



# Madeira Athletic Boosters Survey

January 25, 2024



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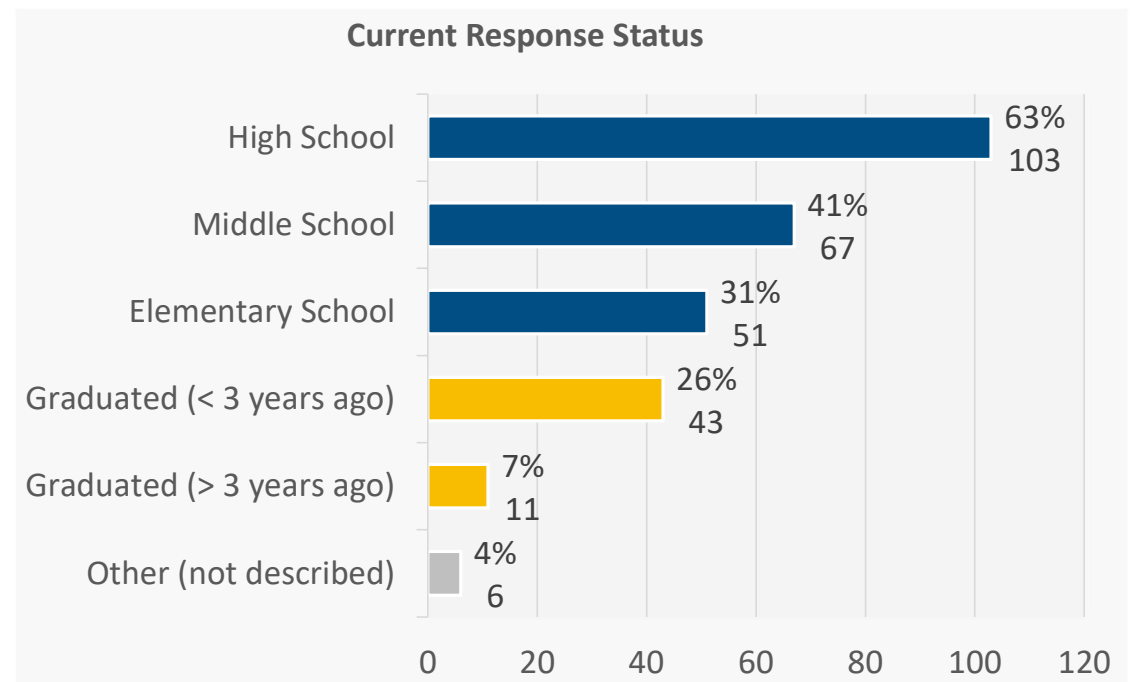
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# Survey objective and parameters

## Understand how Boosters can better support Madeira student-athletes and drive positive change in the athletic program

- Survey link was sent/posted to:
  - Booster email list
  - Varsity coaches for team parent distribution
  - Booster Facebook page
- Conducted Oct 30 - Nov 17, 2023
- 29 questions focused on:
  - Boosters organization
  - Athlete's experience
  - Parents' voice
  - Financial transparency
  - Athletic infrastructure
  - Program standards
- 163 anonymous responses



Note: Status indicates that at least one child in the respondent's family aligns under the identified categories



# Understanding the data

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- There is not a one-size-fits-all percentage threshold that indicates the severity or significance of a concern in survey responses
- The threshold for concern often depends on the nature of the survey and the specific question asked. The following represents the guidelines that were utilized:
  - **Low Concern:**  
Less than 10% of respondents express dissatisfaction or provide an undesired response to a yes/no question – does not require attention at this time
  - **Moderate Concern:**  
Between 10% and 30% of respondents express dissatisfaction or provide an undesired response to a yes/no question - prompting further investigation
  - **High Concern:**  
More than 30% of respondents express dissatisfaction or provide an undesired response to a yes/no question - immediate attention or intervention may be warranted
- Qualitative data from the open-ended questions or comments sections provides valuable context into the reasons behind certain responses, helping to better understand and address concerns



# Overall findings

## Question & Concern Threshold

- 2. I understand the difference between the Athletic Boosters and the Athletic Department in supporting Madeira athletics.
- 3. Do the Athletic Boosters effectively communicate our events, contributions and support to student athletes?
- 5. The experience is the most important reason for my child to participate in sports.
- 6. The opportunity to participate in athletics is/was a factor in choosing to live in and to send our child(ren) to Madeira?
- 7. My kid(s) have/had an overall positive experience playing school sponsored sports at Madeira.
- 8. Is there any one thing that is keeping your child from playing a school sponsored sport?
- 11. I believe other Madeira parents are positive, supportive and appropriately involved.
- 12. Parents feedback is appropriately considered when providing coach feedback and/or when coaches are being hired.
- 13. I have provided program feedback, positive and/or negative, that I felt was heard and appropriately actioned upon.
- 14. I have a good understanding of how our school sponsored athletics are funded; including taxpayer funds, pay-to-play fees, Athletic Booster funds, coach contributions and private donations.

High Concern    Moderate Concern    Low Concern    N/A

## Question & Concern Threshold

- 15. I know what is allocated from the school operating budget to support Madeira Athletics.
- 16. Do you feel your child's athletic apparel, equipment and facilities appropriately represent your investments (taxes, pay-for-play, fundraisers, donations etc.)?
- 17. I have been asked to purchase apparel and/or equipment for my athlete beyond the pay-to-play fee.
- 18. I know that coaches have personally purchased apparel and/or equipment to support their team.
- 19. I know that parents have personally purchased apparel and/or equipment to support their child's team.
- 20. I know how much financial support the Athletic Boosters have provided to Madeira Athletics over the past 2 years.
- 21. The players have all the appropriate uniforms, equipment and logistical support to practice and perform safely at a high level.
- 22. Madeira's athletic facilities (practice fields, stadium, gyms, weight room, locker rooms etc.) meet or exceed expectations and are a positive representation of our investment, community and schools.
- 23. I believe the athletic facilities across Madeira sports are maintained at an equitable level and common standard across sports.
- 24. I believe the athletic facilities are comparable to other Cincinnati Hills League (CHL) schools and schools of similar size to Madeira.
- 25. Are you aware of the roadmap that has been developed for athletic facilities improvement?

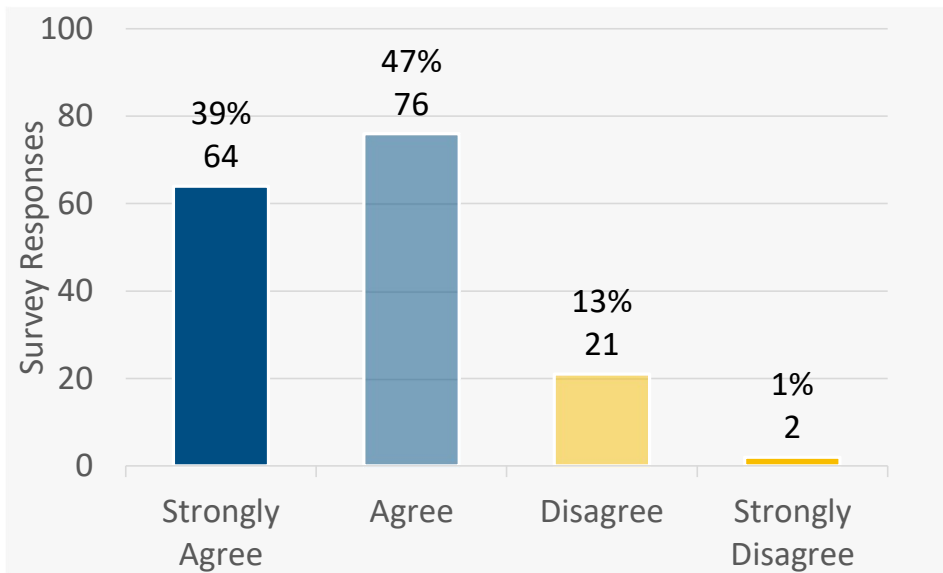


# Boosters organization

Respondents expressed the need for more financial transparency and accountability with a detailed breakdown of how Booster funds are allocated to each sport

## Question 2:

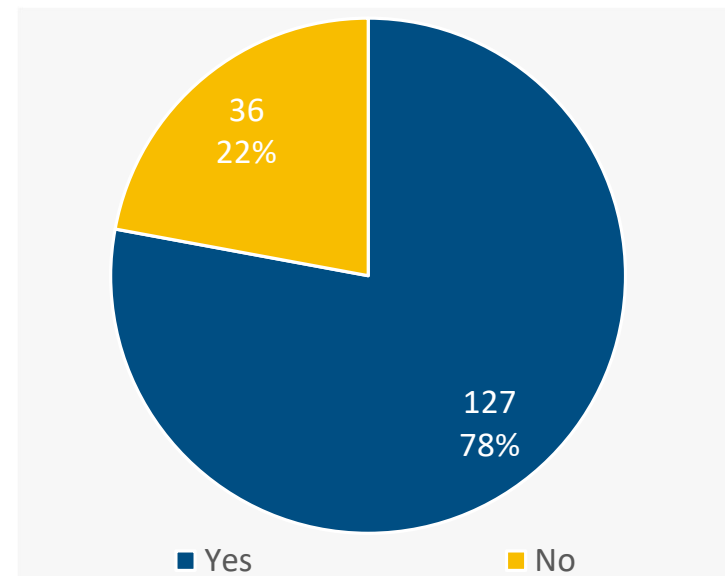
I understand the difference between the Athletic Boosters and the Athletic Department in supporting Madeira athletics.



● High Concern ● Moderate Concern ● Low Concern ○ N/A

## Question 3:

Do the Athletic Boosters effectively communicate our events, contributions and support to student athletes?





# Boosters organization

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## Five considerations to increase and drive Booster member participation

### Question 4: What would get you to be involved in actively supporting Athletic Boosters initiatives and participating in monthly meetings?

#### 1. Time Constraints and Workload Concerns:

- Many respondents express a lack of time due to work schedules and family commitments
- Concerns about the workload and feeling that a few individuals end up doing most of the work

#### 2. Clarity on Volunteer Needs:

- Respondents express a desire for clearer communication on where volunteers are needed
- A hesitation to volunteer when it's unclear if there is a genuine need or if others are available

#### 3. Financial Contributions as an Alternative:

- A notable preference for financial contributions over direct volunteering due to time limitations or a desire for a more convenient way to support their child's sports program

#### 4. Communication and Awareness:

- Request for better communication through reminders of meetings and upcoming volunteer opportunities
- Desire for more information about Booster initiatives, how participation helps, and the specific impact on athletes

#### 5. Interest Tied to Child's Participation:

- A significant motivation for involvement is a direct impact on the respondent's child and their sports activities
- Interest in volunteering increases when the effort is seen as directly benefiting their child's sport

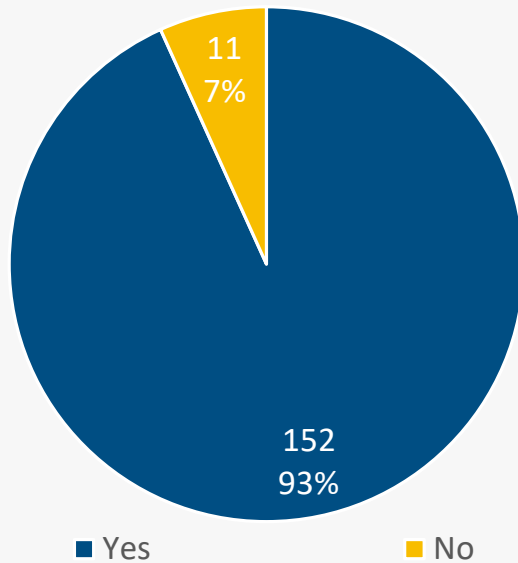


# Athlete's experience

**93% of respondents view the experience as the most important reason to participate in a sport**

**Question 5:**

The experience is the most important reason for my child to participate in sports.



### No Response Themes

1. Value of being on a team, engaging in exercise, and fostering school spirit
2. Personal development
3. Engaging and being social with friends
4. Love for playing the sport
5. Learning life lessons in teamwork, discipline, time management and winning/losing
6. Associating sports with fun and contributing to overall health.
7. Building lasting friendships, memories, and community connections



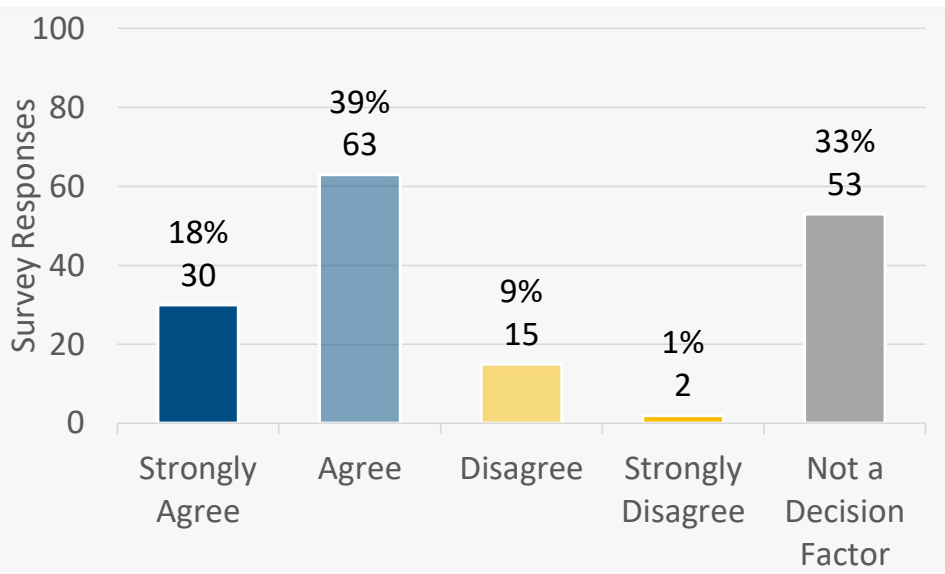


# Athlete's experience

**Athletic participation is a factor to attend Madeira, and increases from 57% to 65% when data is cut to focus on families with a high school student or recent graduate**

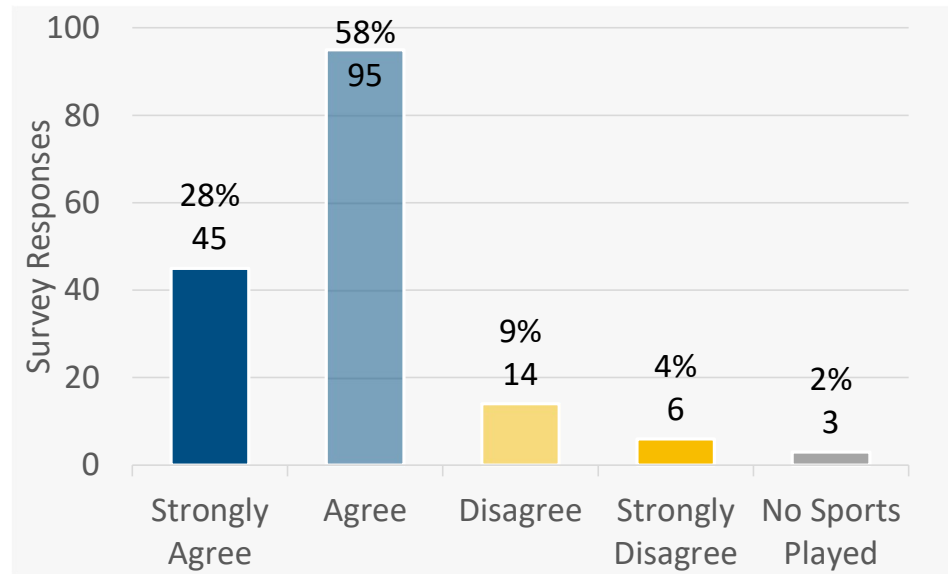
**Question 6:**

The opportunity to participate in athletics is/was a factor in choosing to live in and to send our child(ren) to Madeira?



**Question 7:**

My kid(s) have/had an overall positive experience playing school sponsored sports at Madeira.



High Concern  Moderate Concern  Low Concern  N/A

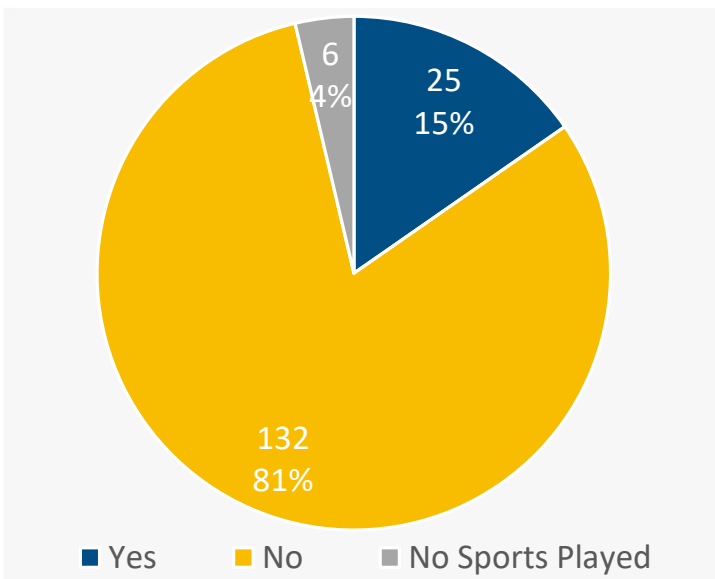


# Athlete's experience

**Madeira loses 15% of potential athletes from playing a school sponsored sport for various reasons**

**Question 8:**

Is there any one thing that is keeping your child from playing a school sponsored sport?



**Yes Response Themes**

1. Coaches not being supportive of students playing more than one sport, creating challenges for those involved in club sports
2. Lack of advance notice for tryouts affecting scheduling and participation
3. Issues with coaching staff behavior, disrespect towards students, and bullying within teams
4. Politics and favoritism within the coaching staff
5. Poor high school sports experience
6. Safety concerns related to equipment
7. Dissatisfaction with the program's culture
8. Inadequate coaching, poor program management, and nepotism
9. Overall dissatisfaction with a sport, perceived as not merit-based and exhibiting favoritism

● High Concern ● Moderate Concern ● Low Concern ○ N/A



# Athlete's experience

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## Question 9: What can the Athletic Boosters do today to improve your child's athletic experience?

- 1. Facilitate Dialogue:** Be an advocate for positive change by acting as a go-between for parents and the athletic staff to voice concerns about poor team culture, address significant issues with coaches or the athletic department.
- 2. Advocate for Positive Coaching:** Work with the athletic department to gather feedback on coaches' performance. Explore ways to sponsor/fund development opportunities for coaches and players. Participate in the hiring/retention of quality coaches across all sports as an external voice.
- 3. Improve Facilities:** Address facility concerns, such as locker rooms, trainers' rooms, meeting spaces and indoor/outdoor practice space
- 4. Address Concerns about Extra Charges:** Alleviate some of the financial burden on parents, such as required uniform purchases.
- 5. Promote Inclusivity:** Support all teams, including those that may not bring in significant revenue or spectators. Advocate for more visibility and prime-time slots for girls' sports. Expand sports opportunities for Middle School athletes
- 6. Improve Communication and Engagement:** Enhance communication channels to keep parents informed about events, activities, and introduce coaches to parents.
- 7. Engage the Community:** Encourage community support for athletics through outreach programs and potential service projects. Consider expanding Booster events to kick off winter and spring seasons
- 8. Assist with Transportation:** Organize volunteer efforts to help with transportation, especially for activities that fall during parent work hours. Investigate the feasibility of a Booster Bus to help with transportation needs



# Athlete's experience

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## Question 10: What can the Athletic Boosters do to help retain current student athletes participation in school sponsored sports?

- 1. Feedback and Communication:** Establish a dedicated feedback system for parents to communicate with administration and coaches. Ensure timely responses to concerns and suggestions.
- 2. Positive Coaching Training:** Allocate funds for positive coaching training programs to enhance coaching techniques and promote a positive environment for athletes.
- 3. Understanding Reasons for Dropout:** Conduct surveys or forums to better understand why students stop playing sports and address identified issues to improve the overall experience.
- 4. Coaching Accountability:** Propose an independent review of coaching effectiveness, including strengths, weaknesses, and opportunities for improvement, to ensure accountability and enhance coaching quality.
- 5. Encourage Participation:** Advocate for inclusive policies that ensure more students have the opportunity to participate in sports.

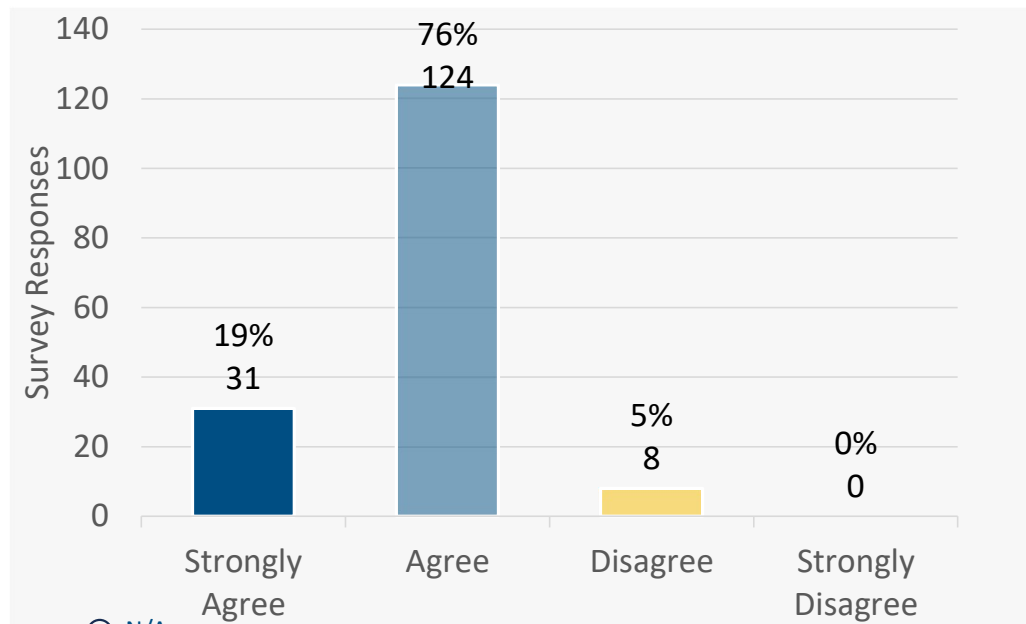


# Parents' voice

**95% of respondents feel Madeira parents are positive, supportive and appropriately involved**

**● Question 11:**

I believe other Madeira parents are positive, supportive and appropriately involved.



● High Concern ● Moderate Concern ● Low Concern ○ N/A

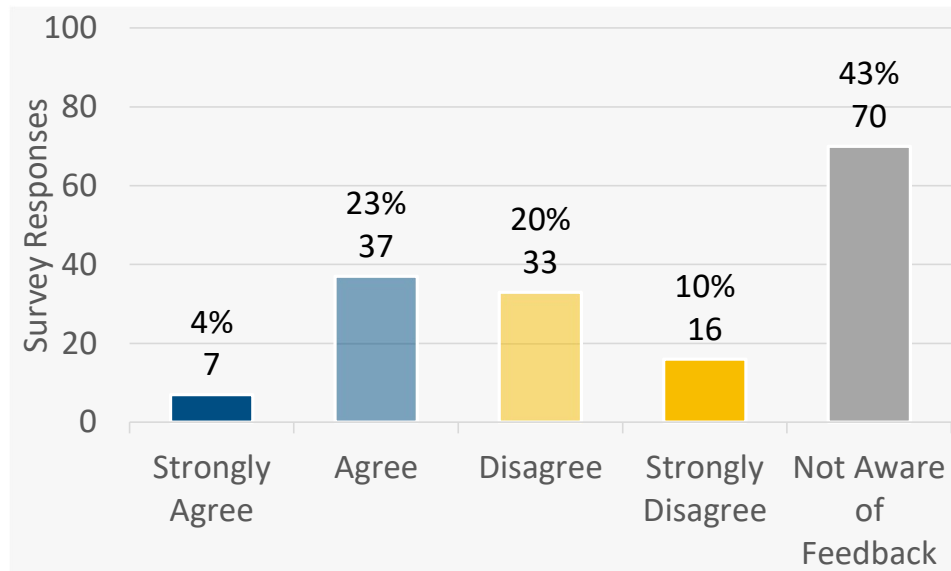


# Parents' voice

**Majority of parents' are not aware of nor provide feedback and many do not feel coach or program feedback is heard (30%) nor appropriately actioned upon (33%)**

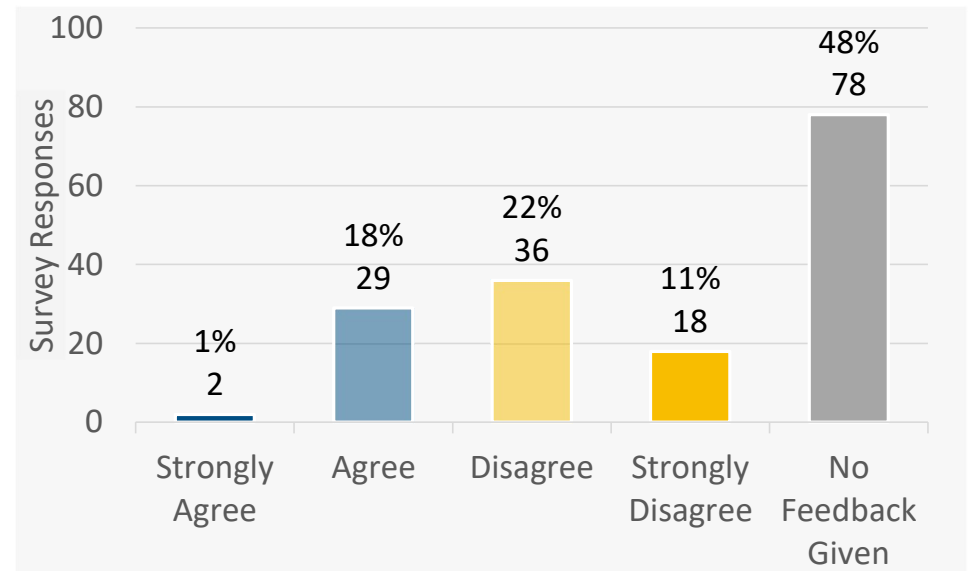
**● Question 12:**

Parents feedback is appropriately considered when providing coach feedback and/or when coaches are being hired.



**● Question 13:**

I have provided program feedback, positive and/or negative, that I felt was heard and appropriately actioned upon.



● High Concern ● Moderate Concern ● Low Concern ○ N/A

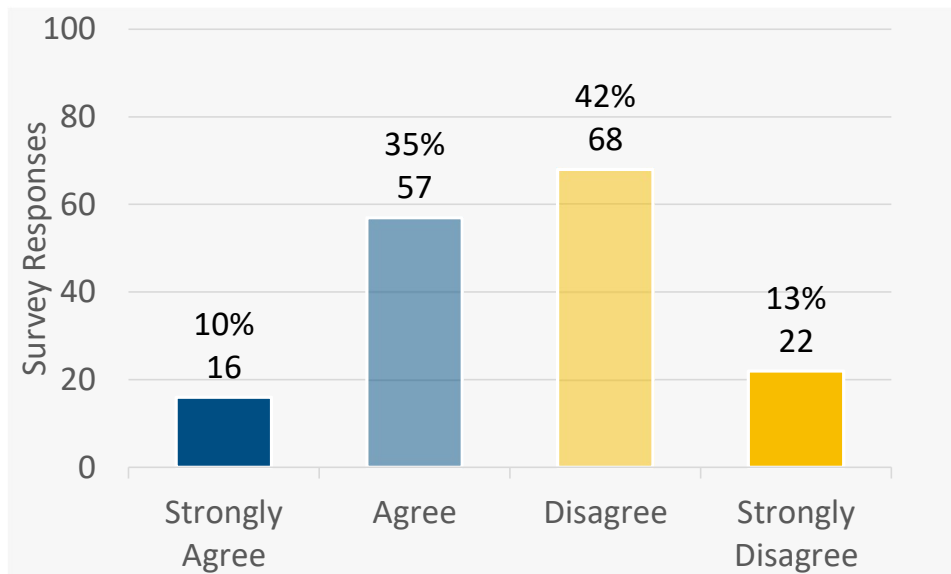


# Financial transparency

**55% of respondents do not understand how athletics are funded and 79% do not know what is allocated from the school operating budget to fund athletics**

**● Question 14:**

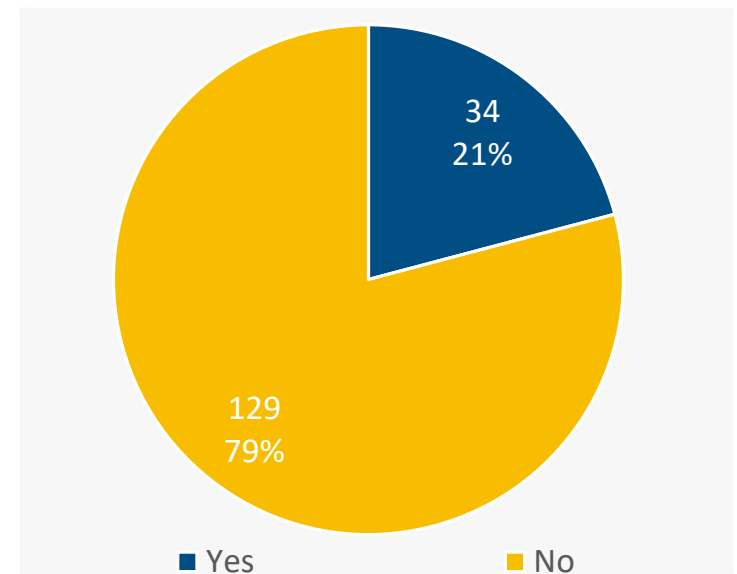
I have a good understanding of how our school sponsored athletics are funded; including taxpayer funds, pay-to-play fees, Athletic Booster funds, coach contributions and private donations.



● High Concern ● Moderate Concern ● Low Concern ○ N/A

**● Question 15:**

I know what is allocated from the school operating budget to support Madeira Athletics.



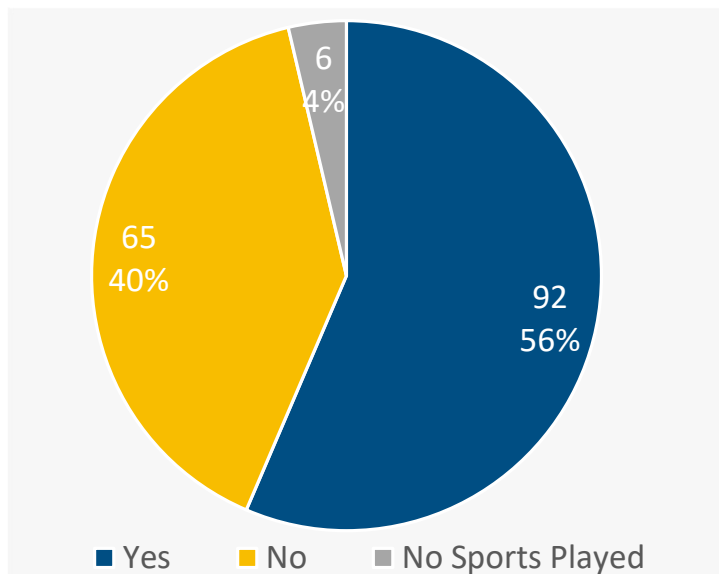


# Financial transparency

**56% of respondents believe that apparel, equipment and facilities appropriately represents their investment while 83% indicated they are asked for additional investment beyond the pay-for-play fees**

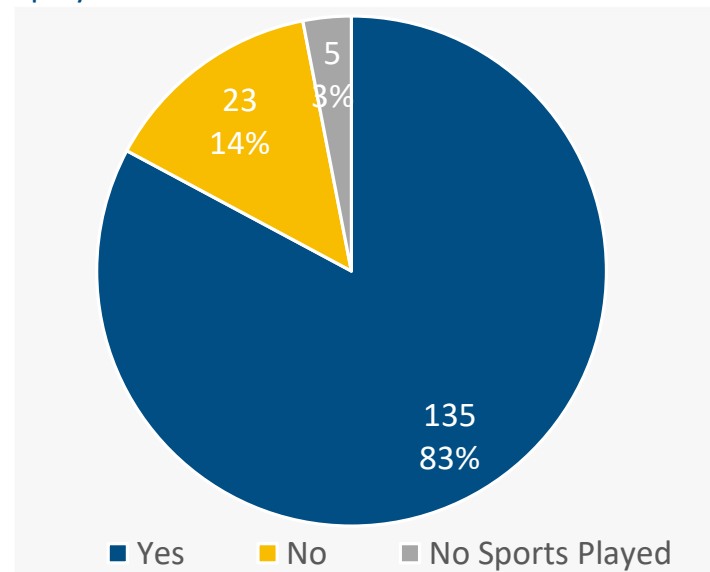
**Question 16:**

Do you feel your child's athletic apparel, equipment and facilities appropriately represent your investments (taxes, pay-for-play, fundraisers, donations etc.)?



**Question 17:**

I have been asked to purchase apparel and/or equipment for my athlete beyond the pay-to-play fee.



● High Concern ● Moderate Concern ● Low Concern ○ N/A



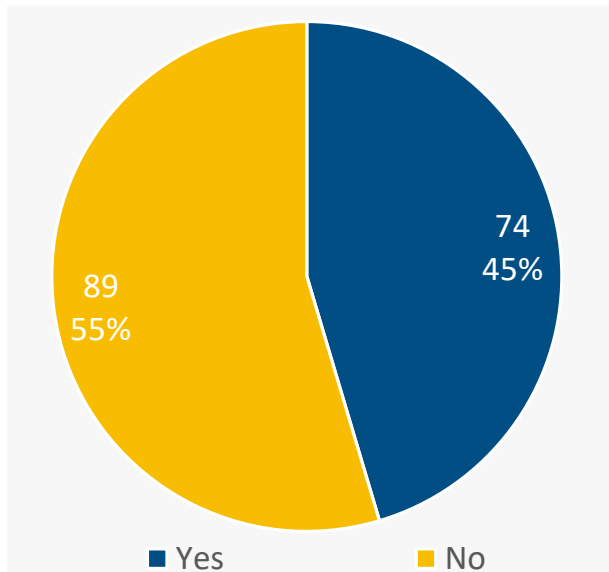


# Financial transparency

**There is not a good understanding from where all the funds are coming to support the athletic programs**

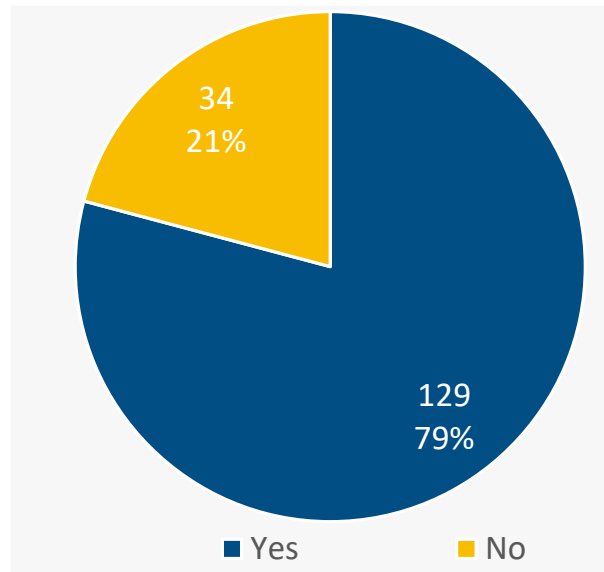
**Question 18:**

I know that coaches have personally purchased apparel and/or equipment to support their team.



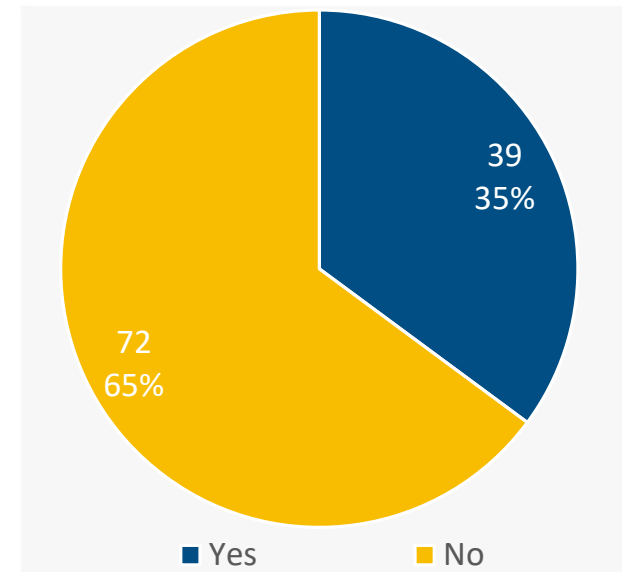
**Question 19:**

I know that parents have personally purchased apparel and/or equipment to support their child's team.



**Question 20:**

I know how much financial support the Athletic Boosters have provided to Madeira Athletics over the past 2 years.



● High Concern ● Moderate Concern ● Low Concern ○ N/A

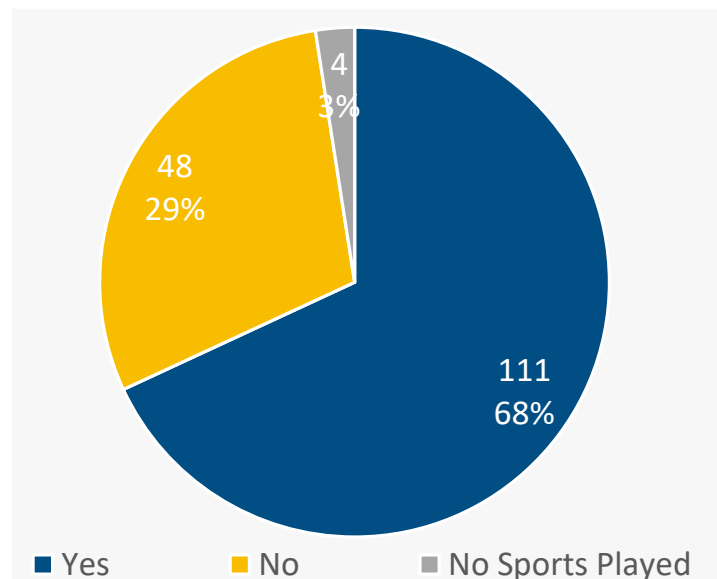


# Athletic infrastructure

**68% believe athletes receive the appropriate apparel, equipment and logistic support and 53% feel athletic facilities are a positive representation of our investment**

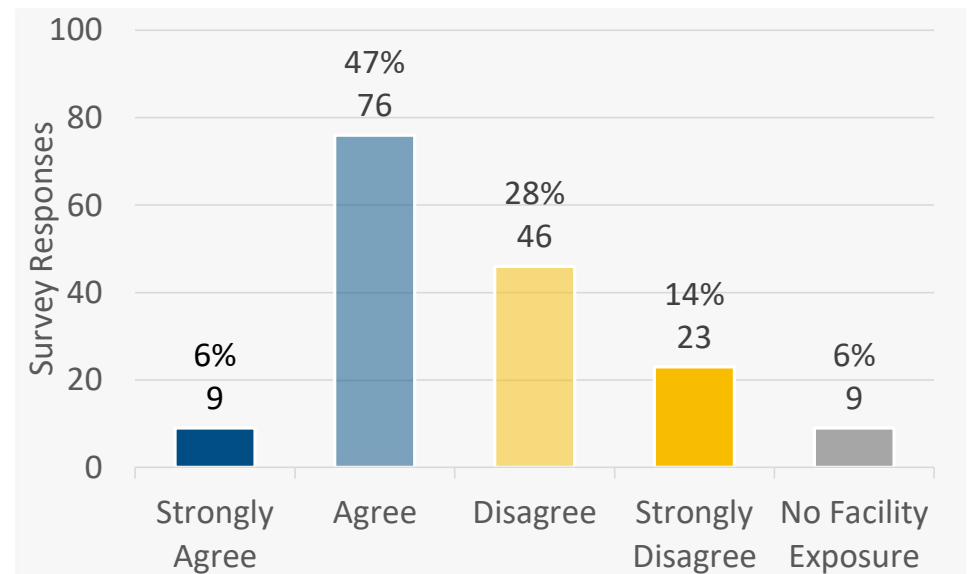
**Question 21:**

The players have all the appropriate uniforms, equipment and logistical support to practice and perform safely at a high level.



**Question 22:**

Madeira's athletic facilities (practice fields, stadium, gyms, weight room, locker rooms etc.) meet or exceed expectations and are a positive representation of our investment, community and schools.



● High Concern ● Moderate Concern ● Low Concern ○ N/A

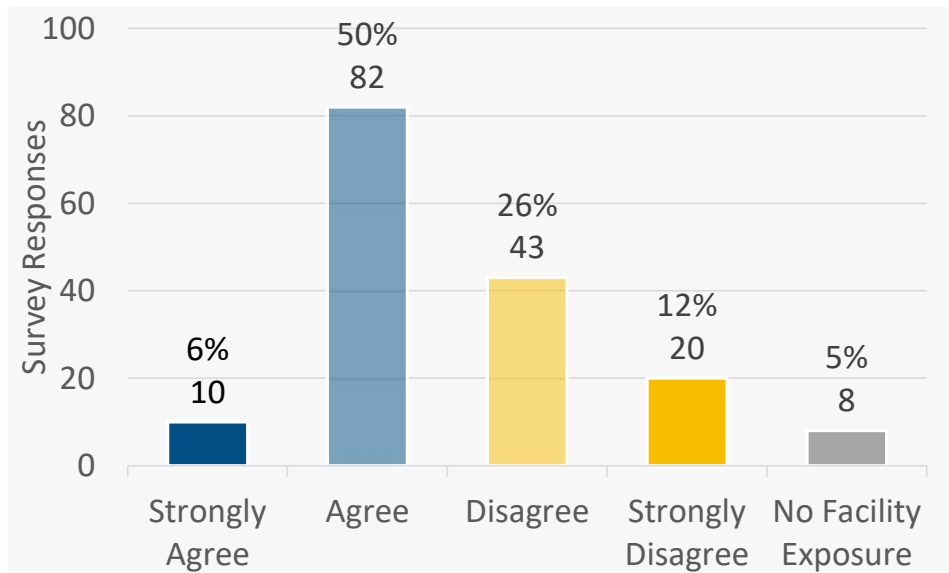


# Athletic infrastructure

**56% believe facilities are maintain equitable across Madeira sports and 47% feel facilities are comparable to other CHL and similar sized schools**

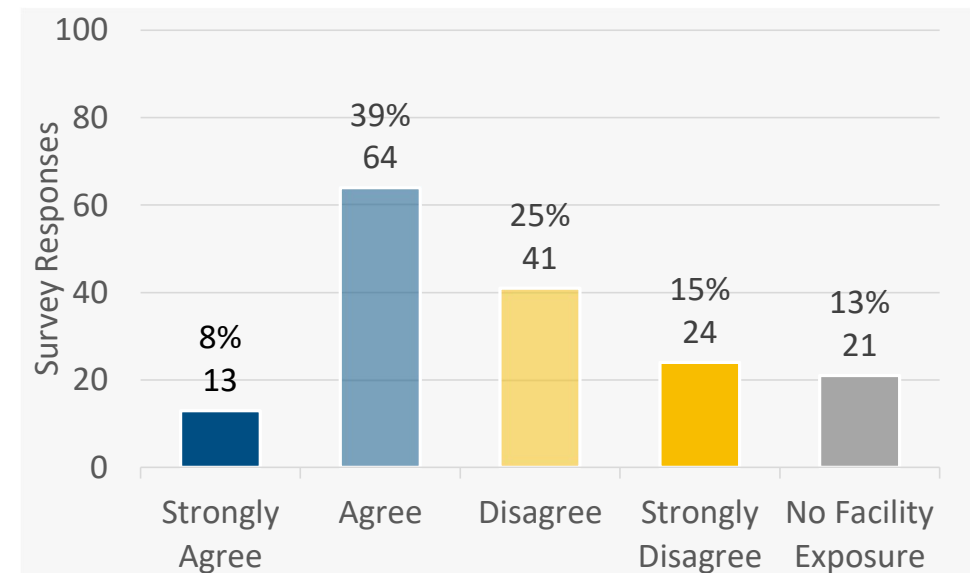
**Question 23:**

I believe the athletic facilities (practice fields, stadium, gyms, weight room, locker rooms etc.) across Madeira sports are maintained at an equitable level and common standard across sports.



**Question 24:**

I believe the athletic facilities (practice fields, stadium, gyms, weight room, locker rooms etc.) are comparable to other Cincinnati Hills League (CHL) schools and schools of similar size to Madeira.



● High Concern ● Moderate Concern ● Low Concern ○ N/A

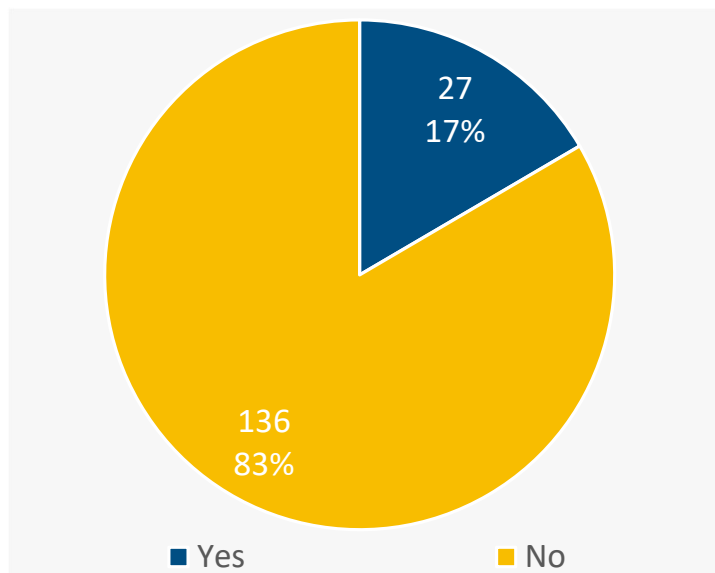


# Athletic infrastructure

## 83% of respondents are not aware of the roadmap for athletic facilities improvement

### ● Question 25:

Are you aware of the roadmap that has been developed for athletic facilities improvement?



● High Concern ● Moderate Concern ● Low Concern ○ N/A

### Madeira High School Facilities Feasibility Study

- Conducted Fall 2022 by MSA Design
  1. Phase 1 (9 months):
    - Air conditioning and ceiling painting in both gyms
    - New floor in auxiliary gym
    - Softball outfield fence
  2. Phase 2 (24 months):
    - Renovate existing locker rooms
    - New floor in main gym
    - New bleachers and transition prep
    - Baseball upgrades
  3. Phase 3 (5+ years):
    - Science center renovation and expansion
    - Academic/athletic connection + classroom additions
    - Potential athletic expansion



# Program standards

## 26. How do you feel Madeira Athletics programs compare to other CHL league schools or similar sized schools overall?

### Strengths:

- Majority of teams perform well
- Appreciation for committed coaches.
- Pride in the overall success of the programs
- Positive community support.
- Programs compare well to other CHL and similar-sized schools

### Opportunities:

- Invest in facility upgrades, addressing the specific concerns raised about the gym, locker rooms, and outdoor spaces.
- Seeking additional funding or donations to potentially bridge the investment gap with other CHL schools.
- Investing in coaching development programs and recruitment strategies
- Improving administrative support, including potentially hiring an Assistant AD

### Weaknesses:

- Facility limitations (gym, wrestling facilities, locker rooms, and outdoor practice areas)
- Lack of commitment to addressing facility issues
- Inconsistencies in coaching quality and limited knowledge
- Lack of athlete development at both high school and lower levels
- Less financial investment in athletics compared to other schools leading to disparities in facilities and overall program quality
- Dual role of the Athletic Director (AD) and a perceived lack of administrative support

### Threats:

- Competitive disadvantage caused by open enrollment schools and active recruitment by other schools
- The perceived lack of commitment to addressing facility and coaching issues
- Allowing too many parents to coach sports, challenging the ability to maintain a balanced and competitive coaching staff



# Program standards

## 27. What are the biggest strengths of Madeira Athletics?

### Strengths:

- Dedicated and caring coaches for the majority of athletic teams
- Strong support from the community, including parents, Boosters, school administrators and volunteers
- School's small size allows for widespread participation in sports, with opportunities for students of all skill levels
- Emphasis on character development, teamwork, goal-setting, and effective communication
- Culture that encourages students to learn important life skills such as winning with humility and losing with grace

### Weaknesses:

- Inconsistencies in coaching quality and alignment across different sports
- Ensuring all sports receive equal attention and resources to enhance the overall athletic experience

### Opportunities:

- Strengthening youth programs to provide a solid foundation for future high school athletes, ensuring a continuous flow of skilled and dedicated players
- Improving communication between coaches, parents, and administrators can help in addressing concerns and fostering a more cohesive and supportive athletic community
- Invest in the development of coaches across all sports to ensure a consistent and positive coaching approach that aligns with the school's values

### Threats:

- Ensuring all coaches are well-informed about the pipeline/development of players at lower levels to prevent gaps in the athlete development process
- Potential financial constraints or competing priorities that could impact the level of support for athletic programs
- As the school grows and/or changes, there will be challenges in maintaining the current level of inclusivity, especially if there's increased competition for limited spots on teams



# Program standards

## 28. What are the biggest opportunities for improvement within Madeira Athletics?

### Strengths:

- Strong sense of community engagement and passion for athletics
- A desire for continuous improvement in various aspects of the athletic program
- Building a foundation on stronger youth programs and retaining athletes from middle school to high school

### Opportunities:

- Investing in improved facilities, including gym spaces, locker rooms, and outdoor fields
- Addressing concerns about communication, transparency in budgeting, and clear information on Booster support can improve trust and satisfaction
- Strengthening youth programs and ensuring fair opportunities for all players
- Hiring experienced coaches, providing training, and addressing coaching concerns
- Initiatives to increase the percentage of student body participation and retain athletes from middle to high school

### Weaknesses:

- The state of facilities, including locker rooms, gym spaces, and restroom facilities, is a consistent concern
- Poor communication from the Athletic Director and coaching staff
- Lack of transparency in budget allocation
- The presence of long-standing coaches, favoritism, and concerns about coaching quality

### Threats:

- The trend of losing strong athletes to private schools poses will impact the competitiveness of Madeira Athletics
- The negative impact of certain coaches on the mental health of players and overall team experience
- The outdated facilities and lack of space for practice can lead to safety concerns and impact the overall quality of training



# Program standards

## 29. If you were conducting this survey, what question(s) would you have liked to ask?

### Financial Transparency:

- How are pay-to-play fees spent?
- Does the Athletic Boosters fund any part of coaches' salaries?

### Student Participation and Learning:

- What lessons have been learned from participating on teams?
- Do you support team building activities financially?

### Involvement and Engagement:

- How interested are you in various involvement opportunities?
- Are you aware of Boosters meetings and do you participate?

### Budget and Funding Allocation:

- What is the breakdown of funds from pay-to-play fees and Boosters?
- Should there be a cap on fees for apparel and other items?

### Coaching and Evaluation:

- How are coaches picked?
- Are Boosters involved in hiring/firing coaches?
- How are coaches evaluated and held accountable?
- What criteria would you like coaches to be judged on?

### Facility and Accessibility:

- What are the facility areas that need improvement?
- Should there be improvements for accessibility?

### Parental Preferences and Concerns:

- Why would you choose a club sport over Madeira?
- Does your experience impact your consideration of playing sports in the school district or private vs public options?

### Support Services and Resources:

- What services are in place to help students who need financial assistance for sports?

### Community Engagement and Fundraising:

- How can the community support Madeira Athletics financially and through volunteering?
- What would encourage parents to volunteer more for student-athletes?
- What would increase participation in fundraising events like Booster Palooza?

### Coaching and Academic Balance:

- How does your child's coach support academic endeavors?
- Is the coaching staff respectful of the student-athlete's time for study and sleep?

### Feedback and Improvement:

- How would you rate the overall administration of athletics?
- What improvements or amenities would you like to see?