

WSA SUMMIT

JULY 30-31, 2021



ELITE SIDE REFEREE ACADEMY



ESR: Question/Answer Panel





ESR: Implementation Timeline



ACTION ITEM 1: Press Release

ACTION ITEM 2: Onboard Referees

ACTION ITEM 3: Educate Community Club Staffs

ACTION ITEM 4: Reminders Prior to Season

ACTION ITEM 5: Social Media Video Releases "Side Before Self" weekly

ACTION ITEM 6: Signage at all facilities

ACTION ITEM 7: Site Coordinators Scheduled for game weekends

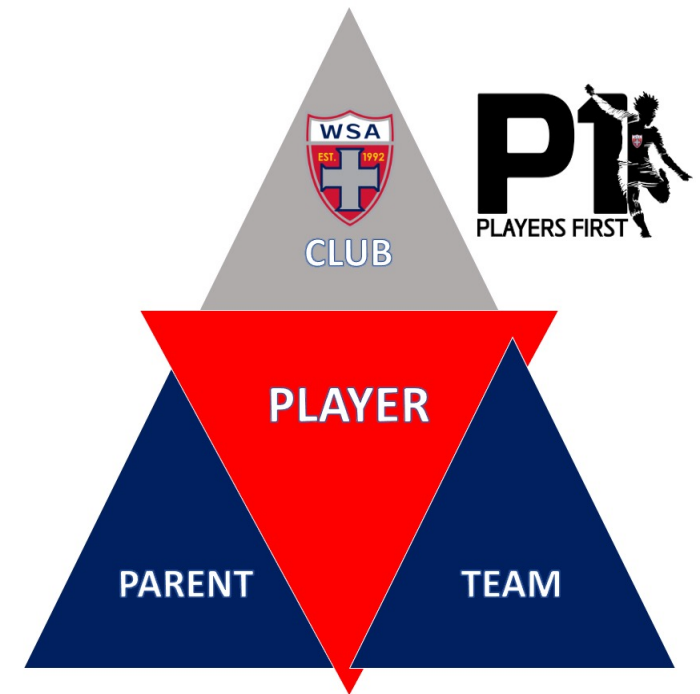
ACTION ITEM 8: August 28-29 Take Action



PLAYER DEVELOPMENT INITIATIVE

- PLAYER MOVEMENT
- ROSTER MANAGEMENT
- TEAM BUILDING
- TRYOUTS

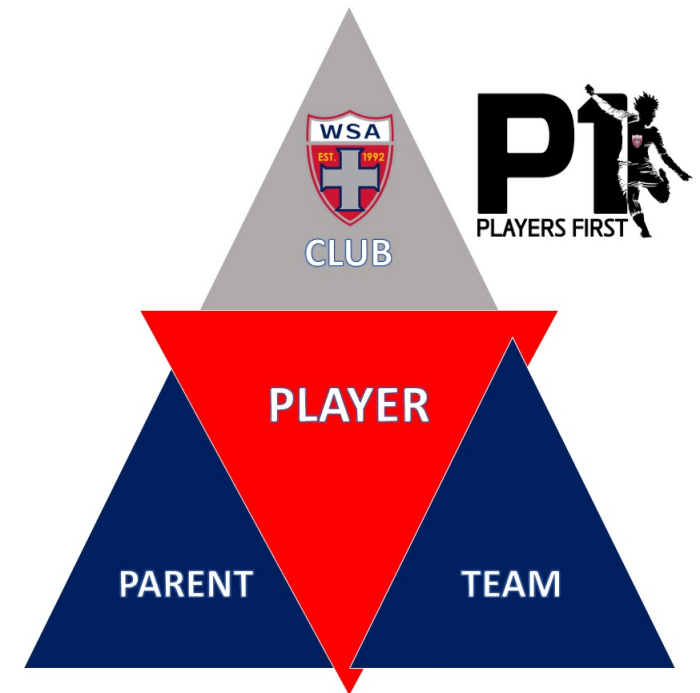
NON NEGOTIABLE: PLAYER CENTERED. This requires the priority to be on "the player".
This is counterposed to other priorities: Coach, Parent, Team Development, Results, Club Accolade, League Placement, League Applications, Recognition.





PLAYER MOVEMENT ACTIONS

- PLAYER RELEASES
- PLAYER TRANSFERS
- PLAY UP REQUESTS
- TRYOUT SIGNINGS
- GUEST PLAYING (Internal & External)
- **COMMUNITY CLUB INTERACTIONS ****





COMMUNITY CLUB INTERACTION: Player Movement

• CLUB'S GOAL TO SERVE PLAYER – Discussion Point #1

- Provide best playing opportunity and experience to Player
 - Parent Travel & Finances
 - Community & Social Elements of Team
 - Competitive Level – Training
 - Competitive Level – League Platform
 - Exposure – Vertical Transition Opportunity

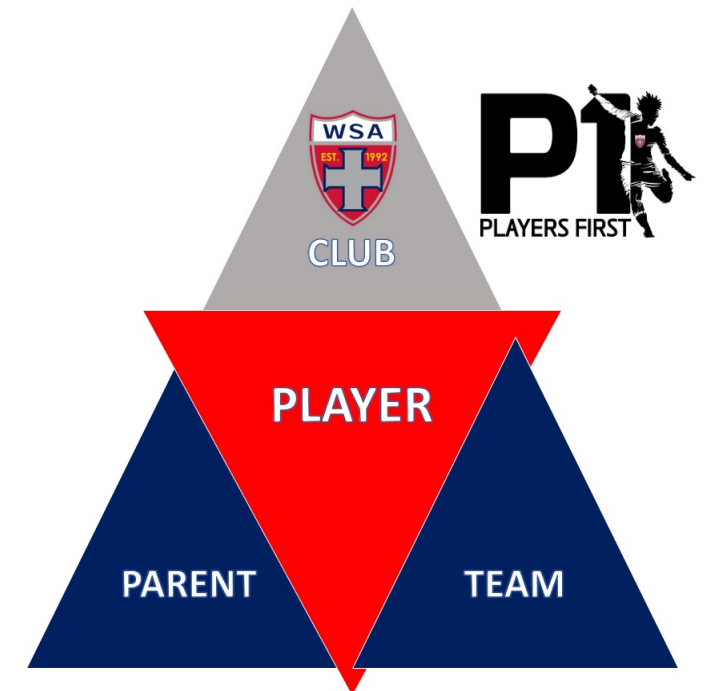
OTHER GOALS:

Team Success (competitive success, team sustainability by player pool insulation)

Club Success (vital in National League “exclusive membership” platforms)

Club Social (interaction of players across communities within club program)

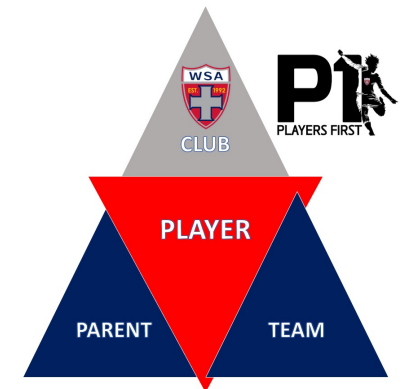
Seed Planting (larger player pools enhance “seed planting” in new communities)





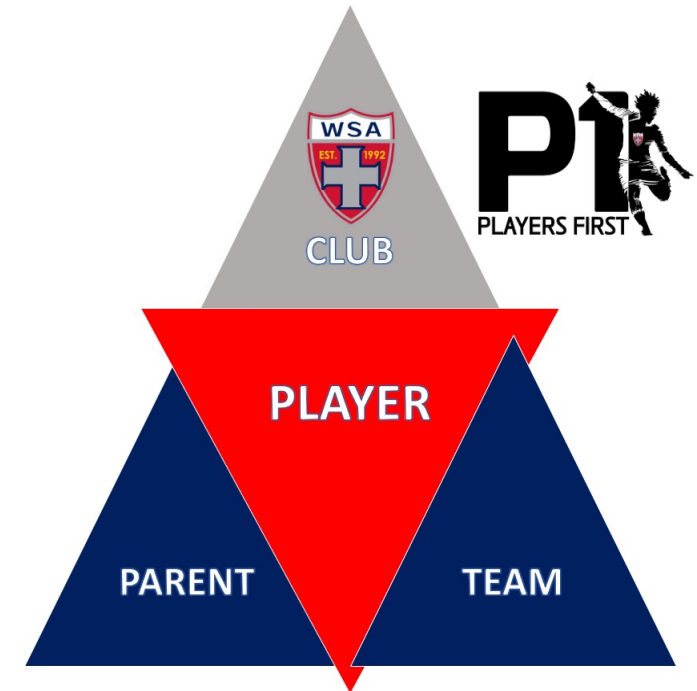
OBJECTIVES: Player Movement

- **NARRATIVE:** Shared Message, Function of team level, league platform
- **DEVELOPMENT AGE TIMELINE:** When is time for vertical movement
- **RECRUIT:** Deter in-house recruiting / protect our own teams
- **REGULATE:** Player movement policies
- **COMMUNICATE:** Transparent expectations for stakeholders



PROCESSES & POLICIES: Player Movement

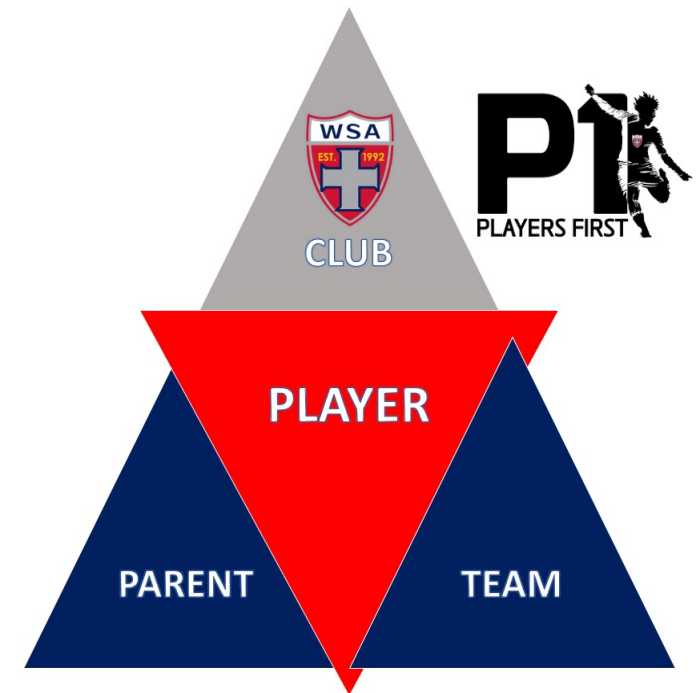
- Club Player Pass
- Guest Player Process for Tournament Play
- Age Restrictions
- Developmental Timelines
- Authority / Decision Makers
- Requirements for Player Movement
- Coach Compliance / Enforcement Internally
- Advocating for “the Player” – Education of coaches



THREATS TO CLUB MISSION: Player Movement



- **PLAYER EXPERIENCE:** First priority, player experience, reduced by recruitment pressure, anxiety
- **CULTURAL EROSION:** Coach Relationships, Synergy, Key Leaders of The Player
- **INTRA COMPETITION:** Friction towards progress
- **PLAYER POOL ATTRITION:** Team folding anywhere harms player pool
- **STIFLING PLAYER PROGRESS:** Players not allowed to be challenged, progress



”If no enemy within, enemy outside can do us no harm”



FINANCIALS

- 2020-2021 FISCAL YEAR – Summary Report
 - Net Results – first year in black in decade
 - Cash Flow – reduced negative delta to approx. \$10K
- 2021-2022 FISCAL YEAR – Pro Forma
 - Cash Flow – negative delta projection is currently swollen
 - Budget Forecast – forecasting red
- FOCUS SOLUTIONS: Budget Forecasting & Collection Oversight
- LONG TERM PLAYER FEE REVIEW: Cash Flow vs Accessible Program
- FOCUS FUNDRAISERS: Gala (TBD) & Golf Tourney (Sept 24, 2021)



VISION STATEMENT

Strategic Planning Map

THE SIDE VISION:

To leverage the world's beautiful game to **inspire an effective teaching model for youth**, growing the game at **grassroots** levels, producing a **community engaged** membership who **serves others**, in an **atmosphere** that promotes and fosters **friendships** and **family**.

To **develop a culture** that produces **excellence** amongst club players, coaches, and teams, who are **empowered to** chase ambitious **dreams**, and whose success is measured in an **experience** generated, that is hallmarked by **effort, energy, service, love, and joy**.



VISION STATEMENT 5 YEARS AGO

- **VISION STATEMENTS - 5 YEAR PLANS** (revised 2015):
- Establish a sensible **player pathway** for all WSA players, including at the elite player level, a national leaguage platform with a bridge to professional pathways at the top end.
- **Expand outreach** and club grassroots soccer efforts to grow the game both in rural and inner-city areas.
- **Develop professionalized facilities**, including indoor training, classrooms, dorms, offices, synthetic all weather turf fields, lighted facilities, with purpose of event hosting and enhanced training grounds.
- **Develop and implement club curriculum** across all affiliates through structured and strategic planning, and in-house coach education implementation.
- Grow and expand depths of **in-house coach education**, creating better instruction, motivation, nurturing for the youth player, and more equipped, adaptable, and professional coaches.
- Activate club membership, in particular players, to become **active community servants**, regularly challenging players to give back, to serve, and to participate through community engagement and awareness.



MISSION STATEMENT REMINDER

MISSION STATEMENT OF WEST SIDE ALLIANCE S.C.

Serve others through sport by inspiring greatness, cultivating friendships, producing excellence, and empowering ambitious dreams.

Challenge the status quo. **Transform** the game.

***Provide and bring access** to the sport of soccer, at a premiere and first class level, to youth players of all backgrounds, bridging known deterrents of finances, language, culture, and geographics.*

***Purpose teaching** through a developmental model that encourages failure towards success, rewards ambitions, fosters service to others, and requires perseverance.*

***Cultivate and attract coaches** who teach to inspire youth, coach to develop youth, and lead to serve youth.*



VISION STATEMENT 2020-2025

THE RIGHT QUESTIONS:

Where do we want to go?

What do we want to become?

Why do we want to go and become?

** Strategic planning: How do we do it?



FIELD OF DREAMS COMMITTEE

WEST BANK DEVELOPMENT CONCEPTS

Where do we want to go? ✓

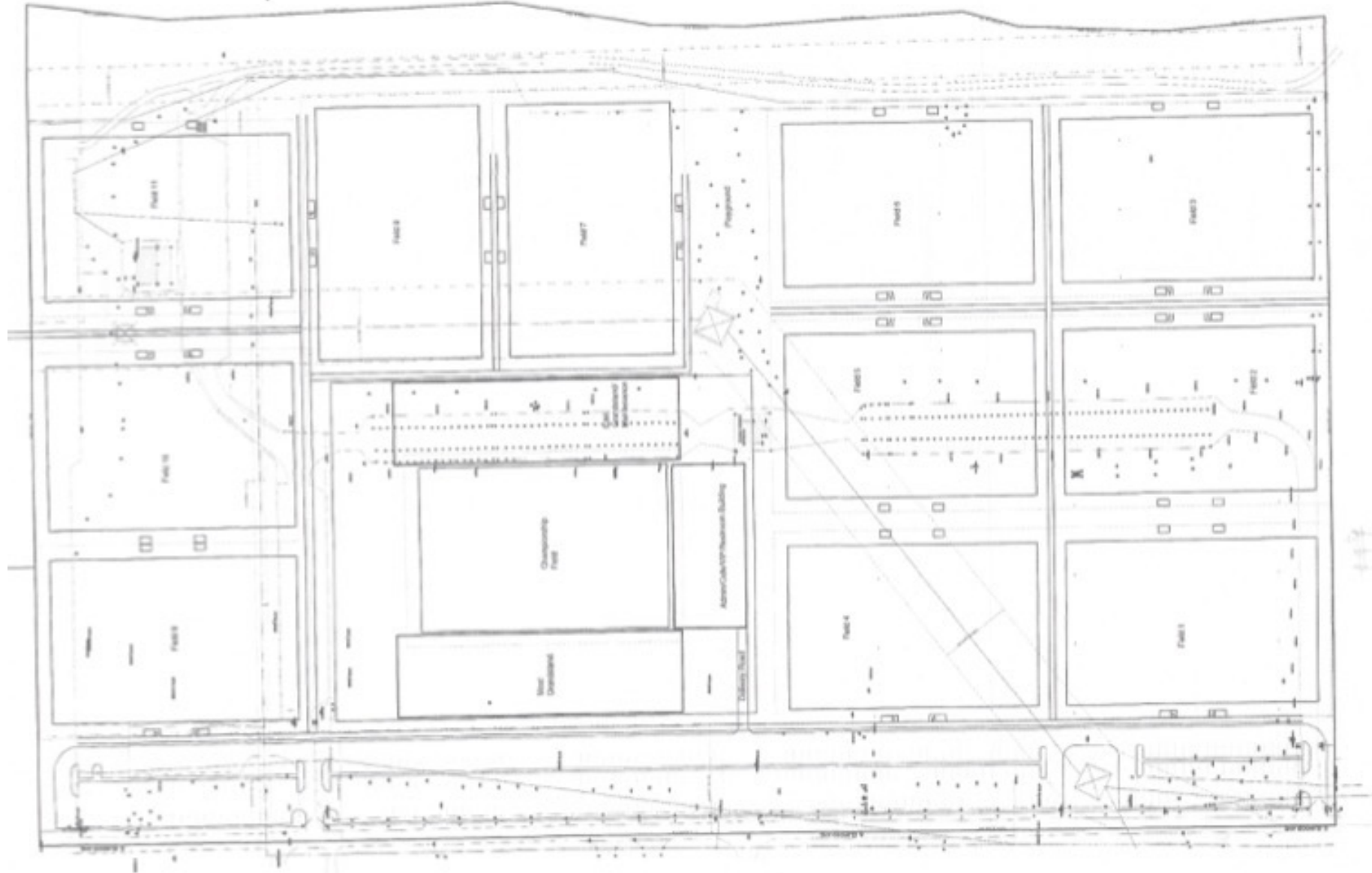
What do we want to become? ✓

Why do we want to go and become? ✓

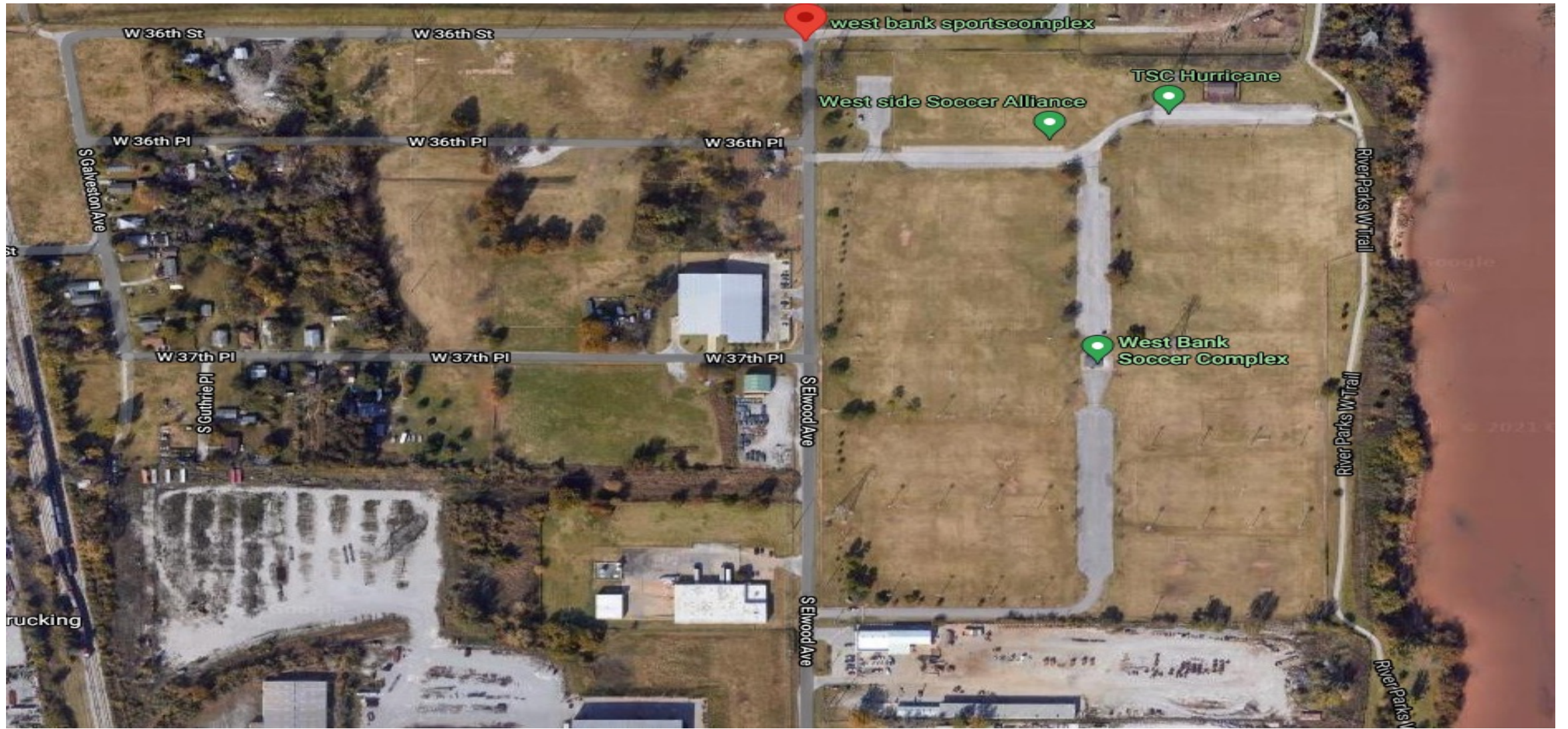
** Strategic planning: How do we do it? ?



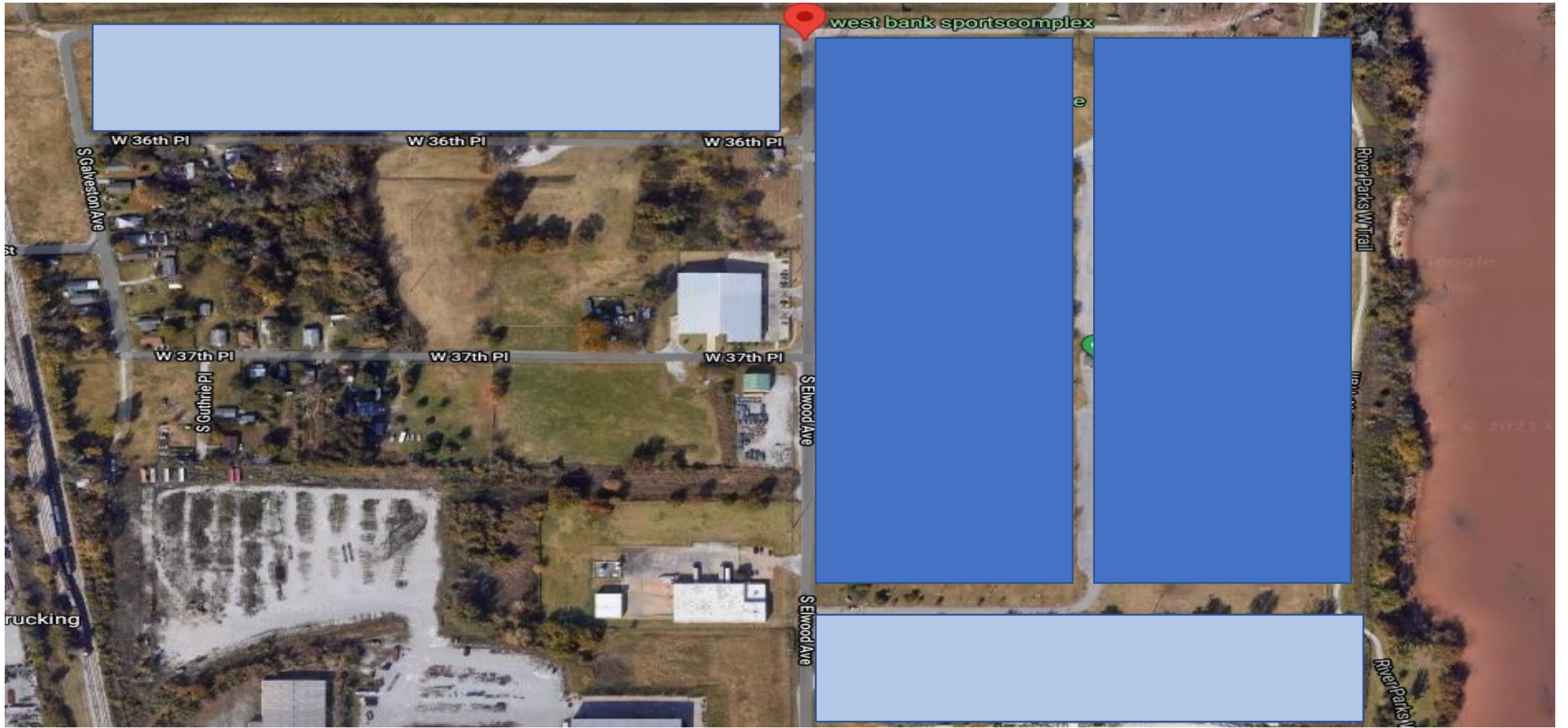
WEST BANK CONCEPTUAL MAP



WEST BANK AERIAL VIEW



WEST BANK AERIAL VIEW





FIELD OF DREAMS COMMITTEE

WEST BANK DEVELOPMENT CONCEPTS

Where do we want to go? ✓

What do we want to become? ✓

Why do we want to go and become? ✓

** Strategic planning: How do we do it? ?

\$32M Overall Construction Budget, Private, Public, Grants

FIRST STEP: Produce a rendering

SECOND STEP: Build Something Visible





CLUB STRUCTURE, CULTURE, LEADERSHIP

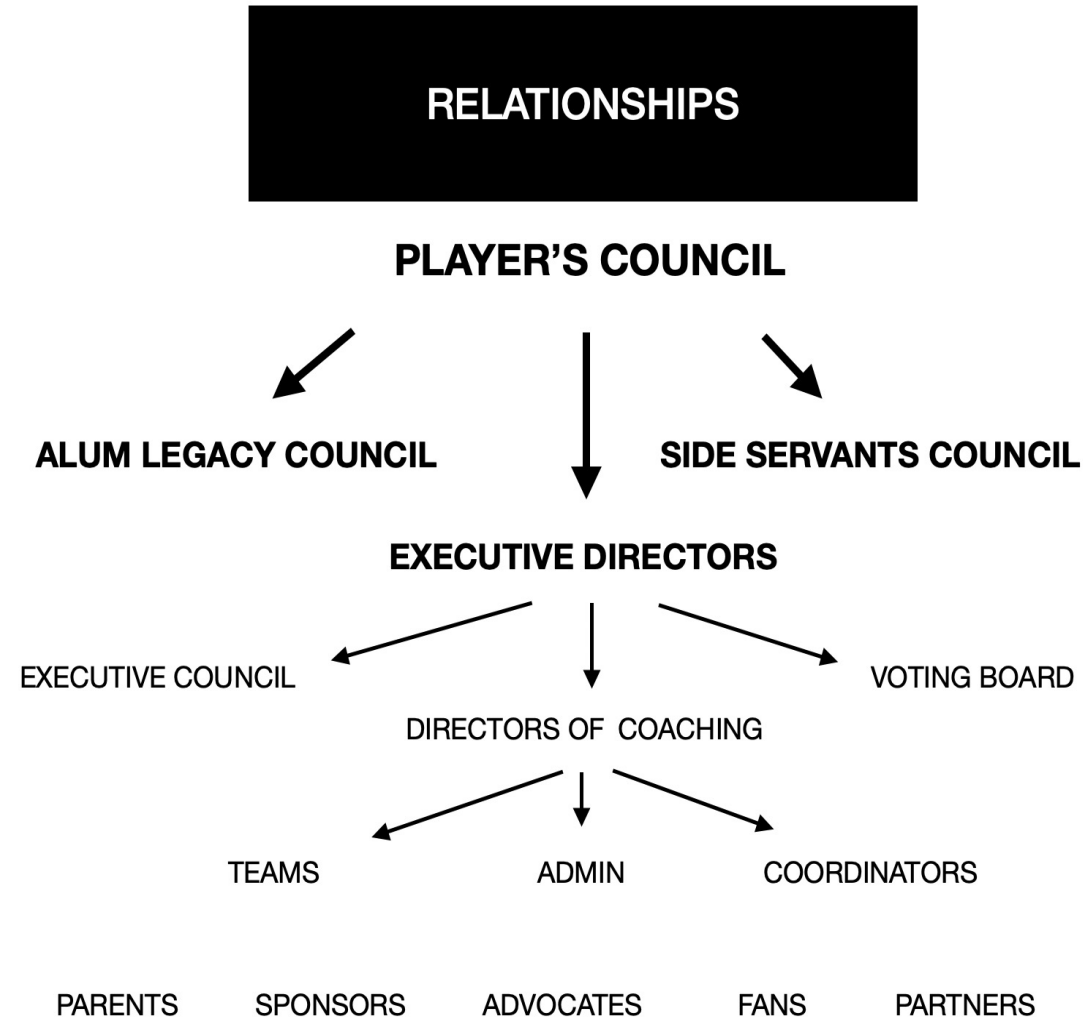
WSA STRUCTURE: Led by Player Council to inform Executive Directors to collaborate with Coaching Directors, consulting Board (officers).

CLUB CULTURE: Operations (teaching, coaching) & Business (events, customers, partners)

LEADERSHIP: Servant Leadership Model (Directors, Administrators, Assignors, Coaches, Coordinators, Managers)



CLUB STRUCTURE





CULTURE

MISSION STATEMENT

CORE VALUES

CORE COMPETENCIES

DRIVING & CREATING THE CULTURE WE DESIRE TOWARDS
ACTIVATING THE CULTURAL CHANGE WE ASPIRE TOWARDS

Culture Builders – traditions, habits

Culture Growth – beliefs, values

Culture Limiting Factors – voids, attitudes



6 STANDARD LEADERSHIP RULES

- Be right
- Do to serve
- Empathize
- Abide
- Honor
- Believe

“It is better to have believed in men too rashly, and regret, than to believe too uncertainly. Men could be more than they are, if they would try for it. Those who look in mankind only for their own littleness, and make them believe that, kill more than he ever will in all his wars.”

– Sir Alexander the Great

LEAGUE PLATFORMS

SEMI PRO

NATIONAL LEAGUE

REGIONAL LEAGUE

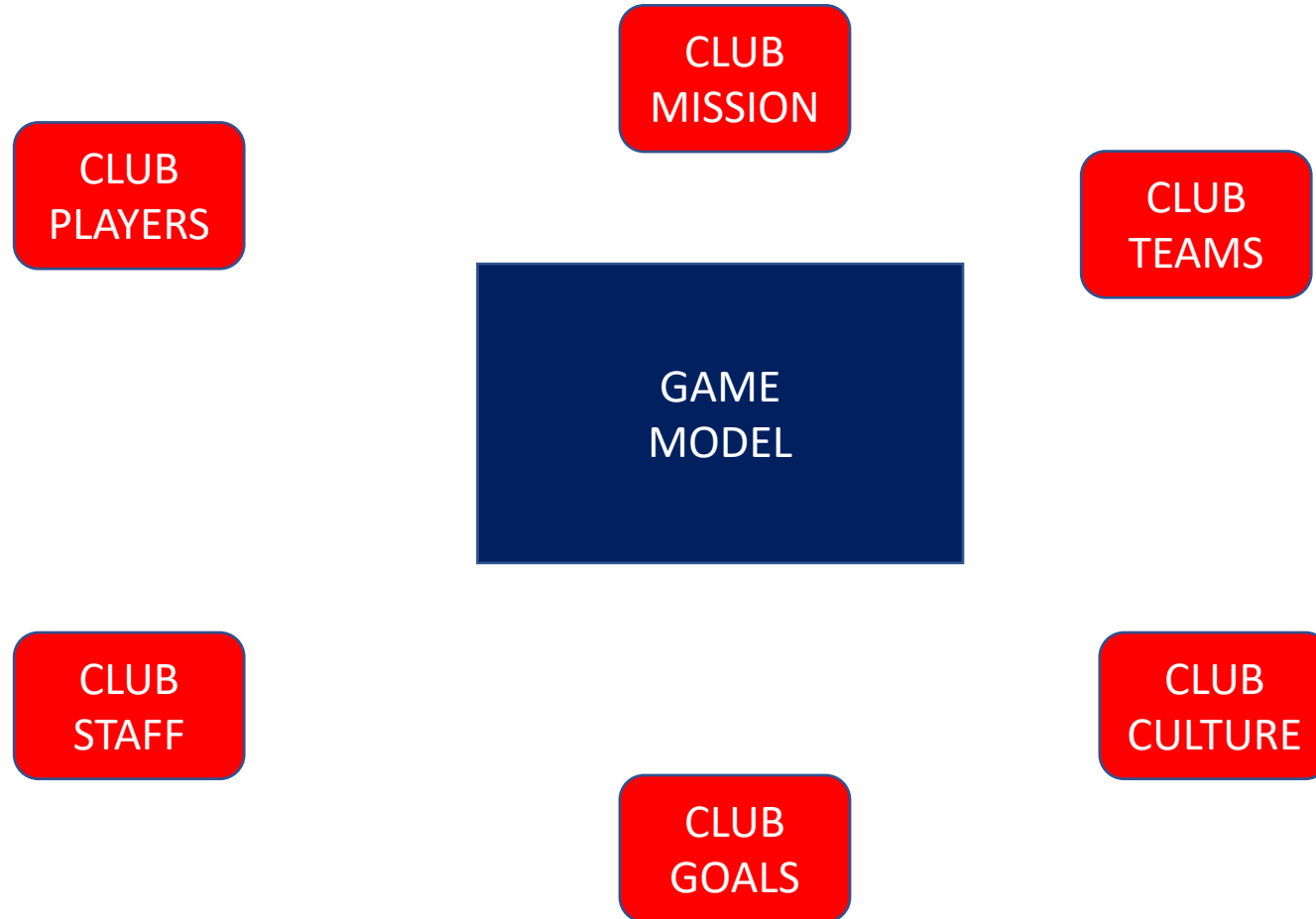
STATEWIDE LEAGUE

WSA LEAGUE PLATFORMS

The image features a central soccer ball on a grass field. Surrounding the ball are several league logos and text labels. At the top left is the United Women's Soccer (UWS) logo. To its right is the text 'SEMI PRO' and the USPSL logo. Below these are the Regional EC NL League logo, the text 'NATIONAL LEAGUE', and another USPSL logo. Further down are the NPL logo, the Frontier USYS Conference logo, the Super League logo, and the Elite National Premier League logo. Below these is the text 'REGIONAL LEAGUE'. At the bottom left are the OPC logo and the Academy Club Series logo. The text 'STATEWIDE LEAGUE' is positioned above these two. On the right side of the image is a large WSA logo featuring a shield with a cross and the text 'WSA EST. 1992'. At the bottom right, the text 'WSA LEAGUE PLATFORMS' is written in large white letters.



CLUB GAME MODEL





THE CLUB GAME MODEL

DEFAULT FORMATION – shared language

DEFAULT SYSTEM – approach to game

DEFAULT STYLE – characteristics of play

TRAINING OUTCOMES – mastery levels

TRAINING GOALS – shared expectations

TEACHING STYLE – player engagement process

CLUBWIDE NON NEGOTIABLES:

Fun – Engage the child

Experience – Relational Investment

Growth Mindset - Fail Forward Concept

Ball Mastery – Expansive, creative play encouraged

Respect – Team, Coach, Parents, Referee, Opponent, The Game



TECHNICAL UPDATES: Curriculum

GK TRAINING:

CLUB BOYS CURRICULUM:

CLUB GIRLS CURRICULUM:

INTEGRATIVE CURRICULUM:

HOW DO WE IMPLEMENT THIS?

SIDE FC REPORT & UPDATE



SIDE FC 92 WOMEN'S



SIDE FC 92 NATIONAL SWEET 16 2021

SIDE FC 92 MEN'S





TEAMS NAP CLUB APP



teamsnap



CREATIVE THINK TANK

QUESTIONS TO DRIVE.....

NOMENCLATURE: Naming Teams 😊

UNIFORMS NEXT CYCLE: Boys & Girls, Academy, GK, Shorts, Socks & More
Stock vs Custom / Price vs Value

SPONSORS: Club, Community Club, Team

MARKETING IDEAS: Showcasing our Kids, Staff, Teams
How, What, When, Facilities