



**Washington Youth Soccer**  
7100 Fort Dent Way, Suite #215  
Tukwila, WA 98188-7500  
[www.WashingtonYouthSoccer.org](http://www.WashingtonYouthSoccer.org)  
PHONE (253) 4-SOCCER · TOLL FREE 1-877-424-4318



**Board of Directors Meeting Agenda**  
7100 Fort Dent Way, Suite 215, Tukwila, WA 98188

Thursday, November 16, 2023 | 1:00-2:00pm PT | Virtual

Attendance: **Chris Stiles, Jane McGillivray, Lamar Neagle, Lane Smith, Lauren Pendergraft, Leah Gray, Matt Folsom, Rich Austin, Roger Levesque, Chuck Porter**

Absent: Gabriel Suarez (on vacation)

- |   |                  |
|---|------------------|
| 1. Meeting Called to Order  | Chris Stiles     |
| 2. Roll Call  | Jane McGillivray |
| 3. Approval of Minutes   October 26, 2023<br>Unanimously approved   | Chris Stiles     |
| 4. Financials   October 2023<br>Deeper dive by Roger and Chuck on EPD Pre-Paid's<br>Philosophically 2023/24 player year is break even WYS budget 2024/25 is Beginning to Build Back (B3)  | Chuck Porter     |
| 6. Player Fee Proposal Feedback<br>Discussion<br>Add what Club & their Fees are doing<br>Add PPP loan and our financial picture would be without the PPP<br>Need for Fields<br>Need for Risk management Shoring up (how many lawsuits have we fielded recently – four?) | All              |
| 7. Program Objectives   Highlights  | Roger Levesque   |
| 8. AOB  | All              |
| 9. Adjournment  | Chris Stiles     |

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**Board of Directors**

Chris Stiles, *President*   Lane Smith, *Vice President*   Jane McGillivray, *Secretary*   Lauren Pendergraft, *Treasurer*  
Gabriel Suarez   Lamar Neagle   Leah Gray   Matt Folsom   Rich Austin   Roger Levesque, *Executive Director*



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Date: Thursday, December 14, 2023  
Time: 1:00-2:00pm PT  
Location: Virtual via Microsoft Teams

**Board of Directors**

Chris Stiles, *President*   Lane Smith, *Vice President*   Jane McGillivray, *Secretary*   Lauren Pendergraft, *Treasurer*  
Gabriel Suarez   Lamar Neagle   Leah Gray   Matt Folsom   Rich Austin   Roger Levesque, Executive Director





# WASHINGTON YOUTH SOCCER

Board Meeting | November 16, 2023



# TEAM OBJECTIVES | THROUGH AUGUST 2023



Core Objective | Listen, learn, over-communicate (internal & external), **REFINE & REIMAGINE**, and execute.

## PRIMARY ESSENTIAL GOALS (PEGS)

**PEG #1 | Refine & reimagine programs and processes to improve key stakeholder experience in each interaction with WYS. Document updates and over-communicate any changes. Execute.**

- Grassroots Support & Development
- WYS Cups Series
- Elite Player Development Program (EPD)
- WYS Foundation Programming and Supporting Organizational Structure
- Coaching Education
- Eastern / Central Washington Growth
- Business Development via Corporate & Community Partnerships and Grant Development
- Member Services, e.g., Risk Management, OIM, CaseIQ, Boundary Management, etc.

**PEG #2 | Invest in League development and facilitate collaboration & cohesion.**

- Launch Washington Inland Premier League (WIPL)
- Work toward complementary league relationships to improve playing environment (WISL & WIPL, NPSL & SSUL, etc.)
- Launch League Washington (High School Regional Rec League)
- Instigate communication & facilitate cohesion across WYS sanctioned leagues

**PEG #3 | Target process improvement to refine internal & external communication, improve how we work together, and deliver relevant information.**

- Further define roles & responsibilities to refine internal communication
- Promote Core Programs, e.g., Cups, EPD, Foundation, Coaching Education, etc.
- Deliver info that adds value to / improves experience for the WYS community

# TEAM OBJECTIVES | THROUGH FEBRAURY 2024



Core Objective | Listen, learn, and over-communicate. **IDENTIFY OPPORTUNITIES TO EXPAND** and execute.

## PRIMARY ESSENTIAL GOALS (PEGS)

**PEG #1 | Identify opportunities to incrementally expand programs / leagues that create additional value for Members, address gaps (services, geographies, etc.) in current offerings, and (re)introduce WYS to new markets.**

- First impressions (or reimpressions) are crucial
- One measure (but not the only measure) of value creation is “willingness-to-pay”
- Consider the varying needs / challenges of different customer segments, e.g., urban vs rural, recreational vs competitive, etc.
- Examples: EPD 2013 Cycle, Recreational growth in EWA, etc.

**PEG #2 | Review core business programs and processes to inform and establish short/long-term financial goals.**

- Understand profitability of programs to guide future investment
- Review internal processes / business systems and identify opportunities to improve efficiency
- Identify short-term / long-term financial goals to inform considerations for any player fee updates at APFM (Jan 2024)
- Engage Association Leadership as partners in planning to understand needs and priorities of Members

**PEG #3 | Continue process improvement to refine internal & external communication, improve how we work together, and deliver information **RELEVANT TO ALL CONSITUENTS**.**

- Further define roles & responsibilities to refine internal communication
- Promote Core Programs, e.g., Cups, Coaching Education, EPD, Foundation, Leagues, etc.
- Deliver information that adds value to / improves experience for the WYS community

# PROGRAM OBJECTIVES | BUSINESS DEVELOPMENT



Core Objective | Listen, learn, and over-communicate. **IDENTIFY OPPORTUNITIES TO EXPAND** and execute.

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Primary Essential Goal #1 Revenue Generation / Corporate Partnerships

- New partners for 2024 = Forte Consulting, Alexandra Lozano Law Group, Darigold, SS Visuals & Cog Map = represents \$50K in new funds
- Maintaining current relationships w/ Virginia Mason Franciscan Health, Dick's, Protime, Sounders, OL Reign, Stars, Fine Designs, Skyhawks, Farmers, GameChanger, Captain, U, Wilson Trophy & TeamBuilder KW (currently projecting \$85,000 in contributions)

### PEG #2 | Primary Essential Goal #2 Fiscal Partnership Members / Grant Writing

- Signed Fiscal Sponsor Agreements and writing grants for Sky River, Three Rivers, South Mason, South Kitsap, Southlake & Rave Foundation with Columbia Premier & Cowlitz work on there own with our support (Consulting)
- Soccer 4 Success Tacoma Pierce County =Names Family Foundation \$50K,
- Community Outdoor Athletic Facilities Fund (COAFF) & Youth Athletic Facilities FUNDING \$11.2 million GRANT LIMIT \$350,000 MATCH REQUIREMENT 50%
- Manage 2 subcontracted grant writers to fulfill grant writing duties to increase funding sources for Community Outdoor Athletic Facilities Fund (COAFF)

# PROGRAM OBJECTIVES | BUSINESS DEVELOPMENT



Core Objective | Listen, learn, and over-communicate. **IDENTIFY OPPORTUNITIES TO EXPAND** and execute.

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #3 | Primary Essential Goal #3 Revenue Generation / Fundraising , Marketing & Events

- Virginia Mason Franciscan Health = Washington Youth Soccer is collaborating with Virginia Mason Franciscan Health to host a heart screening event at the Virginia Mason Athletic Center on Saturday, March 16. This collaborative effort aims to provide over 1000 free heart screenings, showcasing Virginia Mason Franciscan Health's commitment to community well-being
- Fundraising Platforms = Greater Giving renewal 11/30
- Elsom Cellars = Sales at Cone & Steiner, Stefan Frei Autograph Post Season Event w/ Stefan Frei promoting "The Keeper"
- Continue to work with Catalyst on marketing campaigns such as Of the Year Awards, Referee Job Campaign, Little Caesars & Sanctioned Tournaments.

# PROGRAM OBJECTIVES | COACHING EDUCATION



Core Objective | To best the best coach education resource in the US Youth Soccer membership and for USSoccer

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Increase number of Courses in Fall/Spring 2024

- Connecting with additional Association/club leads to host courses
- Add D Licenses for Spring 2024, Bellevue and Olympia Areas
- Have 4 D License in 2024
- Have 12+ GR courses in different areas of State 2024

### PEG #2 | C License Education x 2. Approved by US Soccer

- Lead C License starting in Spring and Fall 2024

### PEG #3 | Schedule Let Her Coach courses for Spring 2024

- Contact Colleges and universities to add courses for spring 2024



# PROGRAM OBJECTIVES | ELITE PLAYER DEVELOPMENT



Core Objective | Listen, learn, and over-communicate. **IDENTIFY OPPORTUNITIES TO EXPAND** and execute.

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Primary Essential Goal #1: Better Serve The Players

- #1: Craft a more defined vision for player selection + support
- #2: Plan training dates and clarify try out process

### PEG #2 | Primary Essential Goal #2: Help Shape the Coaches

- #1: Implement clearer coaching guidelines + best practices
- #2: Identify areas for improvement within coaching personnel

### PEG #3 | Primary Essential Goal #3: Connect with the Community

- #1: Quality pathways for more clubs throughout the region
- #2: Big sponsorships to subsidize costs, offer free programming

# PROGRAM OBJECTIVES | ELITE PLAYER DEVELOPMENT



Core Objective | Listen, learn, and over-communicate. **IDENTIFY OPPORTUNITIES TO EXPAND** and execute.

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Primary Essential Goal #1: Raise EPD as a Brand

- #1: Look at all the success and non-success on the field to calibrate actions to follow when planning next events/
- #2: Gathering all the feedback on and off the field, from managers, players, coaches, partners and WYS staff to enhance the the EPD events.

### PEG #2 | Primary Essential Goal #2: Improving the coaching culture

- #1: Working with the EPD Director to make sure we have a clear plan in place to influence the Soccer DNA on and off the fields.
- #2: Offering feedback to coaches to improve main areas, from content to team leadership.

### PEG #3 | Primary Essential Goal #3: Strengthening the EPD work group

- #1: Identify and define the roles all the WYS Staff and volunteers who are part of the EPD team in order to maximize, effort, time and product.
- #2: Synchronize all the WYS assets available for the EPD Program in order to reach optimal goals.

# PROGRAM OBJECTIVES | ELITE PLAYER DEVELOPMENT



Core Objective | Listen, learn, and over-communicate. **IDENTIFY OPPORTUNITIES TO EXPAND** and execute.

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #4 | Extend the EPD Reach beyond Seattle

- #1: Look at all possible scenarios, especially on the east of the mountains, to grow the program and allow access to more players.
- #2: Gathering more feedback from Club Directors from those areas Spokane, Yakima, Tri-cities to find ways and ideas to navigate.

### PEG #5 | College Program

- #1: To look at all possibilities of connecting our oldest recruitable age with local colleges, Girls and Boys born in 2007.
- #2: Introduce training sessions conducted by college coaches and look into expanding every year.

# PROGRAM OBJECTIVES | FOUNDATION



Core Objective | Listen, learn, and over-communicate. **IDENTIFY OPPORTUNITIES TO EXPAND** and execute.

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Revisit and evaluate current and prospective partnerships

- Outline program expectations, dates and goals with schools
- Have conversations with key stakeholders regarding what make sense for the program moving forward
- Review opportunities for growth from Fall
- Identify possible groups/organizations to partner with to reach broader audience with different support
- Organize and order equipment to support all sites ahead of spring season

### PEG #2 | Build upon the success of Let Her Play

- Rebrand/Rename
- Identify locations to expand to and recommit with previous partners
- Review and edit curriculum based on previous feedback
- Develop connections with local women's soccer teams (colleges, etc) ahead of recruitment
- Determine where/when to best reveal LHP video

### PEG #3 | Examine Community-Facing opportunities

- Determine website needs; match WYSF with WYS
- Put together plan for easy grab-n-go swag packs for community events and outreach



# PROGRAM OBJECTIVES | GRASSROOTS SUPPORT & DEVELOPMENT



Core Objective | Listen, learn, and over-communicate. **IDENTIFY OPPORTUNITIES TO EXPAND** and execute.

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Address needs of Member Associations.

- Maintain and build on positive momentum created by working with Association Leaders locally to bring value to all WYS Members.
- Link Association Leaders with WYS Board Members to open new lines of communication.
- Leverage core programs (Coaching Education, COAF, Cups, EPD, Foundation Programs, Leagues, Member Services, Partnership Opportunities, Risk Management, etc.) as opportunities for Membership – consider which programs address needs and add value.

### PEG #2 | Promote League opportunities.

- Solicit feedback from fall league participants (WISL/WIPL & LW) to share / promote opportunities for expansion.
- Consider resources needed and prepare to invest in growth.
- Continue collaboration with and promotion of WYS-sanctioned leagues, considering rules updates, league structures, growth opportunities, etc.

### PEG #3 | Expand Recreational Soccer footprint in Washington.

- Invest in resources to expand reach, engage (non-member) programs, and increase WYS recreational participation.
- Leverage 'Find a Club' feature in external communications – consider alternative channels – to onboard non-participants.

# PROGRAM OBJECTIVES | GRASSROOTS SUPPORT & DEVELOPMENT



Core Objective | Listen, learn, and over-communicate. **IDENTIFY OPPORTUNITIES TO EXPAND** and execute.

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #4\* | Share Coaching Education resources with Membership.

- Create resource hub on Washington Youth Soccer webpage to support recreational coach development.
- Promote U.S. Soccer Grassroots Coaching Licenses.
- Onboard Membership to USYS University.
- Share additional coaching resources, including Coach Mentor training opportunities, Skyhawks curriculum, etc.

\*PEG #4 is a carryover from previous Program Objectives.

# PROGRAM OBJECTIVES | OPERATIONS



Core Objective | Listen, learn, and over-communicate. **IDENTIFY OPPORTUNITIES TO EXPAND** and execute.

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Provide support for other programs to alleviate workload of others

- Manage uniform distribution and assignment for EPD
- Aid in the running and scheduling of various tournaments throughout the winter
- Continue completing data asks and communication/contact management
- Follow up on and finish boundaries project with Roger + James

### PEG #2 | Refine existing programs and explore new opportunities

- Explore potential new fundraising platforms
- Create official documentation for existing programs – finances, software tools, etc.
- Provide technical support and programming prowess where applicable

### PEG #3 | Drive backburner tasks onward

- Selling the van
- Retrieve and shred documents from Iron Mountain
- Working with Catalyst to improve website
- Other odd or unfinished jobs as they continue to arise

# PROGRAM OBJECTIVES | OPERATIONS



Core Objective | Define new and existing processes for staff and membership

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Compliance

- Form Compliance Committee – discuss a blanket SafeSport process to notify membership of reports
- Review the RMA process, to include the RMA expiration date
- Discuss background check options and challenges with JDP
- Continue to build out CaseIQ for reporting

### PEG #2 | Insurance Claims Platform

- Finalize the new online application on WYS website
- Continue work with Catalyst and USI to improve and update the secondary medical insurance website page



# PROGRAM OBJECTIVES | STATE CUPS



Core Objective | build on momentum from last cups to improve the player experience

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Rec Cup

- Recap meeting with the committee – pros/cons of 2023 rule revision
- Continue to find opportunities for growth of participation in struggling regions
- Gain further understanding surrounding field issues in various regions

### PEG #2 | Founders, President and Championship Cup

- FC- publish new logo rebranding
- Communications and marketing campaign around the Farwest Regional Championships in Hawaii
- Fundraising opportunities for teams to attend Regionals
- Continue to discuss with RCL and NPSL committees around the restructuring of tournament play for 24-25 season

# PROGRAM OBJECTIVES | WISL/WIPL LEAGUE



Core Objective | Listen, learn, over-communicate (internal & external), and execute

## PRIMARY ESSENTIAL GOALS (PEGs)

### PEG #1 | Establish, build and maintain consistent communication with WISL/WIPL Club Members/Registrars/Schedulers

- Improve communication with current clubs and new clubs.
- Schedule pre-season in-person meetings with registrars and schedulers to go over best practices and any training needs.
- Maintain league documents and update rules where necessary.
- Schedule pre-season and post season meetings with club directors/technical directors to revise rules and confirm season dates.
- Seasonal seeding competition placement meetings with DOCs.
- Promotion and relegation to/from WIPL for spring season discussion with DOCs.

### PEG #2 | Build/Expand WISL/WIPL League and recreational program in Eastern WA and Central Washington.

- Schedule meetings with clubs/boards to answer questions and provide the benefits of participating in the league.
- Work on adding new recreational program to WYS throughout Eastern and Central Washington.
- Try to grow EW WISL and WIPL by 5%.
- Provide the highest level of customer service for all members that we work with.

### PEG #3 | Identify areas of concerns for WISL/WIPL Participants and search out opportunities to resolve.

- Schedule post-season meetings with club directors/technical directors to work through any concerns from previous season(s).
- Continue to offer surveys for feedback on how WISL/WIPL members needs can be better served.





# THANK YOU

Board Meeting | November 16, 2024