

2023-2025 STRATEGIC PLAN



Alberta Soccer will develop enhanced player pathways aligned with expanded knowledge and education for coaches and referees.

- Districts and Clubs are provided with guidance and support to successfully implement Standards for Quality Soccer.
- Referee knowledge, development and training pathway, including mentorship programs are in place.
- Coach knowledge, development and training pathway, including mentorship programs are in place.
- Grassroots development strategy is created and implemented.
- Models for various player pathways are developed, that are aligned to long term player development model.
- Education strategy is developed and implemented for parents, players and coaches (incl. college opportunities).



Alberta Soccer will advance soccer and provide leadership to the membership and stakeholders.

- Alberta Soccer provides leadership to a strategy for the development and advancement of Clubs/Districts to support them in developing a strong and sustainable organization.
- Strategy is in place to promote the game of soccer.
- Strategy is in place for understanding player/coach/referees' recruitment, retention and trends.
- Strategy is in place to both foster and support a safe and inclusive soccer environment for all people participating in the sport - players, coaches, referees, boards, administrators and volunteers.
- Districts all have a sense of belonging to soccer in Alberta and work together and with Alberta Soccer towards a common goal and shared vision.



Alberta Soccer will build a strong and sustainable organization.

- Governing Structure that provides for equitable access for all members and a robust registration tracking system is in place.
- Good Governance Principles are adopted by the board of Alberta Soccer.
- Modernization of policies and processes through the lens of Equity, Diversity, Inclusion and Indigeneity.
- A strategy is in place to develop and support the resources needed, both human and financial, to support a strong and sustainable organization and deliver on the strategic plan and programming priorities.
- Policies are developed and implemented that provide for sustainability across the sport of soccer and membership is provided with the necessary resources to carry out all policies.

OUR MISSION

Lead, govern and evolve.

OUR VISION

A welcoming soccer community inspiring and empowering all.

OUR VALUES

Courage
Integrity

Respect
Collaboration

Innovative
Inclusive