



## Communication Survey

### Introduction

In the Autumn of 2009 the SVA Office introduced and completed a survey of members and stakeholders to evaluate the quality and appropriateness of the communication systems which we use. The need for this survey was created by two different considerations;

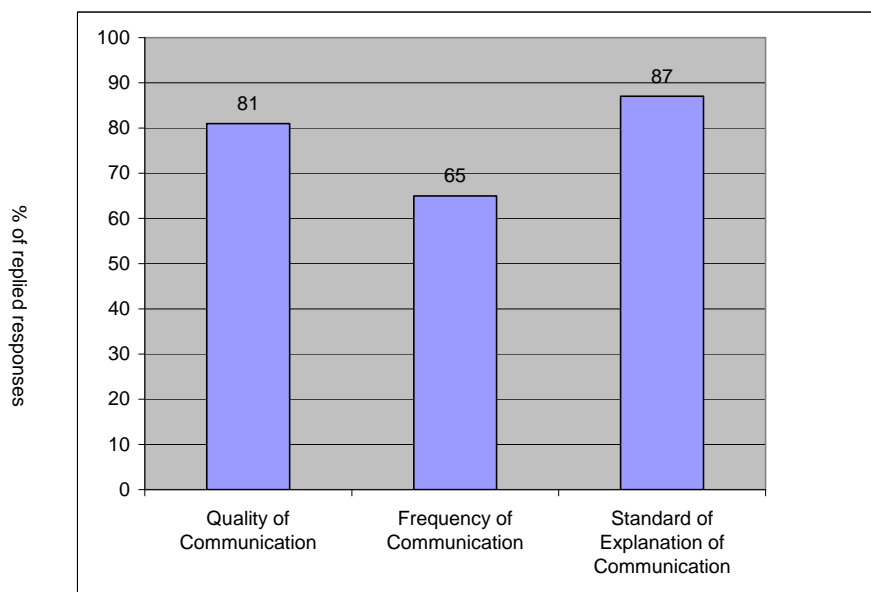
- Feedback from the discussions which were held on the Club Administrators Seminar (23<sup>rd</sup> August 2009)
- The Strategic Plan KPI (key performance indicator) which highlighted the need to develop an updated Communication Strategy Policy.

A cross section of people were consulted in the survey including Club personnel, match officials, players (junior and senior), parents, SVA Commission members, school teachers, and other stakeholders from linked institutions like sportscotland. The survey was completed using a specially prepared document which was Emailed to the identified personnel, but also available in hard copy if this was preferred. There was a 93% completion rate from those who were involved.

### Results

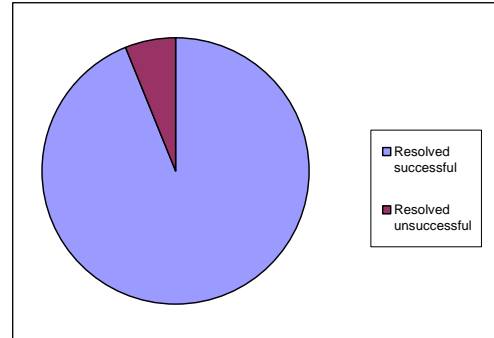
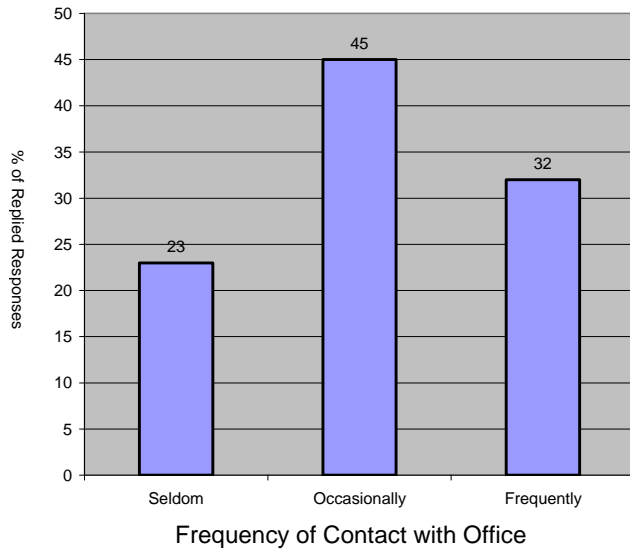
The results of the survey are presented in the following graphs.

Communication from the SVA to Individuals & Clubs



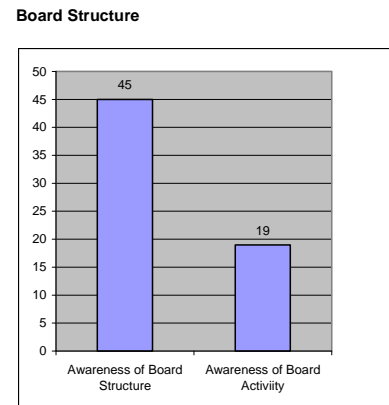
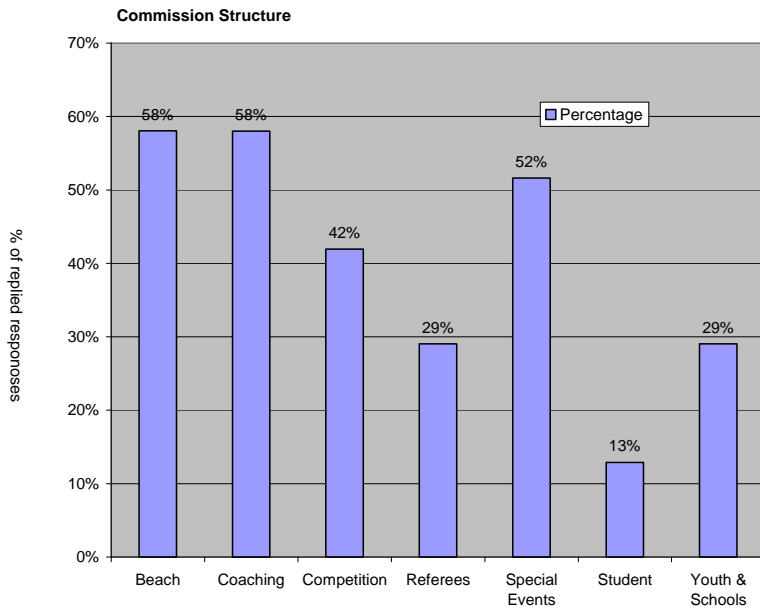
Rated above average to good

### Communication to the SVA from the Individuals and Clubs



Response by SVA Staff and Office

### Awareness of Board & Commission Structure



Understanding of Commission Structure

## **Actions steps**

There have been a series of action steps taken as a result of the information produced by the survey.

- The survey results were converted into graphs to enable them to be presented at various meetings, and published for the SVA membership.
- The results have been tabled at Board and Commission meetings, and new strategies to improve communications between these groups and the membership are being formulated.
- The information from the survey is being used to help develop the Communication Strategy Policy
- Discussions have taken place on making further use of the SVA website to improve communications with the membership.

I hope this information helps to strengthen the very positive relationships which exist within Scottish Volleyball. If you have any questions regarding the Communication Survey, or the issues covered in this report, please do not hesitate to get in touch with me at the SVA Office.

Kind regards.

Margaret Ann Fleming  
Chief Executive Officer  
Scottish Volleyball Association  
January 25<sup>th</sup> 2010