

## **AURORA TECHNICAL DEVELOPMENT PLAN**

### **1.0 INTRODUCTION**

#### **1.1 Aurora Soccer club Aligns with Long Term Player Development**

The guiding principles of the Aurora Soccer Club Technical Development Plan are based on the guidelines set by Canada Soccer and Ontario Soccer Long term Player Development (LTPD).

The LTPD is a player centred program designed to optimize the chances of player success by tailoring training, competition and coaching to their needs at the appropriate stage of development. This aligns the children's age to the appropriately defined soccer skills in a caring soccer community of parents, coaches, officials. The major underlying criteria for LTPD is a fun and accommodating soccer learning environment.

In the LTPD model, the development pathway for the player, coach and match officials are all aligned. These pathways are important pillars in our club technical development plan.

The continuous development of the player is synonymous with a well-trained and knowledgeable coach/mentor. Hence the development of the coach is an integral component for the continuous delivery and improvement of our program. Even though the development of match officials is equally important, in the current soccer structure of Saskatoon, that responsibility falls under a different organisation. Nonetheless, Aurora soccer actively supports and promotes all initiatives geared at referee development and retention. This, however, will not be a component of our club development plan.

This Technical plan illustrated a pathway for our players and our coaches to follow. This is developed based on our current programming, feedback from the club's stakeholders (parents and board members) and an assessment of the overall health and sustainability of our current technical dispensation.

#### **1.2 Long Term Player Development for Players and Coaches**

The LTPL model identifies two streams of soccer programming; the recreational and competitive streams. As a club, Aurora Soccer strives to offer both.

Within in the first four stages of the LTPD model, age and stage appropriate training methods ensure that skills development is placed above all else up to Level 4.



Figure 1.1 Canada Soccer’s long-term player development pathway with numbered age appropriate development curriculum targets

### 1.2.1 Aurora Approach to Learn to Train and FUNdamental

The design of sessions and emphasis for U11 and under, is to focus on core competencies and the developmental needs of children and not on player selection based on perceived skill for competition models that encourage and reward player recruitment over player development.

- i. There is no tearing in the FUNdamental level, allowing for club wide training.
- ii. The use of the preferred training model at this age allows for equal access of all players to coaching from the more experienced coaches.

Even though there is a tearing system to allow for appropriate competition across the city at Learn to Train. Aurora always submits minimum team sizes at these ages to allow for upward movement of players

### 1.3 Coach Development

All of the coaches in Aurora have the minimum training required by CSA and implemented by the Saskatoon Youth Soccer Inc (SYSI). These community stream workshops are offered several times in a year.

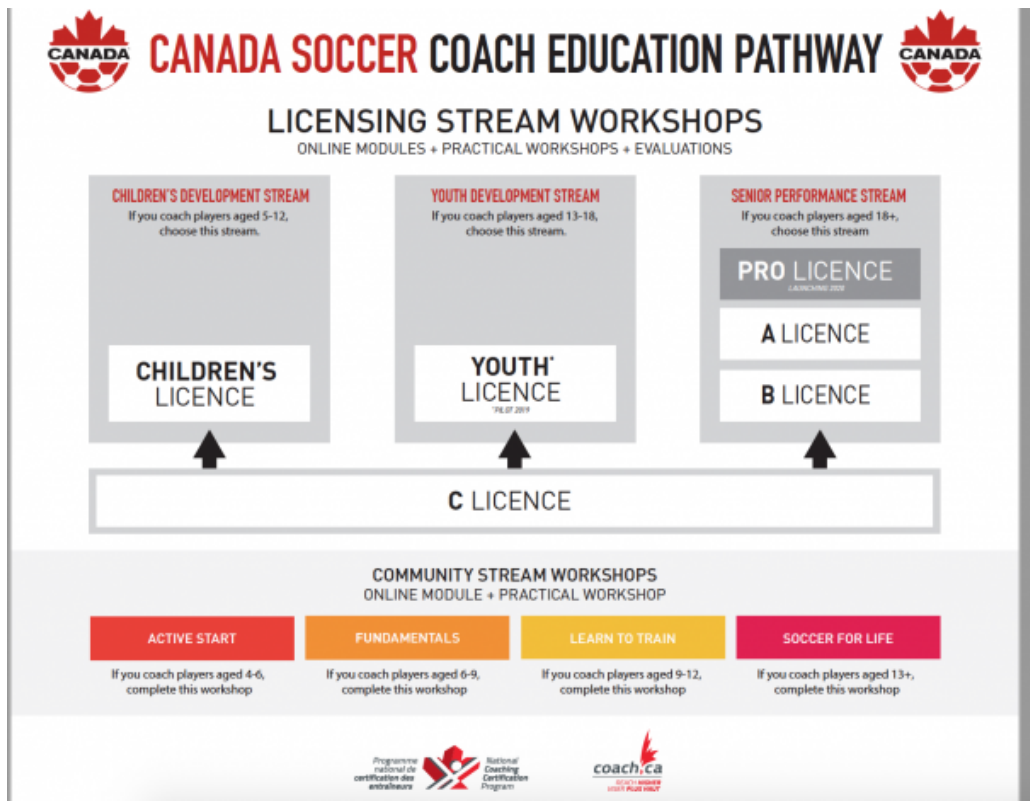


Figure 1.2 Canada Soccer’s Coach development pathway aligned with the long-term player development.

### 1.3.1 Community Stream

The four Community Sport Stream workshops (based on Stages 1, 2, 3, and 7) of the LTPD Model. The first three workshops, Active Start, FUNDamentals, and Learn to Train, deal with soccer training and the importance of physical literacy for players up to 12 years of age. The fourth workshop, Soccer for Life, focuses attention on working with players between the ages of 13 through to adult recreational soccer.

### 1.3.2 Licensing Stream

The Licensing Stream is aimed at those who are more serious about their coaching development and requires that coaches reach a minimum standard of competence in a practical coaching environment. Each coach is, therefore, formally evaluated and graded by Staff Evaluators at each stage of the process. This process begins with the C Licence. From there, coaches may enter the B Licence Program (which includes the B Licence Part 1 and B Licence Part 2), the Children's Licence stream, or the Youth Licence stream. It is aimed at coaches working with players in an environment where performance is a critical factor in successful coaching.

- i. Aurora Soccer will continue to encourage and fully fund (both the registration and other costs) coaches who pursue advanced coaching

- ii. Aurora will additionally encourage female coaches to take these courses with additional bursary. This is to help bridge the current gap/lack of female coaches for our competitive stream (PSL teams).
- iii. Aurora is exploring funding to compensate licensed coaches in order to motivate and retain them. These are also outlined in Coach Development.

Sports Science is included as an important aspect for the club and the well-being of the players.

## **2.0 AURORA PROGRAM OVERVIEW AND BACKGROUND**

### **2.1 Current Program offerings**

#### ***2.1.1 Recreational Soccer League***

Aurora is one of five clubs that formed the Saskatoon Youth Soccer inc. (SYSI). The main objective of SYSI is to allocate space to each club in the Saskatoon Soccer Centre, organize and run a league for the member clubs. SYSI offers Mini and Youth Soccer.

Mini Soccer is defined to include U7, and U9 programs. In accordance with the LTPD pathway, the focus is on FUN and enjoyment of the game. As such, no standings are kept and there are no assigned referees at this level of play. To develop and retain players, Aurora, like other clubs, offer an additional training session per week for our athletes.

Youth Soccer is defined as the U11 through U19 soccer programs. Even though the league is a recreational league, it is structured to allow for appropriated competition (tiering within each age group) with standings (excluding U11).

#### ***2.1.2 Biweekly Technical Sessions***

For continuous coach and player development, technical sessions are organized and run by the TD for all teams twice a month. Both athletes and coaches are expected to participate in these sessions. Coaches are encouraged to give input on the themes for these sessions, with the expectation of sharing and learning from the sessions delivered by the TD.

Goalkeeper specific training sessions are opened to all within the club. These sessions are offered twice a month and lead by a trained goalkeeping coach.

#### ***2.1.3 Accelerated Development Academy (ADA)***

The Accelerated Development Academy is a program designed to give extra technical sessions to athletes and runs from October through March. Two groups have been identified in 2019/2020 season (U11 and U15 groups). The success of this program is not obvious considering the amount of money and coaching resources as opposed to the enrolment.

#### ***2.1.4 Summer Camps***

Program is a six-week program (August-September), held at the Aurora assigned summer practice field, for ages.

### 2.1.5 Competitive Soccer

Players ages U13-19. Competitive Soccer includes teams and programs that are based on player evaluations and competitive try-outs. Aurora's competitive soccer is played in the summer only. Each year Aurora soccer puts in a minimum of two competitive teams (U13 boys and Girls teams) in the provincial soccer league (PSL).

## 2.2 Technical Structure

The technical structure of the club (Figure 2.1) will be led by the director of player and coach development as shown below. A technical committee comprising of the director of coach and player development, the technical director, technical coordinator and the head coaches, and additional members where necessary will oversee the various components of the technical plan.

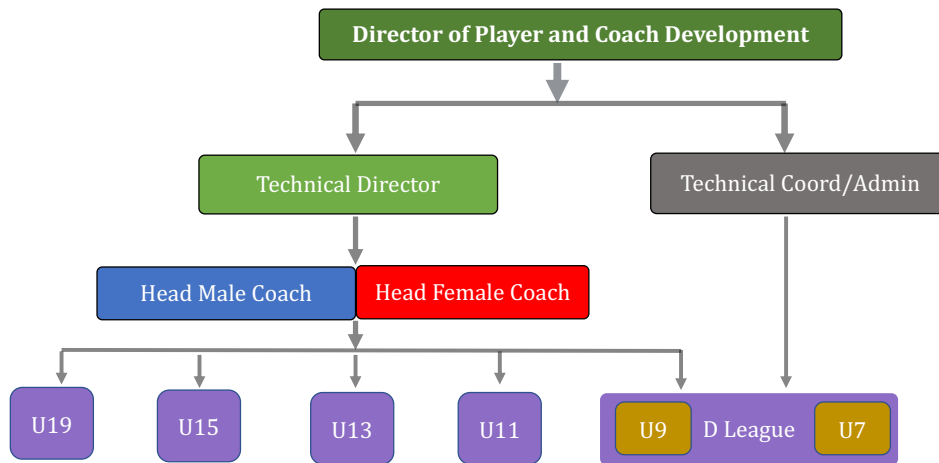


Figure 2.1 Technical hierarchy and working chart for club

The teams within Aurora are coached by volunteer coaches. The number of coaches varies from year/season and typically falls in the range of 32-40 coaching spots per season. These coaches are all mandated to obtain the very minimum of training/certification mandated by SYSI. The table below outlines the number of coaches in each category currently within the club. Coaches with multiple levels of certification are counted in each category.

Also included is the projected budget coach certification in the 2020/21 budget year.

Training/Certification	Current Coaches 2019	Predicted Numbers 2020/2021	Certification Budget
Active Start	20	20	\$ -
Fundamentals	20	20	\$ -
Learn to train	15	15	\$ -
Soccer for life	15	15	\$ -
C license Trained	3	6	\$ 2,000.00
C license Certified	5	7	\$ 1,000.00
Children's License Trained	2	2	\$ -
Children's License Certified	0	2	\$ -
Youth License Trained	0	3	\$ 1,500.00
Youth License Certified	0	0	\$ -
B1 Trained	4	6	\$ 2,000.00
B1 Certified	1	4	\$ 600.00
B2 Trained	1	2	\$ 600.00
B2 Certified	1	1	\$ -
License A	0	0	\$ -
TD Diploma	0	1	\$ -
TOTAL			\$ 7,700.00

### 2.3 Evaluation of Current Program Offering

A Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis is another way of assessing Aurora Soccer's current overall health. Strengths and Weaknesses should be thought of primarily as internal to the organization. Opportunities and Threats are influencing factors that may come to the organization externally. By addressing the good and bad, both internal and external, the Aurora board is able to use the SWOT analysis to set priorities and plan for the future. The outcome of this analyses form the basis for our action items defined for the year.

*Internal factors to be managed include Strengths and Weaknesses.*

#### **Strengths**

- Dedicated volunteer coaches, board, and club members
- Guaranteed competition
- Administrative structure working well
- Low cost of operations and fees
- Facilities in place
- Quality equipment
- Good player assessments
- Large volunteer base
- Talented and competitive players
- Program offerings for young players
- Program alumni return to help
- Large well marketed and attended tournaments
- Membership guaranteed by zoning structure

#### **Weaknesses**

- Marketing not developed

- Need a common message- (marketing, communication)
- Poor player transitions from recreation to competitive league (dropouts)
- Growing pains
- No club development plan
- Key people leaving
- Lack of an annual technical plan
- Ongoing player assessment
- Program curriculum
- Pathway for advanced players
- No technical plan
- Committees as defined in policies and procedures manual not functional

*External factors to be managed include Opportunities and Threats.*

### **Opportunities**

- Develop an Annual Program
- Club curriculum
- Recruit paid coaches to increase retention
- Implement clubs coach education program
- Partnership with other clubs/academies
- Establish sponsorships with businesses
- Growth to support paid staff by program
- Media coverage
- Demographics and Population - Expanding and new catchment areas within zone (Aspen Ridge, Britton etc)
- Funding opportunities for programs
- Program alumni return to help

### **Threats**

- Non zoned soccer academies competing
- Change in geographical zoning due to club licensing
- Poor economy
- Community soccer program
- Budget questions, uncertainty
- Rezoning to take away established communities
- Other youth sports programs



### 3.0 CLUB DEVELOPMENT ITEMS

The actionable items from the SWOT analysis, and input from board members form the basis for the recommended key performance indicators below. To implement the KPI's captured in sections 3.1 and 3.2, an annual technical calendar is required.

#### 3.1 Player Development

A key component of implementing a unified club technical model includes the development of appropriate curriculum for each LTDP developmental point.

PLAYER ATTRACTION	OBJECTIVE	ACTION	PERSON IN CHARGE
Attract more players from schools within our cities	To attract 30-50 new players per year	Help run the end of the year parties and promote our programs there.	Technical Coordinators
Offer Multiple programs for flexibility	To attract more players interested in futsal	Have a futsal program and an indoor soccer program during the winter.	Technical Director
Use social media to promote our programs	To attract players that are new to the area	Instagram, Twitter & Facebook. Recruit social media savvy parents to help run Aurora social media handles.	Director of Communication
School Outreach Program	To attract players that are new to the area	Visit all schools in the zone to sell soccer as a safe and fun sport	Technical Director
Have certified and experienced coaches	For coaches to have certifications or should be in the process of doing their courses	Pay for the courses	Technical Director
PLAYER RETENTION	OBJECTIVE	ACTION	PERSON IN CHARGE
Get feedback from parents/players	Retain at least 90% of our players	Meet with parents from the club after season ends and send end of season surveys	Technical Committee
Players that left or are thinking of leaving	Try to get them back	Speak to the parents and the player to try and figure out a solution.	Technical Director/Technical Coordinator
Have certified and experienced coaches	Coaches should have certifications or should be in the process of doing their courses	Pay for the courses	Technical Director

### 3.2 Coach Development

A major gap in coach development has been the reliance on SYSI to provide training courses. The provision of weekly focused technical presentation to will both engage and continue to develop coaches. These sessions can be run/delivered by the TD and guest coaches on an ongoing basis.

COACH ATTRACTION	OBJECTIVE	ACTION	PERSON IN CHARGE
Compensation	Attract young enthusiastic and experienced coaches that are interested in developing the program	Pay Coaches for hours worked	Technical Coordinator
Brand Awareness	Attract coaches in the region	Social media, website and community outreach	Head of social Media
Coach Identity Program	Ensuring our coaches are wearing Aurora branded kits and looking professional	Supply all coaches with Aurora branded coaching shirts	Technical Coordinator
Coaching resources	Help the staff to be more organized	Use of Session Planner software	Technical Director
COACH RETENTION	OBJECTIVE	ACTION	PERSON IN CHARGE
Coach Education	Get more qualified Coaches	Explain the coach's pathway. Help them register to courses and reimburse them for it once they pass.	Technical Director
Compensation	Keep as many coaches from the previous year.	Pay raise for coaches that get their certification.	Technical Coordinator
Coach Appreciation	Keep coaches engaged and motivated	Organise meetings/appreciation events with Coaches after every tournament and season	President
COACH DEVELOPMENT	OBJECTIVE	ACTION	PERSON IN CHARGE
Coaching clinics	Help all the coaches to develop their coaching ability	Tech staff runs a session with a youth team.	Technical Director / Technical Coordinators
Promoting female coaches	Transition female youth & senior players to coaching.	Educate the players on how they can help the next generation and get involved within the club by coaching.	Technical Director
Feedback	Continuous input on delivery and content	Evaluation of coaching with TD, and parent feedback	Technical Director/Tech. Comm
Mentorship Program	Help all the coaches to develop their coaching ability	Follow up with coaches	Technical Comm
VALUATIONS/FEEDBACK	OBJECTIVE	ACTION	PERSON IN CHARGE
Player Evaluation	Help players understand progression	Complete Standardized Coach Evaluation and feedback.	Coach/Tech. Admin
Coach Evaluation	Help all the coaches to develop their coaching ability	Evaluation provided to all Coaches by TD, and	Technical Director

### 3.3 Use of Technology

- a. Aurora soccer club is currently piloting the use of Skill Shark software for player evaluation. The current scope will be expanded to include both in-season evaluations, and the ability to generate in-season and end of season player assessment by coaches in a timely manner.
  - i. Develop age appropriate standardized templates (according to LTPD) benchmarks for evaluation
  - ii. Develop a progress report template to capture several in season player evaluations to enable tracking and benchmarking

- b. Adapt the use of video review for games and session delivery. This will prepare coaches for delivery of license evaluation sessions adapted by Canada Soccer and Saskatchewan soccer for the licensing stream.