



Inter Atlanta FC Strategic Plan

Summary



September 2013



About Inter Atlanta FC

Our History

The Atlanta Youth Soccer Association (AYSA) was founded in September 1988 to serve youth soccer players located in the city of Atlanta. The club started as a Recreation Program only, but later added Select and Academy programs in order to grow with the audience it was serving. AYSA expanded further when two additional clubs, Express FC and the Blue Stars, joined our Club to help strengthen the Select program. Due to the increased size of the club, the Board of Directors chose to purchase and develop our own field space. The Arizona Avenue fields were opened in the spring of 2006, and to this day remain one of the finest soccer facilities in greater Atlanta. Since the development of the Arizona complex, the Club has grown to over 1,500 kids. In Spring 2013, the Club changed its name to Inter Atlanta Futbol Club to reflect our continued commitment to promoting the culture of soccer in the city of Atlanta.

Inter Atlanta FC Membership

Inter Atlanta FC (IAFC) serves over 1,300 players, representing almost 1,000 Atlanta families. Players are between the ages of 3 and 19. IAFC families represent the following in-town Atlanta neighborhoods: Ansley Park, Avondale Estates, Buckhead, Candler Park, Decatur, Druid Hills, East Atlanta, Edgewood, Grant Park, Inman Park, Kirkwood, Lenox, Lindbergh, Morningside, Oakhurst, Piedmont Heights, and Virginia-Highland.

Inter Atlanta FC is the trade name for Atlanta Youth Soccer Association, Inc. (AYSA). Prior to May 2013, the club's recreational program used the AYSA name while the competitive programs played under the name Inter Atlanta. In order to promote cohesiveness in the club and promote a more professional soccer persona, all aspects of the club now operate under the Inter Atlanta FC name.

Inter Atlanta FC Programs

IAFC provides recreational and competitive programs for boys and girls near downtown Atlanta. The Recreation league fields teams from three years (U-4) through nineteen years (U-19). The Academy program offers enhanced training for U8 through U-12 players. The Select program (known as Athena for girls and Classic for boys) fields teams from U-13 through U-19. IAFC is a member of the Georgia State Soccer Association.

The emphasis of IAFC is to create a fun and safe environment within which players, parents and coaches may enjoy the game of soccer. Developmentally appropriate physical and social skills and lessons are emphasized according to each age bracket defined by the Georgia State Soccer Association.

IAFC Strategic Plan



Inter Atlanta FC Vision and Mission

Vision

To develop soccer players, involve community and promote a soccer culture.

Mission

Inter Atlanta FC is a non-profit organization dedicated to the task of promoting and enhancing the culture of soccer in Atlanta, Georgia. The organization shall provide the opportunity and training for the youth of Atlanta, to learn the game of soccer through the development of individual skill, fitness, teamwork, and fair play.

Inter Atlanta FC Differentiation

Inter Atlanta FC differentiates itself from other Atlanta youth soccer clubs in 3 primary ways:

Soccer Curriculum

IAFC has implemented the strongest core curriculum for Recreational soccer players in the Atlanta area, and has expanded that philosophy into its Academy and Select Programs. IAFC has a system that ensures each IAFC player – regardless of team or level – is instructed on a proven and consistent set of age-appropriate developmental activities. This approach leads to a consistently high level of soccer instruction. It also combats the potential variance that is inherent in a Club with over 150 paid and volunteer coaches.

Community Focus

IAFC purposely cultivates a sense of community within our Club, as well as with the surrounding neighborhoods that we serve. The Club regularly conducts Club-wide events and encourages social interaction among its membership. IAFC also provides soccer clinics in the surrounding neighborhoods, serves as the site of a major Girls on the Run event every Fall (serving over 3,000 girls), and offers need-based scholarships to in-town youth interested in playing soccer.

Arizona Avenue Soccer Complex

The Arizona Avenue Soccer Complex is the home of Inter Atlanta FC. This development of this complex began in the early 2000's as an effort to convert a former U.S. Environmental Protection Agency abandoned and polluted truck depot into 7.3 acres of recreational green space. To date, the Arizona Avenue Soccer Complex has received significant support from IAFC families and leading foundations and corporations, such as the Atlanta Falcons Youth Foundation, U. S. Soccer Foundation, Arthur M. Blank Family Foundation, Robert W. Woodruff Foundation, Frances Wood Wilson Foundation, and the U.S. Environmental Protection Agency.

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The Arizona Avenue Soccer Complex is now widely regarded as having the best soccer fields within the city of Atlanta.

The Club's development of Arizona Avenue has benefitted our community in ways beyond what even its founders could have expected when they started the club in 1988. Since opening the Arizona complex in spring of 2006, the Club has been able to enhance its ability to fulfill its mission. At a time when there are so many other less desirable ways for children to spend their time the Club has provided a vital outlet to the area's youth. In addition to the children the Club has served, it has also provided a vehicle through which hundreds of volunteers can give back to the community through a sport that they love.

Inter Atlanta FC Board and Management

Board of Directors

- Alan Rosselot, President
- Leo Tucker, Vice-President
- David Graybeal, Treasurer
- Anne Henn, Secretary
- Richard Carrano
- Sean Cucchi
- Reggie Hadley
- JC Hillis
- Kevin McMullen
- Aleta Mills Stubin
- Dr. David Propp
- Stephen Pruitt
- Ken Rose
- John Sandifer
- Blaine Schreiner
- Katherine Wood

Paid Staff

- Jennifer Dobson, Executive Director
- Rob De Figlio, Director of Programs
- John Downey, Director of Academy
- Amy Feigl, Recreation Administrator
- Robert Hajnal, Director of Recreation
- Sean Howe, Boys Technical Director
- Deirdre Reilly, Academy Administrator
- Mandy Schneider, Girls Technical Director



Goals / Direction

The Club has a small number of overriding goals, around which the Club is managed.

- Provide a team for every skill level
- Continue to grow the number of players at IAFC
- Secure and maintain top-level facilities to support our growth
- Provide an exceptional experience for IAFC players and families
- Continue to improve on-field performance and enjoyment

Strategy(ies)

- Invest in paid staff to accommodate growth and provide an exceptional experience
- Attract players as young as possible into our Recreational program and cultivate them as they grow
- Invest in instruction to improve the on-field experience offered to our players
- Provide additional opportunities for IAFC's top teams to enable a better experience, improve retention of top-quality teams, and attract talented players from other programs
- Seek to purchase additional field space or sign a long-term lease within our geographic footprint
- Increase outreach and geographic footprint

Action Plans

- Arizona Avenue Soccer Complex improvements
- Field acquisition
- Investment in instructional oversight
- Investment in off-field staff
- Curriculum implementation