

# Executive Summary: NCYSA Strategy

## PILLAR — MEMBER EXPERIENCE

### 1. Education

**Goal:** Enhance sideline behavior and improve experiences.

**Key Actions:**

- Promote SafeSport & U.S. Soccer tools
- Expand Soccer Parenting partnership
- Increase recreational coach training
- Retain players and referees through training & support

### 2. Leagues, Tournaments & Technology

**Goal:** Restructure leagues & tournaments for a better experience.

**Key Actions:**

- Gather feedback to improve league structure
- Invest in tournament experiences (sponsorships, giveaways)
- Leverage technology for efficient payment & event management
- Create committee to develop plan for a dedicated NCYSA facility

### 3. Mentoring & Collaboration

**Goal:** Enhance player experience and retention across all levels.

**Key Actions:**

- Develop mentorship programs for clubs, coaches, & referees
- Build partnerships/organize events with professional clubs, universities, & colleges

## PILLAR — OUTREACH & GROWTH

### 1. Recreation Outreach & Growth

**Goal:** 100,000 registered players by 2026.

**Key Actions:**

- Target underserved urban & minority communities
- Partner with schools, churches, and non-profits
- Create methods to build/develop mini pitches for engagement

### 2. Marketing & Communications

**Goal:** Enhance marketing & communications strategies

**Key Actions:**

- Develop marketing/communications/social media plans (non-English messaging?)
- Brand/advertise N.C. youth soccer during World Cup & Olympics

## PILLAR — ORGANIZATIONAL DEVELOPMENT & PERFORMANCE

### 1. Short- & Long-Term Operations Plan

**Goal:** Improve internal operations.

**Key Actions:**

- Align internal operations with player pathways
- Partner with member organizations for operational improvements

## PILLAR — STRATEGY & INNOVATION

### 1. Fundraising & Financial Support

**Goal:** Fund growth & increase resources.

**Key Actions:**

- Establish N.C. Youth Soccer Foundation
- Expand sponsorships & secure grants
- Create financial assistance for member clubs

### 2. Safety & Medical Education

**Goal:** Ensure players' safety and well-being.

**Key Actions:**

- Develop mental health & injury prevention programs, mandate concussion training
- Provide AEDs and safety measures for clubs

**By focusing on these key areas, NCYSA aims to improve the soccer experience for players, coaches, and communities while driving growth and expanding the sport's reach.**