

# LISA

## Strategic Priorities

### 2015 to 2018



## **Preface**

The Lower Island Soccer Association (LISA) is a key organization in the framework that enables and governs youth soccer on southern Vancouver Island. LISA is a district member of BC Soccer, itself a member of Canada Soccer and as such represents this district. As a member of BC Soccer LISA has a responsibility to follow the policies and rules established by BC Soccer, Canada Soccer and ultimately FIFA.

LISA accomplishes that by administering the rules and regulations of youth soccer (players aged 18 and under) for its 10 Member Club Associations and provides the league infrastructure within which youth soccer is played in the district. LISA ensures the district rules are consistent with the rules and regulations of BC Soccer and Canada Soccer. LISA also plays a leadership role with the its members and with adult leagues in the delivery of soccer programs and the governance, facilities, officiating and scheduling necessary to play the beautiful game at all levels.

The 10 member clubs' territories extend from Duncan and the Cowichan Valley in the north, to the Western Communities and Sooke in the west, to Salt Spring Island and the outer Gulf Islands and Thetis Island in the East.

The district also administers the Vancouver Island Wave EA Sports BC Soccer Premier League soccer franchise with boys and girls teams from U13 to U17. This franchise is a partnership between LISA and the Upper Island Soccer Association to ensure youth players from the entire Island have an opportunity to participate in soccer at this level.

The LISA district has a volunteer Board of Directors with specific roles of President, Vice President, Secretary, Treasurer and Risk Management Officer as well as other directors at large. The district also has a staff including a full-time Executive Director and Technical Director who operate out of the soccer office.

## President's Message

As we began the strategic plan process this year we assessed what LISA has accomplished in the last three to four years and looked at priorities in the current environment to shape our strategic plan moving forward.

*Some of the accomplishments LISA is proud of:*

- Introduction and steps toward mandatory coaching certification
- New Vancouver Island Premier League (VIPL)
  - Implemented as reaction to BC Soccer Premier League
- Seeding at non-cup play
- LISA Cup
- Better financial transparency
- New small sided games rules
  - Numbers on field and retreat line
- International coaching school partnership
  - Conflict management and leading a program
- Coaches association
- Stable staffing
- Corporate memory on LISA board
- Surveys to BCSPL and VIPL participants
- eNewsletter
- Facebook page
- Updating and publishing complete rule booklet
- SheKicks partnership for increasing number of female coaches and referees
- United Football partnership for common goals
- Community partnerships
  - Placement of U18 players and registration of players

## **Context**

The purpose of this document is to outline the strategic priorities that will guide LISA and its board in its operations and decision-making over the next few years.

LISA recognizes that it has an important role, but one that is circumscribed by the policies and rules of senior soccer bodies on the one hand and by the democratic decision-making framework of its members on the other.

Within this framework, LISA has decided to take a strategic approach that is guided by an overarching question: does this improve the experience on the field?

LISA will continue to be proactive when possible, reactive when necessary and collaborative with its members and its peers at all times. It will continue to perform communications, operations, technical, financial management and governance functions at best practice levels and to strive to learn and improve continuously, as every organization should.

The heart of this document is the description of LISA's strategic approach, which will guide how things are done and where LISA's priorities lie.



### **What we ask ourselves:**

*Does this improve the experience on the field?*

Bottom line, this is all about kids playing soccer because they enjoy it. By asking ourselves this question constantly, we will ensure that we remain focused on why we are here.

### **Aspiration:**

*To be considered an admired soccer district in the country.*

Lead this district through innovative and sound decision making with the most-up-to-date research at hand. This is how we will know that we are improving the game for our youth as well as setting an example for others to follow.

### **Strategic Approach:**

*To provide leadership to the clubs in order to influence the development of the youth soccer experience.*

LISA will continue to work collaboratively and constructively to use its unique perspective within the district to make this the best possible environment within which kids can play and enjoy soccer.



## **Strategic Priorities:**

### **1. Support coaching development**

Encourage good systems of training for coach development to create good role models in our district, which is a key element in creating an environment where players can learn, develop and have fun.

### **2. Support for officials**

There can be no game without officials. Support for officials includes fostering an environment of respect from the community as well as providing training opportunities at all levels.

### **3. Support program development at member clubs**

There is much to learn from best practices in various areas adopted by other clubs that collectively can contribute to better programs everywhere.

### **4. Strive to create competitive and balanced leagues**

Balanced leagues provide an opportunity to promote development and enjoyment for all. Seeding up and down can be a key element of this.

### **5. Seek positive partnerships**

Positive partnerships can have a great effect on the game. ie. United Football partnership is improving the visibility and engagement level of soccer in this area. Partnership can also generate new revenue sources.

### **6. Sustain leadership and corporate memory**

Succession plan to ensure leadership and corporate memory of the LISA Board and District office.

### **7. Keep soccer fun**

The key element of enjoyment.



## **Vision**

*To create the highest quality soccer experience in our community.*



## **We ask ourselves**

*Does this improve the experience on the field?*