



Metro Tulsa Soccer Clubs

one game. one club. one vision.



by

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METRO TULSA Soccer Clubs (MTsc)

What it WAS, What it IS & WHAT IT'S GOING to BE!

MTsc - What it Was in 2001-02

- **The Jenks Soccer Club of Tulsa (JSC) was created in 1975 formed under GCSA**
- **Consisted of a recreational program and a Parent Run Arsenal Competitive Program with 7 Teams**
- **Total JSC Registration Peak Approx. 1,060 Players**
- **Reputation Tarnished as a Home to the “Exceptions to the Rule based on Who you Know”**
- **Program Dwindling, Non-Expanding**
- **Third Parties Viewed Club as “Coach Run”**

- **Field Conduct Issues Prevalent**
- **Referee Pool at Mid 30's with Mid 20's Active**
- **Referees Applied to U10 and Up Inconsistently and without Full Crews**
- **Field Preparation Inconsistent**
- **Closed boundaries to JISD for Recreational**
- **Less than 4% of its Volunteer Coaches were Soccer Licensed or Certified**
- **Weak Governance and Lack of Business Management Despite some Caring and Hard Working Volunteers**
- **NO Established Tournaments or Camps**

- **NO Office, Formal Processes or Rules**
- **NO Software or Hardware relative to Communication or Program Administration**
- **A Lack of Pride in Appearance Allowing Teams to have Mismatching Socks and Shorts while Wearing Club T-Shirts**
- **A Lack of Programming Venues**
- **A Lack of Developmental Appropriate Increments within its Recreational Program relative to Physical Game Elements**
- **Lacked Consistent and Professional Concessions**
- **Reached \$120K in Annual Field Maintenance Expense**

- **Poor Investment Decisions Costing Well Over \$50K Relative to Lumber for a Non-Existent Concessions Stand and a Non-Functional Sprinkler System due to Inadequate Water Pressure**



JSC Needed Revitalization and Revamping – A New Beginning

MTsc - What it Is Post 2002

FOCUS

- **2003: Build a Credible Comprehensive Soccer Program, Establish Board Credibility and Transition the Club from an Out of a Garage Ran Club to a Business**
- **2004: Cost Cutting, Greater Member Value, Volunteer Sustainability and Additional Program Expansion**

OUTCOMES

- **Established the Club Rules Book called the “**MTsc White Book**”, Tournament Style Play in certain Age Groups, Formal Coach Orientation, Codes of Conduct, SoccerPlex Rules and other Risk Management Procedures**

- **Established a Fully Functional Office and Developed a Populated Web Site, Club-wide Email Capability, and On & Offline Administration Systems**
- **Beginning 2003, KickSmart to provide Professional Management Services for the JSC Arsenal Competitive Program which Ultimately Resulted in 13 Arsenal Teams**



- **Obtained OSA Approval for Club Coach Certification Program Resulting in as much as 80% of our Coaches Now Having Some Level of Soccer Training varying Season to Season**
- **Established a **Referee Program** including Referee Reimbursement Program, Team Supported Referees, Sponsoring of Referee Licensing Clinics, Referee Orientations**

Resulting in a Referee Pool Peak of 103 AND 100% of U7 Recreational through U19 Competitive NOW Fully Refereed

- Established a new Field Layout and invested in new Developmentally appropriate field and goal sizes across recreational program
- Negotiated and Executed over 10 Varying Length Contracts:
 - ➔ **Tulsa Soccer Club (TSC)** to Integrate within the Club



- ➔ RMJ for Concessions Services
- ➔ Daffern Services for Field Maintenance
- ➔ Mac's Soccer Shack for Rec Uniform Program
- ➔ Protees for T-Shirt Supply

- ➔ Green Country Sports Photography for Club Pictures
- ➔ Pepsi for Vending Machines
- ➔ British Soccer for **MTsc Summer Camps**



- ➔ Sportstech-Cardio for **MTsc LogoWear**



- ➔ Jeff Young and Neal Mercer for 2005 Joint Referee Assignor Services

- Established a **TOPS Program** for Disabled Athletes



- Established an **Annual Spring Fun Day & Recognitions Ceremony** which had over 2,000 Visitors and was On Channel 8 Prime-Time News
- Established **Challenger Tournament Series** for 2 Annual Events



- Established the Vision of Integrating the Best Developmental Aspects of Competitive Program with Recreational Youth which has Resulted in the **MTSC PDP Program** and **METRO TULSA Soccer Club, USC**



- Reorganized Club Structure and Governance, Combining Arsenal Teams with TSC effective June '05, Terminated KickSmart Management of Arsenal, Exclusive **TSC Competitive Program** with a combined 31 Teams , Changed name JSC to **METRO TULSA Soccer Club, USY** and Rolled KickSmart Personnel into MTsc

- Nearly a 45% Reduction in Shared Field Maintenance Expenses while having better Conditioned Fields and High Consistent Reliability relative to Field Preparation
- Have Offered 10% Reduction in Registration Fees Across Recreational Program, Free Logo Balls for Coaches and Ball Bags for Awards for 1-Yr Now plus provides U9 & Up League Champion Trophies (*GCSA provides participation awards to U6-U8*)
- Established a Common Decision Metric & Club Motto “**Where Kids Come First**” referring to the collective whole or vast majority of the particular program or Club

- **MTsc** New Peak of over 1,600 Registered Players Combined



- **All this from a Volunteer Organization with Only 2-Paid Positions** (*Office Manager and Referee Assignor*)

MTsc - What is the Future

2005 FOCUS

- **Develop 1 Common Culture Across the MTsc Clubs Sharing 1 Vision**
- **An integration vertically and horizontally between MTsc's Recreational, TOPS, MTSC PDP and Competitive Programs**
- **A Clear Single Identity, the "Home of the Red, White and Black"**
- **Expansion of the Challenger Tournament Series & Camp Options**
- **Development of Greater Leaguering Options**

- **Expansion of Family Activities (such as our newly club-wide announced golf tournament, bowling night)**
- **To Be the Highest Quality Most Fun Club with the Greatest Responsibly Developed Program Options in OK**