

Sunday, February 16, 2014

Via Adobe Connect

## **NMYSA Board Meeting**

### **NMYSA Board of Directors Present**

President – Tom Dickerson

President (Elect) – Pat Switzer

Vice President – Pat Switzer

Vice President (Elect) – Scott Stevenson

Chief Financial Officer – Manuel Sanchez

Chief Financial Officer (Elect) – Tom Dickerson

Secretary – Jim Cooper

Director of Cups and Games – John Welch

District Commissioners Representative – Monty Randolph (Not Present)

Past President – Not Present

### **NMYSA Staff Present**

Technical Director – Josh Groves

ODP Administrator – Erin Ingersoll (Not Present)

ODP Director – Heather Dyché (Not Present)

TopSoccer Chairperson – Rick Smith (Not Present)

Executive Director – Jim Tilley

Office Administrator/ State Registrar – Gloria Faber

Webmaster/ Publications Editor – Bill Flor

### **NMYSA District Commissioners Present**

District 1 – Mike Erwin (Not Present)

District 2 – Bill Nordin (Not Present)

District 3 – CW Ward

District 4 – Vacant

District 5 – Rennae Ross

District 6 – Monty Randolph (Not Present)

District 7 – Vacant

District 8 – Lara Sanborn (Not Present)

## State Referees and Others Present

None Present

## Minutes

No reading of minutes for previous meeting. Made a motion and seconded to accept minutes from November 17, 2013 Planning Meeting. Motion Passed.

## Introductions

No Introductions.

## Announcements

No Announcements

## Discussion of Agenda

### 1. Officer Reports

#### Presidents Report

The following were voted on and accepted by NMYSA Board of Directors via email prior to the meeting.

- Every member of the BoD acknowledged seeing the NMYSA 2012/2013 tax return. The tax return was mailed on time.
- The BoD approved allowing the Lovington Youth Soccer League to reactivate their membership with NMYSA and allowing LYSL a discount for this spring season of \$9.00 per player. The following year LYSL will be charged the normal rate of \$18.00 per player.
- The BoD approved the application of the Zia FC to provisionally affiliate with NMYSA. NMYSA will allow Zia FC until the 2015/2016 season to produce proper soccer by-laws to be approved by the BoD.
- The BoD approved the changes to Section 6.02.05.03 and Appendix A of the Risk Management Program as presented in the previous BoD meeting.
- The BoD accepted the Zuni Soccer League application to NMYSA.

Tom attended the USYS/NSCAA Convention and highlighted a couple of topics under discussion nationally.

- Players' concussions were an important topic of discussion. USYS encouraged state associations to implement rules and distribute information to coaches, players and parents on concussions.
- There were several presentations I attended encouraging coaches and administrators to discourage competitive play until players reach age 13.

Region IV moved the operation of Region IV activities to the USYS offices to allow the Region IV board to become a policy board as opposed to an operational board. So far this move has been successful. The ODP has better fiscal controls and scheduling events are occurring in a timelier manner.

Vice Presidents Report – No Report

#### Financial Officer

Refer to CFO Report for financial status of NMYSA.

- Pointed out Far West Region IV has not distributed funds for the tournament.

### 2. Status Reports

#### Technical Director Report

- During the USYS and US Soccer meetings in Philadelphia last month. US Soccer presented a number of changes/updates to the current E and D License curriculums and also presented information on the upcoming F License course. The F license course will be aimed at coaches of players in the U6 thru U8 age groups. The theory side of the course will be available online and a field session will accompany the online work. It remains to be seen how much overlap there will be between the new F license and the current Youth Module 1 course. We also do not have a definitive date for the launch of the course.
- Us soccer is also still working on their online platform that will provide coaching resources, online course registration and coaching assessment information. The platform will be tested over the next 6 -10 months and the likely release date is early in 2015.
- We have the following coaching courses scheduled over the next few weeks:
  - Las Cruces – YM2
  - Albuquerque – E License
  - Farmington – E License
  - Sierra County Game Manager Course
  - Zia FC (Albuquerque) – Special Topics Course, Coaching U6, U8 and U10 Players
- We attempted to host an NSCAA level 3 course in Albuquerque this weekend but failed to get more than a couple of registered coaches. We also cancelled a D license course due to lack of registrations.
- We have had approximately 560 coaches complete the Online Youth Module course since it was launched in 2011. The company that provides hosting services for the platform has just raised the monthly hosting fee from \$75 to \$125. So the cost of offering that course will go up \$600 per year.
- With all the changes to the US Soccer coach education program and the introduction of the F License, it remains to be seen what will become of the current Youth Module courses. There are seemingly many different options for coaches to educate themselves thru the internet and the changing landscape means that it is seemingly becoming more and more difficult to get coaches excited about new courses and spending the time and energy to engage in practical courses.

#### ODP Director Report

- ODP is wrapping up a successful and busy winter season. There was just over 300 kids registered in the program this year spread amongst 10 age groups (2001's – 1997's). We had over 60 kids in both of the 2001 groups.
- We sent 9 teams to Regional Championships in Phoenix, AZ January 9-12. This was the first year that we have decided to send our youngest age group to Phoenix rather than playing in a local tournament. Regional Championship's is heavily scouted by regional staff and we felt that we need to give that opportunity to our youngest age groups. Both teams struggled with results, but gained confidence and looked better each game. As a staff we felt it was a valuable experience for them.
- Our most successful team in RC was our '97/'98 boys merged group. They won all 3 of their bracket games and unfortunately gave up an early 1-0 lead to Washington and lost 2-1. The boys were clearly the better team and we were disappointed it didn't go their way. They had the players that could have won the entire event.
- Our other teams all had mixed results. Winning some great games and losing some close ones. Overall we were competitive with most states and had a good showing at the event.
- YOP is starting in March. YOP will include the '02 and '03 age groups. The players will get 4 Sunday training sessions and we are looking forward to introducing the players to the ODP program.

#### Executive Director Report

##### Far West Regionals:

- We are continuing to work on Far West Regionals. With the experience of hosting just four years ago, the major preparations have been easier. In some cases, we just dusted off the old contracts and renewed them. In others, the experience of the past made the job quite a bit easier. We are now concentrating on details. Major issues for the next few months will be volunteers, goodie bags and our own NM preparations.

##### State Cup:

- We had exactly 100 teams apply for State Cup this year, up from 86 last year. This was slightly fewer than we expected, but exactly what we budgeted for.
- Preparations are moving along, and have included a meeting between referees and the club DoCs. There will be some changes to the referee evaluation.

- The State Cup Committee will meet Thursday, February 13, to discuss a couple of rule changes and to finalize the referee evaluation form for the spring. A separate report will be available on that late next week.

#### Kohl's American Cup:

- The Kohl's American Cup application is posted and open. The Kohl's American Cup will be held May 10, 11. We did not increase fees this year and anticipate another solid tournament. We have applied to have the Kohl's truck come to our event again this year. If El Paso applied for the first weekend in May, as they usually do, the truck should be available to us. US Youth has told us that the El Paso/Albuquerque is on a very good two weeks for the Kohl's program.

#### US Youth Soccer Winter Meeting:

- Six of us attended the US Youth Soccer Winter Meetings in Philadelphia in January. The meetings and seminars were generally quite good, but we had one major disappointment. We were competing for Far West Regionals 2016 with Boise, which is hosting 2015 FWR. Surprisingly, Boise won the bid for 2016, making them the host for two years running. There are a variety of possible explanations for why we lost, and each of them probably contributed a bit.
- I attended several seminars and was quite pleased with the quality. As Tom mentioned in his report there were a couple of education sessions on concussions and I attended one of those. The best session I attended was a 90 minute seminar hosted by the University of Notre Dame about ethics in coaching. As many of you know, the Positive Coaching Alliance continues to grow, but slowly. Two former employees and one current employee of Notre Dame have started a similar group with slightly different outreach tactics. They are not competing with the PCA, but rather target a slightly different market. The session was very well attended and was quite interesting.
- I spent time with both GOTSoccer and ADG, the two groups that are emerging as the primary players in the state association software field. 2015 is a renewal year for us with Active and it will be good to understand the competitive environment.
- I met with the SportsPins International representatives, as well as with their major competitor. We have signed a two year sponsorship agreement with SPI which will net us about \$1500 per year in savings and free items. Incidentally, the founders of SPI were inducted into the US Youth Soccer Hall of Fame at the banquet.
- Three New Mexicans were honored at the banquet. Forrest Dunahoo was presented as the Region IV Youth Male Referee of the Year. C.O. Taylor was presented as the Region IV Boys Competitive Coach of the Year. Virgil Lewis, a former NMYSA president and US Youth Soccer president, was inducted into the US Youth Soccer Hall of Fame.

#### Significant Financial information:

- ACVB Room night rebate -- The ACVB room night rebate program is running 15% behind last year. We have had one less tournament and out-of-metro teams for Gaylord Sheppard were down significantly. I am holding the league rebate checks until the February tournaments are completed. All of the host rebate checks have been sent.
- Investments -- We have moved some of the funds in the Scottrade account into investments that will react better with some inflation, and that have a history of monthly income. About 40% of the account now would quickly improve yields with increased inflation. All four of our current funds are weighted heavily to short and medium-term maturities.

The value of the Scottrade account right now is \$139,200, giving us about \$2000 in unrealized gains this year. We had to sell some of the fund in December as cash outflows happened faster than I expected relative to inflows. It would be possible now to move some money back into the account.

#### 3 v 3 Program:

- The 3v3 program is running ahead of last year with events completed in Alamogordo and Santa Fe. For the remainder of the year, Santa Fe, Las Cruces, Albuquerque and Roswell are scheduling events. Gallup is trying to host a 3v3, but is having trouble with their fields.

- We have lost the ACVB as a sponsor for 3v3, due to a poor showing for the Albuquerque 3v3s in 2013. Hopefully, with a successful 3v3 state championship in July, we will impress the ACVB enough to get that sponsorship back.

#### New Leagues:

- Lovington Youth Soccer has registered almost 400 players and is moving along towards their spring season.
- Gloria has created the Zuni Youth Soccer League in Active, and assisted them with what they need for this spring. We expect full activity from them in the fall.
- The Zia Soccer League in Albuquerque has continued work towards their spring season. Their registrations are not in the computer yet, but Gloria and Josh are both working with them on a variety of issues.

I am trying to set up a follow-up meeting with Las Vegas for early March.

#### Registrars Report

Refer to Registrars Report for current registration by member leagues. There are member leagues or academies that are behind in their membership fees.

- Will send out note on leagues and or academies which are behind.

#### State Cup

- Colorado has approved allowing teams who wish to participate in New Mexico State Cup. This mainly affects Durango teams or clubs. Motion to approve allowing Colorado teams to participate in New Mexico State Cup made and seconded. Motion was approved by NMYSA BOD.
- NMYSA also considering allowing El Paso teams to participate in New Mexico State Cup. Will need to have approval from South Texas and interest from El Paso.

#### Webmaster/ Publications Editor

##### Yahoo!Groups acceptance issues:

- One of the ways we have tried to streamline and standardize communications has been to establish several group email lists using Yahoo!Groups. Such groups can connect all organizational presidents (nmysapres), the NMYSA BoD (nmysabod), the NMYSA ExCom (nmysaexcom), and the District Commissioners (nmysadc) with the simplicity of a single and unchanging email address. In the past, we've also used such groups to communicate with State Cup coaches and team managers. One of the most valuable things about such lists is version control. Each list only needs to be maintained in a single place, and when a member needs to add or change an email address, it only has to be changed on the "master" and the same group address continues to be used by all.
- Last Spring, Yahoo! made an anti-spam decision to require that any address added to a list must be "accepted" by the address owner—no more unilateral addition of 10-or-fewer names per day to lists, as it used to be. What that means to us is I can no longer be simply asked to add so-and-so to the DC list as the new DC for X. I now must "invite" the owner of the email address to join the list by "acceptance" of an invitation before they become a member and can receive email addressed to the group.
- What has happened as a result, however, is that such invitations are being ignored wholesale by the address owners. That compromises the effectiveness of the list (both incomplete and causes folks to think they need to try to add the individual emails of persons who have not accepted the invitations, to ensure they get the info they need, killing the version control value as well). There are some individual who have ignored as many as three invitations since September. Please, let's get on board with the revised Yahoo! process. NMYSA will not spam you—these are groups established for effective organizational communication. They are "unpublished" on Yahoo! We don't post the group addresses anywhere either, and will never sell them to others.

##### DC communications inputs:

- We have discussed a number of times the need for District Commissioners to play a larger role in our communications processes. We had established a "schedule" on which we requested various DCs to provide snippets of local news for publication on our web site—to keep information flowing, to showcase some of their local accomplishments to other parts of the State, etc. The kindest thing that can be said is that the program has been less than successful. Communication is a two-way street. Tell the rest of our membership about your

successes, about obstacles you've overcome and what processes you've used to do so, what good ideas you have—might be providing information that could make things easier for others or provide motivation to others.

Such a schedule might look like:

Jan, May, Sep – DC 1 and DC 5  
Feb, Jun, Oct – DC 2 and DC 6  
Mar, Jul, Nov – DC 3 and DC 7  
Apr, Aug, Dec – DC 4 and DC 8

Of course, it hasn't helped that there are still several DC vacancies, but I've received almost nothing in the past couple of years.

APM-13 follow-up on e-Newsletters:

- One of the discussions from the Nov APM (which I was unable to attend, but for which I sent some discussion topics) was about improving the penetration of our communications products. I was led to believe that the idea of trying a small periodic e-Newsletter was viewed favorably. As a follow-up, I produced two "concept" pieces, showing some of the capabilities that could be included, discussing some of the strategies that could be used (piggy-backing on something I do for another non-profit), and providing a list of potentially recurring "columns." To date, I have not received a single comment.

Programs for NMYSA-sponsored tournaments:

- Jim asked that I not start work on programs for State Cup and Kohl's for 2014 because of some desire to save money that would have normally gone to print them. For 2013 programs, *approximate* data were: 2,300 State Cup programs (at 32 pages) for \$1,910 printing plus \$400 pre-production and 1,500 Kohl's programs (at 20 pages) for \$1,780 printing plus \$400 pre-production. As you can appreciate from these numbers, the lion's share of the cost is for the color press setup and not for the number of copies or pages printed.
- For State Cup, that program allows us another avenue to get information about a variety of NMYSA programmatic activities into the hands of every participating family. It's not just about the match schedules (which are included in full), and advertising (there is some, but the revenue side of that is small), but it's also about the ability to provide information about "Caution: Children @ Play," coach education, ODP, 3v3, member benefits, venue maps, etc., by an additional route.
- For Kohl's American Cup, that program similarly allows us another avenue to get information about a variety of NMYSA programmatic activities into the hands of the "less competitive" participating families. That program includes team draws but no final match schedules (which are posted on-line, since the recreational/festival nature of this tournament required more last-minute flexibility), and some advertising, but it's also about the ability to provide programmatic information. Kohl's, as the "name sponsor," has in the past required a full-page back-cover ad for the program to be placed in all hands.
- I have asked, but have not yet received an answer, about the (at-least-previously) required Kohl's ad in a printed program and whether that might still drive the need to produce a printed program, at least for that tournament.
- One of the discussion points leading up to the APM last fall was about not putting all of our communications "eggs" in one basket (*e.g.*, web site or email) in order to extend our "reach" into our membership. That question should be a part of determining whether or not printed tournament programs add programmatic communication value.
- Our New Mexico membership is a diverse group, and not all receive/assimilate information by one method (web, email, postcards, newsletters, print, electronic, etc.—some are very well "connected" and others not nearly so). One could also ask if "electronic diversity" could contribute to our membership reach—providing some delivery diversity and still reducing production costs. For example, we regularly see "electronic magazines" now, and even a mainstay like *Newsweek* is now electronic-only. Would the production of "e-programs" for these tournaments be able to help accomplish the above programmatic information objectives? There would still be a few hundred dollars in pre-production costs, but all the paper-printing costs could be eliminated.
- As an example, I have posted a free sample of the 2013 State Cup program converted by one such production method (available at <http://joom.ag/JKGX>). This is a limited-scope sample (which includes some advertising not of my choosing), which must be viewed using a computer (not a smart-phone or tablet for the sample), and which was built simply from an existing pdf file ... it's in an e-program format and it also allows downloading and printing

selections. While it auto-recognizes URLs and email addresses, I have not yet embedded other links to information (e.g., make the QR code on page 3 “live” to the web site where the schedules/results are posted), and this “free” tool doesn’t have the tablet and smart-phone capability that I think we’d need to have to make this most effective. There are a number of similar tools that could be used and a couple of different business models on which they run. Most tools will have some cost associated with them in order to get full functionality, but it may give us a continuing capability to produce similar e-only communications products in the future. Hawaii made decent use of an abbreviated e-version of the 2013 FWR program to provide some immediate e-accessibility to salient parts (and then sold some front e-only pages for additional advertising revenue).

- My recommendation is that we produce e-only programs for these two tournaments this year as a test of feasibility for future projects.
- A side benefit of programs in e-format would be to eliminate the 10-days-in-plant dead time required for printing, and the on-line products could be adjusted in near-real-time.

### 3. Committees

Rules – No Report

Referee Report – No Report

Risk Management – No Report

DC Report – No Report

### 4. Old Business

There is no old business to discuss.

### 5. New Business

Discussion of Concussion Education and/or Management Program:

- The purpose of this discussion is to give direction to the staff regarding development of policies relating to concussions. As the national discussion of concussions and their effects on long-term health continues to evolve, the NMYSA will need to evolve. This is a preliminary discussion designed to make the Board aware of the issues and to frame possible future policies for NMYSA. The staff is seeking feedback regarding future policies for NMYSA and a timeframe for implementation if policies are developed.

Background:

- Many US Youth Soccer state associations are adopting concussion education and/or management policies. These policies are not uniform and are often governed by state law. In those states where the state law lists comprehensive responsibilities the state associations have policies that meet those laws. The State of New Mexico does not currently have a state law that governs youth sports associations – our current law only applies to schools. Therefore, NMYSA is not required to have any policy regarding concussion education or management. There are a couple of different groups that will be submitting proposals to the state legislature regarding updates to the New Mexico concussion law for consideration in the 2015 session.
- Concussion policies contain either or all of the following components
  1. Concussion education
  2. Concussion management
  3. Risk management component, often required by law

These policies vary widely. Two examples make this clear. I have attached the Colorado and Utah policies. Colorado’s is a simple two-page fact sheet, while Utah’s mandates action on the part of parents, players and coaches. Note that Utah’s policy makes several references to Utah state law.

Concussion Education:

- In US Youth Soccer state associations, concussion education varies widely, ranging from postings on websites to actual distribution of education materials and all the way to the requirement that coaches certify that they have taken online education courses. These education programs may include materials for parents, players and coaches. Some states mandate that coaches take online education courses such as the Centers for Diseases Control's Heads Up training. Here is the link to the Heads Up program. I would encourage everyone to take this course prior to the February 16 BoD meeting if possible
- [http://www.cdc.gov/concussion/HeadsUp/online\\_training.html](http://www.cdc.gov/concussion/HeadsUp/online_training.html)

#### Concussion Management:

- Concussion management policies usually have two components;
  1. Diagnosis and removal from play
  2. Return to play.
- Review of several state association policies indicate that this takes careful consideration. Most of these policies seem to conform to state law. The issues on diagnosis and removal from play center on who makes the diagnosis and how binding it is. This is a very complex issue and varies from state to state. The issues on return to play center on how a player diagnosed with a concussion (or "probable concussion") is cleared to return to play, what "play" is, and whether or not there is a mandatory waiting period.

#### Risk Management Component:

- Some state associations now require that parents and athletes sign forms attesting that they have reviewed concussion fact sheets. These fact sheets are supplied by the state association and parents sign that they have read them just as a signed medical release is required. My sense is that these policies are in place in states where the state law requires them. Oregon, Washington and Utah all require this because state law requires it.

#### Questions:

1. Do we want to have an NMYSA concussion policy? We are in compliance with state law right now, but do we want to be proactive on this issue? NMYSA has prided itself on being ahead of the curve on many issues in the past several years, and we are not behind other youth sports in New Mexico on concussions. But we are behind many other state soccer associations on this issue.
2. If we want a policy, what do we want in it? Education for coaches? Parents? Players? And what form do those take? Do we want a diagnosis and removal from play policy?
3. Is the risk management component something that we are interested in?

#### Thoughts:

- Currently New Mexico is mandatory sit out a week.
- We need to educate at a minimum parents and coaches.
- Build it into the coaches licensure course or as a separate course.
- Make it available on website.

Support material for discussion included the concussion policies of Colorado and Utah youth soccer associations.

## 6. Next Meetings

NMYSA Executive Meeting – March 16, 2014

NMYSA Board of Directors Meeting – April 27, 2014



