



**Membership, Marketing and Communications (Jenny Wood, Candice Fabry, Casey Betting, Collin Hemann)**

Want to acknowledge Director of Member Services Candice Fabry, who left the Association in June after four successful years. Among her many responsibilities and accomplishments, she ushered in new registration platforms and secured additional risk-management education requirements in the areas of abuse and concussions; she guided registrars/administrators through thousands of hours of education and support; she earned US Soccer coach licensing instructor credentials and conducted an all-female course before leaving; and she left perhaps her most indelible mark with her vision for and leadership of the Iowa Soccer Symposium. Thank you for your years of dedication, Candice.

With Candice’s departure, we restructured the membership department and brought it in with marketing and communications. Casey Betting joined in late June as our Member Registration Manager and in his first year will focus on leading, educating, and supporting the registrars/administrators as they work through player and coach registration, team formation/compliance and competition entry, and the Player’s Health risk management requirements.

For a four-month period as Candice worked part-time as she transitioned out of the organization, Iowa Soccer was fortunate to be able to turn to Competitions Coordinator Collin Hemann, who took on some of Candice’s responsibilities. Collin has been the leader of adult soccer registration support and therefore is trained in our registration platform; he was able to support youth members and clubs through the transition from Candice to Casey and we appreciate his agility and knowledge!

**2020-2021 REGISTRATIONS**

**Youth Player Registration**

	Birthyear: 4U-8U				Birthyear: 9U-10U				Birthyear: 11U-12U				Birthyear: 13U-19U				Total Number of Players			
			Pandemic				Pandemic				Pandemic				Pandemic				Pandemic	
	2017-18	2018-19	2019-20	2020-21	2017-18	2018-19	2019-20	2020-21	2017-18	2018-19	2019-20	2020-21	2017-18	2018-19	2019-20	2020-21	2017-18	2018-19	2019-20	2020-21
<b>Female</b>	4,060	4,324	2,918	3,539	2,861	2,633	2,202	2,566	2,918	2,633	2,175	2,395	4,505	4,251	4,169	4,196	14,344	13,841	11,464	12,696
<b>Male</b>	5,515	6,146	4,160	4,780	4,011	3,574	3,087	3,263	3,905	3,574	2,963	2,971	5,713	5,684	5,073	5,058	19,144	18,978	15,283	16,072
<b>Total</b>	9,575	10,470	7,078	8,319	6,872	6,207	5,289	5,829	6,823	6,207	5,138	5,366	10,218	9,935	9,242	9,254	33,488	32,819	26,747	28,768

**Youth Coach Registration**

- 2020-2021: 3,747 coaches registered

**Risk-management: background checks**

- 2020-2021: 864 total conducted; 5 disqualified

**Adult Player Registration (registration is on a calendar year, not a seasonal year like the youth)**

2017	2018	2019	2020
2,730	2,284	2,030	656



## 2020-2021 NOTABLES

### 2021 Regional and National Presidents Cups

- PSC Iowa (Cedar Rapids) 15 Boys won the Midwest Region Presidents Cup in June; advanced to the National Presidents Cup in July at Cownie Soccer Park (Des Moines)
- PSC Iowa 15 Boys finished third at National Presidents Cup
- Had two players named to the Top 11
- Gavin Lewis was named the Most Outstanding Player of the 15 Boys division at National Presidents Cup

### Partner Hosts

- Iowa Soccer and our staff worked as partner hosts of three large-scale events in 2020-2021.
  - Keeper Wars Ink, a new, national 1v1 goalkeeper competition; host responsibilities headed by Director of Competitions Craig Winger (held at Spring Creek in Altoona)
  - US Youth Soccer National Presidents Cup; host responsibilities headed by Director of Competitions Craig Winger (held at Cownie Soccer Complex in Des Moines)
  - US Adult Soccer Region II Tournament of Champions; host responsibilities headed by Competitions Coordinator Collin Hemann (held at TBK Bank Sports Complex in Bettendorf)

### Annual Member Awards

- At the Iowa Soccer Virtual Symposium in February, we celebrated members who were recognized and nominated by their peers, and chosen by Iowa Soccer, in Coach of the Year, Administrator of the Year, and Volunteer of the Year categories.
  - Jazmine Edwards (Northwest Iowa Soccer Club); Jamie Young (Mason City Soccer Club); Breanna Haberl-Kellogg (VSA); Jeff Monteith (New Hampton Parks & Rec)

### Member Engagement

- The new member engagement platform was launched with focus group and think tanks beginning meetings in late Fall 2020. The groups were tabled when in January Dan launched an Iowa Soccer State League group to deal with the league/membership dilemma that resulted in clubs exiting membership with Iowa Soccer.
- With a new-look membership and reimagined State League this fall, a fall 2021 club leadership survey is being used to assist in reshaping engagement mechanisms going forward.

### Iowa Soccer's headquarters

- Pandemic and membership financial challenges coincided with the end of our sublease in January 2021, prompting a search for a new office space that would result in reduced expense for the organization. In late January 2021 we downsized from 2,700 square feet to about 300 square feet of private offices with access to large and small meeting rooms at a shared office concept. Total monthly expenses were reduced by \$1,400 through the 12-month lease. Appropriateness of space, and current expenses vs. revenue being assessed late fall to determine next steps.

### Iowa Soccer's Share the Love, Powered by Score Sports Program

- In our second of three years of annual \$10,000 in-kind donations from Score Sports, we were able to "share the love" with donations to six organizations in 2020-2021.



- DCG Soccer Club, Des Moines Soccer Club, Dubuque Soccer Club, Fort Dodge Soccer Association, Northeast Iowa Wellness & Recreation, PSC Iowa

#### Iowa Soccer Symposium

- In year three we had to reinvent due to the pandemic and offered a two-day virtual event February 27-28. To make it as accessible and affordable as possible during the constraints the pandemic presented, club passes were offered at a discounted rate and over 300 individuals were given virtual event credentials.