

## AYSO ROADSHOW ACTION PLAN

# IDENTIFY LOCATIONS & DATES

Year 2010

Champion: SC&RSTF

*GOAL: Develop a Section-wide Calendar for 2010 of all locally-conducted training/certification opportunities*

Action steps	Responsible Party	Accountable to	Date Due	Results/Comments
Contact Section Directors – request SDs and section staff develop a section calendar of training events	Task Force Rep	SC&RSTF Chair	April 13, 2009	COMPLETED
Area Directors – SDs request ADs and area staff to develop area training calendar, ADs and staff contact regions and develop calendar of regional training events	Section Director	SC&RSTF Chair	April 24, 2009	UNDER WAY
Section staff compiles section/wide calendar for 2010	Section Staff	Section Director	Sept 30, 2009	UNDER WAY
Section Director delivers section-wide training calendar What training will be done Where When	Section Director	Programs Director	October 2, 2009	

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# IDENTIFY LOCATIONS & DATES

Year 2010

Champion: SC&RSTF

*GOAL: Identify the two locations and best dates for additional training opportunities within each Section*

Action steps	Responsible Party	Accountable to	Date Due	Results/Comments
Develop a tool that will analyze training data extracted from eAYSO	Programs Staff	Programs Director	February 13, 2009	COMPLETED
NSTC extracts two year training data from eAYSO	Programs Staff	Programs Director	February 27, 2009	COMPLETED
Compile and Deliver report to Section Directors	Programs Director	SC&RSTF Chair & P&E Chair	April 13, 2009	COMPLETED
Identify Areas/Regions in each Section where need appears greatest	Section Director	Programs Director	July 31, 2009	Under Way
Analyze Section-wide training calendars with NSTC training report	Section Director	Programs Director	October 9, 2009	
Determine scope, dates and locations for the additional training events	Section Directors	Programs Director	October 23, 2009	

## **AYSO ROADSHOW ACTION PLAN**

# *IDENTIFY INSTRUCTORS*

Year 2010

Champion: P&E Commission

*GOAL: Identify and recruit qualified instructors to help conduct the additional training events*

Action steps	Responsible Party	Accountable to	Date Due	Results/Comments
Extract a list of active Advanced and National Instructors in each discipline for every Section	Programs Staff	Programs Director	April 10, 2009	<b>COMPLETED</b>
Review the list, confer with Section Staff in each discipline, determine active instructors	Section Directors	Programs Director	July 10, 2009	<b>Under Way</b>
Return updated Instructor lists with any specific recommendations for future reference	Section Directors	Programs Director	August 17, 2009	
Contact Instructors in each discipline and secure their interest and availability for Section's RoadShow events	Section Director/Staff	Programs Director	October 23, 2009	

## **AYSO ROADSHOW ACTION PLAN**

# *MARKETING & PROMOTION*

Year 2010

Champion: Marketing

*GOAL: Develop and distribute promotional materials for the additional training events*

Action steps	Responsible Party	Accountable to	Date Due	Results/Comments
Programs works with Marketing to draft announcements describing the AYSO Roadshow initiative	PAs and Marketing designee	Chief Marketing Officer	May 1, 2009	<b>COMPLETED</b>
Design and develop a piece that can be mailed to all volunteers in the vicinity of a scheduled event	PAs and Marketing designee	Chief Marketing Officer	August 30, 2009	
Post National training schedule on web site	Webmaster	Chief Marketing Officer	October 9, 2009	
Devise and deliver a schedule of announcements for release through e-newsletters and postings on regional/area web sites	PAs and Marketing designee	Dir. Programs/Chief Marketing Officer	18 weeks out	
Extract mailing lists from AYSO	Events	Events Director	18 weeks out	
Send mailing to volunteer population in the vicinity of each event	Events	Events Director	16 weeks out	
eBlast to local volunteers promoting upcoming training opp;	Events	Events Director	14 weeks out	

## **AYSO ROADSHOW ACTION PLAN**

# *EVENT PLANNING PROCESS*

Year 2010

Champion: SC&RSTF

*GOAL: Determine the level of National support needed for any additional training opportunity*

Action steps	Responsible Party	Accountable to	Date Due	Results/Comments
Prepare a template event plan for Section to use in defining a proposed training opp:	SD 4 and Programs Director	SC&RSTF Chair & P&E Chair	June 29, 2009	COMPLETED
Distribute templates to Section Directors	Programs Director	SC&RSTF Chair & P&E Chair	July 31, 2009	COMPLETED
Section Staff completes template	Section Staff	Section Director	October 30, 2009	
Section submits plan	Section Director	Programs Director	November 2, 2009	
Event plans reviewed and Approved OR Sent back w/request for addl info or revision	Programs Director	SC&RSTF Chair & P&E Chair	Nov 30, 2009	
Section designates a local event coordinator for each of the events.	Section Director	Events Director	December 1, 2009	

## **AYSO ROADSHOW ACTION PLAN**

# *EVENT PLANNING PROCESS*

Year 2010

Champion: SC&RSTF

*GOAL: Establish Roles, Responsibilities and Timeline for Roadshows*

Action steps	Responsible Party	Accountable to	Date Due	Results/Comments
NSTC Events Coordinator, contacts Local Events Coordinator to identify special needs for the event and review the Roadshow Template	NSTC Event Coordinator	Events Director	16 weeks out	
Prepare detailed agendas and submit	Local Event Coordinator	Programs Director	12 weeks out	
Open Registration for the Event	Local Events Coordinator	Section Director	10 weeks out	
Arrange and secure equipment for Roadshows	Local Events Coordinator	Section Director	8 Weeks out	
Arrange for support staff (local volunteers and national instructors if needed)	NSTC Events Coordinator and Local Event coordinator	Events Director	8 weeks out	

## **AYSO ROADSHOW ACTION PLAN**

Action steps	Responsible Party	Accountable to	Date Due	Results/Comments
Arrange travel and lodging for visiting staff and instructors	NSTC Events Coordinator	Events Director	8 weeks out	
Identify and coordinate volunteers needed for Roadshow	Local Event Coordinator	Section Director	4 weeks out	
Identify Headcount for Food, classrooms and supplies	Local Events Coordinator	Section Director	1 weeks out	
Coordinate the logistics during the Event	Local Events Coordinator/NSTC Events Coordinator	Section Director/Events Director	During	

## AYSO ROADSHOW ACTION PLAN

# EVALUATE

Year 2010

Champion: SC&RSTF

*GOAL: Determine effectiveness of the Initiative*

Action steps	Responsible Party	Accountable to	Date Due	Results/Comments
Decide on the metrics that will help measure success	Programs Director	SC&RSTF Chair & P&E Chair	July 1, 2009	UNDER WAY
Develop a course evaluation form to be used in all training events conducted during the year.	Programs Director/Events Director	SC&RSTF Chair & P&E Chair	September 1, 2009	
Identify a group of delivery evaluators who will attend each of the additional training events	Programs Director	SC&RSTF Chair & P&E Chair	October 1, 2009	
Assign an evaluator to attend each of the additional training events	Programs Director	SC&RSTF Chair & P&E Chair	Nov 15, 2009 or 3 months out	
Issue course evaluations and participant surveys	Programs Director	SC&RSTF Chair & P&E Chair	1 week following	
Evaluator prepares report	Assigned Evaluator	Programs Director	4 weeks following	
Evaluation data is compiled	Programs Staff	Programs Director	6 weeks following	

## **AYSO ROADSHOW ACTION PLAN**

Prepare and deliver final report	Programs Director	SC&RSTF Chair & P&E Chair	8 weeks following	
Report to SD and NBOD	Programs Director	SC&RSTF Chair & P&E Chair	July, 2010	