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## CEDAR RIVER SOCCER ASSOCIATION

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### **CRSA Strategic Plan**

One of the primary objectives of our Strategic plan is to responsibly “grow our club” while continuing to provide the highest quality soccer program in Eastern Iowa. We will do so with our Mission statement to direct us;

**The mission of Cedar River Soccer Association is to develop individual and team skills in a competitive training environment supported by a full-time professional coaching staff. Cedar River Soccer Association is a family-oriented soccer club, emphasizing sportsmanship in a fun and positive atmosphere.**

1. Invest in player development for all levels of players and ages so they are challenged and enjoy the game - with the hopes of generating passionate, life-long fans of the game.
2. Attract, retain and develop top coach talent for all levels of players and ages which will provide a professional training environment for all players.
3. Maintain and strengthen financial stability to ensure the club can deliver on its future commitments.
4. Deepen and expand club and coaching relationships so that we create additional opportunities for all players.
5. Increase visibility for the benefit of all players regardless of age or ability.
6. Capitalize and strengthen our brand for the benefit of today’s and tomorrow’s players.

## **CRSA Strategic Plan Update (2014-2015)**

The CRSA strategic plan is a continual process that began in 2008. We continue to make progress toward our objectives and will continue to re-evaluate, update and analyze our progress.

Our goal is to be proactive in terms of adapting to the challenges that face nonprofit groups and soccer clubs. We continue to have a Financial Oversight Committee which consists of the President, Vice President and Treasurer. This committee institutes additional financial controls in an effort to assure that CRSA maintains a strong, financial situation.

Another CRSA objective is to provide opportunities for any youth interested in playing competitive soccer regardless of their family's financial situation. To meet this objective CRSA provides \$10-\$15K in financial assistance on an annual basis to our members.

Communication to our players and parents is key. We have started publishing a club newsletter which highlights player achievements, club news and coaches' updates. We have also implemented an automated messaging system for our members to enroll in – this messaging system is intended to be used for immediate notification regarding training cancellations or changes. We plan to increase our social media communication by creating a committee to help with maintaining our Facebook and Twitter accounts.

CRSA has been investing in facilities for our coaches and players. Over the years CRSA has partnered with Kirkwood and the City of Cedar Rapids to maintain the grounds at the Wright Brother's Sports Complex. Kirkwood is no longer using the softball fields at the complex and CRSA now has exclusive lease rights to the entire sports complex. We have been cleaning up and developing one of the old softball fields to the east and have started using it for practice sessions. We added a generator and additional lights at the south end of the soccer fields. We are working on a 3-year plan to enhance the complex by developing a full size soccer field, providing an office for our coaches and a place for parents to convene. We have also established partnership with Corridor Courts in Marion to provide an indoor training facility during the off season. The indoor facility consists of two turf areas which are used for weekly practices, special sessions to sharpen foot skills, speed and agility sessions and micro soccer.

Eddie Van Schaick, consultant for Ajax Youth Football Academy at AFC Ajax, visited with us in the fall season – he observed our players and coaches and provided constructive feedback in regards to our organization. Eddie invited our coaches to visit Amsterdam in March 2015 - we plan to send our DOC and another coach. This is a wonderful opportunity for our DOC to expand his network, gain insights and bring forth positive changes for our club.