

**Summary of the Meeting of the
Board of Directors of the United Soccer Coaches Association**
Monday, April 19, 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, Sue Ryan (voting, *ex officio* board member – Advocacy Council Chair), Kevin Sims, and Nef Walker.

Staff Members in attendance: Ian Barker, Shawn Chevreux, Mary Hoffman, Beth Sullivan, Geoff VanDeusen

Call to Order

President Missy Price commenced the meeting at 8:00pm Eastern Time, Monday, April 19, 2021.

1. Welcome Remarks – M. Price

- Dr. Price welcomed staff and Board members present.

2. Minutes – A. Haile

- The Board approved the March 22, 2021 Board of Director Meeting Minutes as presented.

3. Staff Reports

• **Marketing – S. Chevereux**

- Shawn Chevereux reported that Jonas Worth has been hired as the Association's new Communication Officer, replacing Mike Knipper. Mr. Worth has broad communication experience and has coached soccer. His start date is April 26, 2021.
- Mr. Chevereux informed the Board that a digital audit of the Association did not yield significant suggestions for improving our digital footprint.
- An in-person partner summit is tentatively planned for September, but this is still subject to change based on COVID issues. Lynn Berling-

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Manuel noted that we have hosted a partner summit every year except 2020, because of COVID.

- Mr. Chevereux noted that the Association is at 92% of sponsorship dollars already for this fiscal year. Additional sponsorships look promising.
- Sue Ryan asked whether performance numbers for advocacy group events are shared with the groups. Mr. Chevereux said that they are provided regularly.

- **Membership – M. Hoffman**

- Mary Hoffman reported that college services membership are 34% down, year over year. We had planned for a 30% decline, so this is close to the anticipated drop due to the effects of COVID.
- Ms. Hoffman also reported that auto-renewal is now available for memberships. We are currently averaging approximately 50 auto-renewal memberships per month. Auto-conversion of trial memberships is still pending.
- Member clubs are down significantly due to both macroeconomic issues resulting from COVID and the lapse of an agreement with ECNL. Ms. Berling-Manuel is working with ECNL to renew the agreement. Early summer is the best time for increasing club memberships because of the club's annual cash flow cycle.
- Membership is also focusing on leagues, such as the Club Champions League, for group arrangements.
- Haroot Hakopian asked whether we can see membership numbers based on categories (*e.g.*, high school, club, college). Ms. Hoffman reported that the requested information will be made available.
- With respect to college services, Trish Hughes is now on board as the Association's College Programs Officer. Ms. Price asked Ms. Hoffman what she sees as the goals for college services from a membership perspective. Ms. Hoffman responded that one goal is to provide better service to Division III. Also looking at how to increase benefits in general to college services (for example, content, webinars, mentorship groups). Discussing a potential "bundled" membership agreement with NJCAA.

- **Education – I. Barker**

- The Board asked Ian Barker "where we go from here" with education programming. Mr. Barker said that all previous formats remain in play (residential programs), but we've learned that additional delivery

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formats open new opportunities. Blended courses are a positive development from the candidates' financial perspective and because of their increased flexibility.

- Mr. Barker reported that we hope to get back to traditional programming as of Sept. 1, 2021.
- The National Youth Diploma delivered in a blended format should be available in mid-May. The National Goalkeeper Diploma in a blended format should be available by year end.
- Mr. Barker further explained the details of the blended format, focusing on the use of video taping of coaches in their home environment.

- **Operations – G. VanDeusen**

- Geoff VanDeusen reported that the Operations department is taking a very conservative approach to Convention 2022 because of the uncertainty over whether in-person attendance may be low.
- He said that considerable deliberation has been given to the use of a hybrid format, but there are concerns this many adversely affect attendance. Consequently, the plan is to proceed with a traditional, in-person format for the Convention.
- Mr. VanDeusen said that he's expecting the NWSL draft to continue to occur at the Convention; MLS draft will not.
- Also, the relationship with the Scottish FA will continue for Convention 2022. This proved extremely helpful in boosting attendance for the 2021 Convention.
- In response to a question, Mr. VanDeusen said that there are opportunities for including social justice programming into the Convention, as appropriate.

4. Audit/990 – G. Hubbard

- The Board received the audit report and the Form 990 on April 14.
- Greg Hubbard reviewed audit highlights. It was a "clean" opinion, meaning that the auditor determined the Association's accounting procedures comply with GAAP.
- Mr. Hubbard noted that the Association used about \$125,000 of cash and cash equivalents in 2020.
- The 2020 PPP loan has now been fully forgiven, though it was not at the end of the 2020 fiscal year. This is explained in the footnotes to the audit.
- Mr. Hubbard also reviewed the draft Form 990.
- Audit report and Form 990 were approved unanimously.

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- The Board thanked Beth Sullivan, Mr. Hubbard, and the members of the Finance and Audit Committee for their work.

Following this discussion, the Board moved into Executive Session.

REDACTED

After completing discussion in Executive Session, a motion to adjourn was made, seconded, and approved.