

## Vision

Creating a lifelong passion for soccer

## Mission

Lead the development and growth of soccer in Prince Edward Island

## Values

- Player-centered
- Inclusive
- Respect
- Integrity
- Strong partnerships



# STRATEGIC PLAN

## 2016-2019

## Our Strategic Priorities

### SUPPORTING OUR CLUBS

*Objective: Support clubs in promoting vibrant soccer communities*

1. Elevate the technical support for Mini Programs, ensuring soccer players have equal access to gain fundamental skills
2. Enhance coach and technical training and awareness of development opportunities at all levels of play
3. Support clubs in building internal capacity in the areas of governance, administration, technical and operational delivery

### DEVELOPING THE SPORT

*Objective: Provide opportunities for the development of knowledge, skills and abilities in soccer*

1. Bring leadership in governing the sport
2. Ensure all programming is player-centered with a focus on renewing the competitive structure and reviewing the high performance program
3. Allocate resources to support recreational, competitive and high performance levels that are aligned with Long-Term Player Development
4. Develop strategies to retain volunteers (qualified coaches, qualified referees, administrative and leadership) and promote long-term involvement in the sport
5. Roll out a multi-year plan for mandatory training and certification for soccer coaches
6. Ensure access to quality facilities and equipment

### PROMOTING THE SPORT

*Objective: Promote, encourage and motivate people to become and stay involved in soccer*

1. Work with clubs to promote soccer and achieve optimal player retention at all levels of play
2. Enhance the promotion of soccer across the province
3. Attract national championships to Prince Edward Island
4. Stay abreast of the changing demographic and cultural environment in PEI

### STRENGTHENING OUR ASSOCIATION

*Objective: Bring strong leadership, collaboration, and optimal alignment of resources to advance priorities*

1. Enhance communications between PEISA and clubs and better inform government and stakeholders of the importance of soccer in PEI and Canada
2. Review the organizational structure with the view of effectively aligning resources to carry out strategic priorities
3. Strengthen board governance to support good practices and effective and efficient decision making
4. Grow valued partnerships (e.g., government, sponsors, post-secondary institutions, Canada Soccer, affiliate members, and Sport PEI)



## Building Blocks for Creating a Lifelong Passion for Soccer

Strong Clubs Across PEI    Strong Foundation with Mini Soccer Program    Recreational and Competitive Pathways    Quality Coaches, Referees, and Facilities    Passionate Volunteers and Staff    Leadership and Governance