



Strategic Plan 2008



Mission: The mission of the Iowa Soccer Association is to foster, promote and perpetuate the sport of soccer.



Vision: By 2012 the Iowa Soccer Association will be in a position where

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- It will be allied to and lead the total Iowa soccer community. It will be known for excellence and effectiveness in facilitating, and educational services which will help its current and new affiliates grow in size and strength.

STRATEGIC GOALS	STRATEGIC OBJECTIVES
<p>Growth and Retention</p>	<ul style="list-style-type: none"> ▪ Activity in every county ▪ Revise Iowa Soccer rules to allow greater flexibility and expand current membership ▪ Coach recruitment/retention - tracking ▪ Development of an Iowa Soccer community
<p>Administrative Services Excellence</p>	<ul style="list-style-type: none"> ▪ Technology ▪ Cost reduction ▪ Club management ▪ Board Development ▪ Staff Development
<p>Communications and Website Capabilities</p>	<ul style="list-style-type: none"> ▪ Targeted communications ▪ Press and media relations ▪ Bilingual materials ▪ Networking
<p>Playing Environment</p>	<ul style="list-style-type: none"> ▪ Multiple levels of play ▪ Coach education system ▪ Player development ▪ Parent education
<p>Marketing</p>	<ul style="list-style-type: none"> ▪ Form strategic alliances ▪ Poll clubs to see how they interface with area schools ▪ New logo ▪ Information packet



Growth and Retention



- ◆ Activity in every county
- ◆ Revise rules
- ◆ Coach recruitment/retention
- ◆ Iowa Soccer community

STRATEGIC OBJECTIVES

ACTION STEPS

Activity in every county

- Create league web section – 09/10
- Create new affiliate web section – Completed
- Create League sanctioning process – 09/10
- Create new membership classes - Ongoing
- ID members and customers and corresponding services – 09/10
- Define Regional Centers of Play (RCP) - Ongoing
- Create League Forums (web based) - Ongoing
- ID and meet with existing RCPs that can help build new RCPs - Ongoing
- ID prospective affiliates and create new RCP - Ongoing
- Create marketing materials about membership – 09/10
- Review/revise member/nonmember fee structure - Completed

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Strategic Goals:

- Growth and retention
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Growth and Retention



◆ Activity in every county ◆ Revise rules ◆ Coach recruitment/retention ◆ Iowa Soccer community

STRATEGIC OBJECTIVES

ACTION STEPS

Revise rules

- Revise/update Risk Management Policy - Completed
- Restructure RM disqualifying convictions - Completed
- Ask membership for input into rule revisions – 09/10
- Develop communication plan for rule changes – 09/10
- Move to mandatory coach hard passes fall 2009 – 09/10
- 100% Referee background checks – 09/10

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Growth and Retention

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- ◆ Revise rules
- ◆ Coach recruitment/retention
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STRATEGIC OBJECTIVES

ACTION STEPS

Coach recruitment and retention - tracking

- Establish profile database of coaches – 09//10
- Create coaches online community – 09/10

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STRATEGIC OBJECTIVES

ACTION STEPS

**Iowa Soccer
community**

- Establish timelines and topics for member e-news and surveys - Ongoing
- Display ISA pictures/awards in office – 09/10
- Create plan and guidelines for ISA logo use – 09/10
- Compile an affiliate profile database – 09/10

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Administrative Services Excellence



◆ Technology ◆ Cost reduction ◆ Club management ◆ Board Development ◆ Staff Development

STRATEGIC OBJECTIVES

ACTION STEPS

Technology

- Require coach license candidates to download material prior to course - Completed
- Offer paperless alternatives in coach courses - Completed
- Create web-based coaching course for recreation coaches – 09/10
- Monitor website by staff - Ongoing
- Move to paper reduction for 2008 AGM and workshops - Completed
- Move all registration/entry forms to web - Ongoing
- Create online interstate transfer forms - Completed
- Create online tournament team roster process – Completed
- Explore PayPal option for user fee programs – 09/10
- Automatic deposit – 09/10

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STRATEGIC OBJECTIVES

ACTION STEPS

Cost reduction

- Continue work with other state associations for cost efficiencies and reductions - Ongoing
- Expand Alliance beyond 4 states - Completed
- Implement recreational player passes printed by clubs – All passes. Completed

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Administrative Services Excellence



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STRATEGIC OBJECTIVES

ACTION STEPS

Club management

- Create club volunteer training program – Web based, ongoing
- Survey clubs to determine training needs – 09/10
- Convert to web-based program and training manuals - Completed

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Administrative Services Excellence



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STRATEGIC OBJECTIVES

ACTION STEPS

Board Development

- Increase Iowa's working exposure in Region II group - Ongoing
- Create BOD orientation packet - Completed
- Create BOD marketing flyer – 09/10
- Have foundation operational - Completed
- Implement Governance Leader board position - Completed

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STRATEGIC OBJECTIVES

ACTION STEPS

Staff Development

- Set up QB training - Completed
- Schedule staff to attend annual conferences/training - Completed
- Train staff in new website capabilities - Completed
- Renew membership in professional organizations - Completed

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Communications and Website Capabilities



- ◆ Targeted communications
- ◆ Press/media relations
- ◆ Bilingual materials
- ◆ Networking

STRATEGIC OBJECTIVES

ACTION STEPS

Targeted communications

- Create an ISA welcome manual for new affiliate presidents - Completed
- Create workshop topic about new ISA website - Completed

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ACTION STEPS

Press/media relations

- List programs and dates for press releases - Ongoing

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STRATEGIC OBJECTIVES

ACTION STEPS

Bilingual materials

- Review all USYS, USSF and USASA materials for Spanish - Completed
- Explore translation of coaching materials into Spanish – Completed, ongoing
- Explore translation of ISA and USYS marketing material into Spanish - Completed
- Undertake Spanish language training – 09/10

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ACTION STEPS

Networking

- Continue to create networking opportunities at workshop and other functions - Ongoing

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Playing Environment

- ◆ Multiple levels of play
- ◆ Coach education system
- ◆ Player development
- ◆ Parent education



STRATEGIC OBJECTIVES

ACTION STEPS

Multiple levels of play

- Make U09/U10 Academy Training Manual available to all members - Completed
- Implement Directors Cup - Completed

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STRATEGIC OBJECTIVES

ACTION STEPS

Coach education system

- Create mandatory coach licensing level for IPSL - Ongoing
- Implement mandatory coach licensing for Academy - Completed
- Offer free E license courses to prepare academy coaches - Ongoing

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STRATEGIC OBJECTIVES

ACTION STEPS

Player development

- Write articles for e-news about “golden age” of development - Completed
- Oversee implementation of Academy - Completed
- Organize fall 2008 Academy festival - Completed
- Create podcasts on self training - Ongoing

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STRATEGIC OBJECTIVES

ACTION STEPS

Parent education

- Create parent behavior/expectation guidelines for Academy - Completed
- Mail Academy information to all U08 parents - Completed
- Create an Academy registration form with program selection guidelines for parents - Completed

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Marketing

- ◆ Form strategic alliances
- ◆ Poll clubs
- ◆ New logo
- ◆ Information packet



STRATEGIC OBJECTIVES

ACTION STEPS

Form strategic alliances

- Schedule meetings with other strategic organizations for coop agreements - Ongoing
- Offer HS section on ISA website for coaches – 09/10
- Coordinate multi-state reporting of interstate transfers – 09/10
- Assist Midwest Alliance with LeagueOne problem reporting – 09/10
- Organize and plan a LeagueOne training session for Alliance states – 09/10

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ACTION STEPS

**Poll
clubs**

- Survey affiliates about registration and programs in schools – 09/10

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STRATEGIC OBJECTIVES

ACTION STEPS

New
logo

- Create marketing plan for roll out of new logo and website - Completed

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ACTION STEPS

Information packet

- Develop overall marketing piece for ISA – 09/10

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