



Oregon Adult Soccer Association Report to Region IV Council Meeting February 2015

New Oregon Leagues

In 2014, the Oregon Adult Soccer Association welcomed two new leagues: the Columbia Basin Hispanic Soccer League and the Forest Grove Soccer Organization. These new partnerships bring the total number of affiliated adult leagues in Oregon up to 15 and expand the geographic footprint of USASA into previously unserved areas of our state. Player registrations have also consequently risen dramatically from 6,236 in 2012 to 7,709 in 2014. An additional group, Adult Soccer on the Coast, currently consisting of a single team, has also initiated a relationship with the Association in anticipation of establishing an adult league to serve the Southern Oregon coast.

One of the advantages that OASA has leveraged which may account for our continued growth is our small but efficient professional staff. Outreach to unaffiliated groups and the administrative support services available for existing leagues through the OASA office have undoubtedly contributed to our ability to attract and retain.

Spanish Language Resources

In recent years, all but one of our newly affiliated leagues have been predominantly Hispanic. To better serve our largest minority membership group, two Spanish-speaking part-time staff members have been added in the office and we are in the process of translating frequently used forms and materials and posting these resources on the OASA website. Additional accommodations for players in our leagues who are distant from our Portland office have included the addition of a registration-by-text option, and on-site registration services with staff at the field when the season starts to ensure that player cards are up-to-date and to answer questions about where the money goes and what the benefits are to leagues and players.