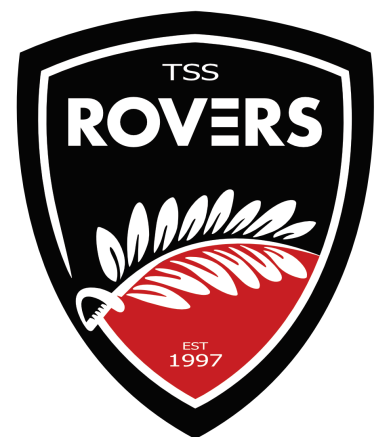




STRATEGIC PLAN

2019-2023



ABOUT TSS FOOTBALL CLUB

TSS Academy was founded in 1997 as one of the first pay-per-use soccer academies in the Lower Mainland of British Columbia. Over that time, TSS Academy has become one of the most established and successful youth soccer academies in the province, helping thousands of young players develop in the game. TSS has evolved from solely a supplementary training provider to a primary soccer provider for a number of young female and male players. This evolution began with the inception of TSS Football Club in 2011. At the time of publishing this document, approximately 175 youth players look to TSS for their primary soccer provider, training 3 times a week, plus a competitive match.

ACADEMY



Over 800 participants a year across various soccer clubs in the Lower Mainland attend our weekend academy at the TSS Soccer Centre.

TSS FC



Over 170 players a year from all areas of the Lower Mainland participate in our full-time program, TSS FC. Teams start from U11 and extend to U18.

WPSL/USL



Every spring/summer, our top adult players participate in high level North American leagues. The men play in the USL-2 and the women play in the WPSL.



MISSION

*Teaching the pursuit of excellence
through sports.*



VISION

To foster long term passion for the game of soccer by helping produce technical excellence and game intelligence in all our players



VALUES

Education - We will always place education at the forefront of our operations, educating the coach, the player, the parent, and the community.

Excellence - Everything undertaken will be done with excellence in mind, and all the discipline and attention to detail that requires.

Character - All members of our organization will show good character in their day to day affairs and understand the importance of producing not only good players but good citizens.

Courage - We will continually show courage in doing what's right for players and for the game no matter how difficult, no matter how uncomfortable.

Innovation - We will seek out innovative ways to be better in every aspect of our organization.

Community - At the heart our organization is a community, and like any community it requires ongoing nourishment and exercise, both of which we will commit to providing.



STRATEGIC PRIORITY #1

PRIORITY: PLAYER DEVELOPMENT

Focus on four key factors: technique and skill, soccer intelligence, athleticism, mindset, in developing young soccer players.

Action Plans:

- ▶ A heavy concentration of evasive dribbling and ball mastery needs to take place during the early years of development with additional focus on passing and receiving, defending and finishing phase as players' progress. Playing a possession based style of soccer which is present in all of our teams will have a strong emphasis on securing the ball as individuals before progressing to group possession.
- ▶ Establish a welcoming, safe, authentic, organic, transparent and unfiltered learning environment to ensure creative and expressive players function without fear or failure. This living and breathing culture throughout our organization every day to ensure it is executed consistently.
- ▶ Creating constraint based training environments which challenge players on all four key factors while incorporating unstructured play components.

Measure our Success:

- ▶ Placing 90% of graduating players into Post-Secondary playing environments.
- ▶ Placing up to 8 players in BC HP program every year starting in 2021.
- ▶ Assist in re-populating our National U15 to U20 teams with BC born and raised players.
- ▶ Transferring or selling a player "on" by 2022.



STRATEGIC PRIORITY #2

PRIORITY: COACH DEVELOPMENT

Ensuring that the soccer environment is one of constant education and learning. Coaching staff will be responsible for helping shape the player technically, tactically, mentally, and socially.

Action Plans:

- ▶ Provide adequate training to instructors while recruiting new talent and retaining existing talent, all with the goal of ensuring sustained quality in player development.
- ▶ Continued improvement of performance measurement structure, competencies and values by which we measure our success for instructors and our organization.
- ▶ Using mentorship and shadowing opportunities to further enhance staff development along with bi-monthly Staff Instructor Days which focus on learning outcomes and technical material delivery. Encouraging and promoting staff to participate in training offered by Canada Soccer, BC Soccer, NCCP and other related organizations.

Measure our Success:

- ▶ All lead instructors with a C License or equivalent or better by 2021.
- ▶ Two certified Children's License instructors by 2020.
- ▶ One certified Youth License instructors by 2021.
- ▶ Two certified A National instructors by 2021.
- ▶ Facilitate trips abroad with pro clubs to observe best practices, etc.



STRATEGIC PRIORITY #3

PRIORITY: LEAGUE ACCESS

Continue to allow our organization to push players to higher level teams or simply to advance their skills, resulting in more enjoyment in the game.

Action Plans:

- ▶ Increasing membership growth while ensuring strong product offering at the highest development levels.
- ▶ Ensuring alignment with Canada Soccer policies and LTPD model in producing players.
- ▶ Allowing our players to participate in a league environment during their youth soccer experience and developing players for the next level (HP Program, National teams, Post-Secondary opportunities, etc.).

Measure our Success:

- ▶ Participate in top youth development league in the province by 2021.
- ▶ Participate in local Metro, Division 1, Division 2 leagues with our split age group teams by September 2020.
- ▶ Maintain our adult league participation with MWSL and FVSL for our “football age” ready players.
- ▶ Entry into BC League One platform by 2021.



STRATEGIC PRIORITY #4

PRIORITY: FACILITY DEVELOPMENT

Conduct facility improvements that benefit membership and improve productivity among staff.

Action Plans:

- ▶ Establish a capital improvement priority list to improve the facility operations while maximizing capacity utilization.
- ▶ Create an inclement weather plan for training to ensure training frequency and assistance to community partners.
- ▶ Build strong relationships with City of Richmond and Richmond Youth Soccer Association to ensure the field needs for each group is met in a reciprocal advantageous situation for all. Provide facility use to our partners when available for specific programming.

Measure our Success:

- ▶ Explore and create a “TSS 2” facility expansion by 2023.



STRATEGIC PRIORITY #5

PRIORITY: COMMUNITY OUTREACH

Continue to seek cultural, gender and member diversity within a Canada-first aim while fostering relationships in our community.

Action Plans:

- ▶ Continue to offer fee Assistance Program through KidSport, JumpStart and other such initiatives to eliminate obstacles in accessing youth development.
- ▶ Assess and implement changes as necessary to enhance ability to develop reasonable community-based programming.
- ▶ Linking training goals to donations to charities to change the game of youth sports by changing the reward. By focusing on player development and team as a reward rather than results, you develop better people working as a team to achieve their athletic goals while giving back to their community.
- ▶ Offer equal programming for both genders.

Measure our Success:

- ▶ Build on relationships in the community soccer stream and bring those relationships to a level where resources and best practices can be shared.
- ▶ Continue to enhance relationships with the City of Richmond or surrounding areas for full field turf access.
- ▶ Joint venture partnerships between private and public or community clubs in terms of program offerings.

