



Database Management

Tim Mellander

October 25, 2016

Player registrations for the 2015-2016 seasons fell short of our goal by 1368 players. Though overall registrations have remained relatively flat over the past several seasons.

Player Registrations

Player Registration Target for 2015-2016: 60,000
Player Registration Actual for 2015-2016: 58,632

Player Registration Dollar Target for 2015-2016: \$510,000.00
Player Registration Dollar Actual for 2015-2016: \$498,372.00
Budget Variance: (\$ 11,628.00)

Member Passes (Players)

Member Passes Target for 2015-2016: 23,500
Member Passes Actual for 2015-2016: 24,133

Member Passes Dollar Target for 2015-2016: \$188,000.00
Member Passes Dollar Actual for 2015-2016: \$193,064.00
Budget Variance \$ 5064.00

Member Passes (Coach's & Referees)

Member Passes Target for 2015-2016: 5,000
Member Passes Actual for 2015-2016: 4,942

Member Passes Dollar Target for 2015-2016: \$75,000.00
Member Passes Dollar Actual for 2015-2016: \$74,130.00
Budget Variance (\$ 870.00)

Member Passes (Secondary Players)

Member Passes Target for 2015-2016: 1250
Member Passes Actual for 2015-2016: 1692

Member Passes Dollar Target for 2015-2016: \$10,000.00
Member Passes Dollar Actual for 2015-2016: \$13,536.00
Budget Variance: \$ 3536.00



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Member Passes (Tournament Passes)

Member Passes Target for 2015-2016: 0 – this was a new category and no target was established

Member Passes Actual for 2015-2016: 299

Member Passes Dollar Target for 2015-2016: \$

Member Passes Dollar Actual for 2015-2016: \$ 2392.00

Budget Variance: \$ 2392.00

2016-2017 Registration Goals

Player Registration Target for 2016-2017: 60,000

Player Registration Dollar Target for 2016-2017: \$510,000.00

Member Passes (Players) Target for 2016-2017: 23,500

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

Member Passes (Coach's & Referees) Target for 2016-2017: 5,000

Member Passes (Coach's & Referees) Dollar Target for 2016-2017: \$75,000.00

Member Passes (Secondary Players) Target for 2016-2017: 1,250

Member Passes (Secondary Players) Dollar Target for 2016-2017: \$10,000.00

Member Passes (Tournament Passes) Target for 2016-2017: 1,500

Member Passes (Tournament Passes) Dollar Target for 2016-2017: \$12,000.00

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. 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) generated a daily average of 2000+ visits per day to the website. However, the 1st play down weekend approaches 5000 daily visitors. Championship weekend drove 78,134 page views of the website. Statistics below are for the period from November 1 2015 through October 24, 2016.



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Total Visits:	18,916,979
Absolute Unique Visitors:	579,351
Pages viewed:	2,953,079

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

Mobil device usage continues to grow with some 1,919,501 page views coming on smart phones and tablets. This accounts for nearly 65% of the traffic to the website.

Event Management

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

During this reporting period, 22 different events were managed through Cvent accounting for some 2850 registrations for various events.

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 1,675 'likes'.

Facebook audience. "Reach" is defined as unique people who have seen any content associated with our page. The daily organic reach averages approximately 1200 people per day, with photos being the most engaging content.

Twitter

We have sent 695 tweets lifetime and currently have 1294 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.



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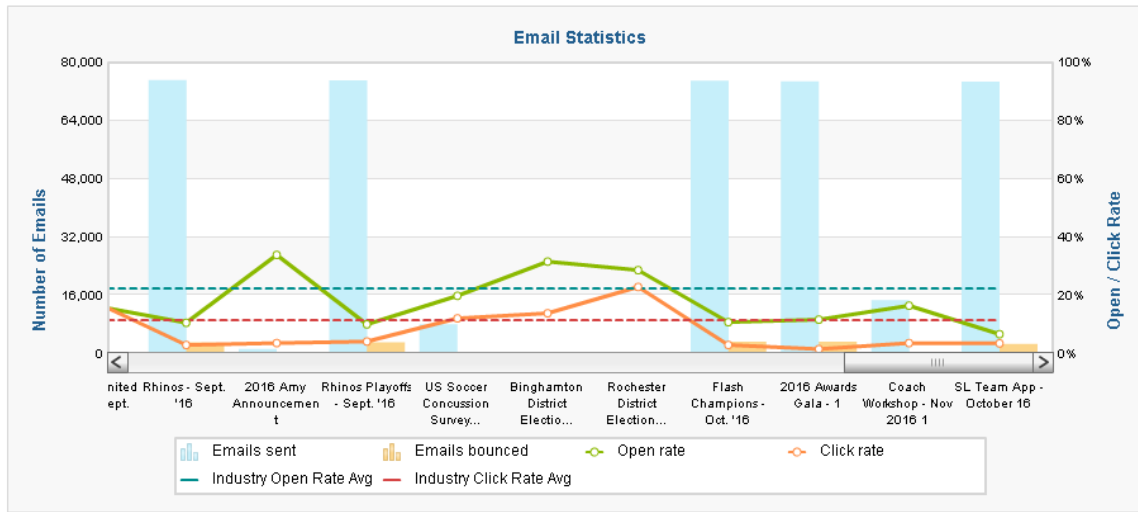
Instagram

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; whether it was our monthly "Striker West" e-newsletter, or an announcement about a special program or event that was taking place. In the 21st century, this is our primary method of interaction with you.

We have some 81,933 active contact email addresses in our database. We have delivered ~12.6M emails via Constant Contact. Generally we meet or exceed the industry standard open and click through rates. The following graph shows the results from the last 10 email campaigns.



Currently displaying industry rates for: Nonprofit - Other [Change industry](#)

Respectfully submitted;

Tim Mellander
Director of Registration Database and Website