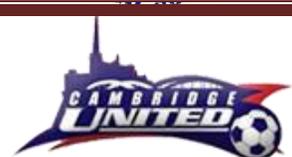




Cambridge Youth Soccer

5 Year Strategic Plan
2013 - 2018

June 2013





Cambridge Youth Soccer 5 Year Plan



Plan Intent:

The Cambridge Youth Soccer 5-Year Strategic Plan was developed in June 2013, and approved by the Board of Directors to provide clarity in the CYS commitment to the City of Cambridge and our Membership to grow the Club in support of our Mission and Objectives. The Plan is broken down into key elements:

- Player Development
- Coach Development
- Referee Development
- Facilities Development
- Registration Development
- Volunteer Development
- Organizational Development

Mission:

Cambridge Youth Soccer Inc. (CYS) is a not-for-profit organization run by a volunteer board of Directors. Our mission is to provide organized soccer for the children of Cambridge.

Objectives

1. To promote and develop the game of soccer within its boundaries, and
2. To help individuals to develop their character as resourceful and responsible members of their community by providing opportunities, through the game of soccer, for their mental, physical, social and leadership development.



Cambridge Youth Soccer 5 Year Plan

The Plan was created with the input of many individuals, and approved by the Board of Directors.

CYS Executive Board

President	Elizabete Pinho
Vice President	David McGoldrick
Secretary	Richard Davis
Treasurer	Elizabete Pinho

CYS Board

Equipment	John Fonseca
Competitive	Tony Belissimo
Senior House League	Joseph Ingram
Junior House League	Manny Rodrigues
Indoor/Tournament	Peter Stachowiak

CYS Participants

CYS General Manager	Derek Bridgman
Technical Director	Darren Tilley
Head Referee	John Barrie



Cambridge Youth Soccer 5 Year Plan



Player Development

With limited fields available in the Cambridge city limits, over the last 5 years Cambridge Youth Soccer has grown to our maximum capacity, especially in the older age groups. In order to develop players and ensure balance of teams in House League statistics from previous years are used to divide strong players and to expose all players to new teammates.

CYS is committed to work to develop our programs to be in line with the CSA's Long Term Player Development (LTPD) framework.

In 2013 we are currently offering approximately 6 practises for our 7 to 9 year olds run by the club. We hope to extend this to more age groups over the next few years.

In regards to Competitive players, we will continue to review to see if we are able to put teams into the new Ontario Player Development League (OPDL) to see if we wish to participate as of 2015.

Coach Development

In House League we have been offering introductory training sessions for coaches at the beginning of the season, and we are also sending out information emails to all coaches on a bi-weekly basis.

We are investigating offering monthly coaching sessions or meetings for coaches to have some guidance on running practises and managing the team during games. We also want to provide more support to the U6 teams and coaches that are transitioning to the changes at U7. This undertaking will require more technical staff before we can implement.

At the Competitive level, coaches are offered support to be prepared for the Pre B coaching course. Staff coaches are available for performing practise sessions for coaches, and we are providing a winter development course.

Our goal is to increase the number of coaches taking and passing the Pre B course annually. We had 5 in 2013 and **our goal** is to have 10 in 2014, and 15 in 2015.



Cambridge Youth Soccer 5 Year Plan



Referee Development

Cambridge Youth Soccer has come a long way in this area over the last few years with respect to referee development and retention. We continue to provide Referee courses annually and classes are full.

Our goal is for all U13 Rep players (and older) to take the referee course. We feel this will give them a better understanding of the game, improved respect for referees and will build our referee pool. Ideally we would have the course for all U13 players for 2014 season.

We are also looking to expose more players (and families) to the 'Laws of the Game' course.

Our goal is to have 98% of all games covered and to give newer referee opportunities to work with experienced referees by doing the lines. Our aim is to have a yearly 80% retention rate of referees.

Facilities Development

Cambridge Youth Soccer has developed a great relationship with the City of Cambridge over the years and we will continue to work with the City to develop soccer fields and facilities for our membership.

Our goal over the next few years is to reduce our dependence on schools by 50%. We would also like to adjust field sizes to be LTPD compliant and have 50% of the fields changed to the correct size by 2016.

Our goal is to work with the City of Cambridge to find and develop an independent location for natural and turf fields that CYS can manage in the same manner that we are managing the Dome.

Registration Development

With declining enrolment in the older age groups, CYS has combined the U15 to U18 age groups about 5 years ago. Although this is not ideal, CYS is committed to ensuring all divisions have a minimum of 6 teams. We do ensure that teams have equity of all age levels in each team.

Our goal is that by 2014 we will have 5 fields that comply with LTPD for 9 versus 9 players; namely DeCaro Park, St Benedict's field 2, Chaplin Park, Sim Court and Riverside 3. This will help us have additional players in the U11 and U12 divisions for 2014.

Currently our Indoor House League uses the Dome Saturdays from 9am to 2pm, Mondays to Thursdays from 6pm to 9pm and Fridays from 6pm to 7pm. The Dome is available Sundays from 11am to 1pm. We will be evaluating opportunities for the expansion of our House League program into Sundays and earlier starts on Saturdays.

Beginning in 2014, our annual Heritage Tournament will only be available to teams U13 and older, and we will be considering offering the 'Festival' format Day of play to teams U12 and under.



Cambridge Youth Soccer 5 Year Plan



Volunteer Development

In 2011 CYS implemented providing House League volunteer coaches with a \$50 gift certificate for family member registration the following outdoor season. This strategy has made finding coaches a much easier task and significantly improved our retention rate, which we feel results in improved coaches and player development.

In 2014 we will be looking to work with our uniform supplier to provide some type of gift card for our Competitive coaches.

We recognize the huge commitment and contributions that our coaches and other volunteers make and know that we could not offer our programs without them.

Our goal is to improve our base of volunteers, and recognize them for their contribution to CYS and our community.

Organizational Development

With the growth at CYS and a goal of providing more programs and support to our membership, we recognize the need for a full-time House League Head Coach. We are currently working with our Technical committee to create a job description to move forward for the 2014 seasons.

Costs to operate the club are managed through Club fiscal planning and execution; to maximize our membership satisfaction, club sponsorship is a key item to limit membership fees. CYS has historically received great financial support from the Cambridge community for both house league and competitive teams.

Our goal is to have a part-time employee working to increase the focus on sponsorship, resulting in increased community support.

In 2013 we will also be reviewing our revenues including registration fees and user fees to ensure we have the resources to increase staffing and provide more programs.

The Ontario Soccer Association award Club Excellence on a yearly basis, and CYS has been a Silver level award winning club for 2 years, most recently for 2013. **Our goal** is the achieve OSA Gold level status by 2016.