

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

Monday, May 24, 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.

Regrets: Nef Walker

**Call to Order**

President Missy Price commenced the meeting at 8:00pm Eastern Time, Monday, May 24, 2021.

**1. Welcome Remarks – M. Price**

- Dr. Price welcomed Board members present.

**2. Minutes – A. Haile**

- Approval of the minutes from the April 19, 2021 Board meeting was deferred until a future meeting.

**3. Committee Reports**

- Awards – H. Hakopian
  - Haroot Hakopian reported that the Awards Committee is looking at the Awards Committee Handbook to address any procedural issues relating to rescission of an award based on misconduct by the award recipient.
- Foundation – H. Dyche
  - Heather Dyche presented to the Board a proposal by the Foundation Committee to expose some 30-under-30 members to the workings of that Committee. The Board expressed support the idea.

*Following the discussion of Committee Reports, the Board moved into Executive Session.*

**4. REDACTED**

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

**5. Business Goals – L. Berling-Manuel**

- Lynn Berling-Manuel presented preliminary business goals for fiscal year 2021-22.
- Ms. Berling-Manuel reminded the Board that business goals are used for the budget process.
- With respect to the Convention goal of \$1 million net revenue, the Board expressed some concern that is a high goal for Kansas City. Ms. Berling-Manuel responded that the staff feels confident about being able to manage the expense side as compared to other years, which allows for greater certainty about net profit from the Convention.
- At this stage, the Convention is planned to be in-person only.
- Ms. Berling-Manuel explained the need for hiring a new database/website coordinator. Technological limitations are hindering the member experience.
- Kevin Sims inquired about the possibility of a Chief Diversity Officer and Ms. Berling-Manuel responded that she did not think it was possible at present given the financial constraints.
- Sue Ryan mentioned that with respect to membership, many members who would sign up for advocacy groups do not handle their membership process individually (it is done at an institutional level). This results in under-counting advocacy group participation.
- Education goals focus on returning to in-person education, while still offering blended courses. Ms. Berling-Manuel said that we are looking to attach quantifiable metrics to the satisfaction of education course participants (*i.e.*, net promoter score).
- With respect to business goals and the budget, at this point no raises are contemplated for the 21-22 fiscal year.
- Ms. Berling-Manuel asked Board members to consider the draft business goals and to send her any questions or comments before the next Board meeting.

**6. Heritage Group – K. Sims; S. Ryan**

- Kevin Sims presented a proposal for creation of a “Heritage Group,” which would draw on the expertise of the Association’s most seasoned members.
- Sue Ryan further reported that she has talked with members of the proposed Heritage Group about ways for them to serve as a resource for newer coaches.

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In particular, they have discussed creating a history of the Association and also an “I wish I had known” points that Heritage Group members can share with newer coaches.

- The Board discussed how to add this group into the Association’s structure and what Bylaw changes, if any, are necessary to reflect the group’s existence.

**7. Other Issues – M. Price**

- Dr. Price said that she will send out dates for June and July Board meetings.
- She also reported that the CEO job description has been posted and will be up until end of June.

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