



November 19, 2015

Temecula Valley Soccer Association  
Dan Deese, TVSA VicePresident  
TVSA Board of Directors

Thank you for the opportunity to submit a proposal for League Management of Temecula Valley Soccer Association (TVSA).

TVSA has been the top youth recreational soccer league in the valley for over 20 years. The league has grown over the years to an average participation of 4500 players each year. As a non-profit organization, the operations of the league rely heavily on a strong volunteer base. From staffing coaches to maintaining a committed Board of Directors it requires countless hours of dedication to complete a successful season.

Times have changed. A constant evolution of technology, growing demands of our community and the growth and changes as a league in the recent years. As a volunteer, there are only so many additional hours that can be dedicated to the daily operations to maintain and sustain a successful organization without sacrificing quality of the league or quality of personal life. Working directly with the operations of the league for the past 4 ½ years and being associated with the league for 6 ½ years, I have learned invaluable insight and experience as to the requirements necessary to operate TVSA with efficiency and a high level of customer service.

I have for the past couple years seen that the league is approaching a critical peak of being able to sustain the capacity of the required participation of its Board. Contracting League Management as a liaison for the community, contracted vendors and the Board of Directors would benefit the organization by having a point of contact with a paid priority to the position of managing the daily operations of the league. This would alleviate the extreme pressures on Directors from structural strains of the league associated with the daily operations and allow the Directors to focus on their specific duty and be provided assistance when needed. This role

as League Management will allow the Directors to implement necessary changes for improvement and growth to their particular duty, have a support system and provide a consistency for the flow of their responsibilities. Implementing League Management will also establish a consistency for the membership (coaches, players and parents) to direct them to the appropriate Director or Coordinator and/or handle the situation all together.

Additionally, with the recent consideration of eliminating the TVSA store front, this will introduce an entirely new set of logistical and coordination issues for the league further straining the volunteer resources of limited time and capacity. A committed contact will be mandatory to coordinate and facilitate many of the daily duties currently associated with a brick and mortar office space to avoid a disconnect and disorganization within the league. This level of customer service will help to sustain the league's reputation, volunteer retention and overall satisfaction of the membership.

With your consideration, it would be a privilege to be contracted by TVSA as a team associate with the commitment of sustaining TVSA as the leader and number one choice in the valley for recreational soccer.

Sincerely,

Stephanie Weatherly  
Owner/Chief Multitasker  
So Much To-Do

**Job Description:**

The objective of contracting a League Management solution is to provide a full time contact for the Membership, Coaches, Vendors and Board of Directors to achieve the following:

**League Goals and Objectives**

- Increase efficiency of process
  - Manage season programs - coach's gift, philanthropy, parties, award ceremonies
  - Manage deadlines
  - Oversee Director responsibilities
  - Maintain and sustain excellent customer service for player/membership retention and satisfaction
  - Improve volunteer retention
- ❖ **Membership Value**
    - Customer Service
    - Manage TVSA Kick line
    - Contact Us- general email forward
    - Facebook –monitor and manage posts, information, comments and filter information as necessary.
    - Support to provide an overall quality experience for each season
  - ❖ **Coach Value**
    - Streamline communication regarding field closures, weather issues, broad topics
    - Field questions and concerns to appropriate Directors
    - Point of contact for coordinating pick up/delivery of misc. needs
    - Support to provide an overall quality experience for volunteer coach retention
  - ❖ **Director Value**
    - Provide assistance and support for Director responsibilities
    - Implement processes to help manage Director duties for efficiency and to relieve time constraints
    - Manage schedules- field duty, practice scheduler, flag distribution
    - Support to provide an overall more efficient, less stressful season