



## **Strategic Priorities 2022-2025**

**The mission of the Homewood Soccer Club is to be the club of choice for players and families seeking high quality soccer training and experiences in a community environment.**

### **Who We Are:**

Homewood Soccer Club is a 501(c)(3) non-profit organization that offers soccer programs for all skill levels for children ages 3 through 18. The Club is led by an Executive Director, with support staff, and managed by a volunteer Board of Directors. The Club was founded by Homewood Parks and Recreation and became an independently operated organization in 2005.

### **Our Core Values:**

- Develop players for long-term success and foster their lifelong enjoyment of soccer
- Cultivate a player and family-friendly environment
- Enhance our club and community through diversity and inclusion
- Invest in the quality of every child's experience in our program, regardless of their age or skill level
- Ensure participants will not be turned away because of financial circumstances

**The Homewood Soccer Club staff and board strives to support our mission by maintaining stable financial standing, recruiting and retaining high-quality coaches that share our beliefs, and fostering positive relationships within the city of Homewood and across the Alabama soccer community.**

### **Vision Priorities:**

**The success of Homewood Soccer Club depends on a clear vision for the program. This vision must demonstrate existing areas of excellence, opportunities for improvement, and commitment to the Club's core values.**



## **Membership**

We ensure that all parents and players at Homewood Soccer Club feel welcome and have a solid understanding of program offerings, communication channels, and Club expectations. Each year we evaluate membership feedback and trends to identify growth opportunities and better ways to serve our members. Our staff, coaches, and board of directors are available on and off the field for dialogue.

## **Player Development**

Our player and family-centered values underscore our commitment to grow Patriot, Recreational, Academy and Competitive players by fostering a supportive, challenging, and enjoyable environment. We believe that all players, regardless of level of play, deserve the opportunity to enjoy the game of soccer and develop to their potential and level of commitment. We offer varied programs and targeted training to meet each player's particular needs and interests.

## **Community**

We strive to provide a community environment for players, parents, coaches, and officials from all backgrounds in and around Birmingham and to showcase our role in the Homewood community. We appreciate that each player is unique and support the development of well-rounded, resilient, disciplined, and confident young members of our community.

**Staff and Coaches:** Our Club recruits and works to retain the best soccer coaches available to deliver on our commitment to lifelong appreciation of soccer, technical growth, and prioritizing success on the field for our players. Our Competitive and Academy program coaches carry US Soccer licenses are enthusiastic about sharing their love of the game and maximizing the potential of each player. We strive to be the top Club for coaches in the Birmingham area who believe in developing the person and the player.

## **Communications**

We aim to provide all parents and players at the Club with clear, consistent, and timely communications throughout the year to ensure a quality experience. Our communications channels are established to provide easy ways to find key operational information. We value parent engagement to meet our high standards for transparency and offer varied approaches for parents to connect with staff, coaches, and board members.



## **Club Finances**

Our Club is financially sound and our board of directors serve as fiduciaries. We ensure that the Club maintains financial stability while providing an affordable, quality experience for all players.

## **Facilities**

The Club takes pride in maintaining our facilities, maximizing usage, and continuing a positive, working relationship with Homewood Parks and Recreation. We anticipate future needs by evaluating growth in registration by age group and program.

## **Marketing**

The Club utilizes all marketing opportunities to further brand recognition in Homewood and the Alabama soccer community. Through staff, board, sponsor, and volunteer engagement, we identify opportunities to grow our audience of supporters and members.