



**Washington Youth Soccer**  
 7100 Fort Dent Way, Suite #215  
 Tukwila, WA 98188-7500  
 www.WashingtonYouthSoccer.org  
 PHONE (253) 4-SOCCER · TOLL FREE 1-877-424-4318



**Board of Directors Meeting Agenda**  
 7100 Fort Dent Way, Suite 215, Tukwila, WA 98188

Friday, January 27, 2023 | 5:00-6:00pm PT | WYS HQ + Virtual

Attendance: Felipe Mendez, Chris Stiles, Leah Gray, Jane McGillivray, Jill Christiansen, Lamar Neagle, Lane Smith, Lauren Pendergraft, Matt Folsom, Rich Austin, Roger Levesque

Absent: Leah Gray, Matt Folsom

- |  |                       |
|--|-----------------------|
| 1. Meeting Called to Order                 | Felipe Mendez         |
| 2. Roll Call                               | Jane McGillivray      |
| 3. Approval of Minutes   December 15, 2022 |                       |
| 4. Financials   December 2022              | Chuck Porter          |
| 5. APFM   Process Overview & Reminders     | All                   |
| 6. APFM   Content Review & Feedback        | Roger Levesque et al. |
| A. Financials                              |                       |
| B. Programs   Overview & Objectives        |                       |
| C. Key Initiatives                         |                       |
| D. USSF / USYS Integration                 |                       |
| E. Other                                   |                       |
| 7. AOB                                     | All                   |
| 8. Adjournment                             | Felipe Mendez         |

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**Next Meeting:**

Date: Thursday, February 16, 2023  
 Time: 12:00p to 1:00p PT  
 Location: WYS HQ / Virtual

**Board of Directors**

Felipe Mendez, *President*   Chris Stiles, *Vice President*   Jane McGillivray, *Secretary*   Leah Gray, *Treasurer*

Rich Austin   Jill Christiansen   Matt Folsom   Lamar Neagle   Lauren Pendergraft   Lane Smith   Roger Levesque, *Executive Director*



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**2023 Annual Player Fee Meeting (APFM)**  
 Saturday, January 28, 2023 | Start Time: 9:00am PT  
 Seattle Airport Marriott | 3201 S 176th St, Seattle, WA 98188

- |   |                               |
|---|-------------------------------|
| 1. Meeting Called to Order  | Felipe Mendez                 |
| 2. Roll Call  | Jane McGillivray              |
| 3. Approval of Minutes  | Jane McGillivray              |
| Annual General Meeting   May 21, 2022   |                               |
| 4. Player Fee Proposal  | Finance Subcommittee          |
| 5. Fall Soccer Snapshot   | Roger Levesque                |
| 6. Financial Overview   | Chuck Porter & Roger Levesque |
| 7. Key Initiatives  | Roger Levesque                |
| <ul style="list-style-type: none"> <li>A. Washington Youth Soccer</li> <li>B. Associations in Focus</li> <li>C. U.S. Soccer / U.S. Youth Soccer Engagement</li> </ul> |                               |
| 9. Good of the Game   | All                           |
| 10. Adjournment   | Felipe Mendez                 |

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**Next Meeting: Annual General Meeting (AGM)**  
 Date: May 20, 2023  
 Location: TBD

**Board of Directors**

Felipe Mendez, *President*   Chris Stiles, *Vice President*   Jane McGillivray, *Secretary*   Leah Gray, *Treasurer*  
 Rich Austin   Jill Christiansen   Matt Folsom   Lamar Neagle   Lauren Pendergraft   Lane Smith   Roger Levesque, *Executive Director*

# Washington Youth Soccer

Annual Player Fee Meeting | January 28, 2022



# IT STARTS WITH WHY



Happiness precedes success.

- Recreation Cup
  - No consequences
- Founders / Presidents Cup
  - Too rigid
- Equal parts Art & Science
  - Each situation deserves full attention / understanding
  - Trust in soccer community
  - Assume positive intent

“We want to be the Team that throws extra pitches”

WASHINGTON YOUTH SOCCER  
RESPECT

WASHINGTON YOUTH SOCCER



PASS

# PROGRAMS INFORMATION



PLACEHOLDER

# FINANCIAL INFORMATION



## Slides

### 1. Overview

1. Differences in 2022-2023

### 2. Budget vs Actuals

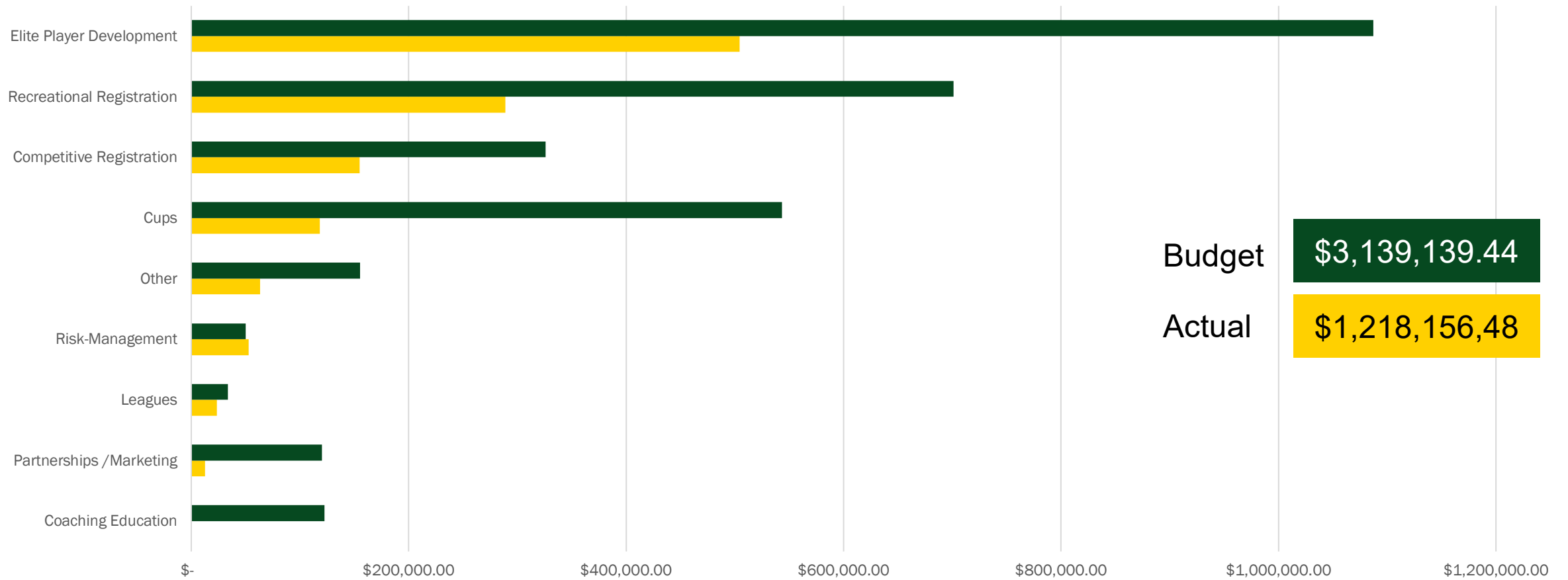
1. Revenue
2. Expenses

### 3. Online Invoice Management (OIM)

# FINANCIALS | REVENUE



## Budget vs Actual (YTD) | September through December 2022

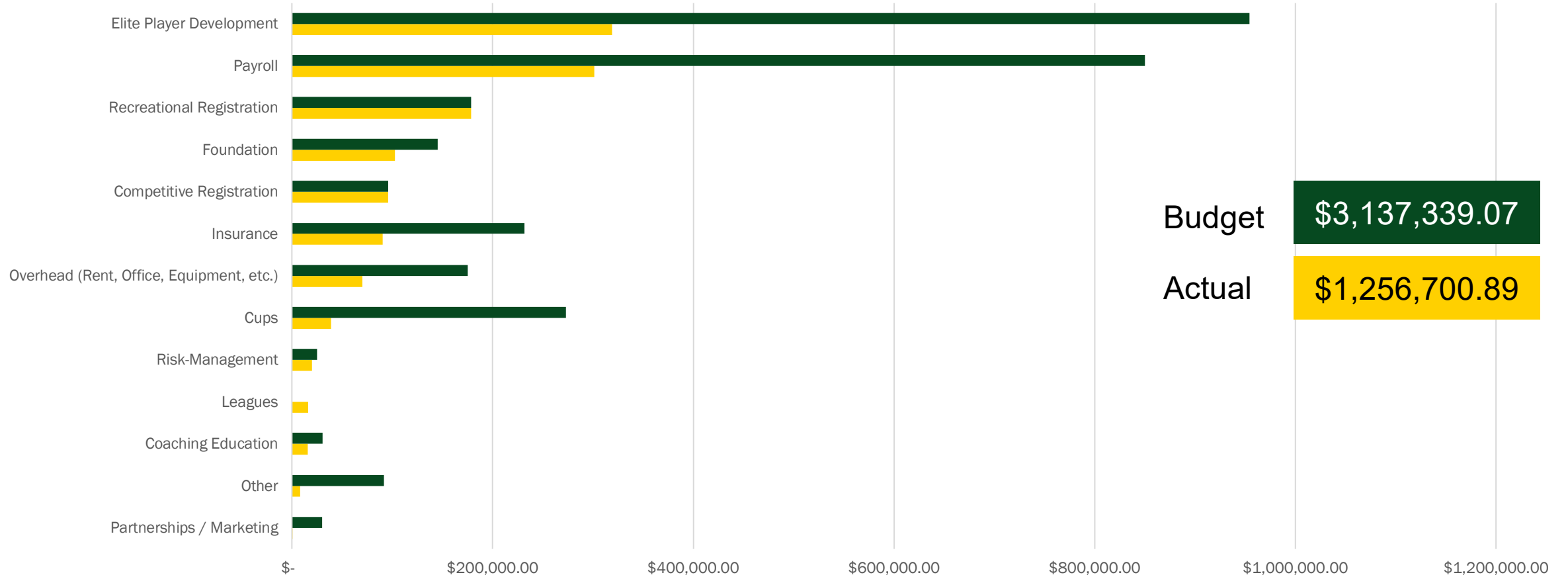




# FINANCIALS | EXPENSE



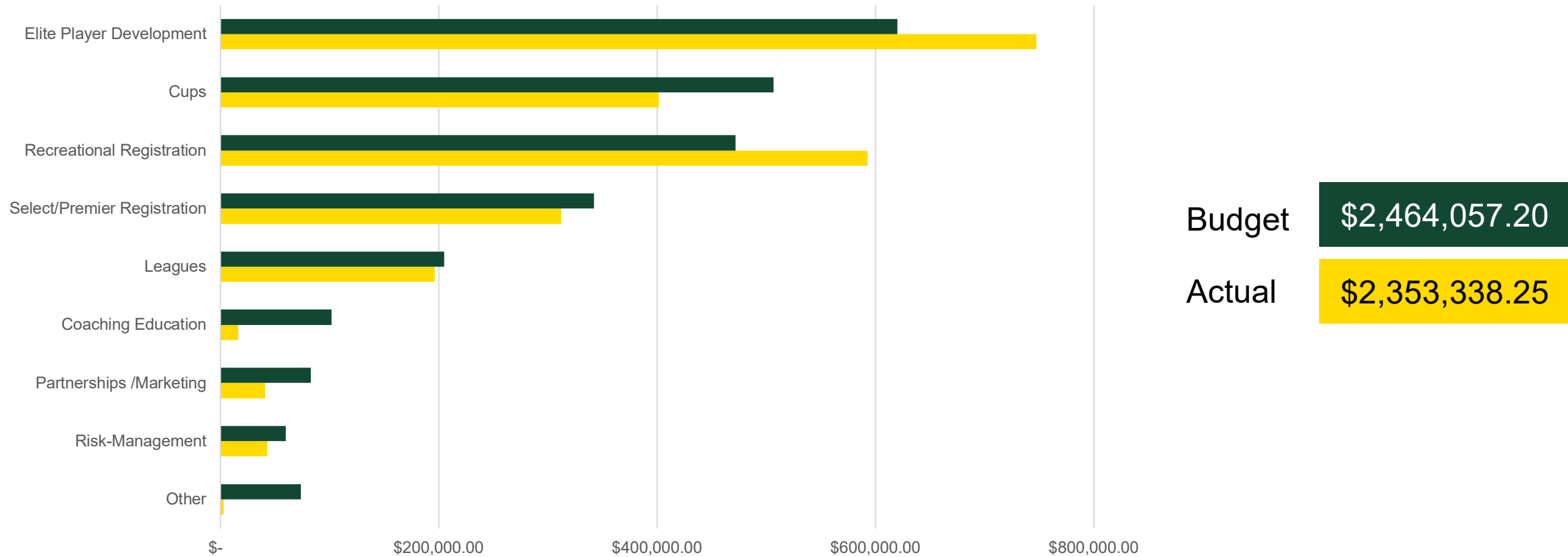
## Budget vs Actual (YTD) | September through December 2022



# FINANCIALS | REVENUE



Budget vs Actual | September '21 through April '22



# ONLINE INVOICE MANAGEMENT (OIM)



PLACEHOLDER

# PLAYER REGISTRATION | FALL 2022 SNAPSHOT



Thank you for reporting player data in a timely manner.

PLAY LEVEL	TOTAL PLAYERS
Recreation	
U10 Registrtrations	44,088
11 and Up	15,343
Total Recreation	59,431
Competitive	
All Ages	23,619
Total Competitive	23,619
<b>TOTAL</b>	<b>83,050</b>



# PLAYER REGISTRATION | FALL 2021/2022 YOY COMPARISON



Growth at all play levels thanks to your commitment to delivering positive playing experiences.

PLAY LEVEL	FALL 2021	FALL 2022	% GROWTH
Recreation			
All Ages	53,009	59,431	12%
Competitive			
All Ages	17,938	23,619	32%
<b>TOTAL</b>	<b>70,947</b>	<b>83,050</b>	<b>17%</b>

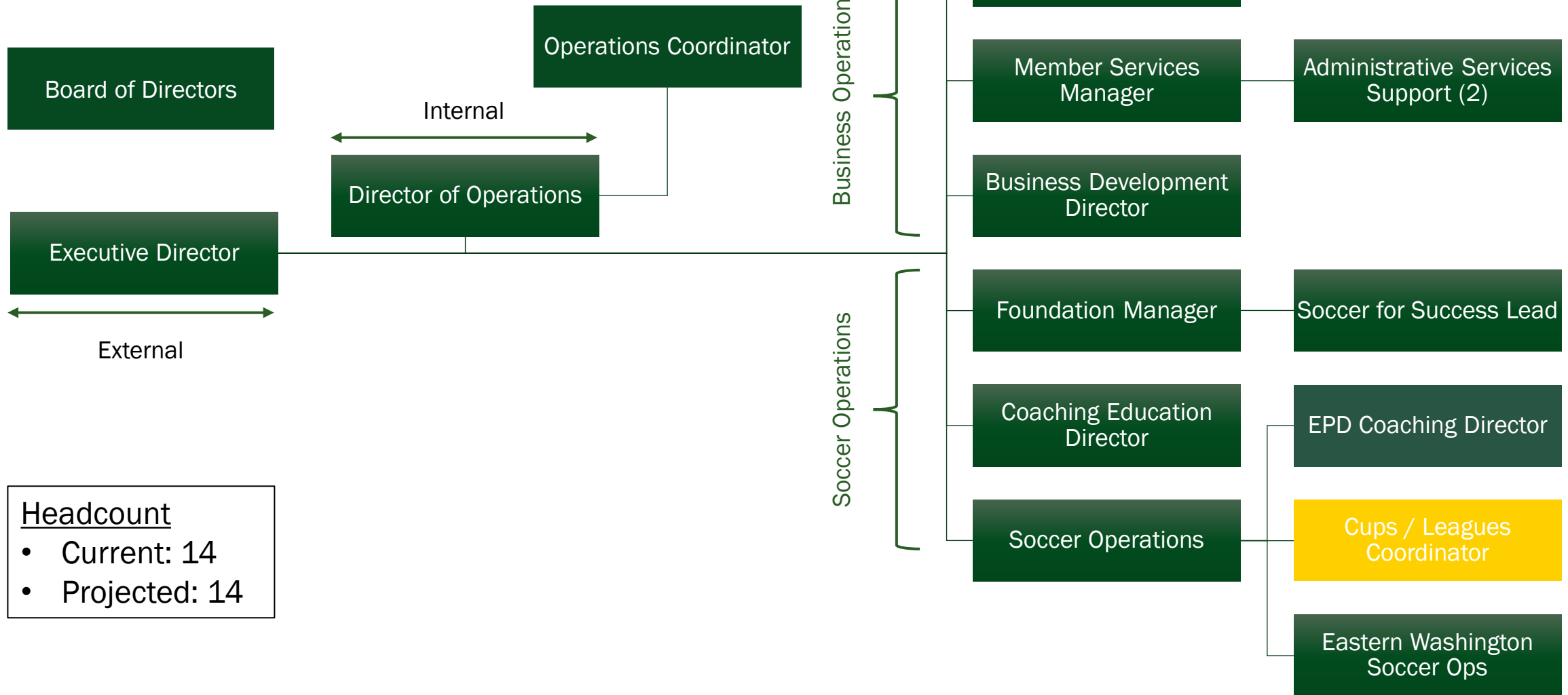




# Washington Youth Soccer

TEAM OBJECTIVES

# WYS | ORGANIZATIONAL ROLES

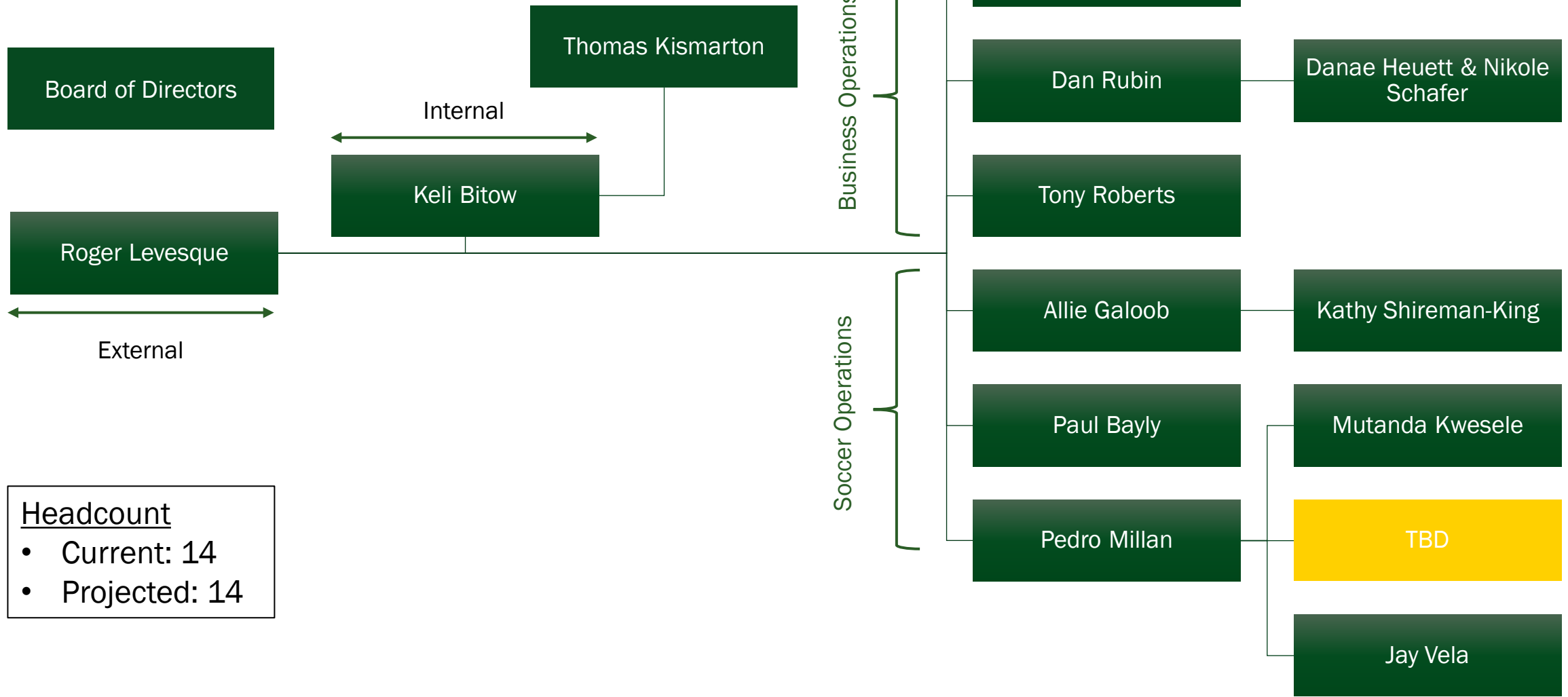


Headcount

- Current: 14
- Projected: 14



# WYS | MEET THE TEAM



Headcount

- Current: 14
- Projected: 14





# TEAM OBJECTIVES | THROUGH FEBRUARY 2023



Core Objective | Listen, learn, over-communicate (internal & external), and execute

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Develop key competencies to execute program plans that deliver value to Membership. Surprise & delight when possible.

- Staffing
- Eastern / Central Washington growth
- Coaching Education
- Cups
- Revenue Generation via Corporate Partnerships and Fundraising
- WYS Foundation Programming | S4S, Let Her Play / Coach, TOPSoccer, Soccer For All
- EPD | ODP Championships & Portugal

### PEG #2 | Invest in League development.

- Engage Member Associations in a meaningful way
- Leverage / build on established platforms (WISL, NPSL, SSUL, etc.)
- Focus on Recreational & Select playing levels first
- Plan for the long-term strategic growth across all levels of play

### PEG #3 | Professionalize communication to deliver relevant information to Membership.

- Promote Core Programs, e.g., Cups
- USSF / USYS Initiatives
- Support campaigns, e.g., Respect
- Celebrate Membership Moments
- Provide operational info, e.g., SafeSport
- Share other relevant info

# PROGRAM OBJECTIVES | LEAGUE DEVELOPMENT



Core Objective | Listen, learn, over-communicate (internal & external), and execute

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Establish consistent communication with WYS-sanctioned league leadership.

- Target Leagues include, NPSL, SSUL, RCL, Rec (in-house / regional), WISL
- Identify key stakeholders to include in discussions
- Schedule initial meeting with identified stakeholders
- Schedule follow on meetings based on scope of work, target timelines, and workback schedules (see below).

### PEG #2 | Build understanding of current league pain points / opportunities for WYS support.

- Establish shared understanding / joint commitment to work together
- Develop project scoping documents to identify who does what based on capacity / resources
- Establish target timelines / workback schedules for any changes

### PEG #3 | Identify gaps in current league landscape and explore opportunities to serve an unmet needs.

- Complete competitive analysis of WPL and other U.S. Club league offerings
- Explore new offerings, e.g., EWA / CWA expansion, League America, Regionalized Rec Leagues, etc.

# PROGRAM OBJECTIVES | MEMBER SERVICES



Core Objective | Listen, learn, over-communicate (internal & external), and execute

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Establish consistent communication with WYS-sanctioned Association/ Club Registrars.

- Improve communication with current registrars
- Monthly Zoom call for different topics and Q and A
- Create a newsletter to send out monthly.
- Create How to's with the FAQ's that I receive

### PEG #2 | Build a committee to help build policy and procedure

- Understand their Club process and help develop a plan to all be on the same page.
- Share input on why there are changes from US Soccer and USYS,
- Help Registrars understand that new changes are there to help them and make it easier for them to use the system.
- ASM and OIM will in doing this process

### PEG #3 | Increase the relationships with past and new memberships.

- Help cultivate the relationships that Dane and Nikole have built. With a possible Rec Cup and Founders Cup in east WA.
- Would like to spend more time up in the area and visit associations in their area.

# PROGRAM OBJECTIVES | WYS FOUNDATION



Core Objective | Listen, learn, over-communicate (internal & external), and execute

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Launch Let Her Play Spring Season.

- Hire, Onboard, and train Coach-Mentors
- Execute assembly and work with Greentrike with registration
- Identify equipment needs and execute site preparation
- Finalize curriculum – formatting, distribution, etc.

### PEG #2 | Prepare and Launch Soccer for Success Spring Season.

- Identify and schedule in-person Coach-Mentor training
- Determine timeline for equipment, registration, facilities/snack program forms & etc.
- Hire, onboard, and train coaches
- Launch Birney Elementary's Spring season (Feb 21)
- Order Jerseys and medals

### PEG #3 | Update Foundation Social Media/Brand/Online Presence.

- Establish Social Media routine (posts, messages, etc.)
- Update Foundation website
- Establish Let Her Play logo, update WYSF & WYS logos

# PROGRAM OBJECTIVES | WASHINGTON INLAND SOCCER LEAGUE



Core Objective | Listen, learn, over-communicate (internal & external), and execute

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Establish consistent communication with WISL Club Members/Registrars/Schedulers

- Improve communication with current clubs and new clubs
- Schedule pre-season in-person meetings with registrars and schedulers to go over best practices and any training needs
- Schedule pre-season meetings with club directors/technical directors to revise rules and confirm season dates

### PEG #2 | Build/Expand WISL League and recreational program in Eastern WA and Central Washington.

- Schedule meetings with clubs/boards to answer questions and provide the benefits of participating in the league.
- Work on adding new recreational program to WYS throughout Eastern and Central Washington.
- Try to grow EW WISL by 5%
- Provide the highest level of customer service for all members that we work with

### PEG #3 | Identify areas of concerns for WISL Participants and search out opportunities to resolve.

- Schedule post-season meetings with club directors/technical directors to work through any concerns
- Continue to offer surveys for feedback on how WISL members needs can be better served.

# PROGRAM OBJECTIVES | ELITE PLAYER DEVELOPMENT



Core Objective | Listen, learn, over-communicate (internal & external), and execute

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Better Serve The Players

- Craft a more defined vision for player selection + support
- Plan training dates and clarify try out process

### PEG #2 | Help Shape the Coaches

- Implement clearer coaching guidelines + best practices
- Identify areas for improvement within coaching personnel

### PEG #3 | Connect with the Community

- Quality pathways for more clubs throughout the region
- Big sponsorships to subsidize costs, offer free programming

# PROGRAM OBJECTIVES | ELITE PLAYER DEVELOPMENT



Core Objective | Listen, learn, over-communicate (internal & external), and execute

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Raise EPD as a Brand

- Look at all the success and non-success on the field to calibrate actions to follow when planning next events/
- Gathering all the feedback on and off the field, from managers, players, coaches, partners and WYS staff to enhance the the EPD events.

### PEG #2 | Improve the Coaching Culture

- Working with the EPD Director to make sure we have a clear plan in place to influence the Soccer DNA on and off the fields.
- Offering feedback to coaches to improve main areas, from content to team leadership.

### PEG #3 | Strengthen the EPD Team

- Identify and define the roles all the WYS Staff and volunteers who are part of the EPD team in order to maximize, effort, time and product.
- Synchronize all the WYS assets available for the EPD Program in order to reach optimal goals.

# PROGRAM OBJECTIVES | COACHING EDUCATION



Core Objective | Listen, learn, over-communicate (internal & external), and execute

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Preparation for Upcoming In-Person C Course

- Field/Classroom Coordination
- Teams Coordination
- Videographer Coordination
- Course Setup/structure/equipment with Keli and Thomas

### PEG #2 | C License Education

- Weekly Class with Coaches
- Correcting coach assignments
- In-Person Schedule Updates

### PEG #3 | Schedule for 2023 courses

- Working on confirming locations for D, and Grassroots courses



# PROGRAM OBJECTIVES | BUSINESS DEVELOPMENT



Core Objective | Listen, learn, over-communicate (internal & external), and execute

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Revenue Generation / Corporate Partnerships

- Establish relationship with Virginia Mason Franciscan Health (potential 75K) Develop 2-year partnership agreement
- Targeting goals 2023 new five categories = Auto, Colleges, Credit Union, Soccer Equipment & Tech
- Maintaining current relationships w/ Dick's, Protime, Sounders, OL Reign, Stars, Fine Designs, Skyhawks, Farmers, GameChanger, Captain, U, Wilson Trophy & TeamBuilder KW (currently projecting \$85,000 in contributions)

### PEG #2 | Revenue Generation / Grant Writing

- In-House Efforts for Soccer 4 Success =Names Family Foundation \$50K, Dick's Sporting Goods \$10K,
- Develop Fiscal Sponsor Agreement with Skyhawks, clubs & association to procure capital funding project via our grant writing resources for field development
- Co-creation with Skyhawks =NE Community Center Association / Innovia Foundation 10K, Believe in Me Foundation 5K & King County Youth Sports Relief Fund 75K
- Develop contacts with 1-2 subcontracted grant writers to fulfill grant writing duties to increase funding for WYS Foundation and programing for Soccer for Success via Washington State Youth Development Strategy Table and other funding sources as well Community Outdoor Athletic Facilities Fund (COAFF)

# PROGRAM OBJECTIVES | BUSINESS DEVELOPMENT



Core Objective | Listen, learn, over-communicate (internal & external), and execute

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #2 | Revenue Generation / Grant Writing (CONTINUED)

- Community Outdoor Athletic Facilities Fund (COAFF)
- Washington State Youth Development Strategy Table

### PEG #3 | Revenue Generation / Fundraising Marketing & Events

- Elsom Cellars = 10K so far. Continue to market sales / 130 cases left
- Reach back out to Michelle Akers. Develop event that is centered around the 2023 Women's World Cup in July / August

# PROGRAM OBJECTIVES | OPERATIONS SUPPORT TEAM



Core Objective | Listen, learn, over-communicate (internal & external), and execute

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Refine Existing Office Workflows to Increase Organization and Efficiency.

- Incorporate helpful software where applicable
- Make a conscious effort to maintain a high degree of personal organization
- Perform rudimentary analyses to identify opportunities for growth
- Actively develop and record workflows to ensure consistency

### PEG #2 | Alleviate Workload of Coworkers to Promote a Stress-Free Office Environment.

- Take on a wide scope of lower-priority items to allow other members to focus on more prominent projects
- Take initiative & exercise good judgement
- Seek to assist others & find answers to reduce mental load & conscious effort spent searching for information

### PEG #3 | Facilitate Internal and External Communications

- Stay up-to-date with the most current information, to provide accurate information where needed
- Draw communications between coaches/managers/parents away from coworkers with heavy workloads
- Maintain a high degree of professionalism and consistency among all forms of communication
- Ensure that any extreme concerns are addressed in a timely manner

# PROGRAM OBJECTIVES | WYS CUPS



Core Objective | Listen, learn, over-communicate (internal & external), and execute

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Primary Essential Goal #1 Description.

- Commitment #1
- Commitment #2
- Commitment #3
- Commitment #4

### PEG #2 | Primary Essential Goal #2 Description.

- Commitment #1
- Commitment #2
- Commitment #3
- Commitment #4

### PEG #3 | Primary Essential Goal #3 Description.

- Commitment #1
- Commitment #2
- Commitment #3
- Commitment #4

# PROGRAM OBJECTIVES | PROGRAM NAME



Core Objective | Listen, learn, over-communicate (internal & external), and execute

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Primary Essential Goal #1 Description.

- Commitment #1
- Commitment #2
- Commitment #3
- Commitment #4

### PEG #2 | Primary Essential Goal #2 Description.

- Commitment #1
- Commitment #2
- Commitment #3
- Commitment #4

### PEG #3 | Primary Essential Goal #3 Description.

- Commitment #1
- Commitment #2
- Commitment #3
- Commitment #4

# Washington Youth Soccer

WYS INITIATIVES



# BOUNDARY MANAGEMENT | NEXT STEPS



Information shared with Association Leaders via email on December 9, 2022

## KEY IDEAS:

- Developing a boundary management process to address field space, player movement, etc.
- Understanding the diverging landscapes of Rec, Select, and Competitive Soccer and promoting collaboration across all levels of play
- Scarcity of field space and boundary implications / opportunities for collaboration
- Understanding boundary management models of Associations and Clubs and how those models can work together to create benefits across the youth soccer landscape

## NEXT STEPS:

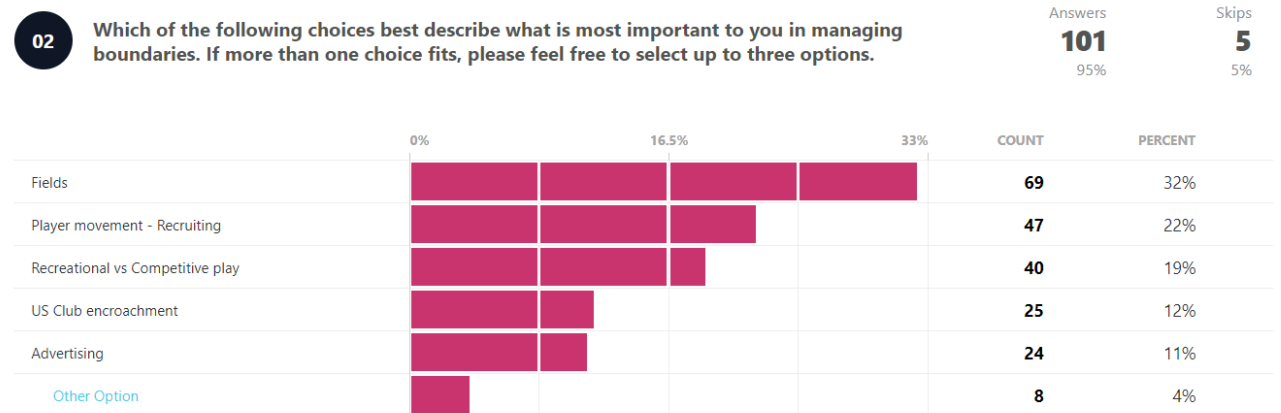
- Post-Fall Season Survey
  - Intent to develop an understanding of specific boundary concerns and to focus on boundary management as an opportunity for positive collaboration, e.g., are there examples of Associations and Clubs working within and outside of their boundaries to improve the playing experience for youth soccer players in their programs?
- Task Force Development
  - Key stakeholders, including Association, Club and League Leaders that participated in the Boundary Meeting have expressed interest in participating in further discussion to guide long-term evaluation of boundary management practices and facilitating opportunities for collaboration.

# BOUNDARY MANAGEMENT | SURVEY #2 EXECUTION



## Boundary Survey #2

- 106 Total Respondents
  - Association Leaders | 25
  - Club Leaders | 65
  - Other | 9
  
- Strong Interest in Taskforce Participation
  - 27 put names in the hat of which we will build a core team of key stakeholders and broader working group
  
- More Positive Outcomes shared than Open Issues | 51 to 39 respectively
  
- Next Steps:
  - Engage Task Force
  - Commit to work toward improved boundary management
  - Report progress at the AGM





# BOUNDARY UPDATE



I have successfully worked with Wa Rush to use and offer use of fields in each other's respective territories when needed. Director collaboration and honesty has been the best way to work together to promote the growth of youth soccer.

SnVYSA has a very respectful working relationship with EYSA/EFC. We help one another out when field emergencies arise...

# FIELD DEVELOPMENT



PLACEHOLDER

# Washington Youth Soccer

U.S. SOCCER + U.S. Youth Soccer Slides



# GRASSROOTS SUPPORT



- Futsal
  - Rethink engagement with next generation of soccer players
  - USYS National Tournament (info to be shared following meeting)
- etrainu
  - Leaders in providing online education materials
  - Partnership with USYS to provide grassroots coaching materials and other information
- League America
  - Exciting new Recreational Soccer platform
  - Access to USYS University which includes resources to support Recreational Soccer Programs (Admin, Coaching, etc.)
  - Brand / Marketing Materials focused on fun

# GRASSROOTS SUPPORT



- Soccer For Success
  - Already established program
  - Poised for expansion
  - Partnership opportunities through a
- Soccer For All
  - Pilot schools in Federal Way which brought in 60 new players in the first season
  - Entry point as soccer-first after-school program
- Let Her Play & Let Her Coach
  - Two (2) Pilot Program kick off in Winter 2023
  - Creating space for female soccer coaches and youth players for soccer, mentorship, and more.

# U.S. SOCCER | Innovate to Grow Grant Funding



- Let Her Coach | Let Her Play
- Central Washington Play On!
  - Programmatic support for grassroots / recreational soccer programs in Central Washington
- Atletico
  - Programming support (fields, travel, etc.)
  - Scholarships for EPD Program

# U.S. YOUTH SOCCER | Strategic Planning



PLACEHOLDER

# FALL 2022 SOCCER FOR SUCCESS



## BY THE NUMBERS

- 425 participants
- 11 schools
- 35 coaches
- 12:1 player : coach ratio



WASHINGTON YOUTH SOCCER  
FOUNDATION



77% like soccer more since Soccer For Success

98% would definitely or maybe join again

89% think life is pretty great!

60% believe it is very true that they can reach their goals

64% always help their teammates \*35% sometimes help

## "How do you cheer on your teammates when they're feeling low?"

Say to never give up and  
(insert inspiring speech)

By saying if we lose  
we can win next time  
and don't be mad

It's all good man - sometimes you got to lose man.

TELL THEM TO BREATHE  
IN AND OUT AND  
DRINK WATER, TAKE  
A BREAK



WASHINGTON YOUTH SOCCER

FOUNDATION

# "What else do you want to tell us?"

Sometimes I  
need a lot of  
water

I love soccer and  
would love to come  
back

I want to stay in practice!

Are you going to  
do soccer next year?

I like the way  
you treat me

I like apples

Thank you for this program

I REALLY HAD A FUN  
TIME IN SOCCER FOR  
SUCCESS

Why is soccer getting  
harder when we  
get bigger?

I love soccer  
so much!!!

I loved soccer so much!

I love tomatoes

This is my favorite sport!

I love my coaches

I like to play  
Soccer For Success

I do not want to  
stop playing



WASHINGTON YOUTH SOCCER

FOUNDATION



**78%**

ARE MORE LIKELY TO EAT  
FRUIT/VEGGIES  
SINCE STARTING  
SOCCER FOR SUCCESS

**FAVORITE FRUITS:** apple, watermelon, mango, strawberries,  
banana, and orange

**FAVORITE VEGGIES:** carrot, broccoli, cucumber



## ***GLOWS from our Coaches and Volunteers:***

*Some students that typically have trouble during the school day were able to flourish during soccer. Rather than struggle in academics and behavior, they were playing a game with friends and peers. We never held their school day issues against them but rather gave them a new opportunity to shake off the troubles of the day.*

**It was great being able to coach and mentor these kids. It has been awesome building connections and encouraging them to make positive changes to prepare them for their future success.**

Throughout the season, we saw many friendships develop and grow. When conflict arose, these relationships aided us in resolution. Because they ultimately cared for each other and their coaches, when something hurtful was done- it was easier and more efficient to take steps towards repair, to make it better and move on. This fostering of comradeship and accountability felt just as key, if not more, than their technical development, which was also great to witness.

**I love being called Coach. It makes me feel like I am making a difference.**

*I was actually a little surprised at how much I enjoyed it. I would definitely do it again if I didn't have my own school soccer.*




It was great how helpful the school staff was, as well as the Washington Youth Soccer Foundation, especially when extra hands were needed.

**I was so thankful to have an awesome group of coaches and kids. This was amazing!!! I am thankful I got to finally coach.**

**IT'S GREAT HOW THE STUDENTS GET ALL THE EQUIPMENT FOR FREE. WE WEAR THEM AT SCHOOL AND YOU CAN TELL THE STUDENTS FEEL PRIDE.**

## OUR BIGGEST *Challenges*

The growth of this program depends on your support in the form of:

-  Coaches and volunteers: we NEED people who are passionate about kids and soccer, willing to commit their time and energy to coaching for a full season (or more!).
-  Snack programs are facing challenges right now, but are an essential part of our program. Can you help? We need community partners willing to provide and deliver to our sites throughout the season.
-  We have a growing wait-list of schools eager to have Soccer for Success at their site because they know it will make a difference in the lives of their students. We need funding and people to make it happen.





PARKSIDE





