VII. TRACKING RESULTS

As discussed earlier, measuring our success in retaining these players is a critical component of the program. Once students graduate from the educational phase, we expect the instructors to maintain a line of communication with each student throughout the first year. Although no formal tracking documentation is required, retention rates improve if you maintain contact with your students and invite them back for additional playing opportunities.

It is important that the instructors inform all students that they will most likely be contacted via e-mail six months to a year after they “graduate” to determine their level of interest and play and that their cooperation is important to the future of the program. That’s why it’s so important to capture as many e-mail addresses as possible.