



WEST VIRGINIA SOCCER ASSOCIATION

2024 Annual General Meeting

Officer Report from EVP Randall Coleman

Events Attended:

- 2023 USYS Annual General Meeting
 - July
 - Orlando, FL
- 2023 USYS Leadership Summit
 - September
 - Minneapolis, MN
- 2024 USYS Workshop / United Soccer Coaches Convention
 - January
 - Anaheim, CA

Report of Meetings:

Each of the above-mentioned events had common focuses and topics that were covered during the meetings as follows:

- Review of Budget & Finances: In general, player fees are continued to increase as registrations are rebounding from the post-pandemic lows. However, these improvements are being offset by a reduction in sponsorships. Membership expressed concerns that the majority of the revenues are generated by grassroots (recreational) player registrations but “very little” are returned or reinvested back to the grassroots programs.
- Governance: Many sessions, especially AGM, were focused on accountability and communication by the Board and Staff to the State Associations (SA). Several States felt as if the BoD/Staff were making unilateral decisions without communicating with the SA.
- Common Registration Platforms: BoD/Staff feel the lack of a common registration platform is a hindrance in leveraging potential marketing/sponsorship opportunities. With each State selecting it’s own registration portal, it makes it difficult to assimilate the and analyze the membership of USYS.
- Diversity, Equity, and Inclusion (DEI): USYS remains committed to establish and reaffirm their programs to DEI. Each meeting had a specific session devoted to providing a summary, review, and break-out session for the states to discuss DEI.



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- 2020-2025 Strategic Plan – Review of 2022-23 Staff performance and plans to ensure upcoming years goal and objectives were to be met was discussed. Several State Associations expressed a concern that accountability needed to be a focal point.
- 2026 World Cup – Many sessions were devoted to planning how can we capitalize and grow the game from the upcoming World Cup being hosted in the United States.

Summary:

USYS focus needs to be on providing support to the SA to help them fulfil their goals. To achieve this, USYS must improve their

1. constituent engagement – communication and trust,
2. marketing and branding – common registration portals,
3. increase participation – capitalize on World Cup and reinvest in Grassroots, and
4. financial strength – better leverage USYS position as the US largest youth sports association.
5. pathways – provide clear and understandable pathways for all players, not just the highest level.

In general, these meetings mirrored, in many ways, club meetings and functions that I have shared in my time at the recreational, travel, and state levels. The national issues are the same as we experience in our state and communities. The same challenges at the national level are the same challenges at the state level.