

**Summary of the Meeting of the
Board of Directors of the United Soccer Coaches Association**

Sunday, March 8, 2020

Board Call



Board Members in attendance: Lynn Berling-Manuel (non-voting, *ex officio* board member – CEO), David Carr, Ashlee Fontes-Comber, Andy Haile, Greg Hubbard, Rusty Oglesby, Missy Price, Sue Ryan (voting, *ex officio* board member – Advocacy Council Chair), and Kevin Sims.

Staff in attendance: Beth Sullivan (Chief Financial Officer)

Call to Order

President Kevin Sims commenced the conference call at 7:00pm Eastern Time, Sunday, March 8, 2020.

1. Corona Virus Discussion

- The Board discussed issues related to the outbreak of the Corona virus. Specifically, the Board decided that it was prudent to cancel the Open Training sessions for the spring. In addition, the Board determined that the April Board meeting, which was to be held in-person in Kansas City, will now be held via conference call.
- The Board also discussed insurance options relating to the 2021 Convention, as well as whether there is a *force majeure* (Act of God) clause in the Anaheim contract. Ms. Berling-Manuel stated that staff would check the Anaheim contract for such a clause.

2. Well Wishes for Hank Steinbrecher – Lynn Berling-Manuel

- Lynn Berling-Manuel informed the Board that she had the opportunity to visit with Hank Steinbrecher, former U.S. Soccer Secretary General and United Soccer Coaches All-America Award recipient. Mr. Steinbrecher is suffering from health-related issues.
- The Board noted its appreciation for all of Mr. Steinbrecher's significant contributions to the Association and to the game of soccer. Ms. Berling-Manuel offered to provide Mr. Steinbrecher's contact information in case Board members wanted to reach out to him individually.

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3. Minutes – Andy Haile

- The following minutes were presented for approval by the Board:
 - Minutes of the January 17, 2020 Annual Business Meeting of the Association;
 - Minutes of the January, 19, 2020 Meeting of the Board of Directors (Baltimore – Convention Meeting II); and
 - Minutes of the February 9, 2020 Meeting of the Board of Directors (Conference Call)
- A motion for approval of the minutes from each of these meetings was made and seconded.
- **The motion was approved unanimously for acceptance of the:**
 - **Minutes of the January 17, 2020 Annual Business Meeting of the Association;**
 - **Minutes of the January, 19, 2020 Meeting of the Board of Directors (Baltimore – Convention Meeting II); and**
 - **Minutes of the February 9, 2020 Meeting of the Board of Directors (Conference Call).**

4. Bylaws – Andy Haile

- Mr. Haile presented for ratification by the Board a draft of Bylaws for the Association reflecting changes made at the December 2019 Board meeting. Those changes related to the addition of a fourth At-Large member of the Board.
- A motion for ratification of the Bylaws as presented was made and seconded.
- **The motion for ratification of the Bylaws as drafted to reflect the addition of a Fourth At-Large Board members was approved unanimously by the Board.**

5. Committee Updates

- Ethics Committee – Kevin Sims
 - Mr. Sims reported that co-chairs Mike Giuliano and Bill Steffen are taking an active role in adding new committee members, with particular attention to the need for diversity on the committee.
- Audit & Finance Committee – Greg Hubbard
 - Greg Hubbard reported that he has been working with Beth Sullivan, who recently assumed the position of CFO, to generate monthly financial reports.
 - Mr. Hubbard also reported that the committee is looking into issues of risk management, particularly with respect to the Association's insurance policies.
- Foundation Committee – Kevin Sims

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- Mr. Sims reported that Sara Kubla, who is the interim staff liaison to the Foundation Committee, has been working diligently to ensure a smooth transition in light of the recent departure of the previous staff liaison.

6. Advocacy Update – Sue Ryan

- Ms. Ryan reported that the Advocacy Council plans to devote particular attention this year to the groups focusing on coaching level (college, high school, youth).
- With some upcoming turnover at the college level, the national office staff is looking for who would be a good leader to step in at that level. Ms. Berling-Manuel plans to speak with former president Lesle Gallimore about this issue.
- Ms. Ryan further reported that there is significant interest among members in the various advocacy groups and she believes these groups are moving in the right direction to engage members and serve as an outlet for coaches with common interests.

7. U.S Soccer Bylaw – Lynn Berling-Manuel, Andy Haile

- This discussion was deferred until April in light of time constraints.

8. Strategic Initiatives – Lynn Berling-Manuel

- Ms. Berling-Manuel presented for Board consideration a proposed summary of the strategic initiatives that have been identified through the strategic planning process. These initiatives include the following:
 - **Member-centric.** Consistently evaluate our services, benefits and experience from our members' perspective using both quantitative and qualitative data.
 - **Essential.** Build an essential lifestyle brand for the serious soccer coach by understanding how our members think about themselves, identifying and delivering the services and benefits they value and giving them multiple access points to experience our community.
 - **Integrate education content and delivery.** Develop internal business structure that effectively integrates coaching education content (*i.e.* courses/curriculum, presentations, activities, resources, perspective, thought leadership, news, insights) and delivery platforms (*i.e.* events, in-person, online, hybrid, podcasts, one on one, flipped classroom, print, video, resource library, newsletters, webinars, streaming, broadcast), allowing education content to seamlessly deploy through multiple platforms and media.
 - **Build out professional/career coach advocacy.** As the top of the coaching pyramid and leaders of our coaching community, develop

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services, benefits and experiences that this member group will value as essential.

- **Keep membership simple.** Build on Netflix model of ‘all-in’ membership bringing most services and benefits inside the membership wall with appropriate pricing model.

- The Board provided feedback on the initiatives. In particular, the Board suggested moving forward as rapidly as possible with the education initiative. In addition, at least one Board member suggested that the fifth initiative (“Keep membership simple”) may be a component of the first initiative (“Member-centric”). The Board also clarified that at this time it is supportive of further exploring building out the services and benefits provided to professional and career coaches. A decision of whether to pursue this strategic initiative should be made only after obtaining more information about the cost and potential benefits of such an investment.

- Ms. Berling-Manuel will use the feedback from the Board to formulate a three-year plan to implement these initiatives. That plan will be presented for consideration at the April Board meeting.

Thereupon, a motion to adjourn was made, seconded, and approved.