



Johnston Urbandale Soccer Club

Spring 2010 Newsletter

JUSC President's Message

JUSC Families and Players,

Welcome to our 3rd annual post-survey newsletter. This survey has served to help our membership provide the board of directors and coaching staff with valuable feedback and help us to prioritize our club. Clearly, in the last three years, we have made steady progress and I'm confident that the best is yet to come.

I want make sure and recognize our volunteer board of directors for their time to ensure that JUSC is building a foundation of strength through policy and financial stewardship. This JUSC board of directors has worked hard to develop a good foundation for JUSC teams today and into the

future. I also want to thank our member boards from the Johnston Soccer Club and the Urbandale Soccer Club for their continued support of JUSC. You can see our entire list of board directors at www.juscoccer.org, by clicking on the board link. If you see these individuals, please thank them for their work.

I also want to thank the membership for their support of JUSC, the staff, and most importantly our children. This support has netted a strong reputation throughout the Iowa soccer community. In our third year in existence, JUSC is establishing itself as one of the Premier soccer clubs in Iowa.



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Survey Comments:

We have high expectations for our daughter and her team.

I like JUSC and I think it can be something special, a place where all kids can reach their soccer potential and enjoy the game their whole lives.

It would be nice to know SPECIFICALLY where my \$1,200 goes.

Love the club, love the team and the direction.

As a club I believe JUSC functions well and has made many positive strides over the last two years.

Keep doing exactly what you are doing!

Compliments to the Board and DOC's for the great coaching staff.

The coach/player conference is a great idea.

Why do we stay at hotels with no breakfast?

This reflection of our club is through our participation with Iowa Soccer Association and other member clubs, through our strong coaching staff and their active roles in state policy and most importantly, the children that participate wearing the JUSC colors. We can be extremely proud of what our communities have produced in a very short time.

I want to thank our full time coaching staff, Shedzy, Matty, Jeff, Ross, Tim and Oz. This staff comprises the most experienced and qualified staff in the state, hands down. Our part time staff, Tony, Brent, Alicia, Blake, Heath, and Matt are also as good as they come with extensive playing and coaching experience. We are grateful for their passion for the game and the development of our athletes.

With that, the survey results from 2009 were compiled and shared during a January meeting with a survey committee comprised of member parents from many of our age groups, premier and competitive and boys and girls. We asked this group

to look over the data and rely on their past personal experience to highlight areas of development moving forward. This newsletter will serve to review and highlight JUSC strengths and areas of improvement per the survey results.

I continue to recruit and look for volunteers for JUSC committees. If you have experience and are willing to volunteer, we need assistance in fundraising, grant identification and writing, marketing, board appointments, hotel planning and community involvement. If you feel you can contribute your time to one of these areas, please contact me at President@JUSCsoccer.org.

On behalf of the JUSC Board, thank you.

Have a great Spring season.

Jeff

Jeff Smaha
JUSC President





JUSC Operating Budget

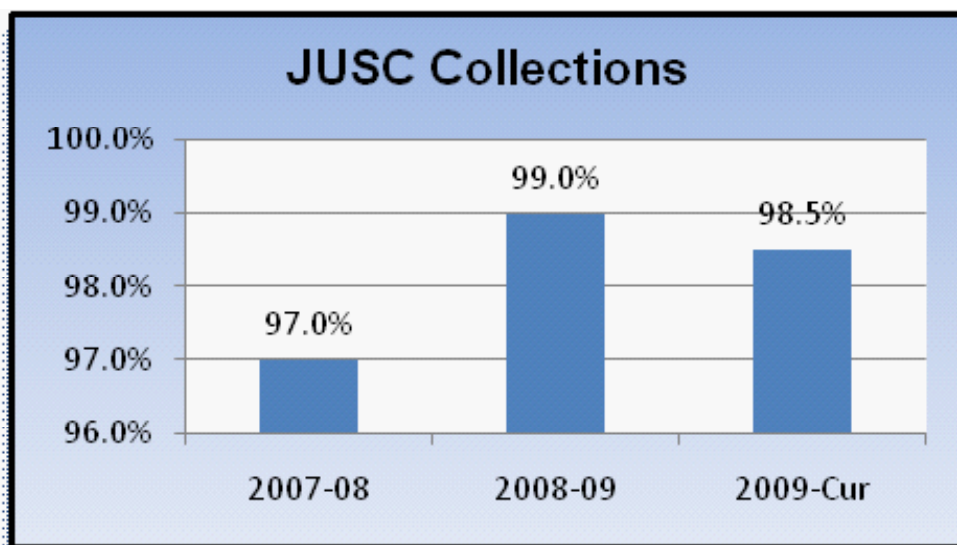
The JUSC operating budget in 2009-2010 represents an overall budget of \$414,912. The budget chart on the next page gives the break-out by expense categories. As you will see, our club's biggest line item expense is our coaching staff at 47.8%. This also demonstrates that 52.2% of our budget goes for fixed costs that grow with every player and every team we add. These line item expenses include items like Iowa Soccer registration, field usage, tournament registration, administrative costs, etc. Our staff contribution went up compared to previous years as a result of adding full time coaches Tim "Dobber" Dobberfuhl and Ross "Rosco's Rants" Moffat. We also recently hired Daryn "Oz" White to our staff and he will be leading our efforts around revenue opportunities through sponsorships, tournaments, and camps. These coaches are highly qualified and great additions to the JUSC family. This also allows us to have fewer teams assigned to each coach.

Our budget costs are fixed and JUSC is expected to pay our vendors on time whether or not our collections are on time. One unfortunate factor in our budget planning represents the historic default rate that club soccer has seen

at roughly 6-10%. If this was the case at JUSC, we would have close to \$25-40K a year in lost collections, thus requiring a rate increase (roughly \$95 per child) for the balance of our membership who pays on time. The chart below shows our 3 year collection rate.

What does this mean for our membership? We held rates in 2009-2010 and reduced the competitive team rates by \$100 for ages U11-14. This can happen with everyone paying on time and with our continued focus on ways to reduce expenses. I will be recommending to the board for 2010-2011 a late fee for those who are delinquent for a second time at 15 days aged.

In 2008, we implemented the Club Tournament Hotel Travel program that allows us to stay at a hotel as one club, which has many benefits. 1) Families with multiple children stay at the same place. 2) We are able to negotiate rates on behalf of a larger volume of hotel nights. 3) It reduces our club expenses for our coaches rooms, including free room nights. Our coaches are committed to keeping costs down and they will share rooms when necessary to keep costs at a minimum.





In financial terms this has saved JUSC membership close to \$30,000 since the existence of this program. The club survey indicates this is a very popular offering. We desperately need volunteers with hotel negotiations experience to assist us in the future. Please email me at President@JUSCSoccer.org if you can help.

In terms of value, JUSC is one of the least expensive club programs in the greater Des Moines area. Our club costs are all-inclusive, minus personal travel expenses to tournaments. Other clubs typically charge additional and separate fees to their members for tournament registrations, pro coaching travel costs, etc. Our club collection timeline is the only fees you pay and no other club in the metro offers this program.

JUSC has also built a financial scholarship fund named the Karen Coaldrake Financial Assistance Program (KCFAF). This fund is critical, especially in this tough economy and when

families are struggling with lost jobs. Our goal is to keep this fund solvent so no child has to miss the wonderful opportunity to play competitive club soccer. I have set a goal to have a trust fund with a balance of \$100K to fund this program in the future. These funds will be raised through grants, corporate sponsorships and individual sponsorships. We need volunteers in the following areas - grant writing, fund raising, etc. This is a tax deductible donation, please contact me if you can donate or volunteer at President@JUSCSoccer.org.

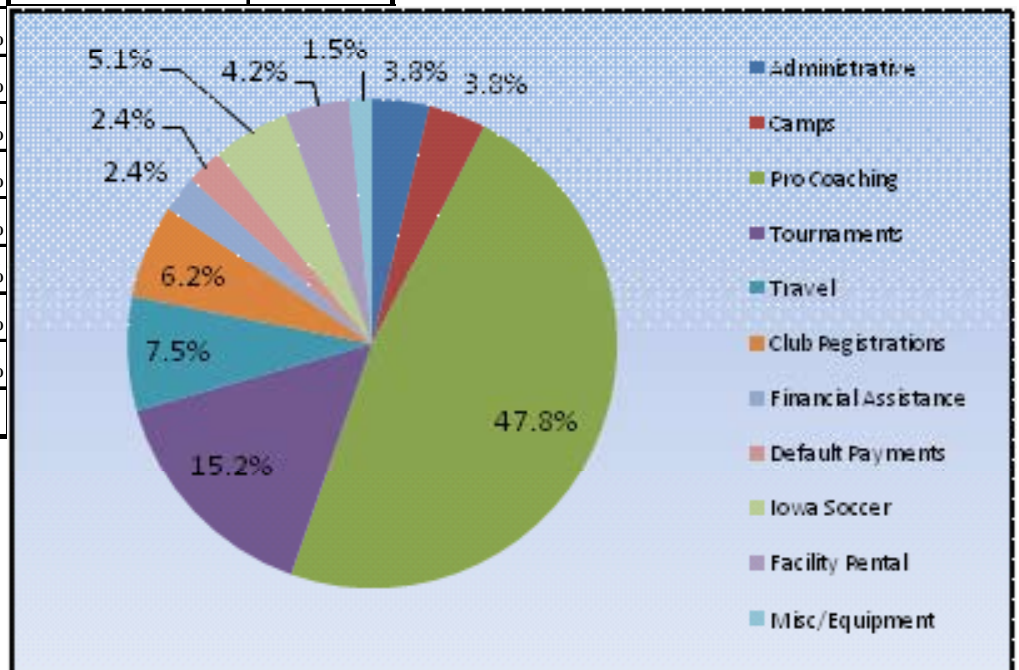
I want to personally thank the 5K for Karen group for the recent donation of \$1000 to JUSC for the KCFAF fund. Please plan to participate in the run this summer held during Johnston Green Days.

Yours in soccer,

Jeff Smaha
JUSC President



Expenses			Collections	
Administrative	\$ 15,645	3.8%	Registered Players	\$ 394,800
Camps	\$ 15,766	3.8%	Tryouts	\$ 10,000
Pro Coaching	\$ 198,345	47.8%	Club Collections	\$ 404,800
Tournaments	\$ 63,200	15.2%		
Travel	\$ 31,175	7.5%		
Club Registrations	\$ 25,915	6.2%		
Financial Assistance	\$ 10,000	2.4%		
Default Payments	\$ 10,000	2.4%		
Iowa Soccer	\$ 21,216	5.1%		
Facility Rental	\$ 17,400	4.2%		
Misc/Equipment	\$ 6,250	1.5%		
TOTAL	\$ 414,912			





Coaches Corner

JUSC Club and Staff committed to ALL players.....

Each year, JUSC asks members to evaluate the many facets of the player development program through an online survey. I and the other leaders of the club have read, digested, and analyzed your thoughts, comments, desires, and observations from this year's results. Many thanks to the considerable number of members who took the time to help us to help you! I have had time to reflect on your comments and would like to take this opportunity to communicate some of my thoughts.

Perception is important and there still seems to be a small number of club members who perceive that the club and staff care more about the development of Premier players over the Competitive payers. We have evaluated the comments aimed at this perception and will work hard to make all players feel a vital part of JUSC. The reality in life is that everyone has a different opinion based on environment and experience, therefore as I write this article I realize that opinions are what make this game so great, and that the game is exactly that.... a game of opinions!

I would like to touch on a couple of areas that I feel the club, staff and parents can help in the development of ALL players.

- JUSC is committed to the continued development and education of the coaching staff. During the last 12 months a number of coaches have completed, attended, or are participating in license courses, seminars, and ancillary qualifications aimed at providing a better product for the JUSC players. I achieved the distinction of the 'USSF' 'A' License, Ross and Tim completed their 'C' license course, and over the next 18 months Ozzie is a candidate on the 'Master Coach Diploma' the highest coaching qualification available in the US. During the first weekend of February the JUSC Coaching Staff, full and part-time, completed the "PREPARE" course conducted by NCSS (National Center for Sports Safety). JUSC is the only Soccer club in Iowa with certified coaches in sports safety, emergency recognition and response skills, as well as first aid practices.
- Matty, Ozzie and I attended the NSCCA Annual Coaching Convention in January, held in Philadelphia. The convention packs hundreds of field and classroom sessions into five days and includes all facets of the game. The game is broken down into 'four components', technical, tactical, physical, and psychological.

Survey

Comments:

Players need to take responsibility for their success individually and be willing to practice on their own. I wish more parents understood this.

The discrepancy in teaching the competitive kids versus those skills taught to the premier kids leaves me wondering why my child is not being given the same opportunities to succeed. It is too evident there are far more resources given to the premier players.

Coaches provide a good experience for my kids. We are pleased with the club, the coaches do a great job, the parents are fun to be around.

Great club that has the interest of the kids in mind.

It seems to be club policy to communicate as little as possible with players and families what the club and team goals are and how they are to be reached.

We are proud to be part of JUSC.

Thank you for being positive role models and encouraging and supporting each girl, even though they are at different skill levels.





Survey Comments:

JUSC has come a long way in the last year. I hear a lot fewer complaints from parents. We have a very talented coaching staff all-around. Great job!

An extremely good program, coaching staff, fun and positive environment.

Do the teaching and skill building during practice and let them play during games.

Continue to offer the BEST coaching staff in the state of IOWA.

Would like to see equal commitment by the coaches between premier and competitive teams such as teaching identical skills during practices.

Tell the boys what they are doing wrong and what they need to change. Don't be too nice about it either.

Teach strategy.

I attended several psychology lectures and it is evident that mental strength training is a major component in the development of children, more than ever before. Our young players develop at different rates, and it is extremely important that we as coaches, and you as parents, provide a good balance of encouragement and patience for our kids to grow and flourish. Look at the bigger, developmental picture and place less emphasis on wins and losses, especially at U11-U14. We have to remember that younger players will develop physically and mentally at different rates.

- Sport makes us obsessed with the 'outcome' rather than the "processes". As long as we win, we are happy!! The JUSC coaching staff is committed to being excellent role models and to provide positive reinforcement, with, as an added bonus, the ability to provide life lessons along the way. We adults have a major role to play in the psychological side of our children's development. At JUSC, the coaches strive to make all players comfortable on the ball, have the ability to keep it when under pressure, be able to beat opponents off the dribble and ultimately, play without the fear of making mistakes. Soccer is a player's game therefore we have to allow the players to make decisions based on the demands of the game. Too many kids worry about making mistakes and the wrath they will incur from coaches and parents. Parents; please be cautious when supporting from the sidelines. What message are you sending? This can be highlighted in the Goalkeeper Position. There seems to be a negative perception of the importance of this position amongst parents in youth soccer. I can tell you honestly from a coaching perspective, we view it as the most important position on the field. I think the fear factor referred to is huge when it comes to our younger goalkeepers. Messages from the parent sideline were a big concern for our players, which was highlighted in our very first player survey. We had many players respond with lots of positive feedback about the club and coaches and we greatly appreciate their input as well.

This newsletter is an important communication tool and my overwhelming objective in this article is to illustrate the strong commitment to all players at JUSC through continuing education and development of the JUSC coaching staff, long term player development, and parent education and participation, These values will produce more knowledgeable, experienced and prepared soccer players capable of increased performance levels, and ultimately positive results.

To all of the JUSC players representing High School soccer in the spring; good luck with your season. I look forward to seeing the rest of our players and parents at the fields sometime soon...hopefully!!!

Many thanks,
John 'Shedzy' Sheridan
JUSC Executive Director





New Website is Informational and Useful

In order to improve a main source of club member information, the JUSC board and coaching staff introduced a new and structurally improved website in the Fall of '09. The site has been significantly expanded and now serves as a reliable resource for our members. 86% rated the new website as informational and useful while 85% agreed that "Rosco's Rants" is fun and educational for our children. 80% of membership responded that coach's and player's bios are good additions to the site. If you have suggestions on improvements to the website or see anything that needs updated, please let us know.

Club Communications See Improvement

Survey results indicate 75% of members feel that overall club information is well communicated. This is a high rating in comparison to past surveys, and we recognize that we must continue to address communication issues and make improvements when possible. Our JUSC coaching staff makes every effort to meet the varied levels of expectations when it comes to communicating with both parents and players. They have worked very hard in the past year to

implement consistent communication strategies among all coaches. Training times and locations, team camp information, and tournament information have been provided well in advance so families can plan schedules, car pools, etc. Survey results tell us we are making progress as 77% of you agreed that practice information was well communicated and nearly 70% expressed that team information is well communicated.

90% of survey respondents agreed that team coordinators help with club communications. This is no surprise to us as this vital volunteer position consistently receives high ratings. JUSC is dependent on volunteers. The board and coaching staff thank all coordinators for their hard work to help distribute uniforms, gather parent and player contact information, provide hotel information, and plenty of other communications among our teams.

Coaching Staff Receives Positive Ratings

The JUSC coaching staff received a positive 85% rating from survey respondents agreeing they demonstrate good sportsmanship. This is critical as an example to our players so they can model this good behavior not only on the field, but in other life situations off the field.

Survey Comments:

Being new to the club and volunteering as a team coordinator was an eye opening experience, but we all learned along the way. I think the club is great.

Games and tournament schedules were not put out in a timely manner this fall season.

Communication has improved over the past couple of years.

The website is very good now and individual coach communication is improving.

The new monthly communication from the coaches is nice, but that shouldn't exempt them from having to communicate practice times, what tournaments players are in or from responding to e-mails.

The website is a great step forward. Putting information about the staff on there makes members feel more connected.





Survey Comments:

The website! It's wonderful! Our daughter loves going on and reading the bios, rants, etc.

Our coach really upped his communications. Much better job at providing regular emails and updates than past years.

Very disappointed with lack of communication.

Thank you for coaching high ethics and clean play even though some opponents do not.

I appreciate the fact that JUSC coaches realize our children have other activities and don't penalize them if they have to miss practice for another event occasionally.

New coaches you hired are a tremendous addition to the club. This brings fresh ideas and passion to the program.

I don't notice much improvement from last year.

Coaches also received numerous positive comments and ratings for supporting players other activities, representing JUSC in a professional manner, being approachable and friendly, improving communications, and providing a positive experience for our children. Many club parents and players also enjoyed the college showcase this fall. Thank you to Ozzie for putting this terrific event together. If you would like to learn more about our coaching staff, please check them out on our website at www.juscoccer.org. And, for the true inside scoop on our coaches, please read our all-new player survey results and comments featured in this newsletter!

Competitive Player Development Seen as Area to Improve

Survey results indicate that 65% of our members agree that players improved their soccer skills with 24% somewhat agreeing. Most player evaluations have been held and will soon be wrapping up for the fall season. The purpose of these evaluations is to communicate feedback on areas of strength and areas of improvement to you and your child. Successful players start with successful coaching and we are very fortunate to have a professional coaching staff that is highly qualified and experienced in youth soccer. With the recent hiring of full-time coaches Ross, Tim, and Oz, this means more focused

coaching per player. Our entire staff possesses the commitment to work together to give players an opportunity to play and compete at a higher level and enjoy the game of soccer. Success begins and ends with positive contributions and support from the coaching staff, board of directors, players, parents and families and we are dedicated to making JUSC the very best club in the state.

Summer Camp Series Communication Improvements Needed

69% of membership agreed that the Summer Camp Series was well communicated. 28% of respondents felt the camp was beneficial for their child while 50% had no opinion. These figures, along with survey comments, tell us we need to communicate dates and sessions to you earlier. The information has been e-mailed to JUSC, JSC, and USC members and the camp brochure is posted on all three websites. Printed brochures will be available in the next week or two and will be in both the Urbandale and Johnston libraries as well as Soccer Connections. The camp is intended for youth of all ability levels ages 5 - 18. While the sessions may not appeal to all of our club membership, we feel it is important we provide fun, educational, and affordable soccer program options for Iowa youth during the summer months.





Survey Comments:

I have enjoyed JUSC and I am excited for the next several seasons to come.

I love soccer.

Sometimes during games, a couple of parents would get mad at other parents or mad at the ref.

Keep doing what you're doing.

I would like to see us go to more college showcase tournaments.

I love JUSC because I got a lot of playing time when I played different positions. I really hope that I can play more striker next season.

My Mom never knows what time practice is.

My coaches are amazing and have helped me improve so much with the club!

Training sessions need to be more thought out and more productive.

My skills have improved a ton and I really like all the coaches and other players. JUSC is great.

JUSC Initiates Player Survey

The JUSC Board of Directors and coaches feel an important part of our club's success depends on the satisfaction of our players - our children. For the first time, we included a separate survey for players, gathering information on the school they attend, and opinions on their overall satisfaction with skill improvement, coaching, tournaments, communication, practice, personal and team skills, sportsmanship, and the JUSC website. Players were encouraged to share their opinions in the comment section, some of which we share here.

Our children's health, happiness, success, and personal satisfaction at any age are ultimately what matters at the end of the day. Thank you to those players who took part in completing the survey. Here are the results:

100% of players wonder what the heck is up with Matty's eyebrows.

98% of players think Tim always smiles - even in his sleep.

89% feel their soccer skills have improved at JUSC.

89% feel all the coaches care about JUSC.

88% of players think Ross looks better without a mullet.

87% think JUSC coaches demonstrate good sportsmanship.

86% like traveling as a club to tournaments.

85% feel club programs provide them with a chance to succeed.

83% say their overall experience has been positive.

82% think practice information is well communicated.

81% of players have been poked by Matty's eyebrows from across the fields.

80% feel all the coaches care about their development.

80% think Rosco's Rants is fun and educational.

71% of players wonder if Oz is like really the "Oz from Wizard of Oz".

69% feel that parents and observers demonstrate good sportsmanship during matches.

68% think Jeff's hair is prettier than theirs.

68% like the coach's and player's bios on the website.

64% think their team's information is well communicated.

62% of players have whiffed because of the sun's reflection off Shedzy's head.

51% feel the summer camp series helps improve their soccer skills.

