

**Summary of the Meeting of the
Board of Directors of the United Soccer Coaches Association**
Monday, September 28, 2020
Board Call



Board Members in attendance: Lynn Berling-Manuel (non-voting, *ex officio* board member – CEO), David Carr, Jeff Farnsworth, 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 Member in attendance: Shawn Chevreux, Beth Sullivan

Call to Order

President Kevin Sims commenced the meeting at 7:30pm Eastern Time, Monday, September 28, 2020.

1. Convention Marketing Update – S. Chevreux

- Shawn Chevreux provided a thorough presentation relating to the marketing of the 2021 live digital Convention.
- The theme of the marketing plan is that coaches are “Stronger United.” Under this theme, there will be focuses on community, the value of the Convention, and the quality of the programming.
- Mr. Chevreux described to the Board the target audiences and the marketing strategies that the Association will undertake.
- Due to the nature of the digital Convention, there is an opportunity to draw international coaches in a way that would not be possible with an in-person Convention.

2. Financial Update – G. Hubbard

- Greg Hubbard reported there are still no immediate concerns with cash flow, though the subcommittee monitoring cash flow will be watching Convention revenues carefully over the next several weeks. Given the unprecedented nature of a digital Convention, there is substantial uncertainty about the impact on revenue.

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3. CEO Update – L. Berling-Manuel

- Lynn Berling-Manuel reported that the Association staff is spending most of its time preparing for the Convention. Registration only recently started, but we have exceeded 100 registrants at this point.
- Approximately 50 companies have registered for the digital exhibit hall.
- Ms. Berling-Manuel stated that the Scottish FA is considering using the Convention as part of the UEFA licensing process, which would provide a new poll of potential attendees.
- The blended advanced course is currently at 134 registrants (with an annual goal of 350). We will be offering advanced national courses in conjunction with the Convention. In addition, the online High School Diploma now has approximately 50 registrants.

4. Foundation – W. Mersereau

- Warren Mersereau reported that the Foundation has received 157 applications for financial assistance through the Membership Support Program.

5. Nominations & Elections – M. Price & R. Oglesby

- Missy Price and Rusty Oglesby updated the Board on the Board nomination process. Candidates will be selected by the Nominations & Elections Committee by November and will be presented to the Board at its December meeting.

6. Awards – H. Hakopian

- Haroot Hakopian reported that the Senior Excellence Award and the Coach of Significance Award will be expanded to now include club players and coaches (rather than just high school).
- The College Academic American Award will be called the College Scholar Athlete Award this year, because the criteria for the award are shifting due to fewer college games being played. For example, the GPA requirement will increase from 3.3 to 3.4.
- The Award Ceremony will take place during the Convention (January 16, 2021), but will be a separate event from the Convention itself.
- Sue Ryan noted the significant work that members of the Awards Committee have put in due to the changes resulting from COVID-19 and expressed appreciation for their efforts.
