

**Los Alamos Youth Soccer League (LAYSL)**  
**(DRAFT) Strategic Plan 2000**  
Adopted by the LAYSL Board of Directors, 24 July 2000  
(Amended 25 September 2000) ??

**I. LAYSL Goals**

- Provide a valuable soccer program for all young children in the community, no matter what their level of play.
- Find methods and strategies within the present board, recreational, and advanced team framework to improve (a) our League facilities and infrastructure, (b) relevant training opportunities, (c) fun/enjoyment and learning at the recreational level, and (d) the level of play in the advanced program.
- Have the LAYSL Board address a collection of issues in a coherent fashion and with a focus on the League's long-term objectives as opposed to randomly addressing single disconnected issues as they arise.
- Explore for the future the option of hiring a Director of Coaching to provide leadership on all soccer issues for LAYSL.

**II. Short-term Objectives (2000)**

A. Improve League Facilities and Infrastructure (*and proposed Board member(s)*)

(1) Field volunteers (*R. Linn*)

(a) Develop a written plan that takes advantage of volunteers and returns the field conditions to acceptable levels **by August BoD meeting**.

(b) Team "adopt-a-field" program—have one or two teams (advanced, rec., HS) adopt a specific field and organize work days and notify field coordinator when conditions warrant.

(2) Engage county/schools to do everything possible to improve field conditions. (*R. Linn*)

(3) Establish a coherent, written budget **by August BoD meeting**. (*S. Seestrom*)

(4) Apply for a grant program to supplement the cost of field recovery and lighting to reduce field wear (U.S. Soccer Federation), for submission **December 2000**. Target amount \$60K. (*J. Schoonover*)

(5) Continue to establish policy and update database for balls and equipment. Establish an equipment budget **by August BoD meeting**. (*B. Smith*)

(6) Adopt a policy to be added to bylaws that any board member can be removed from the board with 3 unexcused absences from monthly board meetings in a year and a

majority vote of the remaining board members. Adopt at **LAYSL annual meeting 2000**.  
(*B. Flor*)

(7) Appoint a board member to interface with and relay information from NMYSA Board meetings. (*B. Flor*)

(8) Establish a written plan for referee recruiting, training, and advancement **by August BoD meeting**. (*S. Shaw, K. Thomas*)

(9) Promote coaching and refereeing to non-parents (*e.g.*, LANL postdocs).

(10) Ask Rec., Referee, Training, Equipment, and Competitive Coordinators for a budget for their needs for the coming year before registrations.

#### B. Improve Training Opportunities

(1) Develop and establish a written training program **by August BoD meeting**. (*Rec./Comp. Coordinators*)

(2) Camps and training opportunities—make training opportunities (times, dates, locations) readily available to league members (internet, e-mail, newsletters). (*C Lawton*)

(3) Identify appropriate training videos and books and make them available through the library to coaches, players, and parents. (*C Lawton*)

(4) Organize and arrange advanced training programs for goalkeepers; take advantage of advanced coaches within the region to organize additional advanced training opportunities; publicize such opportunities widely in the League.

(5) Set and achieve a goal of >90% rec. coaches with a minimum of Youth Module I training by Spring 2001 season. (*D. Goggin*)

(6) Set and achieve a goal of 100% advanced team coaches with a minimum of an “E” License by Spring 2001 season; “D” License for those coaching older age groups (per Risk Management Guidelines). (*D. Smith*)

#### C. Improve Level of FUN and Learning in the Recreational Program

(1) Generate and provide rec. coaches with a LAYSL Coaches Handbook in order to pass along information on age-appropriate exercises, practice/game plans, and teaching strategies to new or inexperienced coaches (**U6 and U8 by Fall 2000**). (*D. Goggin, J. Schoonover*). Make handbooks available electronically. (*B. Flor*)

(2) Establish larger team sizes (12 players) for U6 and U8 and have 2 simultaneous small-sided games to ensure evenly matched FUN games with maximum participation (**for Fall 2000**). (*D. Goggin*)

(3) Supply each U6 and U8 coach with a set of pug nets (**for Fall 2000**). (*D. Goggin, B. Smith*)

(4) Establish an end-of-the-season tournament; shorten season by one week and organize a tournament to minimize overlap with Little League. (*D. Goggin*)

- (5) Have an end-of-the-season survey of coaches (and parents) on what was good or what needs to be improved. Solicit comments via newsletter, email, or website. (*D. Goggin, B. Flor*)
- (6) Encourage and assist in organizing teams (U11, U12, U14, U16, and U19) to participate in the Tide American Cup (May 2001). (*C. Richardson/ D. Goggin*)
- (7) Establish a LAYSL-sponsored 3v3 tournament before the annual Summit Sports Tournament and get NMYSA sanction for it. (*B. Teller*)

#### D. Improve Level of Play and Opportunities in the Advanced/Competitive Program

- (1) Provide a LAYSL handbook for competitive parents as a source of information (*e.g.*, directions to fields, information on the Duke City or NWRG league, expected amount of travel and fees, information on proposed tournaments). (*Competitive coaches*) Make handbooks available electronically. (*B. Flor*)
- (2) Provide a mechanism for coaches to get feedback to the Board to assist and strengthen the program (*e.g.*, end of the season survey). (*D. Smith*)
- (3) Organized and establish a preseason tournament (run by LAYSL) before the start of Duke City play in the fall and spring. (*B. Teller*)
- (4) Support a juggling patch program (*e.g.*, patches for 10, 50, 100, ...) and other skills development programs.
- (5) Establish an ODP/YOP point of contact to interface with the state and to provide guidance for LAYSL members. The idea would be that LAYSL coaches forward names of the 3-4 top players to the point of contact who would, in turn, forward names to the appropriate state coaching staff member. Point of contact would also take the initiative in proposing and organizing tryouts and playing opportunities in Los Alamos.
- (6) Assist NWRG league teams in identifying appropriate tournaments (*e.g.*, Tide American Cup).

### III. Long term objectives

#### A. Formalize the planning process

- (1) Produce a set of short-term objectives like those in Section II above annually, for discussion with the Membership at the League's Annual General Meeting every November.
- (2) Establish and follow an annual budget, prepared in advance of each year's Annual General Meeting for review and approval by the Membership.
- (3) Produce and maintain/update specific sub-plans for areas of concern as necessary (such as: fields—Appendix A; equipment—Appendix B; budget—Appendix C; and so on, as needed), and make these available to the general Membership for comment and input.

(2) Review this strategic plan annually.

B. Improve the quality of LAYSL soccer

(1) Continue the initiatives to develop and maintain age-specific coaching handbooks and other mechanisms to provide knowledge and support to our coaches.

(2) Achieve appropriate levels of licensure for all coaching personnel.

(3) Complete the evaluation of the potential for LAYSL to hire a Director of Coaching (*is the League ready for this step? can we afford one? what would we expect from a DoC?*)

(a) Evaluate appropriate fees that would have to be charged, and assess how to use tournaments and sponsors to help raise money and how to involve the LA business community, to assess affordability.

(b) Formalize and discuss the player development objectives we would hope to achieve with a DoC—such as, development of an age-appropriate curriculum for the recreational program; adaptation of the USSF expectations and strategies to players at each level of our program; establishment of training standards and refresher courses for coaches; providing professional oversight of the LAYSL soccer agenda (as opposed to its management or business agenda); and so forth.

(c) Use the above to develop a proposal for hiring a Director of Coaching, with a review of the potential candidate pool, salary recommendation, modified recreational and advanced fee schedules, and detailed job description, to focus the discussion and frame the issue in concrete terms.

(d) Bring the issue to a vote and set an appropriate course for the future, based on the outcome of that vote.

**Appendix A**  
Draft LAYSL Soccer Field Plan  
(Summer 2000)

**LAYSL/County/Schools Interactions:** The LAYSL Field Coordinator is tasked with taking the lead on all field issues and interacting with appropriate county and school district officials. This interaction includes establishing lines of communication with Debbie Joe Almager (Recreation Manager), Bruce Irwin (Parks Manager), Bob Abney (LAHS Athletic Director) as appropriate. This interaction also includes serving or finding a soccer representative to serve on the County Parks and Recreation Board and any appropriate subcommittees relating to field use.

**Long-Term Field Plan:** The LAYSL Field Coordinator will be the LAYSL spokesperson for pushing for the acquisition of additional fields, upgrading current fields by sodding or other methods, coordinating the replacement of nets and goals, and making sure any fees collected for soccer by the County are used for soccer.

**Continuous soccer field inventory:** In order to improve and maintain the quality of the soccer fields in Los Alamos County, the LAYSL Field Coordinator will maintain a continual inventory of the conditions of these fields. Maintaining the quality of the soccer fields is not only necessary for a quality soccer experience but also to reduce the risk of injury to players. A set of soccer teams (consisting of one or more teams) will be asked to take responsibility for keeping track of and reporting problems with particular fields. In most cases the set of responsible teams will be comprised of the advanced teams that practice at those particular fields. New problematic field conditions or persisting ones (holes, needs for mowing, watering deficiencies, unsafe goal conditions, etc.) will be emailed to the LAYSL Field Coordinator who will combine incoming reports and pass them on to the appropriate individuals at the Los Alamos County Parks and Recreation. This method of reporting will provide the county with up-to-date information concerning the conditions of the fields, maintain a written record of reported problems, and will encourage LAYSL teams to report field concerns.

**Work Days:** In an effort to assist and encourage the Los Alamos County Parks and Recreation department to improve and maintain the conditions of the soccer fields in Los Alamos County, the LAYSL Fields Coordinator will schedule cooperative “work days”. During these work days LAYSL volunteers will be asked to work side-by-side with County Employees to improve the conditions of particular fields. The specific tasks and locations of these workdays will be decided based on the continuous soccer field inventory, league needs, and recommendations by the Los Alamos County. LAYSL individuals who volunteer for field work via checking the appropriate box on the registration form will be contacted along with other individuals to help with these work-days.

**Lining Soccer Fields:** The LAYSL Field Coordinator is responsible for assuring that fields are lined appropriately and have adequate goals and nets prior to the recreational /competitive seasons or any Los Alamos tournaments (Blastoff, State Cup Knockouts, or others). The Coordinator must work closely with field scheduling people (LAYSL, county, high school) and Rec. and Advanced Team Coordinators to assure proper and timely lining. The LAYSL Field

Coordinator will engage teams that are responsible for the continuous field inventory at particular field to assist in lining fields as well as identifying and soliciting individuals who volunteer for field work via checking the appropriate box during registration.

**Table I - Proposed Field Responsibility for Fall 2000 and Spring 2001 Seasons:**

Watanabe	Havemann/A. Cernicek U-10L
North Mesa	League Volunteers
Lower Pueblo	Lawton U-10K
Upper Pueblo	League Volunteers
Western Area Park	Michelotti U-12K
Community	Linn/Hjelvik U-9L, Erickson U-11L
Dara Jones	Nakaoka U-14L/Smith Blaze 87
Spirio 1, 2, 3	Keys U-12L/Phillips U-11K/Haines U-12L (NWRG)/Pellette U-13L

**Appendix B**  
Draft Equipment Management Plan  
(Summer 2000)

**General Philosophy:**

Coaches bear the responsibility for equipment management. The league may increase the fees proportional to whatever amount the equipment budget is exceeded, so it is in the best interest of all participants to help manage the League's equipment. This policy infers that coaches that don't submit inventories with their written request for new equipment are assumed to have adequate equipment and only be allowed to replenish lost or damaged equipment from returned stock (not new equipment).

**Policy:**

1 **Storage:** Store new balls where the Equipment Manager can control access and distribution. Improve storage locker with lockable cabinets or bins.

2 **Equipment Database:** Implement MS Access database to track equipment costs and data, by coach and equipment types. The current list of coaches and teams by age group was assumed to have one ball per player as a basis for the inventory. Inventory may be adjusted as equipment is turned in or accounted for by written (e-mail) lists. The League's current list of provided equipment is summarized in Table II – Annual Equipment Budget.

3 **Budget:** Basis for the annual equipment budget is assumed to be approximately one-third replacement using a participation of approximately 1000 players. Annual replacements below the one-third level will be used to establish a reserve for emergency needs. If funds are available, the league may provide match quality balls at a cost differential above that for training balls. Match balls from previous years are assumed to become training balls, thereby reducing the number of training balls to be ordered. Nets for county fields and school parks shall be provided by the county, but must be requested by the field coordinator. (The current budget shows LAYSL providing nets, but these funds will be converted to portable nets for U8 and U6 if the board agrees).

4 **Equipment Management:** New equipment and replacements will be issued only at the beginning of each season. Lost or damaged equipment may be replaced from the existing used inventory or purchased (by registered teams, players, or coaches) at the league set fee. New teams or coaches will receive an inventory of 2/3 “used” and 1/3 “new” equipment. Those teams with unacceptable inventory accounts will be allowed to replenish stock from the league's used reserve if available or pay the league for unaccounted items before new equipment is issued. The league encourages coaches to carry equipment over from season to season, or turn in unneeded equipment on distribution days. Replacements will be based on written or e-mail requests, and only accepted if current inventory account is submitted at the end of each season or prior to equipment purchases. In general, the LAYSL equipment manager will issue a notice for requesting new equipment approximately one month prior and hold an equipment distribution day one week prior to the beginning of each season.

**Table I - Approximate age group distribution for Spring 2000:**

AgeGroup	SumOfPlayers
U10	230
U11	30
U12	170
U13	40
U14	120
U15	17
U17	16
U19	32
U6	150
U8	260

**Table II - Proposed Annual Equipment Budget:**

Category Name	Inv. On Hand	Annual Replacement Qty	Est. Unit Cost	Est. Annual Cost
Size 5 training	220	70	\$16	\$1,120
Size 4 training	430	140	\$16	\$2,240
Size 3	410	130	\$12	\$1,560
Cones pancake	520	100	\$1	\$75
Cones tall	520	100	\$2	\$150
Nets, 8x8x24	28	9	\$125	\$1,125
Goals, small sided	28	0	\$0	\$0
Ball bags	104	20	\$8	\$160
Nets, U8	5	1	\$100	\$100
Nets, U6	5	1	\$100	\$100
Total				\$6,630.00

**Appendix C**  
Draft 2000-2001 Budget  
(Summer 2000)

(in development)