

Maumelle Sports Association



Maumelle Sports Association Alleviates Manual Data Entry, and the Resulting Late Nights, with ClubReg Online Registration Tool

Background

The Maumelle Sports Association (MSA), an Arkansas-based baseball organization for players ages 4-15, was formed a decade ago to promote the progressive development of amateur baseball through training under good leadership and education on the rules of the game. MSA offers both competitive and recreational programs for its 650 athletes each year.

Challenge

Since its inception, MSA registration was purely a paper-based operation. MSA registrars would print registration forms and waivers and parents would visit the Maumelle Community Center to fill out the forms and leave a check. Once or twice a week, an MSA board member would stop by the community center to pick up the registration forms and checks.

MSA then implemented League Administration Software, a program designed to store registration information. Once the paper registration forms were compiled, the registrars would input hundreds of registrations into the system manually. In addition to the number of volunteers required to input the data, anywhere from two to five people at the Maumelle Community Center were tasked with passing out and collecting the registration forms.

Just over a year ago, Bill Quiggins joined the MSA Board as its Registration Coordinator. "In youth sports, registration is a very labor-intensive job if you're just using paper." Bill presented the idea of a simple, turnkey online registration system to the Board and began exploring vendors.

Solution

Bill was already familiar with online registration provider, Active Network, Sports, as MSA had been using Active's eteamz.com application for its Website. "When I looked into online registration possibilities, I did look at other options, but quite honestly, Active was most responsive to my request, the price was very competitive, the online registration tool tied in to our existing Website, and we already had a great relationship established with the Active team."

MSA selected Active's ClubReg application to handle online registration for the Spring 2009 baseball season. ClubReg is Active's leading Web-based solution offering easy-to-use, integrated online registration and data management for membership organizations.





Success Strategies

To promote the online registration option, Bill extracted email addresses from the League Administration Software and compiled a database to send emails.

“We communicate very proactively with our customers. We send emails to keep customers informed on announcements, registration discounts, schedules, coaches, etc.”

The online registration announcement was disseminated via email and posted on the team Website. The emails worked. **In its first season using online registration, 90% of the 650 registrations were processed through the new ClubReg online system.**

For the other 10% of customers that were not able to register online due to limited access or resources, Bill simply took the registrations over the phone and input the information into Active’s ClubReg system.

Results

In addition to alleviating the labor-intensive registration process, Bill also notes that **ClubReg enabled MSA to collect registrations earlier** than in previous seasons. This year, MSA registration opened on February 1, **with 70% of registrations completed in the first three weeks.** “As programs grow, it’s important to collect player information earlier or you’ll continually fall behind in securing field space, assigning coaches, ordering uniforms, etc.”

Offering early registration discounts also encouraged rapid sign-ups, thereby allowing for extra practice time before season games were underway.

As for the feedback from parents, Bill notes it’s been very positive, with comments ranging from:

“This was so much easier than last year! I love being able do everything online!”

“This was the easiest and most pleasant registration I’ve ever seen. Great Job!”

“Great idea for registration – simple, straightforward and easy to manage. We looked into every baseball program in the country... and the Maumelle program is head-and-shoulders above all the rest from all the standpoints we considered.”

As for next year, **Bill expects to see 100% of the registrations and payments processed online.**

Bill’s advice for other sports programs:

1. Update Your Website Daily. It’s your marketing tool. Don’t let it get stale and boring. We get a lot of compliments on our site because of how informative it is. If an association is not using its Website to the fullest, that’s just more busywork created in phone calls and emails.

2. Run the Program Like a Business. We have 650 paying customers. We have to treat Maumelle Baseball like a business, otherwise we’d lose customers to other programs. Customers have to see a return on the money they’re spending. Online registration is a convenient service that brings tremendous value to our customers.