

Membership Report

12/5/2017 = 325 players (3 waitlisted)

11/1/2017 = 295 players (3 waitlisted)

12/5/2016 = 304 players

Winter FAST

(9U/10U) Boys & Girls, Coaches Joanna Tucker & Kate Stahlin, Monday (Jan. 8, 15, 22, 29, Feb. 5, 12), 6:15-7:15pm, at Needham Elementary School (10 participants)

(11U/12U) Boys & Girls, Coaches Joanna Tucker & Kate Stahlin, Tuesday (Jan. 9, 16, 23, 30, Feb. 6, 13), 6:15-7:15pm, at Needham Elementary School (20 participants)

(13U-15U) Boys & Girls, Coaches Amanda Raso & Kate Stahlin, Wednesday (Jan. 10, 17, 24, 31, Feb. 7, 14) 6:15-7:15pm, at Needham Elementary School (13 participants)

Proposed Mission Statement

Creating respectful leaders who positively influence others through the sport of soccer.

Durango Youth Soccer Association has been dedicated to the sport of soccer since 1993. The purpose of DYSA is to teach and promote the game of soccer, and guide all players through a journey of self-development. By working together to foster skill advancement and tactical understanding in a supportive environment, we mentor players to become individuals that have a positive influence on others. We firmly believe that our players' learning experiences in the game will equip them for success in life. The pillars of this foundation are rooted in the following key areas of development:

- Character
- Commitment
- Work Ethic
- Selflessness
- Leadership

Proposed Vision Statement

DYSA is committed to building a sustainable development model that grows the number of players by providing opportunities for all players, and to be the leader in teaching players about life lessons, having high expectations and positive character traits such as good sportsmanship, fellowship, fair play, team importance, doing one's best, never giving up, respecting opponents and officials, and honoring the game.

Manager Meeting – February 8th, 6:30pm @ Skyhawk Hall FLC with Head Team manager Barb Phipps. Barb has been updating manager documents.

Player Development / Recruitment / Expansion / Promotion

Prepare coaches for Spring player & team goal setting. Remind them of their Team Value Sheets

- 1) Schedule Age Group Trainings (extra night of training for players at no cost)
- 2) Schedule Intro to DYSA & promote
- 3) Club GOAL projects (community service initiative)

Coach Promotion / Education

- 1) Cont. Run ad soliciting coaches on website, Facebook, twitter
- 2) Schedule two coach ed. Nights for spring soccer. Coach symposium in Feb. & Class room with Dr. Miller in April.

Fundraising

- 1) Total pledged to date: \$18,950
- 2) Total in trade to date: \$5,500
- 3) Amazon Smile for July 1 – September 30 = \$41.16
- 4) Facebook Giving Tuesday = \$175

1-Year Plan

- 1) Escalante Field Improvement Project
- 2) "Best Practices" manual for DOCs - procedures for handling various situations (in progress)
- 3) Work on relationship with Durango P&R soccer
- 4) Partnership with Bayfield P&R
- 5) Partnership with Ignacio P&R
- 6) Partnership Cortez P&R and Tri City Soccer

- 7) Continue to work on relationship with Pagosa Soccer
- 8) MRL Spring season
- 9) Continue Club Culture/Values

3-Year Plan

- 1) Improved Competition
- 2) Strive to form 6 teams in both the U-10 and U-12 age groups
- 3) Player Recruitment: Build numbers at bottom = 45 players 9U, 45 players 10U, 45 players 11U, 45 players 12U
- 4) League Formations: Start league including SWL and FCYSL teams (U9-14 developmental teams)
- 5) Fundraising: Grants
- 6) Marketing / Publicity: DYSA image makeover re: cost to participate and amount of travel, social media

DYSA Marketing Plan Spring 2018

Spring Registration & Intro to DYSA Program

Radio Station	Item: PSA, Ad, Flyer	Date Running
XROCK 105.3	PSA	
Four Corners Broadcasting: KIUP, KRSJ, Radio 101, KKDC	PSA	
American General Media: 92.9 The Point, 99.7 Durango Hit Music Station, 97.9 KISS Country	PSA	
TV		
Durango TV	15-sec DYSA Ad	
Newspaper		
Durango Herald	Sports Brief	
Durango Telegraph	PSA in "On the Town section"	
Mancos Time / Cortez Journal	PSA	
Parks & Rec Guide	Full pg Ad	Spring/Summer
New Mexico Media		
Farmington Daily Times	Sports Brief	
Bloomfield News	Sports Brief	
Talon - Aztec Local News	Sports Brief	
Social Media		
Facebook	Ad	
Instagram	Ad	
Twitter	Ad	
P&R Games		
Table at Riverview & Santa Rita	Flyers, Q&A	
Flyers		
Grocery & Local business		
Schools bulletin boards and information tables		