

# Woodbridge Soccer Club

STRATEGIC & OPERATIONAL PLAN

2023-2025



# Vision, Mission, Values

## Vision:

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

## Mission:

To provide an opportunity for any person in the City of Vaughan to play soccer in an encouraging and rewarding environment that emphasizes fun, teamwork and skill development at a level that fits his/her abilities. Woodbridge Soccer Club is also dedicated to offering high standard training for those individuals that wish to reach their full potential.

## Value:

Fun – we believe in soccer being fun!

Inclusiveness – we believe soccer should welcome all who wish to participate

Excellence – we strive for and support the greatest level of achievement for all members

Fair Play – we believe in fairness on and off the field of play



# Key Strategic Initiatives

- ▶ Player Development
- ▶ Upgrade our Facilities
- ▶ Improve Customer Experience
- ▶ Operational Development
- ▶ Optimize Club Marketing
- ▶ Community Engagement



# Player Development

The Woodbridge Soccer Club is committed to providing all our players with a pathway to continue their participation in soccer from house league to high performance.

Our key strategic targets are:

- Update and improve our Technical Development Plan, mapping the development pathway for players at WSC
- Develop the Club's top player talent to higher playing opportunities (League 1 Reserve, League 1, CPL and College/Universities)
- Develop and implement a Scholarship Program to assist our graduating athletes with college or university scholarships
- Improve evaluation process to provide players with regular feedback



# Upgrade our Facilities

- Maintain Vaughan Grove Turf Field
- Continue a positive relationship with the owners of the Woodbridge Sports Dome
- Transformation of Vaughan Grove 1 into high quality turf field now that it complete
- Purchased permanent benches for all 3 fields at Vaughan Grove Sports Park (Vaughan Grove 1, 2, and Turf)
- Develop a plan for new administrative offices to support the growing staff needs
- Enhance facility capacity to accommodate continued program growth and expansion



# Improve Customer Experience

- Enhanced our social media presence and interaction with our customers
- Execute online customer surveys for all key programs to get feedback and insight into improvements that can be made
- Establish a set of service quality benchmarks for all programs, that are being actively measured and used to improve programs
- Review and improve business processes, systems and human resource management that enhance productivity, efficiency and service
- Ensure that all communication and interaction with customers is thoughtful and respectful



# Operational Development

- Develop the highest standards of operational excellence by creating an Operating Manual for the club, with an emphasis on best practices
- Create strategic partnerships with like-minded organizations to improve program delivery and customer satisfaction
- Develop Sponsorship Program to include all programs and opportunities
- Improve WSC's business and administration staff capabilities
- Develop stronger bonds between WSC's sponsors and the Woodbridge community



# Optimize Club Marketing

- Develop marketing strategy that makes greater use of electronic channels
- Ensure strong communication systems, including revamping the WSC website, use of social media and regular marketing messages to the membership
- Build an inventory of WSC branded products to sell during club events to promote the Club
- Review and improve business processes, systems and human resource management that enhance productivity, efficiency and service





# Community Engagement

- Establish an internal financial assistance program, The Bridge, to ensure that every child has the opportunity to participate in WSC programs
- Provide a Scholarship Program to provide financial support to WSC players that are continuing their education who meet specific requirements
- Bring back our annual Retro Dance fundraiser to help organizations in need
- Develop a program for special needs groups in Woodbridge
- Continue to donate soccer equipment to not-for-profit and charitable organizations
- Continue to host WSC Golf Tournament with funds raised being put towards The Bridge Program.

