

Membership Report

4/4/17 = 308 rostered (1 waitlisted)

3/1/17 = 301 rostered (334 total players & 12 kids have signed up since last meeting, 2 waitlisted)

Scholarships

2016-17 (1/30/17): Total Scholarships: \$15,285.25, Team Fee: \$6,709, Registrations: \$8,576.25

Leftover (unspent): Registrations: \$823.75, Team Fee: \$291

1 Yr Plan - Marketing - Recruitment - Retention - Expansion

Marketing

Marketing plan & materials (Kate & Tonya) ✓

- 1) for high school aged ✓
- 2) spring registration & Intro to DYSA ✓
- 3) Durango Shootout ✓
- 4) ID Trainings ✓
- 5) Fall registration ✓
- 6) Copa del Sol ✓

Coach Promotion & Recruitment

- 1) Publishing coach credentials on website
- 2) Bulletin announcing completion of courses by our coaches
- 3) Run ad soliciting coaches on dysa website ✓, facebook ✓ (online garage sale), twitter ✓ and in local/regional publications

Player Recruitment & Expansion

- 1) Durango: ads ✓, banners ✓, posters, flyers ✓, attending PTA, group meetings *Use same process in surrounding towns (refer to annual marketing plan)
- 2) Involvement with Durango P&R program (Winter camp) ✓, Coach training

Publicity

- 1) **Bleacher Report:** Info to local, regional media, (team results, GOAL projects ✓, club events ✓) (Kate & Barb)
- 2) Durango Shootout ✓ and COPA as marketing tool
- 4) FLC/DYSA Day & DHS/DYSA Day (in progress) ✓

Pre Season Club Wide Gathering (Kate & Kathy)

- 1) All teams, parents, coaches, staff, BOD. Introduce all teams, coaches, and managers (unification & publicity)
- 2) Invite local press to attend. Get club wide picture. Older teams help run event.

End of Season Awards Ceremony/ (Kate, Kathy, Erika, Barb)

- 1) Teams, parents, coaches, staff, BOD. (unification & publicity) (in progress) ✓

Fundraising (Kate) ✓

- 1) Partnerships with local businesses/sponsors ✓
- 2) Tools for easy donations (donate button in place on website and FB) ✓
- 3) DYSA Apparel (need a new vendor)

Finances (Board)

- 1) player fees, (raise them a % every year)

Communication & Transparency

- 1) Handbook (review and keep up to date)
- 2) Post the Bd. minutes after they are approved. ✓
- 3) During registration post the running totals of player numbers by age group (Charlie)
- 4) Tryout revamp: structure and communication before, during and after ✓

Player Development:

- 1) Curriculum: Continued development, implementation, and exit standards ✓
- 2) Coach education: encourage and provide opportunities ✓
- 3) Extra training opportunities: Age group trainings (this spring) ✓, GK trainings (fall ✓ spring ✓), Winter FAST ✓ Summer FAST

4) Player, parent, coach expectations (in progress) ✓

5) Player & Team Goal setting (quantitative and qualitative) ✓

6) College Advisory Night – March 8, 2017 ✓

College Advisory Program Webpage in progress) ✓

League Formations

1) Academy style inter club play.: U10 boys ✓ U12B, U14B, U15-19B, U10G, U12G, U14G

3) Send U15-18 girls to Denver for double header/tournament style play

Evaluations: (twice/year verbal and written)

Players (fall written ✓ spring verbal), Coaches (fall verbal ✓ spring TBD), Curriculum (by coaches ✓), Directors, Staff Leagues (fall ✓, spring), Tournaments (fall ✓, spring), Programs (fall ✓ spring)
Club (fall survey ✓, spring survey)

Durango Shootout & ID Trainings

Durango Shootout	<u>Item: PSA, Ad, Flyer</u>	<u>Date Running</u>	<u>Notes</u>
4 Corners Sports Block - FCB	Radio piece		recorded 1/31/17
4 Corners Sports Block - FCB	Radio piece		record on 4/20/17
Banner over Main	Banner	5/15-5/22	Thank you Durango
Durango TV	News Story	5/4-5/11	News story on the Durango Shootout
XROCK 105.3	Live broadcast	13-May	
ID Training - Club members	<u>Item: PSA, Ad, Flyer</u>	<u>Date Running</u>	<u>Notes</u>
Save the Date	email, website, FB, Twitter	1/24/17	
Spring Newsletter	Newsletter	3/1/17	
tryout meeting	Meeting	4/11/17 6pm	Escalante bleacher
Info detailed explanation	email, website, FB, Twitter	4/10 & 5/15	
ID Training -	<u>Item: PSA, Ad, Flyer</u>	<u>Date Running</u>	<u>Notes</u>
Schools bulletin boards & info tables	flyer	May	
Grocery & Local business	flyer	May	
Radio Station	<u>Item: PSA, Ad, Flyer</u>		
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		
Newspaper			
Durango Herald	Sports Brief		
Durango Herald Community Service	Ad		
Durango Telegraph	PSA in "On the Town section"		
Mancos Time / Cortez Journal	PSA		
New Mexico Media			
Farmington Daily Times			
Bloomfield News			
Talon - Aztec Local News			
Social Media			
Facebook	Ad	May	
Instagram	Ad	May	
Twitter	Ad	May	
P&R Games			
Table at Riverview & Santa Rita		May	

