



## Coach Administrator Training

Identifier	C - 112
Revision	3
Origination	October 17, 2007
Class Length	1.25 hours

Change Summary	
September 2002	Reviewed for format
September 2004	Reviewed for 2004 Section Meetings
October 2007	Revised for 2008 Section Conferences
November 2008	Reviewed for 2009 Section Conferences
December, 2010	Reviewed and Revised for Year 2011
December, 2011	Reviewed and Revised for 2012 Section Meetings
November, 2014	Reviewed and Revised for 2015 AYSO EXPOs

## 1. Lesson Plan Goals

The goal of this workshop is to provide coach administrators with the knowledge necessary to fulfill their duties and responsibilities.

## 2. Class Length

- 1 hour and 15 minutes

## 3. Instructor Requirements

- Coach Instructor or Advanced Coach Instructor.
- Coach Administrator experience.

## 4. Learning Objective

- Understand our association with the USSF and the 4 key elements to the program as well as our curriculum accreditation with NCACE.
- Understand the history and importance of the AYSO National coaching program.
- Understand duties and responsibilities of being a coach administrator.
- Understand the chain of communication.
- How to plan and what to include in a coaching budget.
- How to organize and implement coaching courses.
- Know how to create and use a regional, area and section coaching calendar.
- Understand how to recruit, train, coordinate and retain coaches within the region.

## 5. Student Skills Acquired

- Be able to solve problems using the chain of communication.
- Be able to create a coaching program budget.
- Be equipped to plan, coordinate, request and finalize coaching courses
- Understand the importance of having a coaching calendar.
- Be able to more effectively recruit and retain coaches.

## 6. Prerequisites

- None

## 7. Materials

- Power Point Presentation - preloaded onto section meeting laptop
- Lesson plan and power point available on [www.ayso.org](http://www.ayso.org)
- Sample copy of Coach Administrator Manual
- **Special Instructor Notes - below**

## 8. Equipment

- LCD Projector and screen
- Flip chart and markers – upon request

## 9. Special Instructor Notes

The power point presentation is available for the session; keep in mind that the information for this session is taken from the Coach Administrator Manual. ***Following paragraph not relevant to Section EXPOs (manuals are not provided) -if you wish to provide a manual for each attendee, you can, although adults at times have a difficult time keeping on task and will be more interested in looking through the book than listening to the speaker – pass the manual out at the end of the course.***

### Specific Segments (In order of presentation)

- Understand the association with the USSF and the 4 key elements to the program as well as our curriculum accreditation with NCACE.
- Understand the history and importance of the AYSO coaching program.
- Understand duties and responsibilities of being a coach administrator.
- Understand the communication chain – Region-Area-Section-National.
- How to plan and what to include in a regional coaching budget.
- How to organize and implement coaching courses.
- Know how to use a regional, area and section planning calendar.
- Understand how to recruit, train, coordinate and retain coaches within the region.
- Miscellaneous Information:
  - i. Kids Zone
  - ii. Changes to eAYSO
  - iii. Coach Administrator Webinars available
  - iv. New webinars being developed for 2015
- Summary

## 10. Body (Lesson Procedure)

### ***A) Introduction:***

Introduce yourself and any other instructors. State that this workshop will cover the essentials of being a coach administrator and that it is useful for both new and returning CA's. Stress, though, that this short course is only a preview to the actual duties of the position and that they should definitely have the most current Coach Administrator manual.

***To start:*** Ask by a show of hands how many of them are new or returning coach administrators. Assure them that by the end of the workshop, hopefully, they will feel

comfortable with the aforementioned topics, and that the session will end with a question/answer period in case there are any issues that need further attention.

**Spirit of the Topic:** Our kids need coaches in order to play, and our coaches need an administrator to coordinate activities. The regional coach administrator's primary role is the oversight of the training and organization of the coaches in the region. This workshop is designed to familiarize Coach Administrators with the needs and demands of the coaching program for your region.

### **A) Association with USSF and our Curriculum Accreditation with NCACE**

*Transitional Statement: Explain a little about **Slides 4 and 5** – USSF Soccer*

United States Soccer Federation, the governing body of US Soccer, after 2 years of research with all soccer organizations, determined at their US Soccer Summit in 2011 that there are four key elements in youth soccer that should be emphasized. Don't these look familiar to you? AYSO has been doing it right and doing it right for over 25 years. *Make sure the group understands what a big deal this is and, if they are using the AYSO National Coaching Program as written, they are doing the best by the kids and the game.*

*Transitional Statement: Explain **Slides 6 and 7** - NCACE*

AYSO is one of only two single-sport youth programs in the country that is accredited and it took us 10 years to make that happen. There are 256 Universities that grant coaching degrees and there were several of them that were involved in the process with AYSO. Our AYSO Vision Statement challenges our coaching program to deliver a "world class youth soccer program that enriches children's lives" – the NCACE accreditation confirms our programs quality and brings it nationwide recognition. *Make sure the group knows that this is very powerful and how recognized we are in the industry. This is what sets AYSO apart from all other youth soccer organizations!*

### **B) History and Importance of Coaching Program**

*Transitional Statement: **Slide 8** - This leads us into our discussion of the history and importance of the AYSO National coaching program.*

The AYSO National Coaching Program is established on the national level based on research and development conducted by the AYSO National Coaching Advisory Commission, the AYSO National Coaching Staff, The Player Development and Coaching Depts. and professional and volunteer task forces, all of whom take into consideration the current and future needs of the organization, its coaches and players.

Of all the volunteer positions in AYSO, coaches have the most direct contact with and the most influence on the players, which is why the job of ensuring that our coaches are properly trained and certified is so critical. Part of your responsibility is assuring the best instructors are being used.

### **C) RCA Position Job Description**

*Transitional Statement: Now that we all know how important we are, let's go into the actual duties and responsibilities that make us so vital.*

This next portion will cover the position description of Regional Coach Administrator. Explain also where they can find the job description on the website – [www.ayso.org/resources](http://www.ayso.org/resources).

**\*\*Read through and explain RCA Position Description Summary – highlights on Slide 10.**

#### **D) Communication Matrix**

*Transitional Statement: Despite all of our best efforts, there are bound to be bumps in the road...problems along the way.*

Show **Slide 13** – Valued Resources, you may need to turn to someone, explain there is support for them, they are not alone. Chain of command vs. chain of communication.

- Explain the chain of communication – Region – Area – Section – National...
- If more help/info is needed, call the National Office at 800-USA-AYSO and ask for the Player Development Department.

#### **E) Coaching Program Updates**

*Transitional Statement: Let us look at some of the changes made within the coaching program over the past year.*

- New Manuals for U-6 through U-12 **Slides 15-17**
  - The organization identified that our target audience is parents who will be coaching soccer. Thus the organization decided to re-write and organize the material contained in the manuals to meet the needs of the parent / coach volunteer with the goal being that they would find the new manuals as a valuable resource during the course of the season.
- Webinar for New Coaching Curriculum **Slide 18**
  - The webinar was developed for instructors so that they gained insight into the changes of the new curriculum.
- Changes to the National Coaching Program **Slide 19**
- Playground Adventure **Slide 20**
  - An educationally appropriate FMS development program which is delivered by professionals.
- AYSO Playground **Slides 21-23**
  - A FMS program designed to introduce kids to first kicks. The program is designed to follow a specific 6-week sequence which is delivered by volunteers.
- AYSO Schoolyard **Slides 24-26**

- A transition program from Playground Adventure / AYSO playground. The program is designed to follow a specific 8-week sequence of instruction, with week 6 through 8 introducing the kids to 3 v 3.
- Looking Up Coach Certifications **Slides 28-32**
  - The next **5** slides demonstrate how the RCA can use eAYSO to verify the coaching courses successfully completed by coaching candidates
- Mandated Coach Training **Slide 33**
  - Need to plan ahead to meet the added mandated targets due to prerequisites.
- Concussion Training **Slide 34**
- Coach Training Equivalency Policy **Slide 35**

### **F) Coaching Budget**

Transitional Statement: *Every member of the Regional Board needs to supply input into the development of the annual regional budget. The Regional Coach Administrator must evaluate the program to determine the amount needed to meet the goals of the region in relation to coaching.*

Goals: The Coach Administrator working with the Regional Board must establish goals and objectives for the coaching program in order to improve the program.

Funding: The Coach Administrator must develop a realistic budget to achieve the goals and objectives of the Region. It is vital that the Coach Administrator play a key role in the development and creation of the overall region budget so that the coaching program has the resources necessary to accomplish key objectives in achieving goals. *Explain that holding coaching courses and social activities for their coaches will be a big part of their budget.*

Show **Slide #37** with possible program costs to consider in creating a budget:

- Communication
- Staff
- Training
- Equipment and materials (new manuals for coaches at the U6 through U12 levels)

### **G) Coaching Courses –Are you ready to hold a coaching course?**

Transitional Statement: *The following **10 slides** will detail the course checklist on organizing, implementing and finalizing coaching courses. Familiarize yourself with the slides so you can accurately give the attendees good sound information. This is a critical area where you need to touch on the required coach training – rollout since August of 2010, and how important it is to offer a sufficient number of courses each season (especially for the U6 through U12 levels at the region level). Explain also that online courses are available for U-6 and U-8 that are fully completed online. The online*

*U-10 Coach course is classroom portion ONLY which then requires a field session to be offered by the Region.*

*The curriculum in this workshop is designed to give options and information to everyone in the entire country. What works for your personal region may not work in other parts of the country.*

#### **H) eAYSO and Course Rosters:**

*Transitional Statement: The next 9 slides will show how to register courses and how to update rosters when completed – don't spend a lot of time on this but go through them briefly and explain that help is available for those wanting more information.*

*As the coach administrator, you may not be the course instructor or the person that enters roster information into eAYSO **BUT** it is your responsibility to make sure your instructors know and understand the proper procedures for not only registering courses in eAYSO but to make sure the attendees receive credit.*

*Go over **Slide # 57** and explain where instructors get the curriculum information for all coaching courses. Show where the lesson plans, power point presentations and exams are located. The U6 through U12 coaching materials are large zip files that need to be downloaded prior to the courses being taught. The zip files contain all necessary files – PowerPoint presentations, lesson plans and exams. These exams are not password protected. The intermediate and advanced exams are still password-protected.*

#### **I) Coaching Planning Calendar Slides 58-60**

*Transitional Statement: Although your season may be only a few months long, your job as coach administrator never truly ends once it begins, but cycles through different stages throughout the year. This is why planning ahead is of the essence.*

**\*\*Show them the page out of the manual as a sample and explain the RCA Planning Schedule.**

#### **J) Recruiting, and Retaining Coaches Slides 61-67**

*Transitional Statement: We will now cover one of the most integral, difficult, yet fun parts of being a coach administrator...making sure you have coaches!*

*Transitional statement:*

*Ask the question: How many of you think that one of the roles you have as a coach administrator is one of coach recruitment?*

Now explain that they should have a hand in the coach recruitment process however their primary focus should be one of coach retention.

- Recruiting – determine how many coaches you will need for the following season
- Try to promote assistant coaches that are ready to be head coaches
- Publicity – Registration Days

Retention - talk about how:

- Success sells. People want to be a part of something that is successful.
- A Region, with its act together, will have an easier time retaining its best people.
- Explain how critical it is to offer sufficient training and often that reason is why 1<sup>st</sup> and 2<sup>nd</sup> year parent-coaches stop coaching, due to lack of quality training.
- How important it is to have a regional board connected with their coaches.
- Explain that the coaches in their program must be the ambassadors for coaching and their AYSO region.
- Explain why it is important to buy shirts for their coaches (so that they can form a bond with the other coaches in the region and look professional).
- The region should provide coaches in their region with a pin, patch, shirt, jacket or hat and why that it is important. It should never be overlooked that volunteer's need these rewards, if only to recognize their efforts.
- **Just remember any gift, unless accompanied by a sincere "look them in the eye" thank you, loses its effectiveness.** Parties, special events, and other ceremonies are often just the right finishing touch to a major regional effort.

Restate that a coach administrator should not give up on recruiting volunteers but their primary goal should be one of retaining coaches.

Explain that the process is a challenging one, but that they can be successful. People need to feel welcome and appreciated.

### ***Miscellaneous Information:***

***K) Annual Coaches Meeting*** – Every Region has one, right? Make sure you invite your CVPA (along with the Referee Administrator, Division Coordinators, etc.) to spend a few minutes going over some of the new key protection guidelines from the new Safe Haven course, which rolled out in July of 2011. Use this time to recommend that if anyone has not taken the new course, they should. There is a vast amount of important information that has been added to this course.

**L) *Volunteers Must do What Each Year?* – All volunteers are required to complete a Volunteer Registration Form EVERY YEAR!**

Be authorized to perform their jobs and to act within their position job descriptions and adhere to AYSO policies, procedures and guidelines.

**M) *Kids Zone* – Ask everyone to raise their hands if they belong to a “Kids Zone” Region? Explain how this is the program that promotes good sideline behavior and that all regions should embrace this program for sake of the children.**

**N) *Miscellaneous facts about eAYSO* -**

State that all Coach Administrators should be very familiar with the workings of eAYSO, to include:

- a. Coaches can now sign up for coach courses after making a profile
- b. During the eAYSO volunteer process, coaches can indicate which child they wish to be assigned to as the head coach or assistant coach.
- c. They can also indicate if they wish to be a team parent or referee.
- d. Division Coordinators can be assigned “rights” by the Region to access information for the coaches and players within their designated division
- e. Regions can allow coaches to enter player ratings online.
- f. The RCA or the Division Coordinators can export & review them, hopefully making regional team balancing quicker & easier

Recommend that Coach Administrators all take an e-AYSO webinar!

**O) *Webinars – new webinars upcoming in 2015***

*Transitional Statement: new coaching webinars are currently being developed for coaches to aid in their coaching development.*

Webinars currently under development are:

- “The Coaching Cycle”
- “How to Run a Successful Training Session”

**P) *Question and Answer Session***

If you have time, after the summary, conduct an interactive question and answer session.

**Q) *Conclusion***

Review the key points of the course and reinforce the responsibility of the Coach Administrator in providing quality coaching courses and in making sure all attendees get credit for their training. Make sure your instructors know that if rosters are not processed, either on the Region level or by sending them to the National Office, within 60 days, the instructor’s credentials will be placed on HOLD until a satisfactory disposition of the roster in question. Reiterate how important it is that each person have the most current Coach Administrator Manual and that they know the names of their Area Coach Administrator and Section Coach Administrator for that support system.