



PEI Soccer Association Strategic Plan (2026–2031)





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Vision

To provide an inclusive, quality soccer experience for all Islanders.

Mission

To lead, support, and grow soccer in Prince Edward Island through development, good governance, and community engagement while aligning with Canada Soccer's standards.

Core Values



Inclusivity – Soccer is accessible for everyone.



Integrity – Words and actions in the best interest of the game.



Collaboration – Partnering with clubs, communities, and stakeholders.



Excellence – Striving for the highest standards in everything we do.



Respect – Fostering a safe, supportive, and respectful environment for all participants.



Strategic Pillars

PILLAR 1: DEVELOP

Goal: Build and maintain a development-focused soccer ecosystem on PEI.



1. Club Development:

Assist clubs in building capacity to support the development of the game.



2. Coach Development:

Provide training opportunities and support for all coaching levels.



3. Referee Development:

Provide training opportunities and support for all referee levels.



4. Player Development:

Enhance opportunities for all to access, enjoy and play the game.



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1. Club Development

- 2026: All clubs remain certified as Quality Soccer Providers.
- 2026 Goal: Implement electronic game sheets for all matches U13 and above.
- 2027: Committee convened to study the realignment PEISA districts.
- 2027: Begin preparation for Level 1 Certification for U13+ Premier Division programming.
- 2027: Annual assessment of KPIs to determine progress and adjust 2027-2030 timeline.
- 2027: PEISA to provide guidance in the hiring of paid administrative staff in all districts.
- 2028: All clubs offering U13+ Premier team programs must be CSA Level 1 licensed.
- 2028: Clubs to introduce paid Technical Staff through shared resources across all districts.
- 2028: Only District Teams will participate in the Premier Division (U13+).



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2. Coach Development

- 2026 Goal: Continue annual Coach Development Days for coach development.
- 2026 Goal: Complete a CONCACAF C CSA License program for existing coaches.
- 2026 Goal: Create an onboarding guide for PEISA clubs to assist in recruiting new coaches.
- 2026 Goal: Mandatory Certification: Ensure 100% of coaches meet age-appropriate licensing and screening requirements
- 2027 Goal: Increase the total number of Coach Facilitators by 100%.
- 2027 Goal: Develop and implement an online shared space for coach communication.
- 2028 Goal: Launch Mentor Programs: Implement "Open House" clinics where high-level club coaches mentor community (house league) coaches.
- 2030 Goal: Increase the total number of Coaches by 25%.
- 2030 Goal: Expand Coach Education: Communicate and maximize additional Education Programs for training



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3. Referee Development

- Provide training opportunities and support for all referee levels.
- 2026 Goal: Continuing with the Pink Shirt initiative.
- 2026 Goal: 15 annual referee training sessions.
- 2026 Goal: 2-3 annual fitness testing opportunities.
- 2026 Goal: Continue referee training for futsal based on need.
- 2027 Goal: Maintain 10 experienced referees designated as mentors for new referees.
- 2027 Goal: 1 new certified futsal instructor.
- 2028 Goal: Maintain 3 experienced referees designated as instructors.
- 2029 Goal: Develop appropriate number of Futsal referee instructors to meet demand.
- 2029 Goal: 25% of all referees are female.
- 2031 Goal: Increase the total number of Referees by 15%



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4. Player Development

- Enhance opportunities for all to access, enjoy and play the game.
- 2026 Goal: Implement the Senior PEI FC Pilot.
- 2026 Goal: Work with government, industry and community partners to leverage the 2026 World Cup to engage and recruit players to PEISA member clubs.
- 2026 Goal: Initiate annual PEISA run jambarees to engage the diverse soccer community on PEI and continually foster a love of the game across the island.
- 2027 Goal: Develop and implement a plan to coordinate with government, industry, athletic and community partners to form a working group to grow all field based team sports on PEI.
- 2027 Goal: Develop and deliver a PEI based futsal league.
- 2030 Goal: Increase the total number of players registered with PEISA by 25% over 2026 registrations.



Strategic Pillars

PILLAR 2: GOVERN

Goal: Strengthen governance structures to ensure transparency, alignment, and accountability at all levels.



1. Policies and Procedures:
Develop and improve access to governing documents and policies.



2. Governance and Compliance:
Facilitate the effective administration of the game across all levels.



3. Respect:
Promote a culture of safe sport.



4. Technology and Systems:
Optimize the evolving use of technology at all levels.



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1. Policies and Procedures: Develop and improve access to governing documents and policies.

- 2026 Goal: Policy review with Sport Law ensuring Equity, Diversity and Inclusion (EDI) principles are applied.
- 2026 Goal: Create and maintain a schedule for regular policy review and updates.
- 2026 Goal: Add a visible Policies and Procedures tab to the RAMP website.
- 2027 Goal: Ensure all administrative procedures are documented and standardized.
- 2027 Goal: Provide professional development opportunities for staff and board members to enhance governance and strategic decision making.
- 2028 Goal: Modernize board operations: restructure the board of directors with clear roles, conflict of interest protocols and improved transparency.



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2. Governance and Compliance: Facilitate the effective administration of the game across all levels.

- 2026 Goal: Initiate annual policy review across all clubs to align with PEISA and CSA Licensing programs.
- 2026 Goal: Streamline and clarify PEISA Fair Play Process.
- 2028 Goal: All clubs fielding premier level teams must be CSA Level 1 certified.
- 2030 Goal: All teams competing at the premier level (U-13-U18) must be a District team, and the Member Club hosting the District team must be CSA Level 1 certified.



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3. Respect: Promote a culture of Safe Sport.

- 2026 Goal: Promote increased club participation in the VIP Coach training program offered by Sport PEI.
- 2026 Goal: Promote strong policies on non-confrontation and anti-abuse.
- 2027 Goal: Enforce zero-tolerance consequences for abuse of officials, coaches and spectators.
- 2027 Goal: Adopt the principles of the referee pink shirt program for young coaches.
- 2028 Goal: Offer training for players, coaches, staff, and referees in: Equity, Diversity & Inclusion (EDI), and Respect in Sport or SafeSport.



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4. Technology and Systems: Optimize the evolving use of technology at all levels.

- By 2026: Improve social media posts to promote soccer across PEI (3+ posts/week)
- 2026 Goal: Conduct a review of PEISA Technology and Systems to verify and mitigate cybersecurity risks.
- 2027 Goal: Develop IT policies related to cybersecurity and the responsible use of AI in PEISA operations.
- 2028 Goal: Utilize data for decisions: use registration and survey data to analyze retention rates and predict future membership trends



PILLAR 3: GROW

PILLAR 3: GOVERN

Goal: Work with Member Clubs to expand soccer's reach and impact across PEI.

Objectives & Key Initiatives

- 1)  **Participants:** Continue driving initiatives to grow participation.
- 2)  **Opportunities:** Facilitate the continued growth of programming.
- 3)  **Infrastructure:** Collaborate with stakeholders to improve and grow facilities.
- 4)  **Retention:** Reduce the attrition rate of participants.

Key Areas of Focus



1. Year-Round Programming



2. Regional & National Competition



3. Facilities Development



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Participants: Continue driving initiatives to grow participation.

- 2026 Goal: Implement annual Newcomers events in high traffic urban areas.
- 2026 Goal: Launch province-wide female led and focused events for female youth soccer.
- 2027 Goal: Launch a province-wide futsal league, focusing on rural access.
- 2027 Goal: Support CSAs 'Soccer in Schools' initiative to promote soccer in PEI schools.
- 2026-2031 Goal: Increase the number of participants in PEISA programs by 25%.





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Opportunities: Facilitate the continued growth of programming.

Ongoing Goal: PEI FC and/or District Premier Team Champion to represent PEI at the Canada Soccer Club National Championships.

2026 Goal: Expand the annual Coach Development Day to multiple events which are individually tailored to both beginning coaches and to experienced coaches.

2027 Goal: Expand indoor U10-U14 youth league to include all District Clubs.

2027 Goal: Organize inaugural PEISA supported futsal league.

2028 Goal: Work with NB & NS to establish a U15-Senior Performance League.

2028-2031 Goal: Expand the PEISA futsal league to its full capacity.

2029 Goal: Develop appropriate number of Futsal referee instructors to meet demand.

2029-2031 Goal: Establish a PEISA provincial futsal program.



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Infrastructure: Collaborate with stakeholders to improve and grow facilities.

- 2026 Goal: Continue to use the Summerside Dome regularly for youth programming.
- 2026 Goal: Form a working group to investigate the feasibility of a full sized indoor facility
- 2026 Goal: Maintain transparent financial reporting and monitoring systems.
- 2026 Goal: Diversify revenue streams through grants, donations and partnerships.
- 2027 Goal: Secure multi-year sponsorships and funding agreements.
- 2027 Goal: financial, government and community support for a full-sized indoor facility.
- 2027 Goal: Collaborate with outlying municipalities and underrepresented rural regions.
- 2028 Goal: Leverage the financial, government and community support to lobby for a specific plan for the future construction of a full sized indoor facility in the Queens Region.
- 2029 Goal: Break ground on a full-sized indoor facility in the Queens Region.
- 2031 Goal: Complete the building of a full-sized indoor facility in the Queens Region.



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Retention: Reduce the attrition rate of participants.

- 2026 Goal: Develop PEISA working group to investigate the causation of high attrition rates between U13-U15 and U15-U17 across PEISA programs.
- 2027 Goal: Creation of a walking soccer league starting with outdoor and/or a no tackle soccer league for Senior Men and Women.
- 2027 Goal: Create a 7v7 co-ed soccer league.
- 2027 Goal: PEISA working group to present findings and make recommendations to reduce high attrition rates between U13-U15 and U15-U17 across PEISA programs.
- 2028 Goal: PEISA to assist member clubs to implement recommendations made by the PEISA working group to reduce high attrition rates.
- 2031 Goal: Demonstrate a reduction in attrition rates between U13-U15 and U15-U17 across PEISA programs by 20%.



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KEY PERFORMANCE INDICATORS (KPIs)

Goal	KPI	Target Year
Level 1 Club Certification	100% of U13+ clubs certified	2028
Paid Admin Staff in Districts	All 5 Districts staffed	2027
Paid Technical Staff in Districts	All 5 Districts staffed	2028
Referee Gender Equity	25% female	2028
Digital Transition	Electronic game sheets implemented	2026
EDI + Safe Sport Compliance	100% certified participants	2026
Performance League Participation	Maritime league operational	2027
Futsal League Expansion	Province-wide, all districts included	2028
Indoor Youth League Growth	1 team per district (U10-U14)	2027
Indoor Facility Development	Plan funded & Break Ground	2029
Player Registration Growth	Increase total registered players by 25%	2029



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STRATEGIC PLAN TIMELINE

<u>Year</u>	<u>Major Initiatives</u>
2026	Determine baseline data, establish and present KPIs relevant to Pillars 1-3. District realignment working group; Club policy reviews; EDI/Safe Sport rollout Electronic game sheets live; Indoor youth league expansion
2027	Paid Admin staff in districts; Performance league coordination; Referee mentor program begins: Senior walking league and co-ed leagues launched.
2028	Paid Technical staff in districts; District teams in Premier League; Club Level 1 Certification deadline.
2029	Indoor facility plan completion; Expanded National competition participation



TARGET STAKEHOLDERS

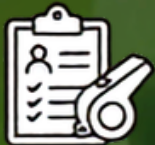
Goal: Engage and collaborate with key groups to support the growth of soccer in PEI.



1) Players & Parents



2) Member Clubs and Districts



3) Coaches and Technical Staff



4) Referees and Officials



5) Local and Provincial Governments



6) Canada Soccer



7) Educational Institutions



8) Sponsors and Community Partners



FINAL NOTES

This strategic plan sets PEISA on a clear trajectory to:



Professionalize soccer at the district and club level.



Offer more year-round, accessible, and equitable programming.



Ensure long-term sustainability and competitiveness both regionally and nationally.