

# 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 AND quality programs and services to safeguard the sport's long-term prosperity.



## 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.

### COACHES

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

### REFEREES

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



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

### STABILIZE

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

### INNOVATE

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



## 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.

### PERFORMANCE

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

### COLLABORATION

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