HS mentors for younger players.
- Communication is better than prior years — though it remains our #1 opportunity (below).
- Team sizing & roster balance: added a 3rd U10 team and three 12U boys teams for more playing time.
- Logistics: well-run dome time, smoother jersey ordering, solid value for the fee.

WHERE COMMUNICATION NEEDS WORK

- Club-level & development-opportunity comms: 2.7 — our lowest-rated item.
- League org. & communication: 3.4.
- Preseason, dome-time & in-season updates: 3.6–3.7.

5 of the 6 lowest-scoring items are all forms of communication — coaching, practice quality, and culture score highest.

FIVE THEMES FROM OPEN-ENDED FEEDBACK

- Communication timing & clarity — pre-season, in-season, and dev.-opportunity info arrives late or gets buried.
- Tryout & placement transparency — families want to know evaluators, criteria, and a fixed decision timeline.
- Scheduling, facilities & fee alignment — earlier schedule release, Milbrook field condition, U14 fee-to-games mismatch.
- Girls' uniform fit & ordering — shorts fit/material complaints; requests for a girls-specific option.
- Decisions, transparency & trust — families want to see how decisions get made and that feedback leads to action.

Spring games: 36 want about the same, 25 want more, 2 want fewer. Spring state tournament: 42 yes, 11 undecided, 10 no.

DRAFT RECOMMENDATIONS FOR 2027

Theme	Draft recommendation	Effort
Tryouts	Publish evaluation criteria, name evaluators, and post a fixed decision timeline before tryouts.	Quick win
Communication	Preseason orientation + a standing monthly digest covering club/dev. opportunities.	Quick win
Scheduling	Publish a schedule-release target date; evaluate Milbrook upkeep & U14 fee alignment.	Quick win / Larger
Uniforms	Parent/player working group on girls' fit; post at-home size & measurement guide before ordering.	Medium
Governance & trust	Publish a "you said / we did" recap each season; introduce the board and fee use at kickoff.	Medium
Retention: 14U & girls' program	Form a working group (14U & girls'-program parents/coaches) to understand root causes first.	Study first

NEXT STEPS

- Publish tryout evaluation criteria and a decision timeline before 2027 tryout registration opens.
- Adopt a communications calendar: orientation, monthly digest, standing schedule-release policy.
- Form the girls' uniform working group and set a timeline ahead of the next ordering window.
- Commit, as an association, to a visible way of closing the loop on member feedback going forward.

Source: SALA 2026 End-of-Season Survey (n=63) · Full response data and slide deck available on request.