



Lethbridge Soccer Association

2023-2026 Strategic Plan Summary

MISSION STATEMENT

LSA's mission is to serve our community stakeholders by providing fun, accessible programs, inclusive of all ages and stages, that range from recreational to high performance, inspiring growth, and development of the Lethbridge soccer community.

STRATEGIC PRIORITIES

PROGRAMMING

- Achieve excellence in programming that ensures a fun, safe, welcoming, and developmentally appropriate environment for players at all levels.
- Grow and extend the capabilities of coaches to develop both player and person skills in ways that align with the principles of integrity, compassion, and respect.
- Support referee development and improve referee retention by exploring initiatives that foster the respect and value of referees.

GOVERNANCE

- Ensure we conduct ourselves with transparency and accountability to help foster a culture of trust among members and within our community.
- Maintain the financial stability of the LSA and, where possible, seek additional revenue resources that will better the player/coach/ref experience.
- Improve policies and bylaws to better align with and support LSA's vision.

FACILITIES

- Maintain and/or explore opportunities to improve existing soccer facilities and fields.
- Explore the feasibility of a new board-less indoor facility.
- Actively seek and pursue opportunities for facility partnerships, fundraising, and sponsorship opportunities.

FOUNDATIONAL PRIORITY: COMMUNITY

- Engage with members, community stakeholders, and local businesses to create a strong community of collaboration, partnership, and communication.
- Strengthen policies and procedures to help better reflect the diversity of our community in our membership.
- Promote the LSA as a community leader that strives to create a lifelong love of soccer.