

**Summary of the Meeting of the
Board of Directors of the United Soccer Coaches Association**
Wednesday, June 24, 2020
Board Call



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

Staff Members in attendance: Beth Sullivan

Call to Order

President Kevin Sims commenced the conference call at 9:00am Eastern Time, Wednesday, June 24, 2020.

1. Welcome Remarks – K. Sims

- Mr. Sims called the meeting to order.

2. Approval of Minutes – A. Haile

- **Minutes from the June 3, 2020 Board meeting were approved.**

3. Q&A on May Financials – B. Sullivan

- Beth Sullivan provided an overview of the Association's financial performance through May 2020.
- Rules relating to PPP loan forgiveness are continuing to be issued by the government and the funds received by the Association should qualify for forgiveness.
- As of July, the national office will return to five-day workweeks, rather than the current four-day workweek.
- The Board engaged in discussion with Ms. Sullivan and Lynn Berling-Manuel about how current economic circumstances may affect membership revenue. Ms. Berling-Manuel reported that most college athletic budgets are currently frozen, meaning that there may be a reduction on revenue for college services.
- The Association is engaging in an aggressive communication strategy to remind college coaches of all the benefits they receive from membership.

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4. Diversity & Inclusion Initiative – K. Sims

- Kevin Sims led a discussion about the Association’s intentional efforts to create excellence through inclusion.
- Mr. Sims, Missy Price, and Sue Ryan have formed an *ad hoc* committee to consider ways to continue improving diversity, equity and inclusion efforts. Other Board members are welcome to participate on the committee.
- The Board engaged in discussion about possible deliverables from the committee and agreed that some definitive results are desirable. One suggestion was that with every communication to the membership (*e.g.*, panel or newsletter), we should ask “does this reflect our membership?”
- The Board also discussed the possibility of providing more benefits (written materials, instruction at courses, etc.) in Spanish as well as English. Ashlee Fontes-Comber strongly advocated to make examining how to integrate Spanish speaking offerings in our Education pillar a priority. Ms. Berling-Manuel suggested that the Association determine the demand for this before incurring potentially significant costs.

5. Business Goals – L. Berling-Manuel

- Ms. Berling-Manuel presented a revised version of the 5-Point Strategic Plan, which she had previously circulated.
- The Board unanimously approved of the 5-Point Strategic Plan.
- Ms. Berling-Manuel then led the Board through a discussion of her preliminary business goals for FY 2020-21. Many of the specific quantifiable goals will depend on macroeconomic developments over the next few months, so the Board and Ms. Berling-Manuel deferred any decisions on the goals until the Association has a better sense of how college and club budgets are affecting membership decisions.
