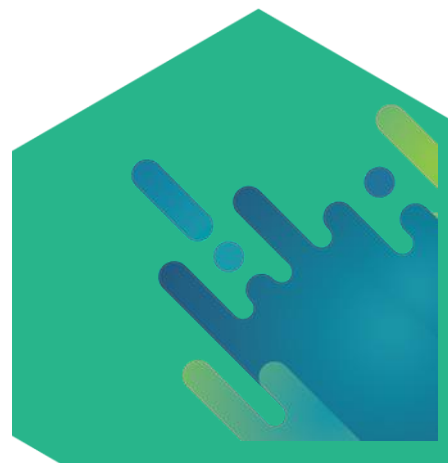
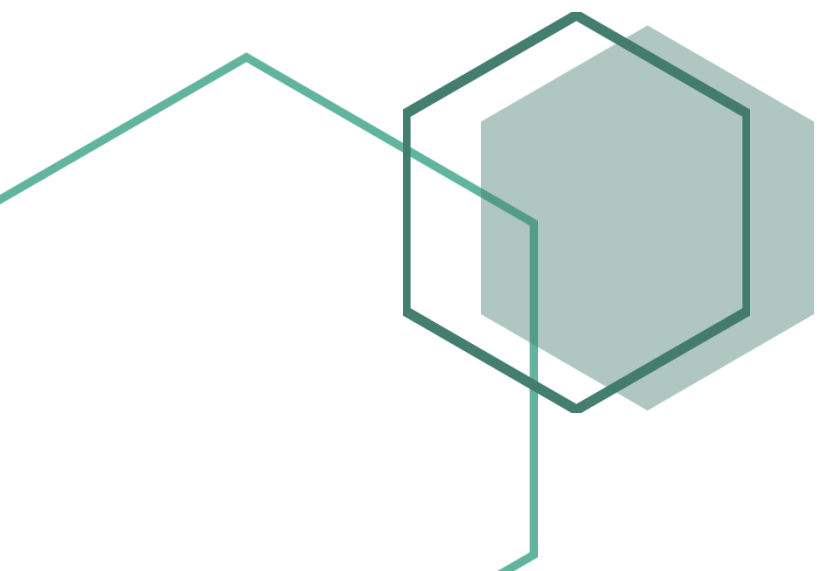




# Strategic Plan 2020-2024

Soccer New Brunswick

Develop. Grow. Excel.



## Vision

...

*Inspire healthy  
communities  
across New  
Brunswick through  
soccer*

## Mission

...

*Enable the  
development and  
growth of the sport  
of soccer in New  
Brunswick*

On behalf of Soccer New Brunswick's Board of Directors, thank you for providing your input through both the Strategic

Planning Session at our Annual Meetings of Members plus various consultation meetings. Throughout the year your valuable insight during the Strategic Planning consultations meetings that were able to shape and develop the Soccer New Brunswick's Strategic Plan for January, 2020 to January, 2024.

The 2020-2024 Strategic Plan aligns with Canada Soccer's current Strategic Plan, while being tailored to the unique needs of soccer in New Brunswick. As you move through the elements of the plan, you'll see the fruits of your input in the various pillars of growth for the Association: Develop, Govern, and Grow.

The specific elements under each pillar include the strategic outcomes that we, as a Board, commit to achieving, based on your input and the current soccer environment.

Although there is uncertainty in the world around us, the guidance of a solid strategic plan, together with your support and advice, enables us to flourish as an Association for the Good of the game, now and into the future.

The Board remains committed to ensuring our Association is on sound footing as we transition into the next four years of the plan. Thank you all, once again, for your continued support as we step toward the future.

Sincerely,

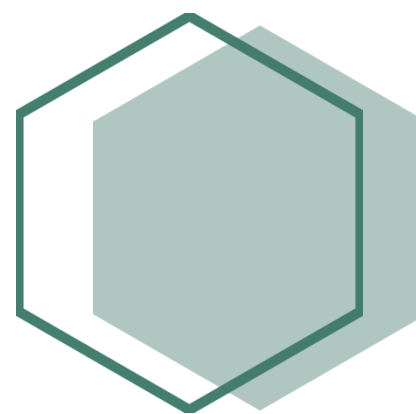
Soccer New Brunswick,

Kevin Topolniski

**President**

Younes Bouda

**Executive Director**



## DEVELOP

**SOCCER NEW BRUNSWICK WILL DEVELOP AND IMPLEMENT PROGRAMS AND OPPORTUNITIES FOR ALL PARTICIPANTS OF THE GAME: PLAYERS, COACHES AND REFEREES.**



Support & follow the Long Term Player Development model

**1.1**

Renewed focus on grassroots programming within player development

**1.2**

Implement and provide memorable and exciting experiences for players at all levels.

**1.3**

Implement the regional EXCEL player development Framework

**1.4**

Integrate Long Term Player Development (LTPD) into all programs

**1.5**

Implement minimum coaching certification requirements

**1.6**

Document a structured system of player evaluation



Encourage and train more coaches, through innovative coach education opportunities.

Provide consistent, age and stage appropriate, blended-learning coach education opportunities

**2.1**

Provide easy access to education curriculum and materials to all interested coaches

**2.2**

Facilitate the delivery of a national blended learning curriculum featuring eLearning modules

**2.3**

Increase enrollment of the grassroots coaching Pathway.

**2.4**

Support grassroots coaches in the community.

**2.5**

Improve the coaching standards at the elite level.



Referees are an integral part of the game and their development and success must continue to grow with player, club and coach development

**3.1**

Encourage, recognize and reward quality performance of referees

**3.2**

Foster a greater culture of respect towards referees by parents, coaches and players of the game

**3.3**

Recruit and develop referees and support competency-based recruitment of staff

**3.4**

Support and promote the development of top referees

**3.5**

Develop an in-house Club referee support program.

# GROW

**SOCCER NEW BRUNSWICK WILL GROW THE SOCCER LANDSCAPE BY ENABLING MEMBERS TO BUILD A POSITIVE ENVIRONEMENT FOR THE PARTICIPANTS.**



## ***Competition***

Create meaningful opportunities for players to compete of all levels, and support our members and clubs to provide best experience for players.

### **4.1**

Stimulate inter-membership collaboration & communication

### **4.2**

Build an integrated competition structure

### **4.3**

Enhance the regional competition structure

### **4.4**

Develop and implement a strategy to further increase adult registrations

### **4.5**

Aid in the implementation of elite-level, semi-pro leagues

### **4.6**

Continue to provide soccer opportunities for special needs groups.



## ***Clubs***

Encourage and train more coaches, through innovative coach education opportunities.

Provide consistent, age and stage appropriate, blended-learning coach education opportunities

### **5.1**

Create supporting documentation to help clubs implement 'Quality' programming

### **5.2**

Research & set member and club standards to promote player retention

### **5.3**

Remove barriers and encourage higher participation from under-represented populations

### **5.4**

Implement and provide ongoing support of the Provincial Club Licensing Program

### **5.5**

Explore membership models to incorporate more members into the organization



## ***Infrastructure***

Support opportunities for the development of fields & facilities

### **6.1**

Maximize investment in indoor and outdoor facilities

### **6.2**

Advocate & support for the development of soccer fields & facilities in New Brunswick.

### **6.3**

Support regions working towards investment in facilities

### **6.4**

Promote e-information packages supporting the development of fields & facilities

## EXCEL

**SOCCER NEW BRUNSWICK WILL PROVIDE AN EXCELLENT PLATFORM TO MANAGE THE SOCCER OPERATIONS.**



Innovate to be a leader in IT management and support SNB members to embrace new platforms.

**7.1**

Implement an online registration system.

**7.2**

Enable broader participation in Soccer NB activities through digital tools

**7.3**

Provide IT support to our members

**7.4**

Implement a centralized competition management system



Bring together all participants of the game, and create a strong community of collaboration working together and sharing best practices.

**8.1**

Increase communication between and with all stakeholders across traditional and emerging platforms

**8.2**

Stimulate membership collaboration & communication

**8.3**

Strengthen our relationships with other Provincial Soccer Associations and Canada Soccer

**8.4**

Strengthen our relationships with Pro Soccer Clubs.

**8.5**

Build relationship with the business community

**8.6**

Develop a series of video promotions for use during campaigns



Innovate and solidify processes to achieve the organizational goals in the province.

**9.1**

Develop and implement strategic plans aligned with our member's needs and the needs of Canada Soccer

**9.2**

Diversify revenue streams

**9.3**

Explore membership models to incorporate more members into the organization

**9.4**

Measure our performance and make data-driven decisions

**9.5**

Continual policy and bylaws refinement for best practices