

## Week-in-Review for August 15– August 19, 2011



### EXECUTIVE OFFICE

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#### **Chief Executive Officer/Executive Director's Office – Terry Fisher**

- Soccer Oversight Committee Meeting
- State League Overview Meeting and Conference Call
- State Cup Rules Meeting with staff
- Recreational Cup Rules Meeting with staff
- Technical Department meetings with staff
- Budget review meetings with staff
- Sponsorship development meetings with staff
- Communications Planning meeting with staff
- Bylaws Conference Call with staff and committee
- Meeting with SYRA –Roberto Alvarez
- Conference Call with Korrio and Axon regarding Baseline testing
- RCL review meetings with staff
- Marketing meetings with staff

### MARKETING & COMMUNICATIONS DEPARTMENT

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#### **Director of Marketing & Communications – Elizabeth Flannery**

- Updated new ticket deals under Special Offers Section of website
- Set up signage at filming for new age-appropriate training videos
- Coordinated photo shoot with Jinger Hendricks for photos of soccer balls and grass
- Edited and issued August issue of PlayOn!
- Edited Set Plays Blog post
- Met with Marketing Intern for final review
- Coordinated and edited new homepage slides
- Edited and issued announcement on Matt Moran joining Washington Youth Soccer
- Reviewed, edited and met on potential sponsorship agreement
- Managed social media content

#### **Webmaster/Graphic Designer – Jinger Hendricks**

- Photo documentation/shoot at Starfire
- Website background concept updates
- Vehicle wrap concept updates
- Coaches Handbook edits
- Various website updates

**Marketing & Events Assistant – Kristen Phillips \*Out of Office 8.12.11-8.22.11\***

**Marketing Intern – Chandler Dent \*Last Day 8.18.11\***

- No Report Submitted

#### **Spanish Translation / Front Desk Support – Maria Zuniga**

- Administrative Support
- PlayOn! translation
- TOPSoccer translation

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### MEMBER SERVICES & OUTREACH DEPARTMENT

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#### **Organization and Member Services Director – Hillary Beehler**

##### Member Services:

- Answered membership emails and phone calls
- Provided support and resources to Member Association board members
- Assembled documents requested by Association and Club board members
- Contacted Member Associations about attendance at future monthly meetings
- Published 2 new [Set Plays blog posts](#)
- Generated content for Coaches Handbook updates
- Assisted with assembly of documents for Soccer Operations Committee meeting
- Updated content and links on website
- Assisted member organizations with policy questions relating to registration rules
- Provided support to Technical Department on State Tournaments rules

##### Meetings:

- Attended Soccer Operations Committee meeting on August 20
- Participated in Vocus webinar
- Participated in Active Network webinar on “Discovering the Most Effective Management Practices for a Winning Organization”

#### **Member Services and Outreach Coordinator - Heather Turney**

- Soccer in Schools
  - Toolkit
  - Meeting
- Sea Mar Training coordination
- Anti Gang conclusion
- TOPSoccer
  - Meeting-Olympia
  - Toolkit
- S.O.C. meeting preparation
- Community Outreach
  - Wenatchee
  - Kent
  - Olympia
  - Bainbridge Island
- Set Plays! Blog post

#### **Region 5 Director of Member Services – Ron Witherup**

- Portland Metro League Administration

**TECHNICAL DEPARTMENT**

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**Technical Director – Gary White**

- Age Appropriate Training Module Filming Under 10-Under 12 Curriculum
- Select League Meeting
- State Cup Preparation
- District 5 Coaching Summit
- Soccer Operations Committee Meeting
- Elite Player Development Open tryout preparation (Spokane/Starfire)
- Coaching Education Continued Development and Maintenance
- Elite Player Development 2011-2012 Preparation

**Director of Youth Development – Darren Sawatzky**

- Elite Player Development Tryout structure
- Elite Player Development coaching communication
- Elite Player Development coaching staff restructure
- Technical Meeting

**Technical Administrator – Kim Grant**

- Age Appropriate Training Module Filming Under 10-Under 12 Curriculum
- State Cup Preparation
- District 5 Coaching Summit
- Elite Player Development Open tryout preparation (Spokane/Starfire)
- Coaching Education Continued Development and Maintenance
- Elite Player Development 2011-2012 Preparation

**Development Coordinator – David Griffiths \*Out of Office 8.19.11\***

Coaching Education

- Promotion of the Spanish E Certificates
  - Aug 26-28
  - Sept 9-11
- U10 & U12 Curriculum filming at Starfire
  - Coordinated Seattle United players to be used in the filming
  - Coached Weeks 1-4 in U10 & U12 sessions
- Coaching course development
  - Met with Chad Hickox (Academic Dean) to discuss developing a coaching course at South Seattle Community College.

Highpoint Anti Gang Initiative

- Coordinated final week of the program with assistance of Heather Turney
- Guest speaker (Sounders player Josh Ford)
- Media releases for photo
- Scheduled follow up visits in November & May

Community Finishing Clinic

- Continued to promote and register players
- Confirmed all coaches for the clinic

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### **Competitive Programs and Business Practices Advisor – Todd Lincoln**

- Regional Club League Schedule
- Meeting with South Snohomish County Youth Soccer Association and SnoKing

### **State League Administrator – Heidi Dettmer**

- Completed and sent out Fall State League Schedules
- Coached the filmed module session for Coaching Education
- Placed Elite Player Development program equipment order
- Updated State League webpage
- Conducted League Structures meeting with District League Administrators
- Communicated with Korrio Regarding State League Schedules

## **FINANCIAL & OFFICE ADMINISTRATION DEPARTMENT**

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### **Finance and Human Resources Administrator - Jillian Higgins \*Out of Office**

**8.17.11\***

- Accounts Payable invoices
- Accounts Receivable Invoices
- Risk Management Auto Renewal and New Application Processing – Bonzi and Korrio
- Tournament Sanctioning Processing New Applications and approved tournaments posted on the website

### **Administrative Assistant – Paula Vixie**

- Front Desk – Phone duties
- Regional Club League Roster Project
- Risk Management support