



WMYSA

Strategic Plan

Purpose:

Define the Vision (future desired state) of WMYSA soccer.
Develop a Strategies to achieve desired future state.

Reasons for WMYSA Vision and Strategies:

1. **Improve** youth soccer player opportunities to play travel and premier soccer
2. **Advance** youth soccer player development for all youth interested in growing in soccer skills in an affordable environment
3. **Develop** better coaching capabilities to accelerate player growth
4. **Provide** the best administered and reliable soccer league for travel soccer clubs and teams
5. **Offer** the best value to parents and player wanting to play competitive soccer
6. **Give** youth players the best soccer progression opportunities by being aligned with USSF's largest and most recognized nation wide Youth Soccer program
7. **Change** WMYSA from a good to great program ... an environment for everyone to have fun and develop



WMYSA

Strategic Plan Charter

Purpose:

Define the Vision (future desired state) of WMYSA soccer.
Develop a migration plan to achieve desired future state.

Subcommittee:

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WMYSA

Process to Develop the Strategic Plan

Approach:

- WMYSA Board creates WMYSA Strategic Plan committee (Sept 2005) with target to complete strategy (Feb 2006)
- Assess current WMYSA strengths and weaknesses
- Input from WMYSA clubs
- Input from advanced soccer organizations
- Researched various soccer programs in Michigan
- Gather perspectives, opinions, and facts before beginning to define WMYSA future state and strategies

Specifics:

- WMYSA club vision focus groups
- Club president and board member Interviews
- Advanced soccer organization vision focus groups
- MSYSA / WMYSA research
- Michigan Premier Soccer program research
- Champions League research
- Vision Workshop I: Beliefs, Insights, Trends → Ideas
- Vision Workshop II: Drafted 2010 future state
- Migration Path Workshop I: Identify strategies / actions
- Migration Path Workshop II: Identify strategies / actions
- Premier club soccer integration meetings
- WMYSA Community meetings to discuss strategy



WMYSA VISION “2010 End State” from Good to Great

WMYSA IS A GREAT PLACE FOR SOCCER!

- WMYSA is well recognized by our communities for its soccer leadership
- All youth age travel, select, and premier soccer players & parents in south west part of Michigan will desire to be part of the WMYSA federation

USSF AFFLIATION:

- WMYSA aligns with MSYSA and USSF Youth Soccer structure
- WMYSA promotes the US Youth Soccer pyramid structure

RELIABLE PROGRAM:

- WMYSA is a federation of clubs and individual teams
- WMYSA focuses on travel, select, and premier levels of soccer
- WMYSA provides travel soccer for age U8 through U19
- WMYSA encourages local community clubs and teams but has no defined boundaries for clubs or teams

QUALITY SERVICES:

- WMYSA provides strong administrative leadership
- WMYSA provides leadership in coach and player development
- WMYSA is the main source of soccer information for our community through well developed communication strategies and effective two way communication

PREMIER SOCCER OPPORTUNITES:

- WMYSA sponsors TKO as our one premier club to MSPSP
- TKO has an East (Kalamazoo) and a West (TBD) division with two qualified team per age group per gender
- WMYSA and TKO will sponsor qualified teams to MSPSP select and premier levels up to the allowed quantity of teams



Strategies

USSF AFFILIATION:

WMYSA aligns with MSYSA and USSF Youth Soccer structure

WMYSA promotes the US Youth Soccer pyramid structure

SPRING 2006:

1. WMYSA teams are registered US Youth Soccer (*USYSA*) through WMYSA federation
2. WMYSA needs to market the soccer program, initially through news stories

FALL 2006:

1. WMYSA takes an active role in MSYSA (*representative on Foundation Board*)
2. WMYSA links actively into MSYSA awards and recognitions
3. Design WMYSA logo to be used on website, publications, etc (*possibly use professional approach, idea campaigns at Soccerfest and tryouts*)
4. WMYSA continues to market the soccer program through advertising in our communities
5. Teams playing in WMYSA must be registered through WMYSA/USYSA and abide by all USYSA/MSYSA/WMYSA rules and regulations

2007:

1. Minimize WMYSA paperwork ... use MSYSA forms ... consistency across clubs ... acceptable at tournaments
2. WMYSA area awards enhanced
3. WMYSA obtains MSYSA soccer funds to promote soccer and/or to improve player and coach development
4. WMYSA secures a select division on MSPSP on the west side of the state
5. Put WMYSA logo in use and make available to clubs
6. WMYSA takes a more active role with the Elite division
7. WMYSA establishes improved communications and general coordination with MSYSA Grand Valley Soccer Association

2008:

1. On Line WMYSA/MSYSA registration



Strategies

RELIABLE PROGRAM:

WMYSA is a federation of clubs and individual teams. WMYSA is focused on travel, select and premier levels of soccer. WMYSA provides travel soccer for age U8 thru U18. WMYSA encourages local community clubs and teams but has no defined boundaries for clubs or teams.

SPRING 2006:

1. Federation database (*club contacts, board members, etc*)

FALL 2006:

1. Federation database (*coaches, managers*)
2. Establish U9 age group for travel teams (*encourage and allow children to play both recreation and travel soccer, possibly provide coach guidance of only 1 practice per week*)
3. Eliminate WMYSA club boundaries
4. Identify the U9 – U12 WMYSA league as the WMYSA TKO Jr. League. WMYSA U13 – U19 will be designated the WMYSA Travel League.
5. Team manager (*coach*) administration procedures instructions
6. Recruitment of players for clubs or teams
7. Refresh awareness and enforce MSYSA/WMYSA rules and regulations
8. Encourage individual teams to affiliate with a club for best leverage of resources. Allow for potential team registration directly to WMYSA when no club exists (*player fee is increased by 25% for direct team registration*)
9. Post tryout coordination of players not placed on teams (*Sarah Hoard volunteered to administer this and will work with club presidents to help define the process*)

2007:

1. Federation database (*parents, players*)
2. Team manager (*coach*) administration handbook
3. Enhance WMYSA virtual office email, address, and phone services
4. Define tryout frameworks and provide templates for board/administration positions for clubs
5. Incorporation guidance for new clubs, provide templates of bylaws for clubs
6. Assistance in finding coaches and recruitment of volunteers for clubs
7. Communicate tryouts for all clubs in spring brochure

2008:

1. Establish WMYSA staff office location
2. Establishes coach search system for clubs
3. Potentially expand travel age brackets



Strategies

QUALITY SERVICES:

WMYSA provides strong administrative leadership. WMYSA provides, as well, leadership in coaching and player development. WMYSA is the main source of soccer information for our community through well developed communication strategies and effective two way communication.

SPRING 2006:

1. WMYSA refreshes website (*do it right, spend money needed*)
2. Coach Training pilot program (*provided by WMYSA TKO premier club*) for the WMYSA Kalamazoo area clubs
3. WMYSA publishes a newsletter (*use this not only for WMYSA news but to promote MSYSA/USSF soccer value and structure*)

FALL 2006:

1. Schedule E and D coaching license classes regularly
2. TKO partner to provide coach to work with WMYSA larger clubs multiple U10 teams (*utilize team pool coaching one night per week*)
3. U8 – U10 Player Academy plan developed by WMYSA TKO premier club. After the plan is reviewed and approved by WMYSA board then the implementation date will be determined.
4. Re-establish coach administration annual meeting (*post material on website for access to those not in attending in person*)
5. WMYSA develops and delivers a communication around the purpose of US Youth Soccer, the MSYSA and MSPSP mission, and the pyramid structure of youth soccer. WMYSA communications promotes the advantages of playing within US Youth Soccer structure where player development is the focus. (*Minimal pressure to perform at too young an age*)
6. WMYSA develops and delivers communication promoting the TKO premier club, its tryouts, and the value of advanced development
7. USSF referee development support by WMYSA providing to federation associated new referee a 50% discount for the fee for the USSF Referee class
8. Donation of Coach/Player soccer videos to a few libraries near our large player populations (*budget around \$500 per year for the entire WMYSA area*)
9. Provide a Welcome Coach Kit to our coaches (*need to determine how to do this without merely giving returning coaches the whole kit each season*)



Strategies

cont. QUALITY SERVICES:

WMYSA provides strong administrative leadership. WMYSA provides, as well, leadership in coaching and player development. WMYSA is the main source of soccer information for our community through well developed communication strategies and effective two way communication.

2007:

1. WMYSA upgrades website to provide additional services
2. WMYSA consolidates and communicates Midwest tournaments and camps (*web site*). Potentially provide a mechanism for feedback from WMYSA teams on pro's and con's.
3. TKO partner to expand to more clubs providing coaching assistance to WMYSA U10/U9 teams (*utilize team pool coaching one night per week*)
4. WMYSA and WMYSA clubs partner with Recreation (AYSO) programs for player and coach training where possible
5. Expand the Coach Training program (*provided by WMYSA TKO premier club*) to all WMYSA clubs and teams (*winter sessions provided in Kalamazoo and Saint Joseph*)
6. WMYSA evaluates the creation of the position of Director of Player and Coach Development (*paid position*)
7. WMYSA evaluates the creation of the position of Director of Communication (*paid position*)
8. WMYSA TKO premier clubs coaching staff achieves certification for teaching D and E USSF licenses
9. Restructure WMYSA sponsored player camp (consider how to improve camp and meet the needs of clubs/teams not in Kalamazoo)
10. Establish a coaching curriculum defining the expected player's outcomes by age group
11. Require coach development through refresher training (4 hours annually) and/or USSF D license certification
12. Fundraising investigation/drive, possibly WMYSA board level rather than players (*explore the opportunities for corporate sponsorship in 2008*)

2008:

1. Establish Corporate Sponsorship (*scholarships, player/coach development, field development, etc*)



Strategies

PREMIER SOCCER OPPORTUNITES:

WMYSA sponsors one premier club to MSPSP with an East (Kalamazoo) and a West (TBD) division. WMYSA and TKO will sponsor qualified teams to MSPSP select and premier levels up to the allowed quantity of teams

SPRING 2006:

1. WMYSA Federation recognizes TKO as our partner premier club and commits to continuing this long term relationship. TKO is governed by MSPSP and aligns with WMYSA premier rules and regulations.

FALL 2006:

1. WMYSA promotes the TKO Premier Club partnership.
2. TKO premier club west division initiated. The west division establishes practice and home game location outside of Kalamazoo County. *(Initially a few teams, potentially utilize the SWM soccer complex for home games for access to quality fields/officials)*
3. Expand TKO to U11 age bracket. The TKO U11 teams will play in U12 WMYSA league, and the TKO U12 will play U13 WMYSA.
4. Two TKO premier teams allowed per age group/gender U14 thru U11. In 2006 allow one for East and one for West TKO divisions. *(Maintain TKO premier status, encourage TKO expansion, and promote WMYSA as the base for the TKO premier club)*
5. U15 and older TKO premier teams can be formed up to the amount of truly premier quality players regardless of East or West division. There will be a review of this each year by WMYSA and TKO.
6. Premier tryouts will be the 1st week allowed by MSYSA. Teams should select players within 5 days of tryouts *(If number of players available not at least equal to number of field players expected then age group team is dropped. Team rostering is completed within 12 days of tryouts. These items are needed to provide stability to the club team formation.)*
7. TKO will be provided first opportunity to fill WMYSA allotted premier team slots
8. Refresh awareness and enforce MSYSA/MSPSP rules and regulations

2007:

1. Expand TKO premier club west division *(recruit players, coaches, potentially establish multiple practice and home field locations)*. Two TKO premier teams allowed per age group/gender. Strongly encourage TKO to have one for the East and one for the West divisions but actual distribution determined by TKO in consultation with WMYSA.
2. WMYSA and TKO will work together to determine the impact to nominating premier teams as a result of the potential change of MSPSP to Premier and Select divisions. This MSPSP change may involve the WMYSA Elite division and the overall implications need to be better understood before a strategy can be defined.
3. As the WMYSA premier club, TKO will continue to be provided first opportunity to fill WMYSA allotted premier slots with qualified teams



WMYSA

Strategic Plan Proposed Next Steps

Final Steps in the WMYSA Strategy process:

1. WMYSA Board preliminary approves the Vision and Strategies (February 7th and February 11th)
2. Adjust strategies to align to Board input
3. WMYSA meets with club president's and representatives for explanation and discussion about Vision and Strategies (February 16th 7pm)
4. Make final revisions based on Club inputs
5. WMYSA Board approval of Vision and Strategy
6. WMYSA community meeting for communication of the Vision and Strategies (February 28th 8pm)
7. WMYSA Board begins to make strategy assignments (March 12th Board meeting)
8. Local club meetings to review the WMYSA Vision and Strategies
9. Begin taking actions relative to the strategies to achieve the WMYSA Vision