



**SHUSWAP YOUTH
SOCCER ASSOCIATION**



2022- 2026

Strategic Plan

MISSION STATEMENT

The Mission of the Shuswap Youth Soccer Association is to promote, develop, and oversee, the game of soccer in the Shuswap region. Our organization has an open participation policy that encourages the development of youth players in the game of Soccer in the Shuswap Region. The goals of the club in support of this mission are to:

- Give youth soccer players the opportunity to participate in team competition at a level of skill consistent with their ability.
- Provide an environment in which the players can attain the highest level of soccer performance of which they are capable.
- To encourage a lifelong love of the sport and lifelong goal of personal growth and fitness.
- Furnish the teams and players with the best coaching, equipment, facilities, and education possible.
- Provide coordinated and comprehensive administrative and logistical support to the teams.
- Demonstrate by our actions the ideals of good sportsmanship, fair play, respect to ourselves and those around us, respect for the facilities provided, and fully



Current Organization

Shuswap Youth Soccer Association was established in 1972 with the mission of promoting soccer in all its aspects with the Shuswap region. The organization's mantra is to provide an inclusive, respectful culture of sportsmanship, and fair play. Shuswap Youth Soccer Association has an open participation policy and provides opportunities for all people of the Shuswap to learn, lead, coach, grow, and promote the sport of soccer, regardless of their ability, in ways that contribute to good citizens of the community and stewards of the environment.

Shuswap Youth Soccer Association is led by a volunteer Board of Directors that guides the strategic direction and provide guidance and support of the operational activities of organization to ensure its vitality, viability, and sustainability in the community. Shuswap Youth Soccer Association currently has approximately 1,000 members, with players ranging in age from 3 to 18.

Create a New Mindset

Shifting the mindset from winning on the field to winning in the community is a key strategic imperative, and this will contribute to opportunities for greater participation, player, parent, coach and sponsor engagement.

Opportunities exist for Shuswap Youth Soccer Association to enhance and pursue its vision of providing a fun, respectful, and community-based culture. These include doubling-down on messaging of the four-cornerstone value and values of Shuswap Youth Soccer Association

**fun
friendship**



**fair play
fitness**

Achieve

Focusing on each of these cornerstones, with unique and independent messaging, marketing, and promotional initiatives, etc. could lead to greater player, parent, community, alumni, and sponsor engagement, including registration, volunteerism, and sponsorship. Providing greater more and greater access to opportunities for participation, learning, and connection to the community will contribute to Shuswap Youth Soccer Association's image in the community and will aid in attracting, nurturing, and developing players, coaches, and referees.

The key measures of success for Shuswap Youth Soccer Association are

**registration
renewal**



**participation
sponsorship**

Keys to Success



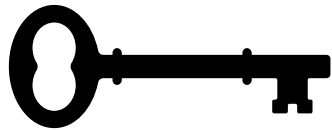
Improve Governance



Increase Member Value



Development



Growth

Govern

Align	Finance	Leverage
Create a board governance structure that is sustainable with clearly defined roles.	Provide Budget, Pricing and Policies which ensure transparency for members.	Create a Board of Directors that ensures representation from members, players, coaches, referees and parent organization.
Create a Committee structure under the Board that ensures support and allows for member transparency and involvement.	Ensure that SYSA is in good financial shape and has the ability to leverage finances from governments and sponsorships	Leverage District, Provincial and National organization to ensure enhanced programming.
Create a Staffing Structure that meets the needs of the organization and ensures that an Executive Director that leads staff and provides communication with the Board and the membership.	Create Budgets and Program pricing in an appropriate time frame to allow for leveraging of government and sponsorship opportunity	Take advantage of policies from District, Province and National organization to ensure efficiency.
Create Policies which provide guidance and direction for Staff, Board and Members	Ensure the financial accounting is done on a regular basis and is reported to the board.	Learn how other community organizations are run and how you can work together to achieve best results for athletes

Member Value

Increase	Innovate	Sustain
<p>Create Value by providing access to:</p> <ul style="list-style-type: none"> - better coaching for players - health and wellness for members - better training for coaches - better resources for parents - governance training for the board 	<p>Create infrastructure, processes and systems, where members can participate in Shuswap Youth Soccer Association activities and interact with each other and the community at large:</p> <ul style="list-style-type: none"> - knowledge sharing - team building - off season training and team building (soccer and non-soccer related) - platforms (regulated) designed to build community online - partnerships with schools, other sports, social services clubs, the community, sponsors, etc. - reinvigorate sponsorship to offer tiers of sponsorship, member benefits, discounts, etc. 	<p>Create a shared services portal for sponsors and parents:</p> <ul style="list-style-type: none"> - become a community connector and conduit to community vitality - more options for community engagement (sponsorship, mentorship, volunteerism) - members community (job boards, volunteer opportunities, equipment swaps, etc.) - members to members connections (build a community with the association) -an alumni strategy to stimulate involvement, volunteerism, sponsorship, endowment, etc.
<p>Credibly Articulate, Promote and Increase Value of Membership:</p> <ul style="list-style-type: none"> - The principal purpose of joining an association is to associate 		
<p>Create and publish a Member Value Statement.</p> <p>Live These Values</p>		

Develop

Players	Coaches	Referees
Renew focus on grassroots with enhanced programming. Create a pathway and encourage growth with a focus on participation, fitness and renewing registration.	Continue to provide training for coaches and encouraging them to reach their full potential	Mentoring is important for referees and to ensure growth in numbers. We must ensure that we train the appropriate number of referees so that they have games on a regular basis.
Continue to offer year round opportunities for all players by continue to develop current programming.	Use Club Coaches to help mentor volunteer coaches. Have club coaches create a practice plan and have players rotate through this plan with the help of coaches.	The referee group should be treated as employees who have regular training, appraisals and games.
Renew focus on community/select programming to ensure optimum player development focused on fun, fair play, fitness and friendship.	Let's develop a culture of encouraging all athletes with appropriate playing time which is clearly defined for House, Development and Select levels. Ensuring all players have the opportunity to improve and challenge themselves.	Illustrate a pathway and encourage growth
Develop and enhance community soccer programs.	Provide training for coaches to support community soccer programs.	Provide training for referees to support community soccer programs.

Grow

Programs	Sponsorships	Facilities
<p>The current house Spring Outdoor house program is over 800 players. SYSA should aim to exceed 1200 players by 2026.</p>	<p>Sponsorship is an important part of making sport affordable as well as engaging the community. We need to develop clear and transparent community sponsorship programs. This should allow us to increase community sponsorship by 20% annually.</p>	<p>We need to ensure that we can maintain and grow our indoor program. That means that we have to ensure the continued viability of the SASCU centre. We must work with the other users groups to get those user groups to contribute to the development.</p>
<p>The current Spring Outdoor Development/Select Program is program is over 100 players with teams of Boys and Girls in 4 age groups. SYSA should aim for a team in each age group from U11 to U17 or a total of 7 teams in each gender. SYSA should aim to exceed 200 players by 2026.</p>	<p>We must also ensure that we are receiving all the government revenue that we are entitled to. We must ensure that we understand the limitations and figure out the best way of maximizing our revenue from this source</p>	<p>We need to expand our ability to play in the outdoor season during the spring and fall. The requirement for 2 outdoor artificial turf is important as a full size field and a second field which can be used for our programs that are U12 and below. Ensuring that we can play during a wet year will give our membership confidence in our programming.</p>
<p>The indoor programs continue to grow to maximize indoor facility usage.</p>	<p>As we will need facilities in the future we have to find a way to leverage the funding that we have and partner with all levels of government to allow us to achieve the results we need.</p>	<p>We must continue to look for a permanent home for our Timbits program. As the community grows this program will grow and we will need dedicated space for this.</p>