

ASA Mission Vision and Goals

(Final Draft -- revised 23 May 11)



Introduction:

The ASA Board of Directors are writing a strategic plan to guide the organization and help prioritize resources to best support the organization. With inputs from ASA membership, staff, and survey feedback from our stakeholders, the following is the revised ASA mission, vision and overarching strategic goals. To meet these goals Board Committees and Staff are developing specific objectives and action plans. When completed, this plan will be a living document and reviewed and updated quarterly and revised annually to ensure ASA continues to meet the soccer needs of our community.

ASA Mission Statement:

Arlington Soccer Association provides quality soccer programs to meet the needs of people of all abilities, backgrounds and financial means, and advocates for the advancement of soccer in Arlington and surrounding communities.

ASA Vision Statement:

Arlington Soccer Association will be an inclusive soccer organization that draws people to soccer. We are dedicated to continually developing our programs, activities, and facilities so participants have the opportunity to learn, have fun, and reach their full potential.

ASA Strategic Goals:

1. Continually assess, refine and expand ASA's soccer programs to handle increased enrollments, meet evolving needs and become the primary soccer provider for Arlington.
2. Refine ASA organization and policies to maximize effectiveness of ASA programs and governing bodies
3. Ensure that ASA is fiscally responsible and accountable to its participants, while structured to accomplish long-term goals and meet all legal requirements.
4. Provide planning and funding for development of soccer fields and indoor soccer facilities to meet expanded ASA soccer programs and participation.
5. Establish an ASA fundraising program to increase financial aid opportunities, add more programs and improve field inventory.
6. Increase ASA program capacity, participation, and awareness through communication and improved community and business relationships in support of the ASA Strategic Plan.