

Strategic Plan (2013-2016) Review

Priority	Achieved	In Progress	Not Achieved
Strategic Priority # 1 - Governance & Leadership	<ul style="list-style-type: none"> • Published strategic plan • Annual operational plan developed • Annual strategic plan review • By-laws revised including Board structure and election process • Separation of governance and operational committees and approved terms of reference • New discipline & appeals, harassment and concussion policies 	<ul style="list-style-type: none"> • Revised rules & regulations • Alignment of by-laws with Canada Soccer • Revised membership policy 	<ul style="list-style-type: none"> • Board member recruitment strategy
Strategic Priority # 2 - Financial Stability	<ul style="list-style-type: none"> • Annual budget approval six months prior to fiscal year start • No membership fee increases for four years • Sufficient reserve fund for Association stability 	<ul style="list-style-type: none"> • Simplified membership fee structure 	<ul style="list-style-type: none"> • Quarterly Variance Analysis
Strategic Priority # 3 - Organizational Development & Partnerships	<ul style="list-style-type: none"> • Increased annual grant support by \$15,000 • Partnership revenue increased by \$70,000 annually • Staff charters revised and staff retention up to 4+ years 	<ul style="list-style-type: none"> • Annual Board of Directors review process • Risk management best practices assessment 	<ul style="list-style-type: none"> • Creation of Business Development Committee

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Strategic Priority # 4 - Image & Communications	<ul style="list-style-type: none"> • Brand guidelines approved • New website and online interaction for referee, coach and competitions development • New social media presence on Twitter (3000+ followers), Instagram, YouTube and LinkedIn • Increased media presence through press releases and special events 	<ul style="list-style-type: none"> • Modernized brand and tagline 	<ul style="list-style-type: none"> • Membership composite logo development
Strategic Priority # 5 - Programs & Services - TECHNICAL DEVELOPMENT	<ul style="list-style-type: none"> • Grassroots manuals published and introduction of preferred training format • 200+ visits and 5000+ impacts by district visit program • 3000+ new grassroots and competitive stream coaches trained • Revised All-Star and Regional Performance Centre structures 	<ul style="list-style-type: none"> • High Performance League • Rural player identification camps • Adult player development opportunities 	<ul style="list-style-type: none"> • Increased enrolment in Learn to Train stage of development
Strategic Priority # 5 - Programs & Services - REFEREE DEVELOPMENT	<ul style="list-style-type: none"> • Revised referee development committee structure • 20% increase in overall annual referee registration • Referee development career pathway published 	<ul style="list-style-type: none"> • Definition of "Whole Referee" • Entry level course review • Referee mentorship template 	<ul style="list-style-type: none"> • Monthly online education
Strategic Priority # 5 - Programs & Services - COMPETITIONS	<ul style="list-style-type: none"> • Co-host with membership a national/ regional championship annually • Revised competitions and AMSL rules • Revised hosting standards for Rural and Tier I Provincials 	<ul style="list-style-type: none"> • Revised elite provincials qualification structure 	<ul style="list-style-type: none"> • AMSL - Post-secondary soccer structure agreement