

Seattle United Launch Timeline

June-July 2009

1. July 9 - SYSA board decision to authorize creation of Seattle United Club
2. Legal formation including filing of articles of incorporation, bylaws drafting, initial drafting of 501c3 application (Doug Anderson?)
3. Establishment of board of directors
4. Establishment of governance committees
5. Establishment of soccer operations committee and regional subcommittees
6. Strategic Planning committee and/or Fundraising and Marketing Committee continue market research to evaluate price sensitivity and # of teams likely to join SU in 2010 for each play package. Begin calls to approximately 38 existing select teams in city to determine whether they have paid vs volunteer coaches and what their preference would be for classic vs community models for next year.
7. Fundraising committee begins to develop fundraising plan to address start up costs
8. Prepare for second 2009 Academy
9. Legal document development and filing, continued (Governance committee and officers)
10. Personnel committee begins to develop terms and conditions for executive staff hiring; personnel policies, & plan for possible hiring scenarios. Coordinate with finance committee for budget impact and transitional budgeting.
 - a. Executive management search. Screen, interview, select and hire executive management as per options above
 - b. Initial DOC search, Screen, interview, select and hire first DOC as per options above
11. Soccer operations committee and regional subcommittees:
12. Begin to create detailed coaching evaluation process in coordination with personnel committee of board of directors
13. Begin to identify evaluation team volunteers
14. Offer second 2009 Academy
15. Fundraising and marketing committee begins to develop fundraising plan for startup costs.
16. Establish Tournament event sub-committee for Spring event (February) and/or looking forward to 2011 tournament.

August 2009

- Conclude legal document creation and filing
- Preliminary decision how to fund startup costs
- Tournament sub-committee begins to plan for spring 2010 tournament/event
- Terms and conditions for executive management completed. Initiate search for executive management
- Begin to develop a list of coaching candidates

September 2009

1. Acquire initial funding
2. Offer third 2009 Academy
3. Executive management hire starts
4. First DOC hire starts
5. Initial consideration of second DOC hire
6. Initial consideration of ACD hiring
 - a. Search, Screen, interview, select and hire as per options above

October 2009

1. Continue identifying coaching candidates with DOC
2. Personnel committee, soccer operations committee begin to work with executive management to develop and refine coaching management and coaching evaluation system
3. Decision (preliminary?) regarding likely # of teams and ages offered for 2010 season
4. Regional operations committees actively recruiting evaluation team volunteers

November 2009

1. Coaching identification and screening in full swing (regional operations committees and coaching management)

December 2009

1. Develop tryout process
2. Marketing campaign for wishing it was spring mid -winter small Tournament / Event / Jamboree
3. Negotiate coaches contracts

January 2010

1. Coaching slate completed (non-management)

February 2010

1. Tryout marketing campaign launched
2. Wishing it was spring mid -winter small Tournament / Event / Jamboree
 - a. Potential fundraiser
 - b. Create visibility for Seattle United

March 2010

1. Second DOC hiring and ACD start
2. Tryout preparation

April 2010

1. Coaches start
2. Tryouts late April

May 2010

1. Tryouts
2. Teams formed
3. Registration processing
4. Team formation meetings

June 2010

July 2010

August 2010

September 2010

October 2010

November 2010

December 2010