

Club Management

Roles of the Management Team:
Business Plan
Personnel
Risk Management

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US YOUTH SOCCER WORKSHOP
AT THE NSCAA CONVENTION



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Club Management

- What are the primary responsibilities of a Coaching or Technical Director as the top soccer professional in the club?



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- What are the qualities a DOC must possess?

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- Role of the Club Executive Director

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Role of the Club Executive Director

- Oversees the organization for the Executive Board.
- Works with all programs to ensure their needs are met and that organizational policies and values are being met along with financial budgetary requirements



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Role of the Club Executive Director

- Understands their role in the development of all aspects of the game
- Gets The Big Picture
- Does everything possible to provide all tools needed
- Understands how to bring the admin and soccer sides together



Club Management

- **Role of the Club Executive Director**
 - Communications
 - Long term planning / SWOT
 - Finances
 - Marketing
 - Face within the community (sponsors, etc.)
 - Management of staff



Club Management

- **Role of the Club Executive Director**
 - Face within the community
 - Attend local school events
 - Attend sponsor events
 - At organizations AGM, Awards Banquets, etc.
 - Be very active within the local political environment
 - State Soccer Board, Local Council meetings, State Representatives



Club Management

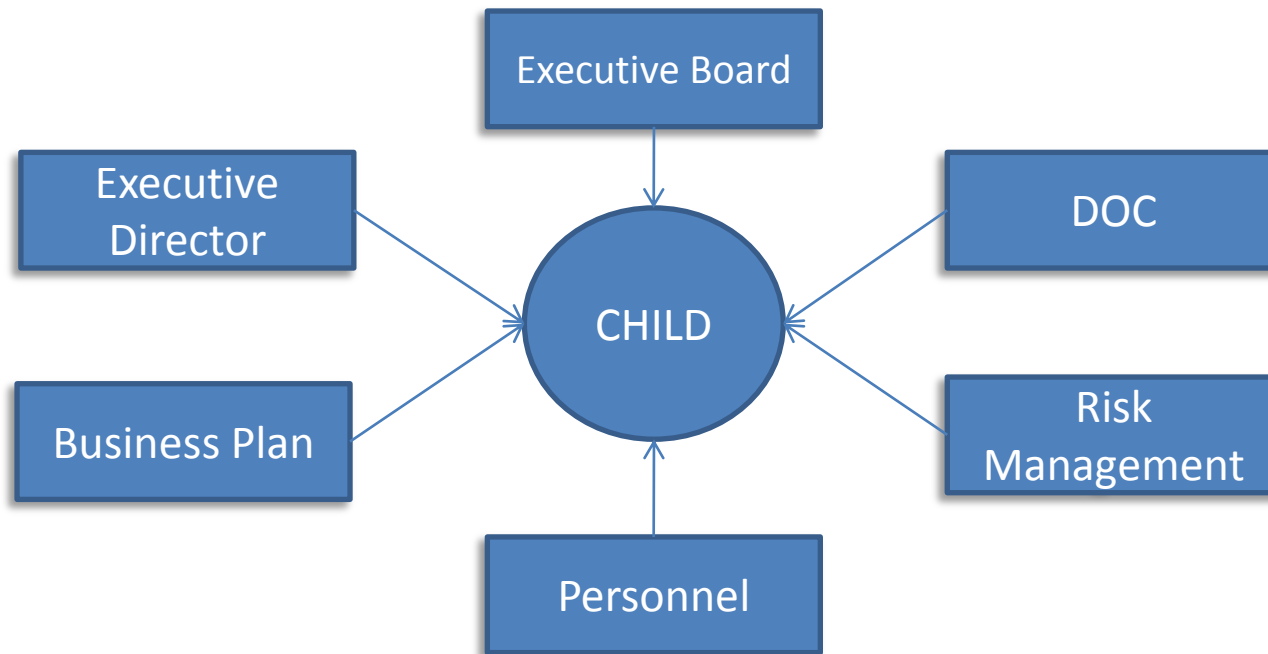
Qualities of Good Executive Director

- Leadership
- Commitment
- Integrity
- Exemplary Work
- Visionary
- Managerial
- Objective
- A careful risk taker
- Always looking to raise the bar of excellence
- Organizationally Minded
- Professional in all ways
- Technologically Proficient
- Communicative
- Politically Savvy
- Caring
- Responsive
- Thinks outside the box
- Soccer Savvy



Club Management

What Every Club Should Use On Every Decision



Every Decision is Made in the Best Interests the Child



Club Management

- **Business Plan**

- Communications (responsible for)

- Website
 - Social Media (Facebook, Twitter, etc.)
 - Print Media (in house and local media)
 - TV (establish relationships with local TV)
 - Text Messaging (via website)



Club Management

- **Business Plan**

- Long Term Planning

- Develop and work actively with the Club Board on the future path and efforts of the Club.
 - All plans should be reflective in the Annual Operations Plan and Budget.
 - SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats)



Club Management

- **Business Plan**

- Finances

- Develop budgets for the club in concert with the Board to ensure long and short term plans are met
 - Ensure day-to-day finances are in line with projections
 - Work with staff to make on the fly adjustments if needed
 - Report monthly to Club Board



Club Management

- **Business Plan**
 - Marketing
 - Locally
 - Regionally
 - Nationally
 - Market what we do to our National Governing bodies, use them to advertise us
 - Internationally
 - Need to market our organization and tournaments internationally utilizing the Web, connections in the soccer community, etc. Make a connection with a SISTER Club overseas



Club Management

- **Business Plan**

- Marketing

- Print Media

- Utilize relationships or build new relationships to get in the papers

- Email

- Use this medium to get the word out about what we are doing and have done (newsletters, etc.)

- Website

- MUST be updated at least every other day otherwise it becomes useless



Club Management

- **Business Plan**

- Marketing

- Modern Social Networking
 - Twitter, YouTube, Facebook, etc.
 - TV
 - Build relationships with TV stations around the metro area
 - Where are they now and what are they doing
 - Do stories on past players to show how the club impacted them
 - Build an alumni data base (may help with bringing expertise, donations, etc.)



Club Management

- **Personnel (DOC)**
 - Management of technical staff
 - Professional/full-time coaches vs part-time vs volunteer
 - Team assignments (traits and qualities)
 - DOC coach a team?
 - Top coaches at older ages? Younger? “B” teams?
 - Structure underneath DOC (age group DOC, boys/girls, etc)
 - Coaches vs trainers
 - Evals
 - Internal and external coaching education (Licensing)
 - How to handle “problem” coaches??
 - Team managers
 - Work with ED on crossover staff and general plan



Club Management

- **Personnel (Executive Director)**
 - Management of staff
 - Oversee non-technical staff
 - Personnel management (hiring, firing, etc.)
 - Contracts being written to each specific staff member
 - Evaluations of staff
 - Ensure all staff are fulfilling contracted obligations
 - Oversee operational structure
 - Work with DOC on crossover staff and general plan



Club Management

- **Risk Management**
 - Background checks
 - Coach/player relationship
 - Player safety (fields, goals, equipment)
 - Social Media
 - Financial management



Club Management

- Culture
 - Is defined as the shared values and beliefs of the entire organization. An example of a shared value that may not always be followed
 - “ We are here for the kids.” In theory we are all here for the kids. Yet we all know that decisions are made sometimes in spite of that VALUE because it may be administratively expedient to do something easier or we decide something based on someone's personality
 - There is an opportunity and a need for an organization who claim excellence and values to become fully integrated culturally.
 - If organizations “Live the Values and Culture” it will foster a Culture of Integrity throughout.



Club Management

- Club Culture
 - Organizations must be respected by the other parts of the organization (Rec, Select, Tournament, etc.). If this does not occur, there is no real strong commitment to the overall success of the entire organization
 - Each organization must create a level of “Excellence” that is the standard for all.
 - Integrity: In general this is manifested in peoples work.



Club Management

- Changing the Culture
 - Culture is more deeply rooted and takes longer to change, and influencing organizational overall performance. Cultural traits and organizational practices detrimental to the success of the overall organization over time will bring a club to its knees.
- Changing the Climate
 - This is much more immediate and is **DIRECT** reflection of the **LEADERSHIP** of the organization. We must become part of our belief and value system.



Club Management

- “The unsuccessful clubs have boards that get involved in coaching issues, soccer related issues, and try to micromanage the club. It’s no wonder why some clubs are so powerful and professional from top to bottom, while others continue to struggle”
 - *Randy Waldrum, Notre Dame Women's Head Coach, NSCAA Magazine*
- “When an average organization asks for something they break out a calendar. A good organization looks at their watch”
 - *General Stanley McChrystal, on 60 Minutes 2009*

