

# LINCOLN FC

## *Lincoln Soccer Club Lincoln FC*

### *5 Year Growth Plan*

June 1, 2018



# LINCOLN FC

## **Plan Intent:**

The Lincoln Soccer Club 5-Year Growth Plan has finally been put to paper. Angel Miranda, our competitive coordinator, has always wanted to put his conceptual plan into action but the volunteers needed to sustain and develop this plan have not always been available. With the increased number of volunteers and staff this plan has now been officially put into action to provide support to a growing soccer community. The Board of Directors have approved this pathway in order to provide clarity of LYSC and LFC mission/vision for the Lincoln community. Along with our previous years track record, this growth plan is evidence of our commitment to the City of Lincoln and our Membership to grow the Club in support of our Mission and Objectives.

## **The Plan is broken down into six key elements:**

1. Player Development
2. Coach Development
3. Referee Development
4. Facilities Development
5. Volunteer Development
6. Organizational Development

Lincoln is a city in Placer County, California, United States, part of the Sacramento metropolitan area. Located in an area of rapid suburban development, it grew 282.1 percent between 2000 and 2010, making it the fastest growing city with over 10,000 people in the U.S. Between 2010-2016 Lincoln has had a population change of 7%. Its 2017 population was estimated to be 46,000. Lincoln is a community of young people, with about 60% of the population under the age of 55 and median age of 42.7 years. There are a lot of young families with young children.

Placer County's overall population growth was 402.7% over 1969-2016 period. This growth rate outpaced California's increase of 99.1% in the same period and topped the United States' increase of 60.5%. Placer county's population currently sits at 350,000 people. Newcomers are attracted to Placer County and Lincoln for many reasons such as low crime rate, good weather, friendly locals, and low unemployment to name a few. 20% of Lincoln's population is made up of Hispanics that come from nations where soccer is their national sport.

The Sacramento County Region has a population of 1,500,000 in 2016. Most of this population would have less than a 30-minute drive to come be a part of Lincoln FC.

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## **About:**

The Lincoln Youth Soccer Club (LYSC) and Lincoln FC (LFC) are a not-for-profit organization managed by a volunteer board of Directors.

The LFC or LYSL was established in 1978 by a Will Moreback, Don Stewart, and David Zinzun Sr. who were motivated by their love and passion for the game they grew up playing. The passion for soccer has continued to grow the LFC into one of the up and coming clubs in Placer County with a membership of approximately 1253 players across 134 teams.

## **Mission:**

To provide an opportunity, through the sport of soccer, for any person in the City of Lincoln or surrounding counties to be prepared physically, mentally, and emotionally to reach their highest potential through age appropriate training, a positive development environment, and a fun enjoyable experience at all levels of competition.

## **Vision:**

To be recognized in our community as a premiere soccer club known for developing and retaining players and having quality coaches and referees.

## **Values**

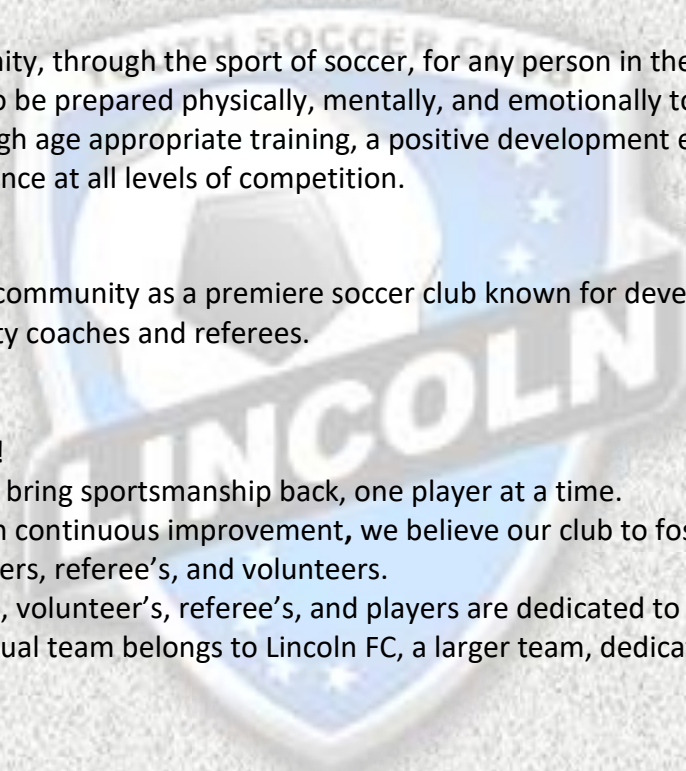
**Fun:** Soccer must be fun!

**Sportsmanship:** We will bring sportsmanship back, one player at a time.

**Determination:** Through continuous improvement, we believe our club to foster an environment of growth for coaches, players, referee's, and volunteers.

**Dedication:** Our coaches, volunteer's, referee's, and players are dedicated to their craft.

**Teamwork:** Each individual team belongs to Lincoln FC, a larger team, dedicated to helping each team grow and prosper.



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The Lincoln FC 5 Year Growth Plan was devised with the contribution of qualified individuals, members, coaches, volunteers, staff and approved by the Board of Directors.

## LYSC Board of Directors

<b>Marc Boisvert</b>	<b>President</b>
<b>Gary Frontiera</b>	<b>Vice President</b>
<b>Brian Plummer</b>	<b>Secretary</b>
<b>Janell Goldsmith</b>	<b>Treasurer</b>
<b>Scott Stuckey</b>	<b>Registrar</b>
<b>Angel Miranda</b>	<b>Comp Coordinator</b>
<b>Frank Banuelos</b>	<b>Referee Coordinator</b>
<b>Bruce Sheridan</b>	<b>Web Master</b>
<b>Kara Marks</b>	<b>Rec Age Group Coordinator</b>
<b>James Kavanagh</b>	<b>Director of Coaching</b>
<b>Chasin Scott</b>	<b>Outreach Coordinator</b>



# LINCOLN FC

## **1. Player Development**

The Lincoln Youth Soccer Club and Lincoln FC is pleased to be a member of the Placer Youth Soccer League and the Cal North Competitive Soccer league since 1978. We think, joining the Norcal Premier Soccer league will provide our club the opportunity to face better competition which is a key component to any players development.

The current competitive team landscape at Lincoln FC consist of multiple teams that compete at top level competition, although, in some age groups, this is limited to tournament play and a few scattered teams in league play. Some of CCSL age brackets have a limited number of teams which limits the competition for our teams. Due to the lack of teams in some CCSL age brackets, we feel it is necessary for us to be involved with Norcal premier, so we can deliver on our promises to the soccer community in Lincoln. Our club utilizes strict and high-performance training and LFC would be committed to NorCal Premier and will have every team in the program participate in NorCal league play. It is our vision to have teams in all age groups in comp and on the rec side.

The Lincoln Youth Soccer Club provides a recreational program for boys and girls from the ages of U6 through to U18. Our recreational program consisted of approximately 1000 kids in 2017.

LFC is committed to develop our programs to align and support the US Youth Soccer Player Development model.

**Our strategic target** is to maintain and ***increase player registration*** from 2018 – 2023 by:

- Design soccer related programs for greater Lincoln community. Soccer clinics and futsal clinics. A tournament is on the books for 2018 and would like to continue it annually.
- Increase number of certified paid coaches for both Rec league and competitive teams to maintain high level of quality and consistency with player development
- Implement player surveys for both rec league and competitive league to receive constructive feedback
- Continue to promote LFC's player development through participation in Vision and alignment with US Youth Soccer Player Development model.
- Continue to provide the competitive players college exposure.
- Implement a grass roots recruitment program through long time city residents and utilize scholarship programs to get all kids involved in soccer, not just kids who can afford it.
- Entrench Lincoln FC and LYSC in the Lincoln community through increased exposure throughout various community events.

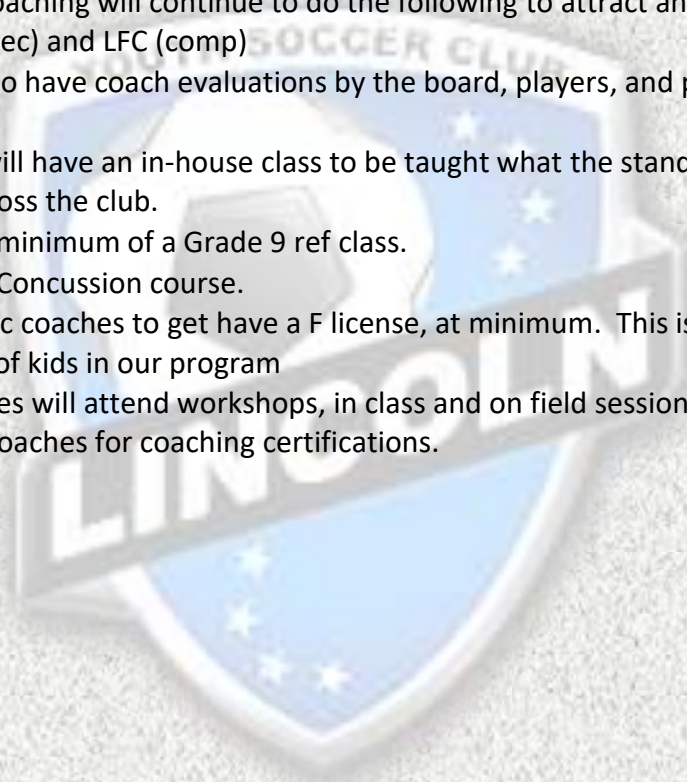
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## **2. Coach Development**

The Lincoln FC and LYSC firmly believe that in the next five years the development of our coaches is essential to the growth development of our program and the development of our players. The objective for the next five years is to have more qualified head coaches by taking advanced coaching courses regardless of the age or division they are coaching.

**Our strategic target** is to ***increase the number of certified coaches*** and establish a Professional Coaching Structure with qualified Technical Staff over the next five years:

- The Director of Coaching and will focus to identify coaches and to prepare them for the next level of the coaching pathway.
- The Director of Coaching will continue to do the following to attract and retain quality coaches in LYSC (rec) and LFC (comp)
  - Continue to have coach evaluations by the board, players, and parents of kids every year
  - Coaches will have an in-house class to be taught what the standardized training will be across the club.
  - Require a minimum of a Grade 9 ref class.
  - Require a Concussion course.
  - Require rec coaches to get have a F license, at minimum. This is helpful in retention of kids in our program
  - The coaches will attend workshops, in class and on field sessions to prepare and evaluate coaches for coaching certifications.



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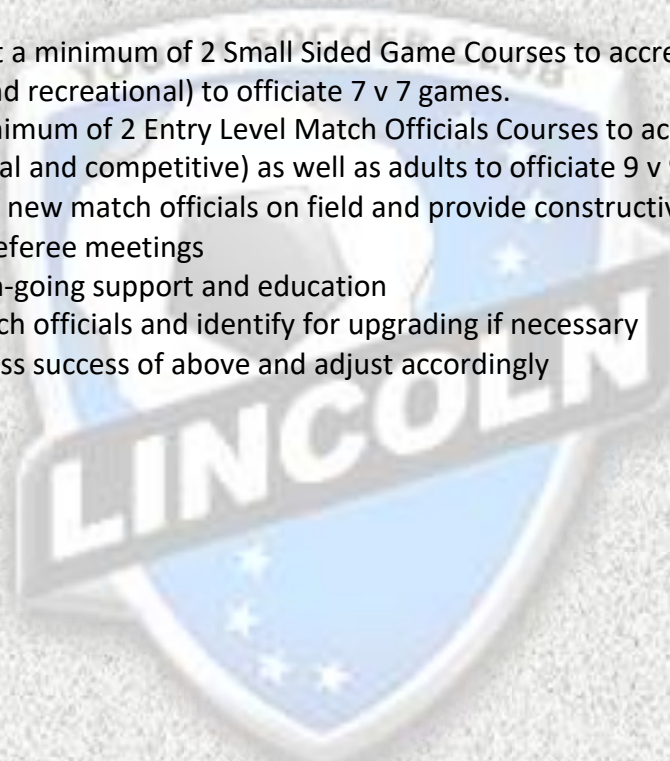
## **3. Referee and Match Official Development**

The Lincoln FC and LYSC recognizes that a key element of soccer development is that of Match Official (Referee) Education and Development. Soccer cannot be played in a structured fashion without officials. The club recognizes that it is in the interests of everyone to ensure that the technical development of this important stakeholder group is focused on heavily.

The LYSC and Lincoln FC supports the recruitment, development, education and promotion of referees from the grassroots (club) level. This is achieved through on-going education, assessment and mentoring throughout the soccer season.

**Our strategic target** is to develop and retain the most qualified referees of any club in our district

- 2018 – 2019: Host a minimum of 2 Small Sided Game Courses to accredit U13 players (both developmental and recreational) to officiate 7 v 7 games.
  - Host a minimum of 2 Entry Level Match Officials Courses to accredit U15 players (both recreational and competitive) as well as adults to officiate 9 v 9 and 11 v 11 games.
  - Mentor all new match officials on field and provide constructive feedback
  - Monthly referee meetings
  - Provide on-going support and education
  - Scout match officials and identify for upgrading if necessary
- 2020 – 2023: assess success of above and adjust accordingly



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## **4. Facilities Development**

With limited fields available in the Lincoln boundaries, over the last 5 years Lincoln FC and LYSC has grown and is reaching maximum capacity, especially in the younger age groups. The Lincoln Youth Soccer Club and LFC has developed a great relationship with the City of Lincoln over the years and we will continue to work with the City to develop soccer fields and facilities for our membership.

The Foscett Sports Complex is an outdoor complex that can be utilized for games during the day or at night. These outdoor fields have been rented out by many clubs in the surrounding area to host their games. We also utilize these fields for match days.

The City of Lincoln has invested 18K in renovating Foscett field 3 with brand new grass. This new field will be our home field for all of our U13 and older teams. The City has also committed to reseeding Field 1 and 2 and 4 over the next 3 years. The city is committed to renovate the remaining 3 fields over the next 3 years. Our U12 and U11 teams will be playing at Dubin Park, which is a brand-new park. Our U10 teams will play at Pete Singer Park, which is well maintained.

**Our strategic target** over the next five years is to partner with the City of Lincoln and private investors for an Indoor Structure within the Lincoln Soccer boundary.

- 2018: conduct a needs assessment to support program scheduling
  - Identify location for an indoor facility within the Lincoln boundaries. This is necessary to provide year-round training to our year round players.
  - Identify key investors with whom to partner
  - Create business plan and partnership strategies with key investors, school boards and City of Lincoln
- 2019: create list of structure and equipment required
  - Explore funding opportunities through City & Federal government agencies
- 2020 – 2023 : based on outcomes and viability of above, proceed with construction or lease of facility or continue to explore alternative options
  - Assess annually



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**Our second strategic target** is to expand our current club

- 2018: assess the facilities required to host additional membership presentations/meetings/practices and games
  - Schedule meeting with the City of Lincoln to explore viability of expansion
  - Current School and Park List potentially available for expansion (Some help on the list below)
  
  - Carlin C. Coppin Elementary School 150 12th Street K-5
  - Creekside Oaks Elementary School 2030 First Street\* K-5
  - First Street School 1400 First Street K-5
  - Foskett Ranch Elementary School 1561 Joiner Parkway K-5
  - Glen Edwards Middle School 6-8
  - Horizon Charter School 2800 Nicolaus Road, Suite 100 K-12
  - Lincoln Crossing Elementary School 635 Groveland Lane K-5
  - Lincoln High School\* 790 J Street 9-12
  - Twelve Bridges Elementary School 2450 Eastridge Drive K-5
  - Lincoln Community Center\*

***\*We have highlighted the facilities which have potential indoor futsal capabilities.***

- 2019 +: viability to be established before proceeding to next stage

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## **5. Volunteer Development**

The LFC is a non-profit organization and volunteers are a vital part of our organizations operations. Volunteers and coaches play a vital role in our club and without the time, energy and commitment of these people, our teams and club, would not be able to run. Volunteers are also needed to help the Club with administrative tasks, registrations, equipment distribution, special events and other duties.

We recognize the huge commitment and contributions that our coaches and other volunteers make and know that we could not offer our programs without them.

**Our strategic target** is to recruit and retain dynamic, skills-based volunteers to assist with our programs and operational needs.

- 2018 – 2019: review all volunteer positions within the LYSC and LFC
  - Ensure that all volunteer job descriptions are clear and outline duties and expectations
  - Ensure that all volunteers (start with parents) receive training and development in their assigned roles.
  - Attract skills-based volunteers to assist with various divisions in the club
  - Create a volunteer “experience” survey to solicit constructive feedback
  - Action areas of concern derived from above
  - Ensure that all volunteers receive positive reinforcement and feedback throughout their service
  - Retain good, loyal, and hardworking volunteers annually
  - Advertise volunteer opportunities through club website and e-flyers
  - Host LFC Volunteer Appreciation BBQ in recognition of their hard work and loyalty
- 2020 – 2023: assess the above annually

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## **6. Organizational Development**

With the growth of the Lincoln FC and LYSC through the success of acceptance in the Norcal Premier League and a goal of providing more programs and support to our membership, we recognize the need to increase our volunteer staff. We are currently working with our President to create an outreach program to move forward for the 2018 season with the goal of having a large increase in volunteers.

Costs to operate the club are managed through Club fiscal planning and execution. To maximize our membership satisfaction, sponsorship and fundraising are key to limiting the dependency on increasing membership fees. LFC and LYSC has historically received great financial support from the Lincoln community for both Recreational league and competitive teams.

**Our strategic target** is to retain additional staff to focus on increasing sponsorship and fundraising, resulting in increased community partnerships.

- 2018: retain current sponsorship base
  - Explore additional sources of funding through city and/or Federal grants
  - Implement communications strategy to include all current and potential sponsors
- 2019: Undergo club “branding” to streamline communication and club image
  - Develop strategic partnership with community leaders/organizations
  - Expand community involvement to position LFC as more than just a soccer club
- 2020 – 2023: assess annually and adjust accordingly