

DSPFC

The Movement
Customer Opinion Survey
May 2024

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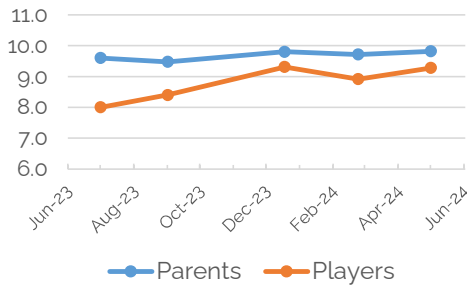
SATISFACTION SURVEY (MAY 24)

Satisfaction

9.8 / PRIOR 9.2 NEW 9.7

Participation	
Survey Completions	27 / 11+6
Comments Provided By	22 / 7+5
Scores	
Top Score	10 / 10+10
Bottom Score	9 / 8+9

Satisfaction History



5/21/2024

Positive Comments

- "DSPFC provides the highest level of coaching, leveraging professionalism, technology, expertise and a desire to provide the best opportunities for its players. I would expect this level of dedication from a world class professional Academy."
- "Longer, more organized practices than standard club practices More/swifter communication Far and away more organized Better style of play Players seem to be fit to appropriate positions more than I've seen at any other club"
- "I'm very impressed with the caliber of training and preparation that goes into this program. I think Coach DAmato and the DSP program truly prepares young players for professional career in soccer in the future."
- "I feel it is the right balance of hard training and fun"
- "Ever since I came to DSP there have been better opportunities to better clubs or academies than I have ever experienced, and this club has gotten me a lot better in just a year."
- "I chose this answer because in my opinion, DSPFC is the best team in Jacksonville."

DSPFC Interpretation

- Current parents actually scored higher than new parents, a strong validation that a year in, we're on the right track.
- Kids scores improved even with the Florida Cup loss – our record in cycle 3 was very strong and positive results has a big impact on the kids
- Need to work on and improve our mental toughness and how best to prepare the kids for challenging situations.

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Constructive Comments

- "Very good improvement during the season. Point for improvement: Need more positive encourage. The team gets emotionally affected very easily in challenging situations...."
- "We've enjoyed ourselves but I will admit it's not for everyone."

DSP Action Plan

From Prior

- Had tryouts – currently have 25+2 on the roster and initial trainings with more players have already improved the intensity level

Upcoming

- As go through the summer and into the new year – the challenge will be fostering intense and healthy competition
- This upcoming year will be the hardest they have ever had (and not just soccer) – finding the right balance to maximize their potential is our goal

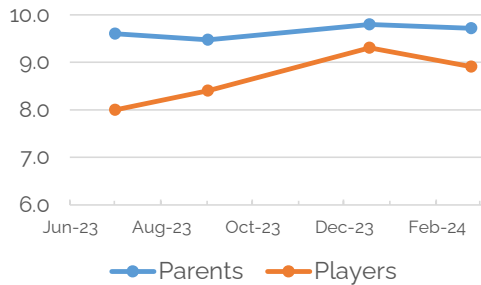
SATISFACTION SURVEY (FEB 24)

Satisfaction

9.7 / 8.9

Participation	
Survey Completions	14 / 11
Comments Provided By	13 / 10
Scores	
Top Score	10 / 10
Bottom Score	9 / 6

Satisfaction History



5/21/2024

Positive Comments

- "Excellent club for serious soccer families. The most thoughtful and thorough approach to development I've witnessed over a lifetime of sports and fitness."
- "By far the most complete, sincere, and meaningful soccer experience in North Florida for 2010 boys."
- "This club is not for the general group of players however if there are appropriate skills and/or drive in the athlete then I would definitely recommend this club and its approach."
- "The best team I've ever played on and made me 10x better at everything."
- "I have improved in literally every category of soccer I have gotten so much better since coming to this club."

DSPFC Interpretation

- Majority of players and parents are pleased with the program we have put in place and our current state of execution.
- Size of player makes certain choices more difficult and ramifications more impactful
- We're not performing to our fullest potential and that is having an impact on the players' perceptions

Constructive Comments

- "Only thing not 100 % on board is playing tournaments with only 11 players due to ODP. Not fair for the team, understand the exposure component at the player level but we need a better strategy."
- "I think that I'm not having as much fun as I used to but when I fully adjust to the work we are putting in I think it will come back"
- "I think we are an OK team since we win the games, we should win but when we lose it's against teams I feel we could also beat."
- "...although on the field I feel like some of us lack energy and passion to want to win the ball. "

DSP Action Plan

From Prior

- Incorporated more competition across most activities and have seen a positive response
- We have seen our playing style improve and our overall quality get a bit better

Upcoming

- I believe the shortage of players have allowed some to get complacent - I expect this will be resolved in 2024/2025 when players must fight for playing time and roster selection
- In addition, 2024/2025 should resolve roster size challenges as well, but default of this program will continue to support players in their best avenues for pathway discovery

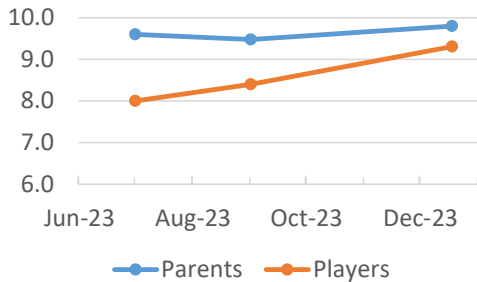
SATISFACTION SURVEY (DEC 23)

Satisfaction

9.8 / 9.3

Participation	
Survey Completions	15 / 13
Comments Provided By	11 / 11
Scores	
Top Score	10 / 10
Bottom Score	8 / 7

Satisfaction History



5/21/2024

Positive Comments

- *"This soccer program is not only built around a comprehensive system for athletic development, but also thrives in building a positive atmosphere for both players and parents to form a true soccer community."*
- *"By far the most complete, sincere, and meaningful soccer experience in North Florida for 2010 boys."*
- *"DSP offers our player and our family the high-level strategic thinking, personalized training, competitive environment, and communication that we are looking for. We know that we are very fortunate to be part of the DSP family which is above and beyond anything that other clubs in our area are able to offer."*
- *"I appreciate the care for players development and transparency."*
- *"I feel like I had my least amount of confidence last year and now since I've joined I've gotten a lot better and more confident"*
- *"Best team I could possibly be on, this team made me ten times better than I was just a few months ago"*

DSPFC Interpretation

- Our communication is helping both players and parents to see the bigger picture and we're building a true community
- We've identified a good foundation for the club and we need to continue to push through our execution
- I'm super pleased with where we are and looking forward to 2024.

Constructive Comments

- *" Not for every player and/or family. Level and commitment "*
- *"I really like this team and I know this is probably the best way to make it professionally, but we keep losing."*
- *"It is a helpful club but can feel like a critical one at times."*

DSP Action Plan

From Prior

- Overall, environment seems to be quite positive, and players are feeling that they are making improvements
 - Unfortunately, results didn't follow as we moved towards the end of the fall season, must ensure we keep buy-in
 - Brand re-launch has been solid and message is getting out
- ### Upcoming
- Continue to focus on and refine the environment, the kids appreciate the pushing, but need to manage the balance.
 - Manage developmental journey and still put kids in position to compete and win, further building confidence.

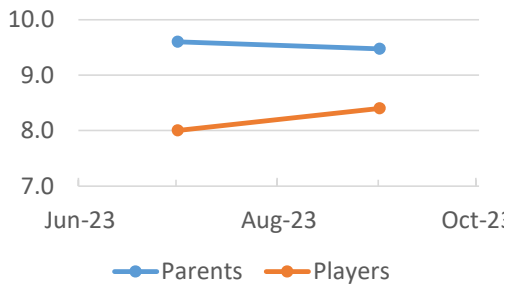
SATISFACTION SURVEY (SEPT 23)

Satisfaction

9.5 / 8.4

Participation	
Survey Completions	21 / 15
Comments Provided By	17 / 9
Scores	
Top Score	10 / 10
Bottom Score	7 / 6

Satisfaction History



5/21/2024

Positive Comments

- "Quality and intensity of training is much higher standard than local clubs."
- "Personal attention + monitoring goals and progress of player."
- "First time ever we are having feedback rounds of conversation."
- "Great focus on the kids and their development. DSPFC is about becoming a premier organization with premier players."
- "High level training, high transparency, and good communication with parents."
- "Club has met expectations that we have been looking for a long time."
- "Asked my son if he feels he is improving. The answer was yes."
- "High caliber team. Organized, engaged coach. Tournament schedule better for family time."
- "Because it's a very good club to be at."
- "Because it focuses on the players more than any other club would."

DSPFC Interpretation

- We have continued to deliver on the expectations of quality, player development and communication.
- We are setting a high bar (and pushing it higher) and that isn't for everyone (which is true) – we are on the pathway to becoming premier/elite.
- We must ensure that we keep the bar high and outline the expectations of all parties as people look to join the club.

Constructive Comments

- "There is a level of commitment not for every player/parent"
- "Not everyone is ready or deserving of this level of coaching and intensity. Being a part of this club is a huge commitment, and only the most serious athlete families should consider DSPFC."
- "It is very consistent with the fitness and the work ethic that he wants from us. Sometimes it's a little stressful but it helps alot"
- "I chose 9 because if the colleague is willing to help build the team rather than destroy it, I'll recommend it."

DSP Action Plan

From Prior

- Continued robust communication and initial team performances were solid.
- Active in social media and have grown audiences in both Facebook and Instagram

Upcoming

- Actively manage kids through "raising the bar" process
- Have meaningful improvement of team from baseline
- Refine brand message to ensure proper weight on elite/premier status

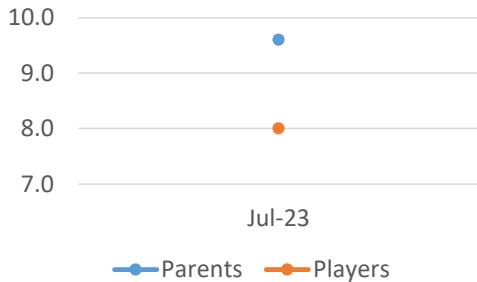
SATISFACTION SURVEY (JULY 23)

Satisfaction

9.6 / 8.0

Participation	
Survey Completions	14 / 5
Comments Provided By	8 / 3
Scores	
Top Score	10 / 10
Bottom Score	8 / 5

Satisfaction History



5/21/2024

Positive Comments

- *"I am very satisfied with the DSPFC club as I see the commitment of the coach with the development of every single kid on the team. The communication between the staff and the families is also fantastic. The coach guides the kids to be a very competitive team, increasing their self confidence and their potential as soccer players but never forgetting to be fair and respect each other as well as other people."*
- *"Once in a lifetime opportunity with a truly dedicated coach. Professional, considerate, motivating - everything you could ask for when searching for the best possible experience for your child."*
- *"The coach is very well versed in the mechanics of the game and what areas the players need to excel."*
- *"I love the environment and the very well-organized way that DSP handle all the activities"*
- *"Because I play on the club, and it is a very friendly but competitive environment."*

DSPFC Interpretation

- Coaching commitment & dedication are evident and well received
- Parents see the newness of the club as an opportunity to do something special and are on board to be a part of it
- Organization and communication are critical and currently meeting expectations
- We are creating an environment that the kids want to be a part of

Constructive Comments

- *"All the people I know that are good know about the club."*

DSP Action Plan

- Continue to be proactive and transparent in organization and communication
- Focus on getting a team foundation in place that enables us to compete at a high level
- Expand our social media presence to ensure all 2010s in the area are aware