

# United Soccer Coaches Fact Sheet

**History:** United Soccer Coaches was established in 1941 with 80 initial members. Today, United Soccer Coaches is the world's largest association of its kind with 30,000+ individual members, 2,000+ College Services Programs and 297 Member Clubs. The association generates more than \$7 million in annual revenue and invests the majority into the Convention (\$2.5 million), education programming (\$2.3 million) and membership services (\$1.5 million).

**National Office:** United Soccer Coaches is based in Kansas City with 29.5 full-time employees. The National Office staff is led by CEO Lynn Berling-Manuel and supported by the Board of Directors in conjunction with advisory councils, designated committees and Member Groups.

**Membership:** United Soccer Coaches has members in all 50 U.S. states and in 71 countries across the world. The largest percentage coach youth soccer (41.9%), followed by high school (31.2%), college (18.5%) and pro (1.6%). Nearly one-third of our members (31%) coach both male and female athletes, while 31% primarily coach females and 38% primarily coach males.

The United Soccer Coaches membership represents individuals at all points on the coaching journey, as evidenced by the age and tenure of our members:

Age: 21 or below (2%), 22-30 (14%), 31-39 (26%), 40-49 (33%), 50-59 (17%), 60+ (8%)

Tenure: Less than 2 years (39%), 2-5 years (29%), 6-9 years (12%), 10+ years (20%)

**Convention:** The United Soccer Coaches Convention is held each January and brings together the entire soccer community with more than 11,500 attendees from all 50 states and 47 countries.

Over five days, the Convention has an economic impact of \$15-18 million for the host city and features...

- 230 education sessions, 500+ meetings and 30 meal/social functions
- 189 presenters (49 youth, 45 pro, 32 international, 29 college, 18 high school)
- 302 exhibitors in 729 booths, including AstroTurf, KwikGoal and Soccer.com

**Foundation:** Established in 1989, the United Soccer Coaches Foundation has an endowment of \$800,975 with 18 named funds. An estimated \$80,000 in scholarships (35 total) and grants (49 total) have been awarded, impacting 500 coaches and their 7,000 players. A total of 316 individuals and corporations combined to donate \$131,688 in fiscal year 2016.

**Awards/Rankings:** United Soccer Coaches annually administers 11,900 awards to honor coaches and their players/teams. The association also oversees regional and national rankings during the high school and collegiate (NCAA, NAIA, NCCAA and junior college) seasons.

**Education:** United Soccer Coaches has 118 Academy instructors and 361 associate and goalkeeping coaching staff. The association hosted 6,000 coaches at courses in 40 states during fiscal year 2016. In addition, 12,087 coaches virtually attended eLearning courses and many more participated in Coaches & Coffee, Open Training Week and the 30 Under 30 Program.

**Online:** United Soccer Coaches has more than 80,000 followers on social media and UnitedSoccerCoaches.org receives nearly nine million annual page views with these resources for members:

- Job board, career center and annual coaching compensation survey
- Online Resource Library with 1,100+ free training activities, session plans and articles
- Store with manuals/publications, eLearning courses and on-demand Convention videos
- Bi-weekly United Soccer Coaches Podcast, presented by TeamSnap
- Bi-monthly Soccer Journal digital editions (seven issues annually)
- Member Group online discussion forums tailored to coaching communities