



MSYSA Strategic Plan
2022-2026



MSYSA

501(c)(3) non-profit educational organization
Member of the US Soccer Federation & US Youth Soccer



Membership organization with more than:

- 145 member clubs and leagues
- 63,000 players
- 10,000 coaches, administrators, and volunteers

Mission:

Grow the game of soccer by educating, promoting, supporting, and providing

Vision:

Provide an opportunity for everyone to participate in the game of soccer

Why:

We transform lives!

EDUCATE

*Coaching Education

*Communicate policies/procedures for programs, player registrations, etc.

*Disseminate info from US Soccer, US Youth Soccer, and East Region

*Parent Education

PROMOTE

*Affiliate Club spotlights

*Affiliate Coach Spotlights

*Player Accomplishments

*Recognize players, teams, coaches and referees with annual awards

*Highlight talented players that make National Level pools and teams

SUPPORT

*Issue Grants

*Award Scholarships

*Club Leadership Webinar series

*Offer technical and administrative expertise

*Provide resources to expand recreational opportunities

*Serve as a repository for ideas/initiatives for benefit of all members

PROVIDE

*Insurance coverage

*Issue Certificates of Insurance

*USYS Carding and rostering

PROGRAMMING

*ODP

*Indoor Training

*Presidents Cup

*State Cup

*Summer Soccer Academy

*Summer Soccer Training Series

*Strategic Partnerships and Sponsorships to benefit affiliates

Follow us on:



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msyouthsoccer



marylandsysa



@MDStateYouthSoccer



Maryland State Youth Soccer

Summary

This strategic plan offers guidance, support, direction, and vision to the soccer community within Maryland and the District of Columbia. The Maryland State Youth Soccer Association leans on our pillars of educating, supporting, promoting, and providing, and our mission of growing the game to guide our numerous progressive initiatives designed to best serve our soccer community.

Our vision is to use the beautiful game of soccer to positively impact the lives of children, to create opportunities, and to strengthen communities. We have created this roadmap to help us navigate to our common destination while providing confidence that we can move soccer forward and help to shape the future of the game we love for generations. We look forward to continuing to work together to achieve these important goals.

Sincerely,

Mark Cantor
MSYSA President

Greg Smith, Ph.D.
MSYSA Executive Director



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Photo: MSYSA Let's Play! program, SW Baltimore Charter School, Fall '21

Definitions

- Futsal
 - Modified form of soccer played with five players on a basketball-sized court.
- Grassroots
 - Recreational soccer typically at younger ages.
- Olympic Development Program (ODP)
 - National identification and development program for high-level players.
- TOPSoccer
 - Community-based training and team placement program for young soccer players with disabilities.

| Constituents

- Club Leaders
- League Leaders
- Volunteers
- Parents/Players
- Coaches
- Referees
- Government Officials
- Scholastic Schools
- Partners/Sponsors



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Aspirations

- **Improve the lives of children**
- **Create opportunities**
- **Strengthen communities**



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Photo: MSYSA Presidents Cup, 2021

SWOT

Strengths

- Advocacy
- Education
- People
- Programs

Weaknesses

- Fundraising
- Jurisdiction
- Operating Model
- Operational Support

Opportunities

- Futsal
- Social Media
- School Engagement
- World Cup 2026

Threats

- Federal Laws
- Landscape Shifts
- Pay-to-Play
- Scarcity of Facilities



SWOT

• 1,056,632 persons age 5-18

• ≈25% don't play

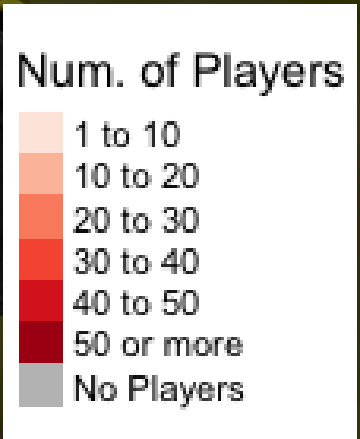
• ≈40% play sport

• ≈63k players served



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SWOT



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Photo: Maryland State Cup, 2021

Map: Dr. Ryan Dicce

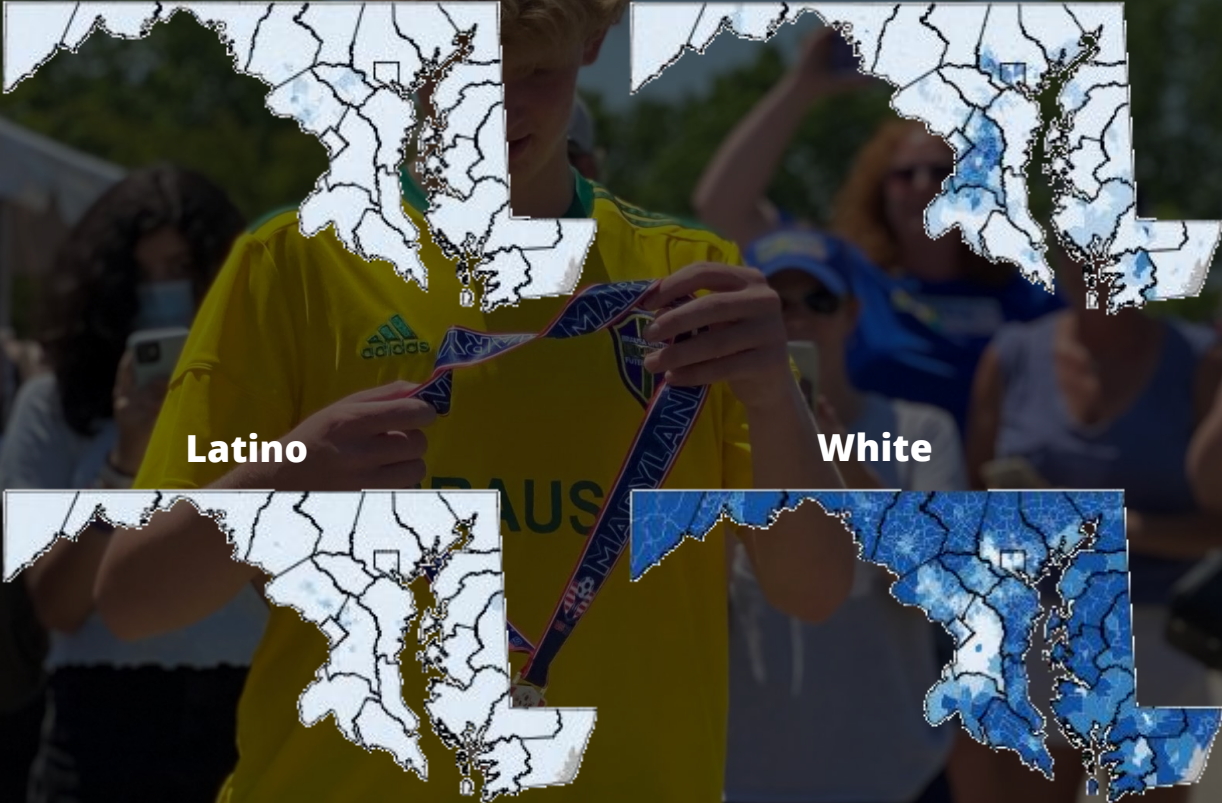
SWOT

Asian

Black

Latino

White



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SWOT

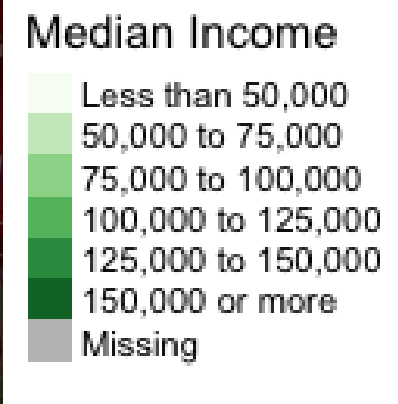




Photo: MSYSA Coach for Community



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Principles & Tactics

- **Service leadership**
 - Best-in-class resources; achieve goals
- **Performance excellence**
 - Innovative solutions; inspire others
- **Collaborative partnerships**
 - Maximize resources; promote goodwill



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Strategic Priorities

- **Engagement**
 - Deliver value and enhance experiences
- **Inspirational brand**
 - Improved value perception & stature
- **Participation growth**
 - Increased through partnerships & outreach



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Core Business Lanes

- Development
- Education
- Programs
- Registration
- Service



Photo: MSYSA State Cup, 2021- Maryland Rush SOMD Rush 08G Kraken

Goals & Strategies

• Development:

• Goals

- Develop opportunities to improve participation in underserved and under resourced communities.
- Provide a continuum of support that fosters an inclusive environment (DEI).
- Maintain the ODP development pathway.

• Strategies

- Promote an in-school physical education program.
- Introduce futsal programming.
- Offer community-based soccer festivals.
- Maintain grant funding for grassroots programming.
- Facilitate TOPSoccer coaching education.
- Provide opportunities for high potential players.



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Goals & Strategies

- **Education:**

- Goals

- Maintain a robust resource center on MSYSA website.
- Publish specific content for benefit of affiliates and all who participate.
- Train coaches and administrators on leading approaches.

- Strategies

- Provide age level appropriate soccer education for coaches, administrators, parents, and players.
- Partner with content providers when appropriate.



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Goals & Strategies

- **Programs:**

- Goals

- Create a standard of excellence that allows participants to feel a part of something incredibly special.
 - Drive positive brand awareness through our owned competitive assets.
 - Provide competitive and prestigious soccer events.

- Strategies

- Create team, player, and family social media/photo opportunities.
 - Monitor and promote the economic impact of each event.
 - Seek high-profile hosting sites for the State Cup, Presidents Cup, ODP, and Summer Soccer Academy.



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Goals & Strategies

• Registration:

- Goals
 - Offer the greatest player registration system available.
 - Become the one-stop location for all registration and risk management needs.
 - Serve as the registration leader.
- Strategies
 - Collaborate with registration provider to continually improve the system.
 - Require all affiliates to utilize for registration and risk management needs.
 - Offer economies of scale and various incentives.



Goals & Strategies

- **Service:**

- Goals

- Be respected by our Affiliates by providing value-added support and services.
- Utilize collective power of all Affiliates to leverage economies of scale where appropriate.
- Provide business discipline support to those in need.

- Strategies

- Create and maintain a regular contact schedule for elected, administrative, and technical leaders.
- Provide welcome/onboarding training to newly elected and hired leaders within Affiliate organizations.



Photo: MSYSA State Cup, 2021



SMART Goals

- MSYSA uses SMART Goals to provide a sense of direction while helping to organize and reach our goals:
 - **S**pecific
 - **M**easurable
 - **A**ttainable
 - **R**esults-oriented
 - **T**ime-determined



Deliverables

- **By 2026:**

1. Register 100,000 players
2. Reach 15,000 followers
3. Fundraise \$100k annually
4. Invest \$100k in grants & scholarships annually



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Deliverables

1. Register 100k players:

• Overview:

- Primarily at grassroots (ages 5-12)
- Collaborate with current independent's
- Connect with scholastic institutions
- Offer targeted programming & festivals



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Deliverables

1. Register 100k players:

- **Statistics:**

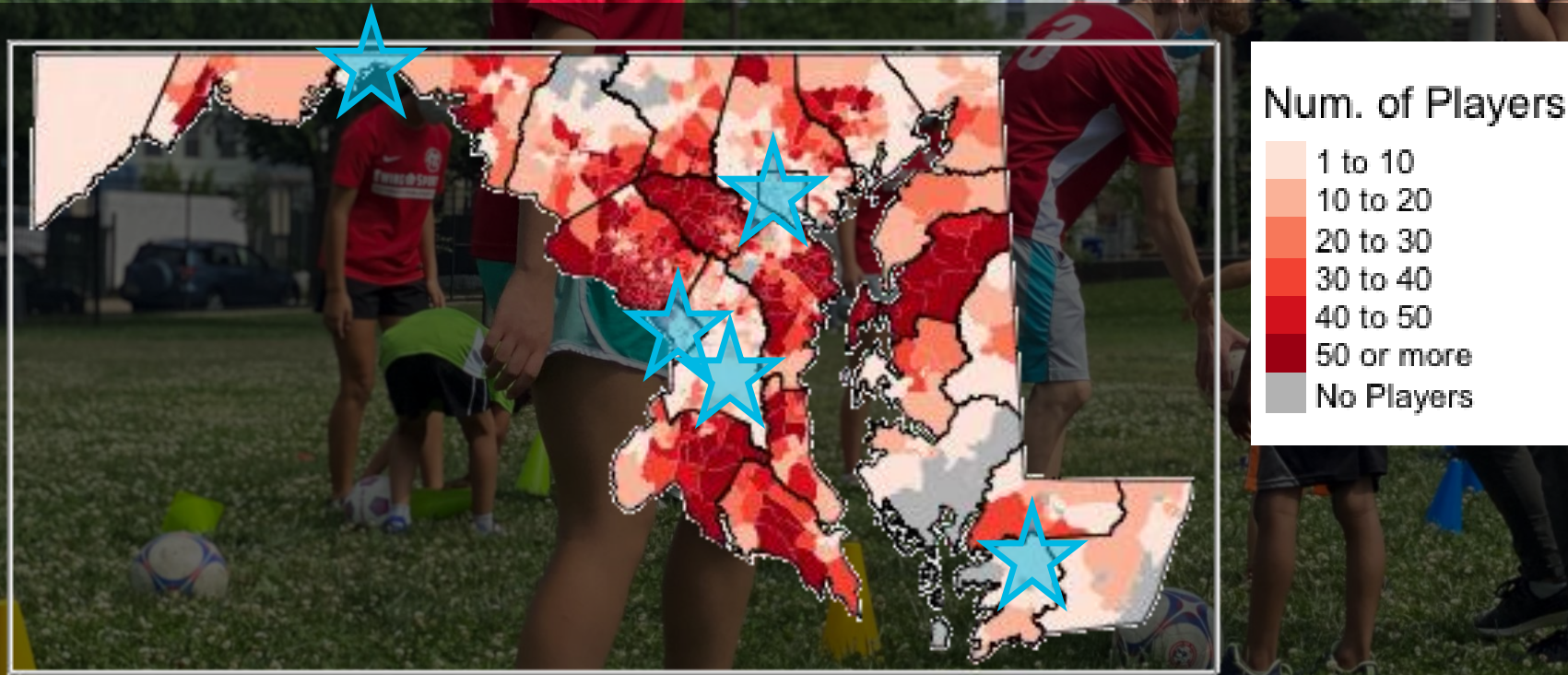
- ≈1.1MM people ages 5-18 in MD & DC
- ≈40% of kids play sports
- MSYSA currently serves ≈4.5%

- **Where they are:**

- Population centers
- Schools (E.S., M.S.)
- Other sports
- Youth organizations
 - B&G Club
 - 4-H
 - Park & Rec
 - The Y

Deliverables

1. Register 100k players:



Deliverables

2. Reach 15k followers:

• Overview:

- Offer relevant content of interest
- Ask people to follow
- Offer awards and prizes
- Leverage partners & brand halo's



Deliverables

2. Reach 15k followers:

- **Statistics:**

- 63k registered players
- 100k+ parents/guardians
- ≈10k coaches, referees, administrators & volunteers

- **Thoughts:**

- Most utilize social media
- Each constituent group may utilize a different platform:
 - Facebook
 - Instagram
 - Myspace
 - TikTok
 - Twitter

Deliverables

3. Raise \$100k annually:

• Overview:

- Corporate sponsors
- Honor those who donate
- Ask people to support financially
- Highlight impact of donations

Deliverables

3. Raise \$100k annually:

- **Statistics:**

- 6.7M residents in MD & DC
- DC & MD ranked #1 & 2 respectively for highest median household income
- 11 Fortune 500 companies headquartered in DC & 3 in MD

- **Thoughts:**

- Many affluent communities
- People like to support a good cause
- People want to make a positive difference in the lives of others
- Create awareness (ask), and make it easy to donate

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Deliverables

4. Invest \$100k annually:

• Overview:

- Affiliate Grants
- Presidential Scholarships
- Futsal courts
- Honorary gifts



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Deliverables

4. Invest \$100k annually:

- **Statistics:**

- 6.7M residents in MD & DC
- 9.9% of people in MD live below poverty line
- 16.8% of people in DC live below poverty line

- **Thoughts:**

- Underserved and under resourced communities exist
- Soccer improves lives
- Participation may improve local communities and society as a whole
- This is intertwined with our mission



Photo: MSYSA State Cup, 2021

Roadmap

2026

- Register 100,000 players
- Reach 15k followers
- Raise \$100k & Invest \$100k

2025

- Register 88,000 players
- Reach 11.5k followers
- Raise \$75k & Invest \$75k

2024

- Register 78,000 players
- Reach 9,500 followers
- Raise \$35k & Invest \$35k

2023

- Register 68,000 players
- Reach 7,500 followers
- Raise \$20k & Invest \$20k

2022

- Register 63,000 players
- Reach 5,500 followers
- Raise \$10k & Invest \$10k



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