

**Summary of the Meeting of the
Board of Directors of the United Soccer Coaches Association**
Monday, February 22, 2021
Board Call



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

Regrets: Kevin Sims and Nef Walker.

Call to Order

President Missy Price commenced the meeting at 8:00pm Eastern Time, Monday, February 22, 2021. .

1. Introductions/Remarks – M. Price

- Dr. Price provided opening remarks and welcomed the Board members.

2. Approval of Minutes – A. Haile

- Andy Haile presented minutes from the November 9, 2020; December 4, 2020; and January 25, 2021 Board meetings for consideration.
- **The minutes were approved as presented.**

Following approval of the minutes, the Board moved into Executive Session with the CEO.

3. Executive Session – REDACTED

Following this discussion, the Board moved out of Executive Session.

4. Advocacy Council – S. Ryan

- Ms. Ryan started the discussion by saying that the Advocacy Council is part of our Advocacy pillar, but is not the entire pillar.
- We need to make decisions about how to best ensure both short-term and long-term success of the Advocacy Council.

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

Monday, February 22, 2021

Board Call

- Ideally, the Association can find a way to reduce the staff time and financial resources devoted to the Advocacy Council while still allowing the Council's work to flourish and grow.
- At present, each Advocacy Group has a chair and a strategic leadership team with the exception of the professional coaches and the youth coaches, both of which currently lack a chair.
- Ms. Ryan introduced two questions for consideration by the Board:
 1. Do we need changes to the process by which diversity groups become part of the Advocacy Council?
 - More groups are coming forward asking for formal recognition, including:
 - Legacy members
 - Veterans
 - Asian American and Pacific Islander Coaches
 2. Can we find ways to replicate for the coaching level groups what has been successful for the diversity groups to create community?
- The Board engaged in discussion of both these questions, with various opinions expressed. In particular, there was discussion about the potential recognition of groups for social purposes but not as members of the Advocacy Council. In addition, some Board members stated that coaching level groups may not be as active as identity-based groups because of the large size and diffuse interests of the coaching-level groups.
- Ms. Ryan presented the outlines of a potential change that would recognize different "tiers" (with funding and staff time devoted based on tier status) for Advocacy Groups:
 1. Tier 1 – building group
 2. Tier 2 – once the group exceeds a particular size
 3. Tier 3 – seat on Council and allocation of staff time/resources
- The current requirement for recognition of a new Advocacy Group status is the signature of 200 Association members.
- Board members discussed the idea that advocacy is about not just community and connection, but also about advocating for the particular interests of that group of coaches.
- Advocacy can cross over with education, especially with diversity groups. For example, Disabilities Group has created an education program about coaching players with disabilities.
- Ms. Ryan shared slides showing the structure of Advocacy Council in 2016; changes made to the structure in 2018; and the potential structure with different tiers, as described above.
- Ms. Ryan also summarized that one of the major challenges currently confronting the Advocacy Council is how to allocate finite resources and staff

**Summary of the Meeting of the
Board of Directors of the United Soccer Coaches Association**
Monday, February 22, 2021
Board Call

time among the different groups. Most of the staff time is currently spent with identity groups (smaller) and not with coach level groups (larger). The Board needs to consider whether the current Advocacy Council structure is accomplishing what it is intended to accomplish and, if not, what changes would serve to accomplish those goals.

- One Board member suggested that more information about the work of the various groups would be helpful. For example, what is the “output” from each group (e.g., programs, speakers at Convention, etc.) and how much of the Association’s resources are going to each group. The suggestion was made that the Board needs more objective information to get a better understanding of what each of the groups is actually doing.
- As for whether an individual can participate in Advocacy Group activities without joining the Association, the Board expressed the position that Group membership is a benefit of Association membership.
- At the conclusion of the discussion, Ms. Ryan said that she would share with the Board a document explaining a proposed change to the structure of the Advocacy Council and that she would like feedback on that proposal.

5. Next Steps – M. Price

- To conclude the meeting, Dr. Price requested that Board members communicate with the various committees for which they serve as liaisons, and that the committees should provide a report of their activities in May.
- In addition, Board members should brainstorm on Advocacy Council structure and issues discussed at this meeting.

Following this discussion, a motion to adjourn was made, seconded, and approved.