

# STRATEGIC PLAN

## 2023-2026

### CHATHAM YOUTH SOCCER ASSOCIATION



# Message from the Board of Directors

In the dynamic world of youth sports, fostering the growth, development, and success of young athletes is of paramount importance. Committed to nurturing talent, instilling essential life skills, and promoting a culture of sportsmanship, Chatham Youth Soccer Association embarks on a journey to redefine the landscape of youth soccer. With unwavering dedication to our mission, we aim to create an environment where every player can thrive, on and off the field. This strategic plan outlines the ambitious and holistic vision for the future of the Chatham Youth Soccer Association soccer club.



A successful soccer program includes the contributions of the players and their family members, volunteers including coaches, convenors, members of the Board of Directors and the greater community in Chatham-Kent. As such, these partners have been the primary focus when developing the action items for the 2023-2026 strategic plan. A community needs assessment was conducted through online surveys distributed to all players, coaches and volunteers in the Club. With these responses, the Board of Directors determined the top three strategic priorities. For each strategic priority, concrete action items have been determined.



# Message from the Board of Directors

Our youth soccer club recognizes that the pursuit of excellence requires not only superior coaching and elite training facilities but also an unwavering commitment to inclusivity and community engagement. As we chart our strategic course, we will emphasize the development of player skills, teamwork, and character-building. We aim to become a trusted partner for parents who seek an enriching soccer experience for their children, instilling values that extend far beyond the soccer field. With a strong foundation built on collaboration, leadership, and passion, we will empower our youth to reach their full potential as well as adult players to continue to play the sport.

Furthermore, this strategic plan reflects our unwavering dedication to adaptability and innovation. In a rapidly changing sports landscape, we will continue to embrace new technologies and methodologies, ensuring our players receive the best possible education and opportunities. By working hand-in-hand with the local community and fostering partnerships that benefit our young athletes, we aim to become a premier youth soccer club that not only excels in competition but also makes a positive impact on the lives of the players we serve.





# Strategic Plan 2023 - 2026

## Mission

To provide an affordable, supportive, and enjoyable soccer experience for all.

## Vision

An inclusive soccer program for growth and life-long development through the love of the game.

# Strategic Priorities



1. Strengthen Program Development



2. Enhance Communication



3. Improve Governance and Operational Planning

## Our Values

Respect and Integrity

Development Fun Community

# Strategic Priority #1

## Strengthen Program Development



### **Player development**

- Offer skills sessions for players
- Offer travel player indoor training opportunities

### **Coach development**

- Provide open house clinics for travel coaches to mentor house league coaches
- Create a coach's booklet for both travel and house league coaches

### **Referee development**

- Address the shortage of referees
- Ensure that referees are accessing mentorship opportunities
- Develop a way for coaches to give feedback on referee performance

# Strategic Priority #2

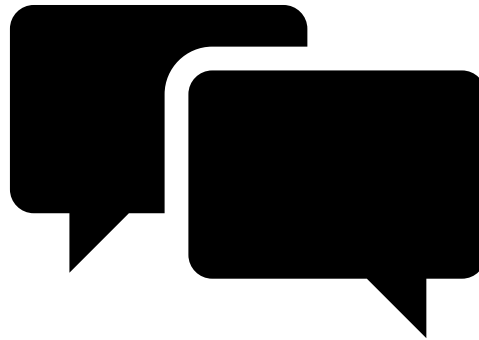
## Enhance Communication

### Parent and player communication

- Enhance the CYSA website and social media outlets
- Include a FAQ section on the website for parents and players

### Coach communication

- Develop a coaches' portal on the website
- Create and maintain a FAQ on the website



### Referee communication

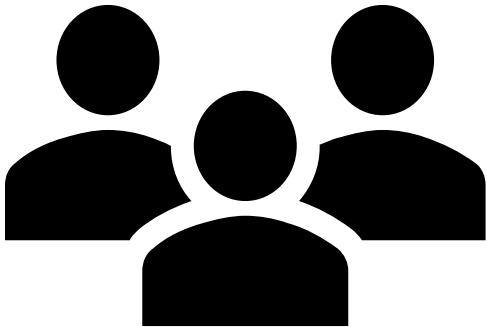
- Develop a referee portal on the website
- Create and maintain a FAQ on the website

### Community communication

- Increase sponsorship
- Improve availability of office hours
- Increase visibility in the local newspaper, on TV or radio, the CYSA website, social media outlets, throughout the Municipality of Chatham-Kent and promote the celebration of CYSA's 50th anniversary

# Strategic Priority #3

## Improve Governance and Operational Planning



### **Outdoor facilities development**

- Improve field maintenance for better quality fields
- Increase the number of fields available
- Install lights at additional fields, starting with Thames Campus

### **Indoor complex development**

- Develop a plan (business case proposal) to be presented to City Council
- Approach other organizations for partnerships in planning, funding, and utilization of the proposed complex

### **Partnerships**

- Develop a partnership with the Municipality and find corporate sponsors
- Develop a partnership to give back to the community



# Contact CYSA

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