

*Kootenay East
Youth Soccer
Association -
Strategic Plan*

‘A vision without a strategy remains an illusion.’
- Lee Bolman



KEYSA Vision, Mission, & Values

Vision: Build and grow the East Kootenays to a place where it is known as a soccer region within British Columbia and Canada.

Mission: To promote, develop, and facilitate the game of soccer for all players regardless of gender, age, and ability.

Values: Leadership, Respect, Transparency, & Innovation



KEYSA Guiding Principles



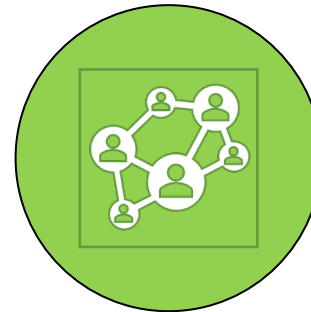
Player Centered Program Design:
Programs are created and structured with the best interest of the player in mind.



Coach Development & Support: We believe that better coaches create better environments for players to thrive in and develop within the 4 corners of development.



Program Accessibility: We acknowledge that players come from all walks of life and we are committed to create opportunities for all players.



Structured Communication & Feedback:
We will continue to expand and enhance communication avenues and feedback channels to help educate members and build better, more sustainable programs.

KEYSA Club Pillars



Club Development

- Club Culture
- Parent Education
- Communication & Feedback
- Attracting Volunteers & Board Members
- Marketing



Player Development

- Long Term Player Development
- Player Development Model



Coach Development

- Formal Coach Education
 - CSA Licensing Stream
- Informal Coach Education
 - Within Club Coach Education

Goals

Overarching Goal: Attract & Retain More Players

Club Development Goal:
Enhance the club's culture, structure, and systems for ongoing review and development.

Player Development Goal:
Create a player-centered environment that fosters 4 corner development at all levels.

Coach Development Goal:
Create a framework and tools that support and guide KEYSA coaches.



Club Development Goals

Year 1 Goals

- Community Support Initiatives
- Club Drop-in Hour
- Bylaw Amendment (regarding board positions)
- Club Newsletter
- Enhanced Parent Education Resources
- Formalize & Enhance Marketing & Communications Plan
- Creation of a Feedback Schedule & Surveys

Year 2 Goals

- Club Banquet
- 3v3 In-club Tournament
- Board Member Succession Plan



Player Development Goals

Year 1 Goals

- Enhanced Player Programming Pathway

Year 2 Goals

- Comprehensive Technical Program Review
- Enhanced Training Methods to Fit the KEYSA Reality

Year 3 Goals

- Gymnastics & Mini Program Partnership
- Comprehensive Competition Structure



*Coach
Development
Goals*

Year 1 Goals

- Creation of a Formal Coach Education Pathway
- Coach Education/Mentorship Schedule
- KEYSA Coach Pathway
- Continuous Population of Resources & Documents to the KEYSA Google Classroom

