



## MISSION STATEMENT, VISION & CORE VALUES

### Mission Statement

Cal South's mission is to be the premier youth soccer organization in the United States, providing quality services to our players, coaches, administrators, and families. We will provide leadership and programs that build character and empower our players to become responsible adults. The youth soccer experience is our priority, emphasizing *Safety, Fun, Fair Play, and Development*.

### Vision Statement

Our vision is to be the leading provider of youth soccer services. In fulfillment of our Mission, we will be a results oriented, performance based organization, accountable to our membership. We will be an organization that invests in our people, building an infrastructure that creates and capitalizes upon opportunities for our membership.

### Core Values

Passion for Soccer – *“We will respect the game and its traditions.”*

- Be ambassadors of the game
- Develop soccer skills at all levels of play
- Continually improve our educational programs

Honesty, Integrity, and Transparency – *“We will act ethically.”*

- Be genuine
- Perform our duties with insight and fairness
- Put Cal South ahead of self-interest

Professionalism – *“We will hold ourselves to the highest standards.”*

- Commitment to excellence
- Seek improvement, embracing change and innovation
- Be responsive to the needs of our members
- Communicate openly and effectively