

# Model Soccer Clubs

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# The Model Soccer Club

- The Model outlined in this presentation is aimed at **enhancing, expanding** the growth of soccer in the United States
- This outline shows possible structures of a club going forward in this rapidly ever changing changing youth soccer environment



# The Model Soccer Club

- Hopefully this model will provide an incentive for players to stay in the game longer as players and as coaches, aid in the development of the **Club**, the **coach** and the **player** by providing a professional learning environment for all three parties
- Success this is a long term process will not occur overnight



# The Model Soccer Club

- Decisions made should be based on:
  - Based first and foremost on the player
  - Based second upon the team
  - Based third on the Club
  - Based fourth on logistics and the family



# The Model Soccer Club

## Group Activity

- What are qualities and components of an ideal soccer club
- What are some of the biggest obstacles in achieving goals with youth soccer today



# The Model Soccer Club

- **Open Soccer Club:** Club providing parent administrators and parent coaching with volunteer positions only.
- **Development Club:** Volunteer Board and administrators, with certified coaches who may be volunteer or paid.
- **Professional Club:** Providing coaching and administrative support via paid professionals to offer maximum opportunities to play at the highest level.



# The Model Soccer Club

## Coaching & Player Development

- It is important to realize that many player development programs will never function effectively if we do not improve our coaching development programs.
- The two programs (Coaching and Player Development) cannot be separated and we must accept that the quality of player will never improve if the standard of coaching is not improved.
- Player retention is tied to the quality of coaching



# The Model Soccer Club

- Senior Team's PDL, MLS, WPS
- Youth Team's
- Academies
- Recreational Soccer
- TOPSoccer



# The Model Soccer Club

- Senior Team's PDL, MLS, WPS (Professional)
  - The aim and goal here is to win, creating enthusiasm, an **IDENTITY**, a club spirit and potential cash flow. This gives the organization the opportunity to create a positive atmosphere for the whole club. It is essential that the players act as good role models for younger players.



# The Model Soccer Club

- Youth Team's
  - The aim is to build a range of youth age groups thus creating a Competitive development structure for both players and coaches
  - In this area having multiple teams that allow movement between teams is a must for development



# The Model Soccer Club

- Youth Team's
  - The focus here is to ensure that all players are developed with regards to their age and utilizing age appropriate teaching techniques



# The Model Soccer Club

- Academies (8 – 10)
  - What is your belief system on the Academies
    - Should players be assigned to teams at an early age
    - If not, what age should they be
    - What are the advantages of the Academies
      - **Player movement**
      - **Players not pigeon holed into teams or positions**
    - What are the disadvantages of the Academies
      - **Administratively more difficult**
      - **Parents do not get the “No team concept”**



# The Model Soccer Club

- Recreational program
  - Building a recreational base (Base of the pyramid) for the Club and give players an opportunity to play soccer in a “fun”, safe, developmentally appropriate environment. This program will be the life line in the appropriate age groups that may supply the competitive youth team program.



# The Model Soccer Club

- Recreational program; Items needed to improve in this area
  - Designate a Grass Roots Development Staff Coach as resource
  - Distance learning support via the internet
  - On-line technical support package for club Head Coaches (Manuals, Training Videos, Fun games ideas)



# The Model Soccer Club

- Recreational program; Items needed to improve in this area
  - NO ALL-STAR teams for recreational teams or pre competitive teams. Recreational teams can play in any recreational tournaments offered in the area, we need to de-emphasize the all-star concept in this area



# The Model Soccer Club

- TOPSoccer (Program for special needs players)
  - (The Outreach Program for Soccer) is a community based program that is designed to meet the needs of children and young adults that have physical and/or intellectual disabilities
  - The program is geared towards player development rather than to competition.



# The Model Soccer Club Group Activity

- Who does a soccer club serve
- What services should a soccer club provide



# Who do we serve?

- Primary Customers
  - Players, Players, Players
- Supporting Customers
  - Parents
  - Coaches
  - Volunteers



# Club Philosophies

- Player Development
- Player Movement
- Centers of Excellence
- Tournaments
- League Play



# Club Philosophies

- Player Development
  - Are you willing to following established guidelines (USSF, US Youth Soccer)
  - Are you willing to lose players (Registrations, \$\$\$\$\$) and stick to your core value beliefs



# Club Philosophies

- Player Development
  - What are the components your club will focus on in Player development
    - Team Training, Age Group sessions
    - Centers of Excellence
    - Speed and agility
    - Functional Training



# Club Philosophies

- Player Movement
  - What is your belief system on player movement
    - Do you move players from the A team to the B (Vice versa) team or are they there for the whole time
    - Do you SHARE players throughout the year (Tournaments, Friendlies)



# Club Philosophies

- Player Movement
  - What is your belief system on player movement
    - Do you have players play up an age group when appropriate
    - Do you allow Girls to play with Boys



# Club Philosophies

- Center of Excellence
  - A club player development program that allows players aged 12-18 additional, year round coaching from the Club DOC and the staff coaches. This is a long term initiative designed to help raise the playing standards within the club by establishing good technical/tactical habits for the more committed player.



# Club Philosophies

- Tournaments
  - At what age do you allow your teams to travel out of state
  - How many tournaments per year will you allow your teams to go to
  - Do you select a tournament that is a PARENTS Tournament



# Club Philosophies

- League Play
  - How do you decide which leagues your teams will play in
  - How many leagues will your teams play in
  - How many games per year are your kids going to play?? (40 games a year??)



# Club Philosophies

- ODP
  - After all this where does ODP fit in with number of sessions a player is involved in as well as the number of games they play?
  - Are you willing to adjust your schedule to not have players have over use issues?



# Staffing

- Organizational Structure

*Structure should be designed to enhance execution of the clubs strategy*



# Staffing

- Volunteer Coaches
- Professional Coaches and Trainers
- Directors of Coaching
- Executive Director/Director of Soccer Operations



# Staffing

- Volunteer Coaches (Recreational)
  - What is their role
    - Provide a fun practice and game environment
    - Understands that focus is on development
    - Does not focus on winning
    - Provide a safe environment for kids to play
    - Assist in the transition to Select Programming



# Staffing

- Age Group Coaches (Professional)
  - Train teams in accordance with club philosophy and curriculum
  - Attend Games
  - Provide player evaluations



# Staffing

- Age Group Coaches (Professional)
  - Have parent and player meetings
  - Responsible for working with a specific group of coaches and players
  - Develop a player based self training program



# Staffing

- Age Group Coaches (Professional)
  - Responsible for mentoring that group of coaches under the direction of the Club DOC
  - Essentially fulfills the task of “Assistant Club Coach”, encouraged to pursue coaching certification to the highest level possible



# Staffing

- Age Group Coaches (Professional)
  - Length of term – 2 years
  - Compensation – Based on license level
  - National Youth License
  - National C license
  - Age Group Director reports only to the Technical Director



# Staffing

- Professional DOC's
  - Full Responsibility for the Club Technical Program
  - Involved in the selection of ALL coaches
  - Should be USSF or NSCAA Educated to the highest level available
  - Provide evaluations on staff



# Staffing

- Professional DOC's
  - Develop coaching, player and parent materials
  - Monitor coaching licensing within all areas of the club
  - Direct interface with the Board
  - Develop parent educational materials
  - Reports directly to the Executive Director



# Staffing

- Professional DOC's
  - Conduct Team tryouts
  - Face of the Organization
  - Provides the overall BIG PICTURE
    - The DOC today is not the same as he / she was ten to fifteen years ago. They MUST be proficient in communication by utilizing all available tools. Being a professional coach today is not just accepting a check



# Staffing

- Professional DOC's
  - Length of term - takes up 3 years to see increases program results
  - Compensation, Based on license level
  - Club president and or coaching committee chairperson evaluate the Technical Director
  - Attends BOD meetings



# Staffing Qualifications

- Technical Director
  - A or B (must pass the course within one year),  
National Youth License
- Age Group Coach
  - C, B, or A (must take or audit within one year),  
National Youth License



# Staffing Qualifications

- Competitive Head Coach
  - State or National D
- Competitive Assistant Coach
  - E License
- U6, U8, U10 and U12 Recreational Coach
  - U6/U8 or U10/U12 Youth Module Certificate



# Staffing Administrative

- Team Managers
- Office Staff
- Volunteers/Board Members
- Executive Director/Director of Soccer Operations



# Staffing Administrative

- Team Managers
  - Provides administrative support to the Team Coach, direct link to the parents
  - Responsible team registration for leagues, tournaments, team communications
  - **VITAL** in the success of teams and the Club, they are the sounding board of the parents



# Staffing Administrative

- Office Staff
  - Provides overall administrative support to the Organization and Club DOC
  - VITAL link to the Coaching Staff as they become a sounding board and can head off problems before they get out of hand



# Staffing Administrative

- Volunteers/Board Members
  - The backbone and support of the organization
  - Provide the policies by which the organization operates
  - Solicit assistance from within the parent group to assist with club functions and duties
    - Tournaments, TOPSoccer, Field days



# Staffing Administrative

- Executive Director/Director of Soccer Operations
  - Responsible for marketing, sponsorships and overall administration of the Club
  - Liaise with Club DOC on technical program administration
  - Ensures Club Policies are being implemented / fulfilled



# Staffing Administrative

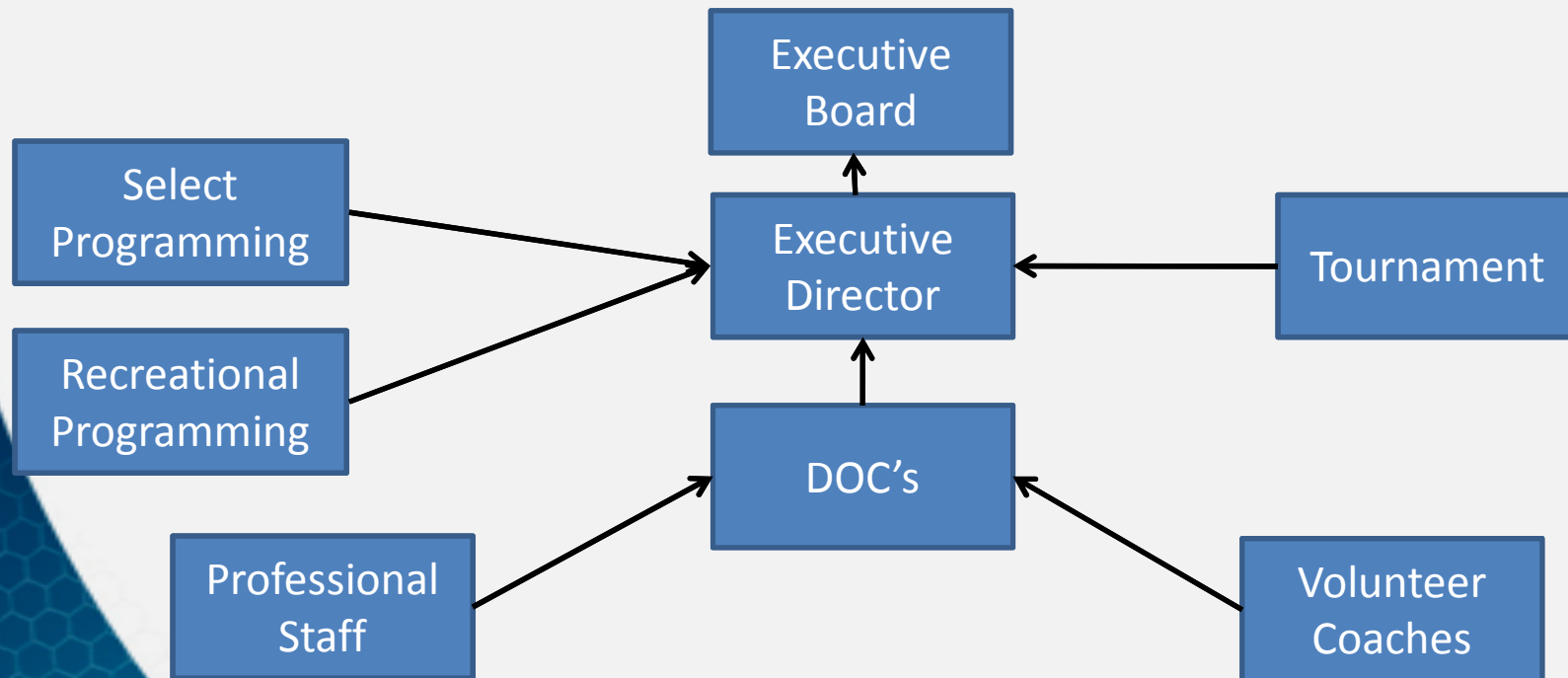
- Executive Director/Director of Soccer Operations
  - Oversees the day to day running of the club, develops and implements marketing strategies
  - Ensures the Soccer and Business side are working cohesively
  - Reports directly to the Executive Board or President



# Staffing Club Working Circle of how it all works



# Staffing Club Structure



# Business

- A soccer club is a business and must be run like one
  - Whether the organization has professionals running it or not, it is still needs to run like a business
  - Many organizations have over a million dollars running through their checkbook..



# Business

- **SWOT Analysis**
  - Strengths
    - i.e./ DOC's, Facilities, Training Programs
  - Weaknesses
    - Lack of facilities, funding, qualified staffing



# Business

- **SWOT**

- Opportunities

- Club synergy, sponsorships, connect to Professional Clubs, Access to Media

- Threats

- Competing organizations, In fighting between club parts and adults, Differing vision between decision makers



# Business

- Benchmarking
  - Local, regional, national clubs
    - Indicates how you compare with other clubs within the areas identified
    - How do you want to be perceived
      - What impacts that perception
    - Have you identified where you want to be in the food chain of youth soccer clubs



# Business

- Mission Statement
  - What is the purpose for your club?
    - The mission defines the reason for your existence!!!
    - You must communicate your mission
    - MORE IMPORTANTLY YOU MUST LIVE YOUR MISSION STATEMENT



# Business

- Funding
  - Tournament Hosting
    - Tournaments are a dime a dozen, separate yours from the others. QUALITY not QUANTITY will get you what you need
    - Who is your targeted audience
    - How will you use these funds to offset costs



# Business

- Funding
  - Partnerships
    - Can you partner with vendors you use regularly to help offset club costs
  - Fundraising
    - Using kick back programs from local vendors such as grocery stores, auctions, Fun Runs..



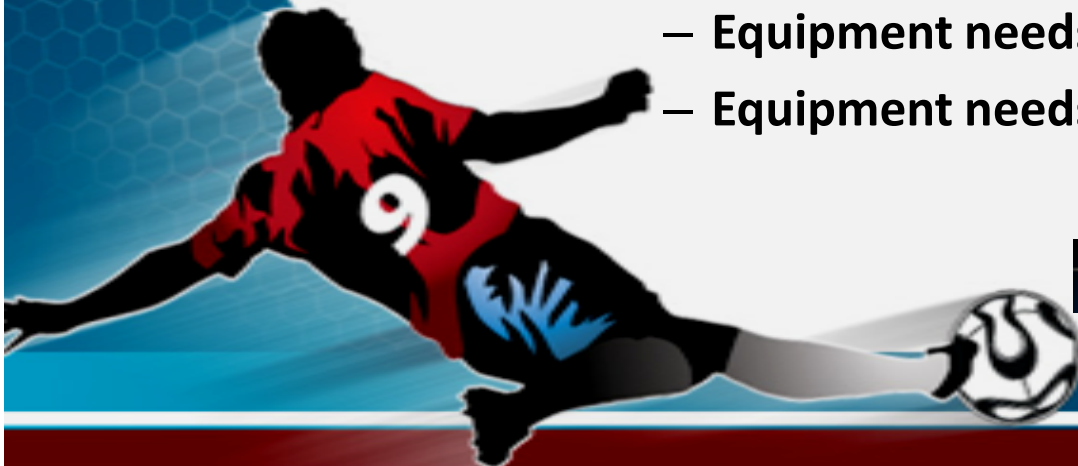
# Business

- Formulate a Business Plan
  - Measures more than financial success, also player and coach development
    - How will you use the resources to accomplish your goals
    - How will your development of players affect your financial goals



# Business

- Formulate a Business Plan
  - Short Term and Long Term planning
    - Identifying short term needs and costs
      - Player Education
      - Coaching education
      - Parent Education
      - Professional staff
      - Equipment needs (soccer)
      - Equipment needs (PC, Printers, Projectors etc)



# Business

- Formulate a Business Plan
  - Short Term and Long Term planning
    - Identifying long term needs and costs
      - Staffing
      - Facilities
      - Marketing
      - Sponsorships
      - Fundraising
      - Financial Investments
      - 501C 3???



# Business

- Formulate a Business Plan
  - Short Term and Long Term planning
    - Should Sponsorship dollars (Soft Dollars) be part of the short and long term planning within BUDGETS?



# Business

- Budget Preparation
  - Annually and beyond if possible
  - Involve a CPA, review by board
  - Major elements:
    - Player fees, camps, concessions, spirit wear, coaching fees, facilities, salaries, advertising, tournaments, sponsorships, administrative



# Facilities

- Impacts programming
  - Allows you to control when your teams train in a quality environment
  - Provides a physical home/identity that feeling of belonging
  - May increase costs to membership



# Facilities

- Impacts programming
  - What would be ideal?
    - Several grass fields
    - A Turf type area that is for training
    - Indoor field for off season / bad weather training
    - Onsite water (Retention pond, Well), will help keep costs lower



# Idea's

- Develop a “sister club” system to exchange ideas, problems/solutions and personnel
- Have a “sister club” in each of the four U. S. Soccer regions
- Have a “sister club” in each of the FIFA confederations – CONCACAF, UEFA, CONMEBOL, CAF, AFC & OFC.



# The First Step

- Dr. Tom Fleck – “We must work to create an environment to develop the American player’s growth and development! In the past we have tried to train the Dutch way, the Brazilian way, etc. We can and will together create the finest players in the world if we understand the growth, development and specific characteristics of our youth. Distributing the body of information from the “Y” License is the first step.”



# References

- Canadian Soccer Association
- Indiana Youth Soccer Workshop 2008
- Richard Butler, South Charlotte Soccer Association
- Dave Simeone, US Soccer
- Jay Howell, CASL Raleigh North Carolina
- US Youth Soccer, Sam Snow

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