



## RESULTS OF YOUR RESEARCH (SITUATIONAL ANALYSIS, FOCUS GROUPS AND SURVEYS)

### Notes

- Conduct a SWOT analysis

<p><b>Strength</b></p> <p>Positive Coaches, C Licensed Coaches, Large club with approximately 185 youth players and 120 adult players, family environment, organized only when compared to other local clubs, good sportsmanship, Loyal players</p>	<p><b>Opportunity</b></p> <p>GFA Coaching Courses, club pathway to Premier team, Player evaluation, create and develop passion and desire for the sport, a home field in prayer it happens, continued growth,</p>
<p><b>Weakness</b></p> <p>HR Management, Parent speaking out of turn, low income families, not enough volunteer coaches to demonstrate actual drills, not so loyal players and coaches, commitment from all volunteers, new players in same team as experienced players, minimal guidance to adult teams, no training for adult teams (everyone at this age works or has jobs)</p>	<p><b>Threats</b></p> <p>Losing our youth players after RWYL, Sharing one field with several other sports such as Rugby, American Football, Baseball all youth and adults, other sports, all active volunteers have full time jobs, GFA itself taking volunteers from club</p>

- Outline the key findings from your research (challenges, issues, opportunities for the club)

Will request of Jill with the GFA to produce a survey after Feb. 2023.

- **Max 1/2 pages**

## OUTLINE THE VISION, MISSION AND VALUE STATEMENTS OF THE CLUB

### Notes

- Outline the club's vision (where you are heading, what your ambition is – one sentence)
  - ***From our youth to adults, provide a fun and safe environment at the same time, those who choose to be competitive, allow and challenge each player to strive towards greater heights in soccer.***
- Outline the club's mission (why you exist, what your purpose is – one sentence)
  - ***To bring out the very best of a person both recreationally and competitively in soccer.***
- Outline the club's values
  - ***SPORTSMANSHIP: Respect all Coaches, Officials, Teammates, Opponents and Laws of the Game***
  - ***EXCELLENCE: Be at our best at all times while learning to grow***
  - ***TEAMWORK: Knowing and working with others to achieve greater results as each season passes***
  - ***ATTITUDE: Setting positive examples regardless of position, placement or passion***
  - ***FUN: We shall enjoy one another while our time together is provided***

- **Max 1 pages**



# GOALS

1. **Insert Goal 1 – Create a Player Pathway from Youth to Premier towards success and opportunities**
2. **Insert Goal 2 – Develop our Coaches and Managers towards FIFA Licensing**
3. **Insert Goal 3 – A Home, the GFA Facility behind Talofoto Elementary School to be built**
4. **Insert Goal 4 – A financially stable organization**
5. **Insert Goal 5 – Election 2023**



# OBJECTIVES



## Objectives

Club Name:		Windward Wolverines Soccer Club				
Goal:	<b>Create a Player Pathway from Youth to Premier towards success and opportunities</b>			Completion date for the goal: <b>December 2023</b>		TBC
Objectives (SMART)	Responsibility (Must be individual, only one person)	Key Actions/Task to be completed (list 5-8 key tasks to be completed under each obj)	Measure/KPI (Must be definitive and quantifiable)	Completion Date (Must have a completion date)	Percentage completed (0%, 25%, 50%, 75% or 100%)	RAG (Red, Amber, Green)
From U6 to U15	TD	Hold meetings between youth volunteer coaches, provide guidance and direction from each age group. Follow-up consistently.	U6 to U15 teams in place at the club	After spring season, May 2023		
U15 to D2 and Premier	Each coach in each age bracket	Consistent training at a higher level and if possible with a licensed coach	U15 to Premier teams in place at the club	After season, August 2023		
Develop a weekly training schedule to prepare for College participation.	TD	Training up to 3 times with one match per week	College acceptance	Upon the players Senior year in highschool		
Amend and update existing club manual from 2014	President	Provide to all parents interested	Completion	August 2023 to be passed out before Fall season		

The "SMART" acronym stands for specific, measurable, achievable, relevant and time-bound efforts. / KPI = Key Performance Indicators



## Objectives

Club Name:		Windward Wolverines Soccer Club					
Goal:	<b>Develop our Coaches and Managers towards FIFA Licensing</b>				Completion date for the goal:		TBC
Objectives (SMART)	Responsibility (Must be individual, only one person)	Key Actions/Task to be completed (list 5-8 key tasks to be completed under each obj)	Measure/KPI (Must be definitive and quantifiable)	Completion Date (Must have a completion date)	Percentage completed (0%, 25%, 50%, 75% or 100%)	RAG (Red, Amber, Green)	
From U10 to U15, have our volunteer youth coaches attend GFA "D" Courses	TD	Request GFA to hold courses at Talofofa and/or at the GFA	All U10-U15 Coaches D licences achieved	On or before August 2023			
To have existing D license coaches take C license course	TD	Communicate directly with GFA and get our interested coaches signed up and committed	C licences achieved	On or before Summer 2024			
Have our D and C mentor new youth volunteer coaches	TD	Have meetings and/or training sessions between coaches and potential candidates	One mentor assigned per coach	Fall 2023 to Fall 2024			
Develop Club Coaches Handbook	TD	Work with GFA TD to stay abreast of latest techniques and instructions	Handbook completed and distributed to all coaches	Spring 2024			

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## Objectives

Club Name:		Windward Wolverines Soccer Club					
Goal:	<b>A Home, the GFA Facility behind Talofofu Elementary School to be built</b>				Completion date for the goal:		TBC
Objectives (SMART)	Responsibility (Must be individual, only one person)	Key Actions/Task to be completed (list 5-8 key tasks to be completed under each obj)	Measure/KPI (Must be definitive and quantifiable)	Completion Date (Must have a completion date)	Percentage completed (0%, 25%, 50%, 75% or 100%)	RAG (Red, Amber, Green)	
Develop one pitch at Talofofu School	GFA Leadership	Meetings with Infrastructure committee to influence the pace of action	Pitch completed	Only the GFA can answer			
Clear and Grade property	GFA Leadership	Sign contract with Heavy equipment company	Property is flat and ready for grass	Only the GFA can answer			
Natural Grass growing	GFA Leadership	Signed contract with Landscaping company	The pitch is ready to train and play on	Only the GFA can answer			
Grand Opening	GFA Leadership	Set date of historic date	Pitch DONE!	Only the GFA can answer			

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## Objectives

Club Name:		Winward Wolverines Soccer Club				
Goal:	<b>A financially stable organization</b>			Completion date for the goal:	TBC	
Objectives (SMART)	Responsibility (Must be individual, only one person)	Key Actions/Task to be completed (list 5-8 key tasks to be completed under each obj)	Measure/KPI (Must be definitive and quantifiable)	Completion Date (Must have a completion date)	Percentage completed (0%, 25%, 50%, 75% or 100%)	RAG (Red, Amber, Green)
Secure Sponsorships	President	<ul style="list-style-type: none"> <li>- Create Solicitation Letter</li> <li>- Communicate</li> <li>- Email</li> <li>- Call</li> <li>- Follow-up</li> </ul>	\$15,000.00 to \$20,000.00	December 2023		
Club registration fees increase	President	Send notice of increase	<ul style="list-style-type: none"> <li>a. RWYL = \$30 w/2<sup>nd</sup> and more kids = \$25 each.</li> <li>b. Moms and Masters = \$30.00 each</li> <li>c. D2 = \$20.00 each</li> </ul> Review mid 2024 and forecast due to new GFA fees	May 2023		
Maintain accurate bookkeeping of all income and expenses	Treasurer	<ul style="list-style-type: none"> <li>a. Provide P&amp;L reports</li> <li>b. Provide Balance Sheet report</li> </ul>	Monthly bank statements	March 2023		

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## Objectives

Club Name:		Wolverines Soccer Club					
Goal:	<b>Election 2023</b>				Completion date for the goal:	TBC	
Objectives (SMART)	Responsibility (Must be individual, only one person)	Key Actions/Task to be completed (list 5-8 key tasks to be completed under each obj)	Measure/KPI (Must be definitive and quantifiable)	Completion Date (Must have a completion date)	Percentage completed (0%, 25%, 50%, 75% or 100%)	RAG (Red, Amber, Green)	
Election of New Officers Note: Officers can be re-elected or “volun-told” to continue	President	Election date Oct. 15, 2023	New officers elected. 1 <sup>st</sup> meeting held	October 2023			
Election of New Directors Note: Directors can be re-elected or “volun-told” to continue	President	Election date Oct. 15, 2023	New directors elected. 1 <sup>st</sup> meeting held	October 2023			
Creation of committees  1. Men’s Committee 2. Women’s Committee 3. Youth/Technical Committee 4. Fundraising Committee 5. IT (Website) Committee	President	Ask for volunteers amongst the vested group who will be willing to give what they can and MUST be professionals in their respective fields or industries.	All Committee members appointed. 1 <sup>st</sup> meeting held in all committees The list of...  - Persons - Acceptance - Assignments	December 2023			

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	31 Dec 2023	31 Dec 2024	31 Dec 2025	31 Dec 2026	31 Dec 20xx
Profit to be achieved	30,000.00	30,000.00	40,000.00	50,000.00	
Sponsorship income achieved	December 2023	December 2024	December 2025	December 2026	
Match day income achieved (ticketing, F&B, lottery, other)	N/A	N/A	N/A	N/A	
Number of Qualified Male Coaches Level 1 D lic C lic B lic	Two D One C Zero B	Four D Two C Zero B	Five D Three C One B	Six D Four C One B	
Number of Qualified Female Coaches (Level 1) D lic C lic B lic	Two D One C Zero B	Four D Two C Zero B	Five D Three C One B	Six D Four C One B	
Number of registered footballer (adult men – over 18)	<u>39 total</u> 16 premier 23 masters	All numbers will average the same, increase will happen if “home” is complete.	<<< Same	<<< Same	
Number of registered footballer (adult women – over 18)	<u>41 total</u> 23 premier 18 moms				
Number of registered footballer (youth – u8-u18 boys/girls)	<u>197 total</u> 124 boys 73 girls				
Facebook followers	428 (private group)				
Instagram followers	n/a				
Twitter followers	n/a				
Other – TBC by the club					



Club to insert organizational chart to deliver the club plan (FT/PT/volunteer club personnel and committee structure)

○ **Club personnel/Volunteers**

- **President – Joe Roberto**
- **Vice President – N/A**
- **Secretary – Annette Roberto**
- **Treasurer – Mike Perez**
- **Technical Director – Peter Toves**
- **Coaches**

**U6 – Donovan Paulino, Kyle Mendiola, Tiffany Babauta, Toni Mizerek, Krystal Butcher, Thomas Sarmiento, Brandon Duenas**

**U8 – Bryan Bates, Cecilia Miranda, Neris Ortega, Liberty Cruz, Mariana Duenas**

**U10 – Shaun Martinez, Shaun-Paul Martinez, Donald Weakley, Stormi Terrell, Chris Carriaga**

**U12 – Lily Concepcion, Enrique Miranda, Anthony Babauta, Olivia Flores**

**U15 – Pete Toves, Lily Concepcion, Bryan Bates, Cailey Atoigue, Pauline Gumataotao**

**Mens D2**

**Womens D2**

**Mens Premier – Donald Weakley**

**Womens Premier – Nikkie Paulino**

**Moms – Shaun Martinez, Shaun-Paul Martinez**

**Masters – Joe Roberto**

○ **Potential committees to consider include:**

- **Board – Joe Roberto, Peter Toves, Anita Toves, Pauline Gumataotao**
- **Club Development plan Committee (monitor the implementation of the plan)**
- **Men’s Committee – None at this time**
- **Women’s Committee – None at this time**
- **Technical/Youth Committee – None at this time**
- **Fundraising Committee – None at this time**
- **IT (Website creation) Committee – None at this time**