

**Summary of the Meeting of the  
Board of Directors of the United Soccer Coaches Association**  
Monday, October 4, 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, Greg Hubbard, Rusty Oglesby, Missy Price, Sue Ryan (voting, *ex officio* board member – Advocacy Council Chair).

Staff Members in attendance: Beth Sullivan, Geoff VanDeusen

Regrets: Haroot Hakopian, Kevin Sims, Nef Walker

**Call to Order**

President Missy Price commenced the meeting at 7:00pm Eastern Time, Monday, October 4, 2021.

**1. Welcome Remarks – M. Price**

- Dr. Price introduced and congratulated Geoff VanDeusen as the incoming CEO of the Association. Mr. VanDeusen said that he was honored and humbled at the opportunity to serve as CEO.

**2. Minutes – A. Haile**

- **Minutes from the July 26, 2021 Board meeting were approved as presented.**

**3. NWSL Statement Update – L. Berling-Manuel**

- Lynn Berling-Manuel addressed the Association's statement on the NWSL harassment allegations. That statement can be found at the following web address: <https://unitedsoccercoaches.org/united-soccer-coaches-statement-on-nwsl/>
- The statement focuses on the role and responsibility of coaches, with particular attention to the Association's Code of Ethics.

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**4. CEO Review of 2020-2021 Business Goal Results – L. Berling-Manuel**

- Ms. Berling-Manuel updated the Board on the results of the 2020-2021 CEO Business Goals.
- With respect to specific goals, Ms. Berling-Manuel reported:
  - U.S. Soccer Bylaws are being amended to provide us with a vote for the U.S. Soccer Board.
  - The 2021 Virtual Convention exceeded the net revenue goal of \$500,000.
  - Exhibit sales for 2022 (KC) Convention are ahead of expectations and ahead of Baltimore results. Attendee registration has started slow, but not a matter of concern (yet).
  - We continue to work to improve the diversity of Convention presenters and education staff.
  - On membership, club memberships were hit the hardest as a result of COVID, but we are seeing a comeback.
  - With respect to expanding our footprint in the professional ranks, we did not actively pursue this goal during 2020-2021. Ms. Berling-Manuel noted that there is a global coaches association in the works and that former president Amanda Vandervort has been involved.

**5. College Programs Officer Patricia Hughes – L. Berling-Manuel; Trish Hughes**

- Ms. Berling-Manuel introduced Trish Hughes, who has served as the Association's College Programs Officer since March 2021.
- Ms. Hughes has a background both as a college coach and player. She was also an athletic director at the DIII level.
- Ms. Hughes provided a presentation of her recent activities. She reported that over the last several months she has been on a "listening tour" to understand what coaches need and want.
- Coaches are wanting more than just awards and rankings. We need to make resources easy to access. College coaches are needing legislative support, advice on how to brand themselves, professional decorum, and CV development.
- Ms. Hughes noted that we need to look at our processes to make sure there's fair representation on the rankings committee so that there is buy-in on rankings.
- In regard to recent developments in college athletics relating to name, image, and likeness, Ms. Hughes reported that the Knight Commission is looking into the increase "professionalism" of college sports. To that end, the C.A.R.E.

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model is based on five principles, trying to take us away from a trajectory of sports professionalism.

**6. Nominations & Elections Update – Rusty Oglesby**

- Mr. Oglesby provided an update on the Board nomination process and timeline.

**7. Next Steps – M. Price**

- Dr. Price informed the Board that we should anticipate one meeting in November and one in December to talk about the upcoming Convention.
- With respect to the Convention, we should plan to arrive in time for a Board meeting on Wednesday afternoon.

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