

Membership Report

2/1/17 = 303 rostered members (322 total players)

2/1/16 = 237 rostered members (the system is tallying players currently rostered, and not registered last year)

Scholarships

2015-2016: Total Scholarships: \$12,012 , Team Fee: \$5,450 , Registrations: \$6,562.00

2016-17 (1/30/17): Total Scholarships: \$9615.00 , Team Fee: \$4300.00 , Registrations: \$5920.00

Leftover (unspent): Registrations: \$3480.00 , Team Fee: \$2700.00

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 ✓
- 3) Fall registration
- 4) 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) 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

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/BBQ (Kate & Kathy)

- 1) Teams, parents, coaches, staff, BOD. Introduce all teams, coaches, and managers and recap season (unification & publicity)

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) Standards: practice uniforms, lining up bags, etc. ✓
- 5) Player & Team Goal setting (quantitative and qualitative)
- 6) College Advisory Program ✓

League Formations

- 1) Academy style inter club play.
- 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)

Spring Regn & Intro to DYSA –Marketing Plan

Radio Station	Item: PSA, Ad, Flyer	Date Running
XROCK 105.3	PSA	12/16-1/16
Four Corners Broadcasting: KIUP, KRSJ, Radio 101, KKDC	PSA	12/16-1/16
American General Media: 92.9 The Point, 99.7 Durango Hit Music Station, 97.9 KISS Country	PSA	1/7-2/31
4Corners Sports Block - FCB	Radio piece	Recorded 1/31
TV		
Durango TV	15-sec DYSA Ad	
Newspaper		
Durango Herald	Sports Brief	
Durango Herald Community Service	Ad	
Durango Telegraph	PSA in "On the Town section"	Spring
Mancos Time / Cortez Journal	PSA	12/16-1/16
Parks & Rec Guide	Full pg Ad	Spring/Summer
New Mexico Media		
Farmington Daily Times	sent request 1/19	
Bloomfield News	sent request 1/19	
Talon - Aztec Local News	ad	2/5-3/4
Social Media		
Facebook	Ad	1/18-2/18
Instagram	Ad	1/18-2/18
Twitter		
Email		
Riverview 2nd-5th		
P&R Games		
Table at Riverview & Santa Rita		
Flyers		
Grocery & Local business		1/10/17
Schools bulletin boards and information tables	Flyer approved 1/13	

Sponsorship Drive

\$33,775 2016-17
 \$5,500 TRADE
 \$39,275 Total including Trade
 \$800 Shootout Coupons