

**DSPFC**

The Movement  
Customer Opinion Survey  
December 2024

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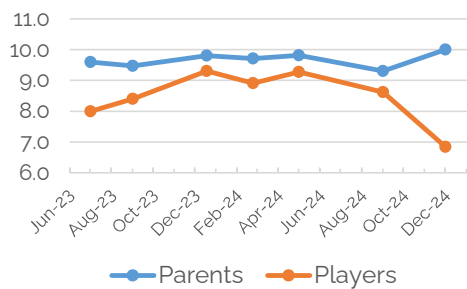
# SATISFACTION SURVEY (DEC 24)

## Satisfaction

10.0 / 6.8

Participation	
Survey Completions	16 / 20
Comments Provided By	14 / 14
Scores	
Top Score	10 / 10
Bottom Score	10 / 2

## Satisfaction History



1 / 10 / 2025

## Positive Comments

- "Although there is no perfect team, coach Brian has developed a comprehensive program that is individually based. He not only focuses on winning, but also on individual player development. There is ample opportunity for discussion both with cycle reviews, and via text or email. Feedback is requested and I believe listened to. Every athlete is given an opportunity and developed."
- "Coaching, training, expectations, communication, and exposure/opportunities are all superb and not found anywhere else locally, perhaps even nationally in comparison to other teams we have been a part of."
- "The training is very good and we play against good teams and every practice I push myself because I am playing against other good players"
- "I chose this because I love this team it is great to get the opportunity to play for them it has a great coach and players on the team making the experience way better"

## DSPFC Interpretation

- There is a bit of a disconnect between the players and the parents
- Parents continue to appreciate the training and growth of their players while the players are more focused on the evolution of the environment, the labels and the messaging of professional and academy
- Its' going to be a challenge as players earn (or don't) opportunities and keeping them focused on their development as they think about next year

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## Constructive Comments

- "The training and preparation are superior to other clubs. The message is good but for a while started focusing too much on negative feedback leaving the boys with doom and gloom feelings that nothing was ever good enough. The mood seems to be shifting to a more positive message. Not sure if it is because there has been a stack of wins or just the overall outlook of what the club has been doing and their progress."
- "This club has been good for me for the last 2 seasons and training is good but when everyone is at high school soccer I feel like it is less competitive "
- "I like the set up of dsp but in my opinion the drills are getting a little too repetitive."
- "I was very happy with going to dsp but know that there are teams with pro teams and that could be better for me "
- I feel like next season a lot of people are going to leave and armada or sporting jax will give me better opportunities "
- "I think i'm developing very well here but idk don't know if it will be better for me next year"

## DSP Action Plan

### From Prior

- Communicated the original plan, stuck to it, and to be honest think that it has played out quite well. The kids have continued to develop, the soccer has gotten better, and many have had the opportunity to experience different environments and different coaches – all valuable learnings.

### Upcoming

- While high school will solve itself and the session designs are intentional, there will be more dialog to connect the work the players are putting in now to the opportunities that they will have to earn if they want to take advantage of "better places" next year

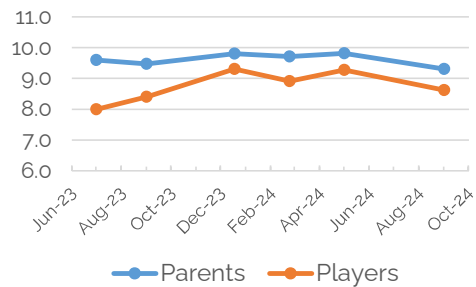
# SATISFACTION SURVEY (SEPT 24)

## Satisfaction

9.3 / 8.6

Participation	
Survey Completions	30 / 21
Comments Provided By	23 / 17
Scores	
Top Score	10 / 10
Bottom Score	5 / 5

## Satisfaction History



1 / 10 / 2025

## Positive Comments

- "The entire DSP program immerses the players in a professional level training environment and prepares them for their futures in soccer."
- "Great training sessions. Brian is amazing with the communication and every other aspect in getting these kids to be more professional and disciplined. He goes way beyond to make them better players. Very dedicated, more than I have ever seen in a coach. I could not ask for a better team and leadership."
- "It's clear and obvious that there is growth (technically, tactically and physically) both individually and collectively every event we see the boys play. We've been at two other clubs previously, and we've never seen improvement like this over the course of a year. The group has only been together 2 months so it will be exciting to see what the team looks like in late spring next year."
- "Playing up has made me a better player. I'm so happy to be apart of this program."
- "I think that the move was the best for me because it has helped me develop as a player and person."
- "I feel like in my situation this is my best chance of going pro out of the teams in Jacksonville"
- "I put the slider next to best place for me because dsp improved me more than my whole life in just a year. also I know and like all of my teammates."

## DSPFC Interpretation

- The evolution of the program has been well received and the approach to a more holistic development plan is mostly appreciated
- There is a desire from a minority of parents to modify the program to be more focused on playing the "best players" than the development of all the players
- There is some confusion on the player pool, whether there are two teams, and if there has been a change in approach.

## Constructive Comments

- "The kids are scared of not following the rules...My son has given up all his social life besides soccer for this commitment and has been more unhappy this season."
- "However, the biggest issue is that while we're striving for academy-level rigor, we're approaching games like a normal travel team, giving equal playing time to everyone who paid."
- "DSPFC is being held at the level of academies however the players getting put in game play does not fit that same level of thought. I do not agree that each player should have game play, I think it should be earned."
- "I feel that some of the players on the team lower the level and things would a lot more intense if we had more even balance of players"
- "... want only the best to play no shared game time."
- "I think it's the best place to be at this moment but maybe not in the future since there will now be academies close by."

## DSP Action Plan

### From Prior

- Our expansion has led to much better trainings, a higher level of consistency and better performances at our early events.

### Upcoming

- Provided a separate communication to the parents outlining and clarifying the DSPFC approach to development for this season.
- At this point, we are continuing with the approach outlined during pre-tryouts through the first cycle.

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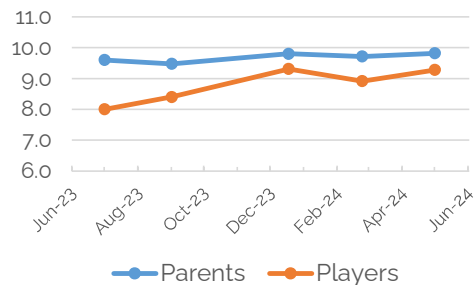
# SATISFACTION SURVEY (MAY 24)

## 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



1 / 10 / 2025

## 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

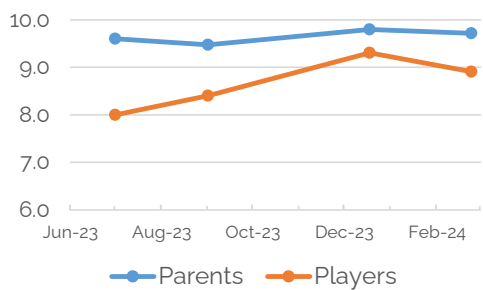
# SATISFACTION SURVEY (FEB 24)

## 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



## 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."*

## 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. "*

## 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

## 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

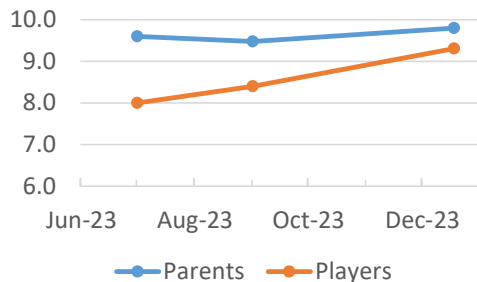
# SATISFACTION SURVEY (DEC 23)

## 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



1 / 10 / 2025

## 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 then 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.

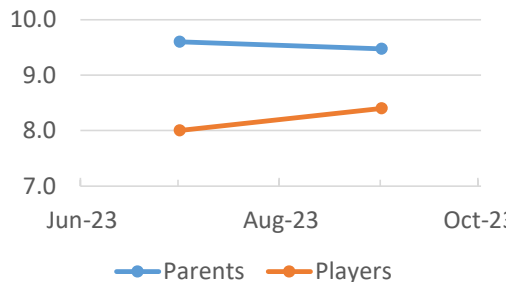
# SATISFACTION SURVEY (SEPT 23)

## 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



1/10/2025

## 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

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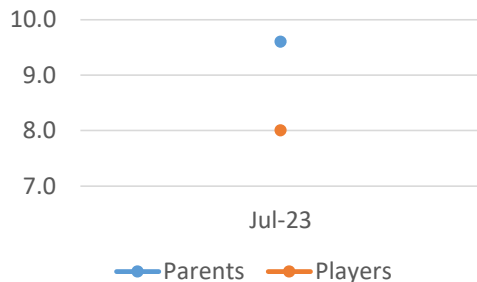
# SATISFACTION SURVEY (JULY 23)

## 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



1 / 10 / 2025

## 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