

**Summary of the Meeting of the
Board of Directors of the United Soccer Coaches Association**
Wednesday, July 8, 2020
Board Call



Board Members in attendance: Lynn Berling-Manuel (non-voting, *ex officio* board member – CEO), David Carr, Ashlee Fontes-Comber, Jeff Farnsworth, Andy Haile, 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, July 8, 2020.

1. Welcome Remarks – K. Sims

- Mr. Sims called the meeting to order.

2. Summer Board meeting – K. Sims

- The Board discussed the schedule for a summer Board meeting. Board members agreed to hold Aug. 7-8 for several online meeting session.

3. Discussion of Strategic Plan – K. Sims

- The Board confirmed its approval of the 5-Point Strategic Plan presented at the last Board meeting.

4. Business Goals – L. Berling-Manuel

- Ms. Berling-Manuel led a discussion of the CEO's draft business goals for fiscal year 2020-2021.
- The Board focused discussion on goals relating to the 2021 Convention, and asked several questions about the various contingencies in case the Convention cannot occur in person. This discussion included the suggestion that we look at offering "package" registration deals for members to attend both the 2021 and 2022 Conventions.

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- The metrics for the business goals are still evolving, in light of changing circumstances due to COVID. As a result, the final goals were not yet approved.
- Following up from the discussion at the last Board meeting, Board members suggested that one of the business goals for the year involve increased offerings for our Spanish-speaking members. Sue Ryan reported that Julio Serrano, Chair of the Latino Coaches Group, submitted a proposal for updating the Association website with more information in Spanish. That proposal was approved and the national staff is prioritizing items for translation.

5. President’s Diversity, Equity, and Inclusion Working Group – K. Sims

- Mr. Sims reported that Lynn Berling-Manuel, Missy Price, Sue Ryan have joined him on this working group. They are seeking approximately three more Association members to join the group.
- The purpose of the group is to give a comprehensive review to the Association’s activities and materials through the lens of diversity, equity, and inclusion.
- Ms. Ryan raised the issue of providing closed captioning for Association webcasts to meet the needs of our disabled members. This, among other issues, will be considered by the DEI Working Group.

- In closing the meeting, Mr. Sims congratulated Jeff Farnworth on the recent marriage of his daughter, Kara. Kara coaches at Columbia International University and has been an active member in the Association since her youth, when she would volunteer at the annual Convention.
