



Scottish Volleyball Association Communication Survey 2011

These are the results of the SVA's second communications survey. 29 responses were received via the online survey, which was sent to all club administrators, which compares to 18 responses to the previous survey, representing a significant increase.

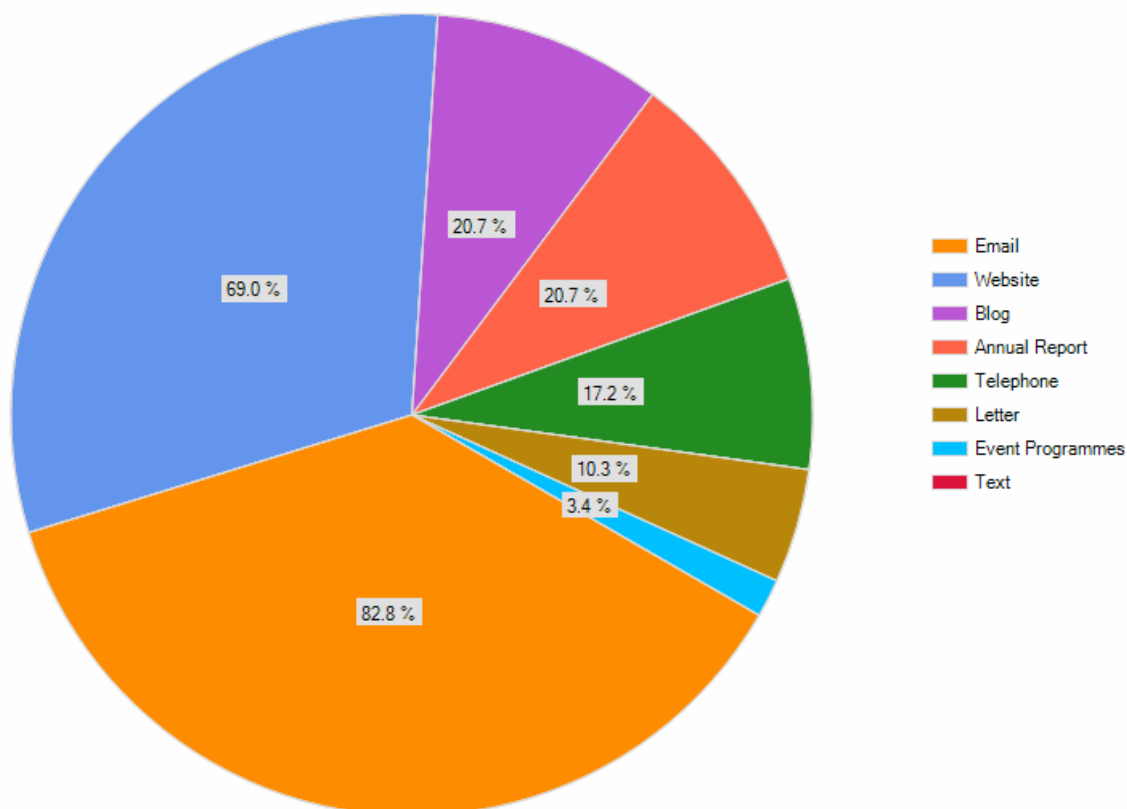
The 2011 survey was anonymous and the results can be compared with the previous survey, which were published on the SVA's website. The purpose of the survey is to test and, through your feedback, improve the communication structures which exist within the SVA and link the management and governance of the Association with its clubs, constituents and membership.

Methods of Communication

In general, the responses showed that the club administrators are broadly happy with current levels of communication (79.3% good or excellent). There is a significant shift in emphasis towards e-communication, with 82.9% receiving information most often via email. Website use was also high at 69%. In response to your 2009 feedback, an SVA blog has been created and although only 20% of you took information from this source frequently, this outstrips telephone and post as a frequently used means of communication.

In initiating communication with the SVA office, a massive 92.9% of you preferred email.

By which means of communication do you gain information from SVA most often?



More of you mentioned facebook in your comments and suggestions this year (33.3% of those who added a written comment). SVA has now launched and modified its facebook presence, thanks to your initial comments, and the potential benefits of using Twitter are being examined by the Board.

<https://www.facebook.com/scottishvolleyball>

Quality, quantity and Speed

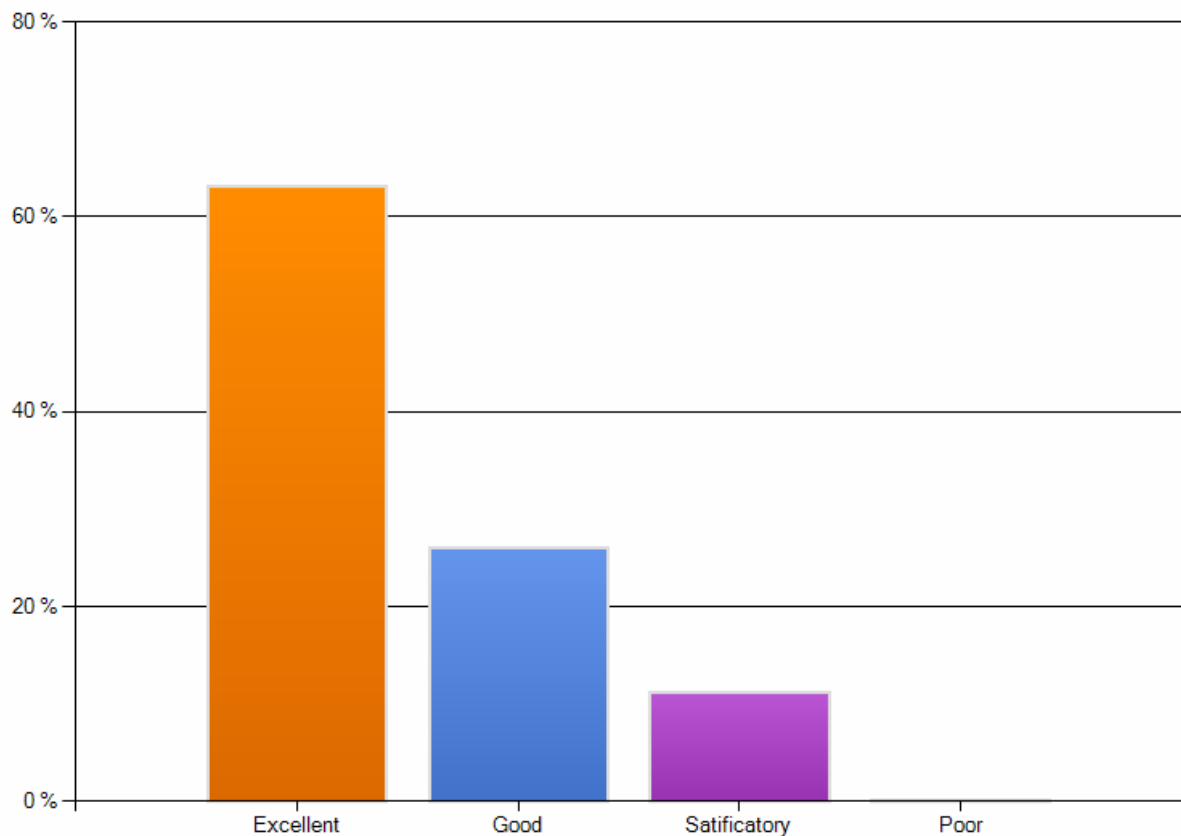
A comparison of data on SVA to membership communications is set out. Figures show % of responses rated good or excellent.

	Previous	This year
Quality of Communication	81%	79.3%
Standard of response	87%	81.5%
Speed of response	n/a	85.2%

SVA Office

Your comments and suggestions for improving our systems are noted. It has been a challenging year for the SVA offices with a number of long term absences and personnel changes. As a result it is particularly pleasing to note your overall satisfaction with the office service.

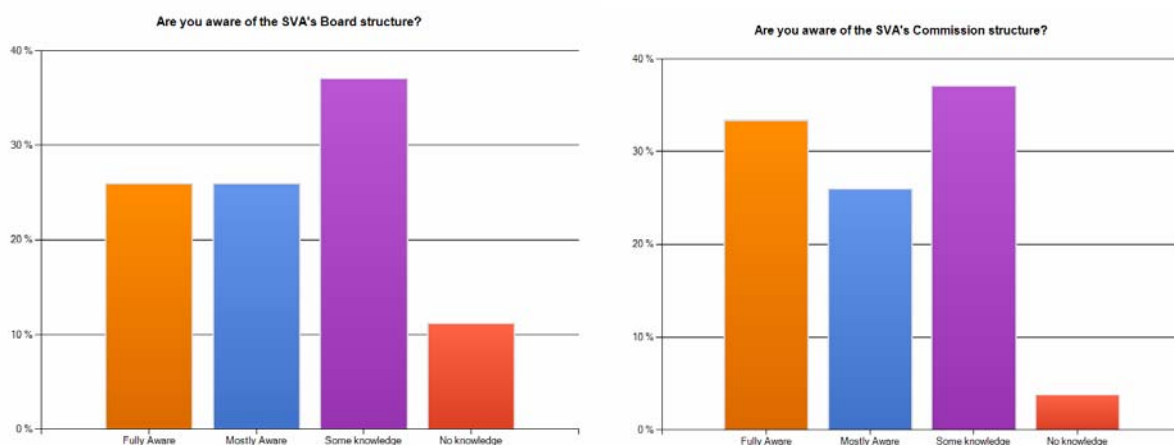
Please rate the overall performance of SVA Office.



Governance Structures

Respondents were asked to comment on their awareness of the SVA's overall governance structure, which consists of a range of specialist Commissions and a Board of Directors. The responses on general governance were evenly divided, with only 3.6% claiming no knowledge of the governance structures.

Specifically, the Commissions structure was mostly understood with 'no knowledge' responses in line with the general governance response. We asked for an opinion on the levels of communication from each committee. None communicated excessively. For most commissions the overwhelming majority rated the frequency of communication as 'regular' or 'occasional'. The Student and Referees commissions were found by 33.3% and 30.4% respectively to have communicated 'seldom', however, it may be that these commissions simply have less relevance to the responding clubs.



Just over 50% of respondents had a good grasp of the SVA Board set up, but 92.5% measured the frequency of their communication as 'seldom' or 'occasional'.

Key points

- The dominance of electronic communication is further developed
- SVA has responded to your suggestions from this and the previous survey to add 'new' tabs to web updates and embrace blog, facebook and potentially twitter
- While improvements can always be made, the SVA office is mostly meeting your expectations
- The Board must do more to communicate the work they are doing
- Response to commissions is mixed, but club interface with commissions varies also
- You asked for more communication with local authorities and help with hall lets.

We are gathering data to support this now -

<http://www.surveymonkey.com/s/SVAclubaudit>