

## Membership Report

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

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

## Scholarships

2016-17 (1/30/17): Total Scholarships: \$9822.50 , Team Fee: \$4300.00 , Registrations: \$6,127.50

Leftover (unspent): Registrations: \$3272.5 , Team Fee: \$2600.00

## 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 ✓
- 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) 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) Player, parent, coach expectations (in progress) ✓
- 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)

**Sponsorships: \$34,025, Trade: \$9,250 (FLC & DTV), Total (including trade): \$43,275**

### Spring Regn & Intro to DYSA Program & ID Trainings

<b>Radio Station</b>	<b>Item: PSA, Ad, Flyer</b>	<b>Date Running</b>	<b>Notes</b>
XROCK 105.3	PSA	12/16-1/16	Contact in April about Shootout interview & End of July interview in studio
Four Corners Broadcasting: KIUP, KRSJ, Radio 101, KKDC	PSA	12/16-1/16	Rachel is PSA Coordinator, FC Broadcasting
American General Media: 92.9 The Point, 99.7 Durango Hit Music Station, 97.9 KISS Country	PSA	1/7-2/31	Tom Account Executive. Contact in April for interview before Shootout. Run Ad starting in June about Fall Registration
4Corners Sports Block - FCB	Radio piece		with Rick O'Block - airs Thursday 5pm. Recording on 1/31
<b><u>TV</u></b>			
Durango TV	15-sec DYSA Ad	3/1-4/9	Ad with & without sound on DTV Station & digital board at rec center, Spring reg 3/1-3/15 and intro 3/15-4/9
<b><u>Newspaper</u></b>			
Durango Herald	Sports Brief		sent request for Intro to go in Sports Brief 12/6, follow up 2/1
Durango Herald Community Service	Ad		sent request 12/6 for 12/16-1/16, follow up 2/1
Durango Telegraph	PSA in "On the Town section"	Spring	Advertising Aficianado
Mancos Time / Cortez Journal	PSA	12/16-1/16	will run ad in March for Intro
Parks & Rec Guide	Full pg Ad	Spring/Summer	Submitted Ad
<b><u>New Mexico Media</u></b>			
Farmington Daily Times	sent request 1/19		
Bloomfield News	sent request 1/19		
Talon - Aztec Local News	ad		
<b><u>Social Media</u></b>			
Facebook	Ad	1/18-2/18	\$154.97, reached 27,348 people, 55 new page likes
Instagram	Ad	1/18-2/18	included with FB ad
Twitter			
<b><u>Email</u></b>			
Riverview 2nd-5th		1/16/17	168 emails sent, 36.3% open, 3 new sign ups
<b><u>P&amp;R Games</u></b>			
Table at Riverview & Santa Rita			
<b><u>Flyers</u></b>			
Grocery & Local business		1/10/17	post flyers at grocery & local businesses
Schools bulletin boards and information tables	Flyer approved 1/13	1/16-1/27	include in the Partnership News section of our Parent eNotes and We Are 9-R newsletters as space allows.
<b><u>ID Training Members</u></b>			
Save the Date & general info	email, website, FB, Twitter	1/24/17	
Spring newsletter		1-Mar	

