

# Adapt, Align, Aspire



2018 Annual General Meeting



# Agenda

- Adapt - Looking Back
  - Critical Information Acquisition, Listen well – data and discussion inform planning
  - Establish and communicate standards and common metrics to guide continued refinement of strategy
  - Unwavering focus on improvement through self-evaluation against the standards & feedback
  - Remain current, be responsive to a changing landscape, adapt programming with a primary focus on enhancing the participant experience
  - Alignment of vision and coordination of effort at all levels province wide
- Align - Strategic Plan Update
- Aspire - Looking Forward

Summary of Progress		
31 Goals	2018	2017
ON TRACK or COMPLETE		14 = 45%
IN PROGRESS		12 = 39%
REQUIRES ACTION		5 = 16%

# ORGANIZATION (SSA)

‘The SSA is productive and responsible to its stakeholders’

Organization	2018 Progress	2017 Progress
17. The SSA has the financial and human capacity to meet the priorities of the plan.		
18. Continue to drive high standards in governance and Board practice.		
19. Develop the skills and capacity of the SSA’s human resources to enhance productivity.		
20. Enhance the SSA’s organizational ‘listening’ capabilities.		
21. Data requirements are enhanced through full implementation of GOALLINE within all SSA Member Organizations.		

# ORGANIZATION (SSA)

‘The SSA is productive and responsible to its stakeholders’

## #17 Financial and human capacity to meet the priorities of the Plan:

- Long Term Staff Strategy in place and Roles & Responsibilities better aligned to the Plan
- Rural Strategy initiated
- Financial Security enhanced
  - Sask Sport Funding increased
  - Opportunity to invest increased

# ORGANIZATION (SSA)

‘The SSA is productive and responsible to its stakeholders’

## #18 Continue to drive high standards in governance and Board practice:

- Governance standards remain high
- Internal Annual Assessment metrics reflect high standards of Board Management
- Recruitment & Succession Planning have been productive



# ORGANIZATION (SSA)

‘The SSA is productive and responsible to its stakeholders’

## #19 Develop the skills and capacity of the SSA’s human resources to enhance productivity:

- Board Education - annual assessment of needs based on Board composition is in place
- Enhanced Staff Professional Development opportunities are in place



# ORGANIZATION (SSA)

‘The SSA is productive and responsible to its stakeholders’

## #20 Enhance the SSA’s organizational ‘listening’ capabilities:

- Marketing & Communication – 1 million impressions of SSA Brand
- Substantive progress on SSA Communication Cyclical Calendar, Social Media Content Calendar, Social Media Guidelines manual and Club Nationals Communication Guide supports SSA’s overall Communication strategy
- Systematic stakeholder surveying and satisfaction analysis has been introduced via the Long Term Survey Strategy
- Member Engagement informs Planning

# ORGANIZATION (SSA)

‘The SSA is productive and responsible to its stakeholders’

## #21 Data requirements are enhanced through full implementation of GOALLINE:

- All Participants register through Goalline
  - 59 MO are now active, over 100 member sites supported
  - ~98% of players and team personnel are being registered through GOALLINE
- Participant Consent - 38,653 have consented since 2014
- **System Refinement**
- Comprehensive Member Driven Evaluation Introduced

# Membership

‘The SSA membership is  
efficient and effective in  
delivering soccer in  
Saskatchewan’

Membership	2018 Progress	2017 Progress
22. Grow respect and trust for the Saskatchewan Soccer Association brand among its members.		
23. Implement a simplified, effective membership structure for Saskatchewan soccer.		
24. Establish defined, valued member service and support.		
25. Implement a strategy, policy and standards approach to member management.		
26. Drive consistent SSA-to-member and member-to-member connection.		
27. Create and implement a standards-based recognition and reward system of member excellence.		

## Membership

‘The SSA membership is efficient and effective in delivering soccer in Saskatchewan’

### **#22 Grow respect and trust for SSA brand among members:**

- **Achieved an Overall Satisfaction rating by members of 73%**

# Membership

‘The SSA membership is efficient and effective in delivering soccer in Saskatchewan’

## #23 Implement a simplified, effective membership structure for Saskatchewan soccer:

- Structural/Bylaw changes - 2017
- Board clarifies vision for New Member applications and changes to existing Members Conditions of Membership
- 3 new Members in 2018



# Membership

‘The SSA membership is efficient and effective in delivering soccer in Saskatchewan’

## #24 Establish defined, valued member service and support:

- New programming opportunities – Intro to Walking Soccer
- Respect in Sport for Parent Program & Sterling Backcheck
- Service, support will be defined with the completion of WoSP & Club Licensing along with enhanced survey data to inform participant experiences



# Membership

‘The SSA membership is efficient and effective in delivering soccer in Saskatchewan’

## #25 Implement a strategy, policy and standards approach to member management:

- Club Licensing
- Whole of Soccer Plan
- Annual Policy Review
- Annual Bylaw Consultation

# Membership

‘The SSA membership is efficient and effective in delivering soccer in Saskatchewan’

## #26 Drive consistent SSA-to-member and member-to-member connection:

- **Member Engagement** – SDIS – National Team Coaches, Fall Member session, Pascerella sessions on leadership, Grassroots workshops, Local-direct support, Webinars, Advisory groups
- **Increased connectivity** - online via Social Media & Website including Facebook, Twitter, Instagram, SK Coaches Room
- **Calendar Development** supports planning
- **Web based opportunities** – SK Coaches Page & Coaches Resource Page

# Membership

‘The SSA membership is efficient and effective in delivering soccer in Saskatchewan’

**#27 Create and implement a standards-based recognition and reward system of member excellence:**

- **MAP - \$220,700**
- **Sask Soccer Strategic Planning Initiative**
- **Club Licensing & Whole of Soccer Planning work over the next 2 years will finalize the standards**

# COMMUNITY

‘The value of soccer is  
constantly brought to new  
Saskatchewan community  
groups’

Community	2018 Progress	2017 Progress
<b>28. Target partnerships to develop soccer priority growth areas.</b>		
<b>29. Enhance support to those in under-represented groups and those with barriers to participation.</b>		
<b>30. Drive local corporate investment into community-level soccer.</b>		
<b>31. Advocate and support for the development of soccer fields and facilities in Saskatchewan.</b>		

# COMMUNITY

‘The value of soccer is constantly brought to new Saskatchewan community groups’

## #28 Target partnerships to develop soccer priority growth areas :

- Staff roles refined
- Strategy Development continues
  - Indigenous partnerships
  - New Canadian – enhanced demographic data in 2019+
- New Program Partners in place and add value

# COMMUNITY

‘The value of soccer is constantly brought to new Saskatchewan community groups’

## #29 Enhance support to under-represented groups and those with barriers to participation:

- Support to Economically disadvantaged
- Inclusivity enhanced
- Northern Strategy
- Sask Sport Assessment on SSA's Outreach to under-represented groups = A+



# COMMUNITY

‘The value of soccer is constantly brought to new Saskatchewan community groups’

**#30 Drive local corporate investment into**

**Community-level soccer**

**- 3 new partners acquired**

# COMMUNITY

‘The value of soccer is constantly brought to new Saskatchewan community groups’

**#31 Advocate and support for the development of soccer fields and facilities:**

- **Facility Developer Engagement**
- **Data Acquisition**

# REFEREES

‘Saskatchewan referees  
enhance the game experience  
and are respected for it’

Referees	2018 Progress	2017 Progress
<b>11. Create a unified, co-ordinated vertical system for referee development in Saskatchewan.</b>		
<b>12. Increase the volume of certified referees.</b>		
<b>13. Reduce barriers to referee development in rural areas of Saskatchewan.</b>		
<b>14. Drive referee support across Saskatchewan.</b>		
<b>15. Support the development of Saskatchewan's top referees.</b>		
<b>16. Create a respectful game-time environment for Saskatchewan referees.</b>		

# REFEREES

‘Saskatchewan referees enhance the game experience and are respected for it’

## #11 Unified system for referee development:

- Best Practices Guide
- 2019 Pathway - graphic

# REFEREES

‘Saskatchewan referees enhance the game experience and are respected for it’

## #12 Increase the volume of certified referees:

- Registration
  - 663, +19% = 25% over target
- Member Organizations registering officials
  - 20, 25% over target
- Data acquisition re referee volumes & referee retention rates
- Make It Official launched

# REFEREES

‘Saskatchewan referees enhance the game experience and are respected for it’

## #13 Reduce barriers to rural referee development:

- Soccer 101
- Online Training for Game Leaders pending CSA release
- Referee Liaisons
- Certification & Education



# REFEREES

‘Saskatchewan referees enhance the game experience and are respected for it’

## #14 Drive referee support across Sask:

- Data acquisition on referee game time experiences
- Mentorship, Instruction, Assessment
- Certification & Courses
- Staffing
- Female Referee Development

# REFEREES

‘Saskatchewan referees enhance the game experience and are respected for it’

## #15 Support the development of top referees:

- Performance
- Education/Training
- Opportunity at Higher Levels
  - CIS Partnership
  - SERP – 14 & Candidates 20
  - Referee Development Grant

# REFEREES

‘Saskatchewan referees enhance the game experience and are respected for it’

## #16 Create a respectful game-time environment:

- Make it Official Campaign
- Data acquisition on referee game time experiences
- Management of Formal Complaints

# COACHES

‘Saskatchewan soccer coaches  
can unlock the potential in their  
soccer players’

Coaches	2018 Progress	2017 Progress
5. Expand the volume of registered soccer coaches in Saskatchewan.		
6. Enhance the availability (volume and consistency) and accessibility to coach training and development around the province.		
7. Enhance the quality of training for coaches entering the High Performance Stream with advanced coach licensing courses and mentorships with Master Coaches.		
8. Target the adoption of coaching among young adult players (U16-U25).		
9. Target the adoption of coaching among females, particularly at competitive and High Performance levels		
10. Build unity and connectivity in the Saskatchewan coaching community.		

# COACHES

‘Saskatchewan soccer coaches can unlock the potential in their soccer players’

# 5 Expand the volume of registered soccer coaches in Saskatchewan:

- Data
  - Outdoor – 1980/82.5% of target, + 3 vs 2017
  - Indoor – 1125/93.8% of target, + 52 vs 2017

# COACHES

‘Saskatchewan soccer coaches can unlock the potential in their soccer players’

## # 6 Enhance the availability and accessibility to coach training and development:

- Soccer 101
- Learning Facilitator & Master LF Training
- Certification & Education Courses



# COACHES

‘Saskatchewan soccer coaches can unlock the potential in their soccer players’

## # 7 Enhance the quality of training for coaches entering the High Performance Stream:

- **Certification-Education Courses**
  - C License - 65 completed the course and attain ‘Trained’ Status
  - B License - Part 1 – 7 female & 12 male
  - B License - Part 2 – 1 male
  - A License – 1 male
  - UEFA A Part 2 – 1 male

# COACHES

‘Saskatchewan soccer coaches can unlock the potential in their soccer players’

## # 8 Target the adoption of coaching among young adult players (U16-U25):

- 15% of Outdoor Coaches are 16-25
  - **Actual – 10%**
- 12% of Indoor Coaches are 16-25
  - **Actual – 8%**
- **32 REX athletes trained in Active Start pilot**

# COACHES

‘Saskatchewan soccer coaches can unlock the potential in their soccer players’

**# 9 Target the adoption of coaching among females at competitive and HP levels:**

- **Female Coach Development**
- **REX Coach Development Strategy**

# COACHES

‘Saskatchewan soccer coaches can unlock the potential in their soccer players’

## # 10 Build unity and connectivity in the Saskatchewan coaching community:

- Non-certification Education Opportunities
- Engagement of Experts
- Technical Director Course Development
- Online Coaching Resources
- Byte Size

# PLAYERS

‘Every player gets the chance to  
learn, enjoy, and reach their  
goals through soccer’

Players	2018 Progress	2017 Progress
1. Increase the quality of programming throughout the SSA Player Pathway.		
2. Expand the range of soccer competition and programming opportunities for players at Grassroots, Recreational, Competitive, and High Performance levels, in line with the SSA Player Pathway.		
3. Boost overall enrolment through the implementation of the SSA's Player Pathway.		
4. Build a cohesive high performance framework that assures the preparation of Saskatchewan's top youth soccer talent for higher soccer opportunities.		

# PLAYERS

‘Every player gets the chance to learn, enjoy,  
and reach their goals through soccer’

## #1 Increase the quality of programming throughout the SSA Player Pathway:

- Club Licensing
- Whole of Soccer Plan



# PLAYERS

‘Every player gets the chance to learn, enjoy,  
and reach their goals through soccer’

## #2 Expand the range of soccer competition at levels in the SSA Player Pathway:

- Major Events – Soccer Day In Sk.
  - 3 on 3 World Cup Format
- Provincial Soccer League
- Intro Walking Soccer

# PLAYERS

‘Every player gets the chance to learn, enjoy,  
and reach their goals through soccer’

## #4 Build a cohesive high performance framework:

- Advancement of Athletes
- REX
- White Caps

# PLAYERS

‘Every player gets the chance to learn, enjoy,  
and reach their goals through soccer’

## **#3 Boost overall enrolment through the implementation of the SSA's Player Pathway:**

- **2018 Total = 38,295 vs 2017 Total = 41406**
  - **Decline -7.5%**
- **Strat Plan Target = 42020**
  - **Actual = 33079/82.2%**

Summary of Progress 31 Goals	2018	2017
ON TRACK OR COMPLETE	22 = 71%	14 = 45%
IN PROGRESS	8 = 26%	12 = 39%
REQUIRE ACTION	1 = 3%	5 = 16%



# Aspire 2019+ - Organization

- Primary Focus - SMS Strategy
- Rural Strategies - will be enhanced with intro of the Rural Advisory Group – next session - March 27, 7:00 pm
- Listening Abilities - can be enhanced through increased participation in surveys, MO support is requested
- Marketing & Communication – video production will be completed
- Social Media – refinement of policy & education = increased positive promotion of the game
- Member Engagement
  - Recruit, Retain and Motivate Volunteers with Brenda Robinson
  - MO Board & Organizer Leadership Development – June

# Aspire 2019+ -Membership

- Primary focus – Enhancing Member Service
- Club Licensing standards drive standards of quality to enhance the participant experience, first intake fall 2019
- Innovation – Futsal, Walking Soccer, Intro of Beach
- Revisions to policy – Risk Management, Formal Complaints/Discipline
- Participant Safety - increased emphasis on safety and inclusivity and intolerance for abuse or harassment at all levels
- Adding Value
  - Increased General Liability (\$10m) and D & O (\$5M)
  - More access to experts
  - Continued focus on MO level planning TBD – SSSPI

# Aspire 2019+ - Community

- Primary Focus - Partnerships & Inclusivity
  - Strategy Development & Pilots - increased engagement with MO's with high Indigenous & New Canadian populations
  - New Canadian – data acquisition
  - Special O
  - Northern
  - Female
  - SHSAA – introduction of Futsal in schools
- Corporate Support – major events & targeted approach to sponsor generation
- Facility Advocacy – launch in April



# Aspire 2019+ - Referees

- Primary Focus - Make It Official Campaign
  - Multi-year campaign to attract & retain quality referees
  - Increasing respect for referees and in-game satisfaction for participants and referees – initiate pilot in Saskatoon & Regina with SDSRAI, RSRA & Member Organizations
  - Amend minimum sanctions for abuse of Referees
  - Education - Field Marshal Programs, Respect in Sport & RiS Parents
  - Data acquisition - to understand the referee experience in-game; baseline data for referees experiencing abuse
- Referee Pathway & Best Practice Guide
- Enhanced education, mentoring & assessment
- Continued focus on rural & female development and SERP & Candidate opportunities
- Increased connectivity –SK Referees Facebook Group
- Referee Education Session – Laws of the Game, Dissent, Referee Pathway & Programs - Sunday morning

# Aspire 2019+ - Coaches

- Primary Focus - Enhanced educational & online opportunities
  - Minimum standards - education, monitoring & compliance
  - CSA Release of Coaching Pathway
  - CSA C License
  - CSA Child License 2019
  - CSA Youth License 2020
- Increased data on coaches experiences
- Continued development of Learning Facilitators & Master LF
- Coaching & Technical Leadership Development opportunities
- Increased opportunities for Female, Youth and Indigenous Coaches
- Technical Sessions – later today and tomorrow

# Aspire 2019+ - Players

- Primary Focus - Club Licensing & Whole of Soccer Plan
- Competition & Event Strategy
  - Soccer Day in Sask – Saskatoon
  - Futsal – Prairie Futsal Championships
  - 1<sup>st</sup> Annual Walking Soccer Cup
  - Rural Competitions Strategy
- Male & Female Pathway development
  - HP & REX Strategies – with Canada Soccer & White Caps
  - QCU entry in UWS provides home grown options
- Increased support for Grassroots development

# Questions?