

2019 - 2022

STRATEGIC PLAN

November 1, 2019 - October 31, 2022



2019 - 2022

STRATEGIC PLAN



OUR VISION

A centre of excellence for the game, providing opportunities for all players to reach their full potential.

.....

OUR MISSION

To provide leadership for soccer excellence in Alberta by fostering and promoting:

- a strong infrastructure for sound governance &
- quality programs and services to safeguard the sport's long-term prosperity.

MESSAGE FROM THE BOARD

On behalf of the Alberta Soccer Board of Directors, thank you for providing your input through both the Strategic Planning Session at the 2019 Annual General Meeting and the follow-up, information-gathering survey. It was through your valuable insight that the Strategic Planning Committee was able to shape and develop the Alberta Soccer Association's Strategic Plan for November 1, 2019 to October 31, 2022.

The 2019-2022 Plan aligns with Canada Soccer's current Strategic Plan, while being tailored to the unique landscape of soccer in Alberta. As you move through the elements of the plan, you'll see the fruits of your input in the various pillars of growth for the Association: Develop, Govern, and Grow.

The specific elements under each pillar include the strategic outcomes that we, as a Board, commit to achieving, based on your input and the current soccer environment.

Although there is uncertainty in the world around us, the guidance of a solid strategic plan, together with your support and advice, will enable us to flourish as an Association for the good of the game, now and into the future.

The Board remains dedicated to ensuring our Association is on sound footing as we transition into the next three-year plan. Thank you all, once again, for your continued support as we step toward the future.

Sincerely,

Shaun Hammond
Alberta Soccer President

1 DEVELOP

ALBERTA SOCCER WILL DEVELOP AND IMPLEMENT PROGRAMS AND OPPORTUNITIES FOR ALL PARTICIPANTS OF THE GAME: PLAYERS, CLUBS, COACHES AND REFEREES.

PLAYERS & CLUBS

Support & guide our members and clubs to embrace the national framework and follow the Long Term Player Development model.

- 1.1 Renewed focus on grassroots programming within player development
- 1.2 Implement and provide on-going support of the Provincial Club Licensing Program
- 1.3 Implement and provide on-going support of the National Club Licensing Program
- 1.4 Implement the regional EXCEL player development framework

COACHES

Encourage and train more coaches, through innovative coach education opportunities. Provide consistent, age and stage appropriate, blended-learning coach education opportunities.

- 1.5 Provide easy access to education curriculum and materials to all interested coaches
- 1.6 Facilitate the delivery of a national blended-learning curriculum featuring e-learning modules
- 1.7 Increase enrollment of the grassroots coaching pathway

REFEREES

Continue to encourage the development and success of referees, who represent an integral part of the game.

- 1.8 Encourage, recognize and reward quality performance of referees
- 1.9 Foster a greater culture of respect towards referees by parents, coaches and players of the game

2 GOVERN

AT THE CORE OF ALBERTA SOCCER IS GOOD GOVERNANCE, AND WE WILL CONTINUE TO LEAD OUR MEMBERS AND MAXIMIZE OUR RESOURCES TO THE BENEFIT OF ALL PARTICIPANTS IN THE PROVINCE.

ALIGN

Provide the foundations and leadership for our District Associations to be successful and work as a team to achieve the collective goals in the province.

- 2.1 Review of governance structure and formalization of processes
- 2.2 Develop and implement strategic plans aligned with our members' needs and the needs of Canada Soccer
- 2.3 Strengthen our relationships with other Provincial Soccer Associations and Canada Soccer
- 2.4 Mitigate risk through structured evaluations and on-going analysis

STABILIZE

Maintain the financial stability of Alberta Soccer and its members while adapting to continual environmental changes.

- 2.5 Support District Member Associations' governance and financial stability
- 2.6 Continual policy and by-laws refinement for best practices
- 2.7 Diversify revenue streams
- 2.8 Explore membership models to incorporate more members into the organization

INNOVATE

Innovate on our program and communication delivery to make Alberta Soccer a more accessible organization.

- 2.9 Increase communication between and with all stakeholders across traditional and emerging platforms
- 2.10 Support and participate in the National Soccer Registry
- 2.11 Measure our performance and make data-driven decisions

3 GROW

THE COMBINED PRESENCE OF THE CANADIAN PREMIER LEAGUE AND THE UPCOMING 2026 FIFA WORLD CUP PROVIDES ALBERTA SOCCER WITH AN EXCEPTIONAL OPPORTUNITY TO LEVERAGE AND GROW PARTICIPATION.

PARTICIPATION

Continue our success in growing player participation, and make investments in engaging all possible participants of the game.

3.1

Maintain position as the number one youth team participation sport in Alberta

3.2

Remove barriers and encourage higher participation from under-represented groups

3.3

Research & set member and club standards to reduce player drop-out

3.4

Enable inter-member collaboration to increase transition from youth to senior soccer

PERFORMANCE

Create opportunities for players of all levels to excel, and support our members and clubs to produce national-level players.

3.5

Support standards-based leagues: Alberta Major Soccer League (AMSL) and Canada Soccer Player Development Program (PDP)

3.6

Support National Player Pathway alignment for National Team success

3.7

Ensure optimum performance at all provincial and national-level competitions

COLLABORATION

Bring together all participants of the game, and create a strong community of collaboration working together and sharing best practices.

3.8

Stimulate inter-membership collaboration & communication

3.9

Enable broader participation in Alberta Soccer activities through digital tools

3.10

Support districts working towards investment in facilities

2019 - 2022
STRATEGIC PLAN

