

Club Director, Why and How?

By:

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Club Director, Why?

- All companies have a CEO, appointed by a BOD. Same holds true within a soccer club there is a need for a soccer leader with a vision of how club is to run.
- Leader to educate, coordinate, and facilitate soccer development of coaches, players and parents.
- Provides common direction, common curriculum for instruction



Club Mission Statements

- Providing positive role model: coaches and staff who lead & inspire.
- Maintaining a competitive soccer program with an emphasis on continually advancing teams to reach their potential .
- Developing passionate soccer players into respectful young adults.
- Preparing players for playing beyond club soccer (Collegiate, ODP, Professional).



Club Mission Statements

- Utilizing soccer as the basis for community outreach programs & global awareness initiatives.
- Developing a world-class athletic facility to assist us in accomplishing our Vision and Mission.

United Futbol Club



Club Mission Statements

- Employing top coaches and trainers in a player-centric environment that focuses on training, development, and fostering a life long love of the beautiful game.
(Cincinnati United Premier)
- Development of healthy youth through the game of soccer. With a firm belief in the value of sports in promoting the physical, mental, and social well-being of our children.

(Rush)



Job Description for a Club Director

- Strong background in coaching who shares a “development first” philosophy. Director will oversee all soccer related activities of the club as well as maintain, develop, and conduct coach player and parent programs and clinics for all levels. Responsible for facility management, summer camps and develop of new programs. The Director will also act as an ambassador for ASA with soccer communities and work directly with the club’s President and Board of Directors.

(Soccer Director, Amherst NY Soccer Association)



Criteria for a Club Director

- Four year degree and have experience in soccer club administration. Minimum of a C License. Exceptional organizational, leadership, and teaching ability and has excellent interpersonal skills. Superior written and verbal communication skills and comfort with public speaking. Strong computer skills and be comfortable creating and editing word processing and spreadsheet documents.

(Soccer Director, Amherst NY Soccer Association)



Job Description/Criteria for Club Director

- Director of Coaching and Player Development is responsible for cultivating a love of the game, and also to provide an environment that creates positive culture and promotes player development. The Director will be responsible for providing a consistency for the overall soccer experience for players, coaches, and parents that are consistent with the CA United mission and vision. (Capital Area United, MI).
- C license with desire to get A within three years. Former college player, pro playing experience, one year DOC experience, 8 years coaching, National Youth License, State ODP experience.



Duties and Roles

- Is the “face” and voice of the club. With parents/community and players.
- Hires/manages staff coaches including assigning duties and tracking coaches and player development.
- Trains teams within the club. May train own teams.
- Runs tryouts.
- Markets club.
- Holds office hours.
- What ELSE?????



Club Director-How?

- Many different models of Club Directors within clubs.
- Last 10 years, this job has evolved quite a bit.
- Many clubs breakdown duties into age group directors.
What does this accomplish?
- More clubs developing, more qualified people able to be in charge.
- Dynamic of Soccer in US has evolved dramatically.



Comparison of Clubs Hierarchy

Director of Coaching

Boys Olders Director

Girls Olders Director

Younger Boys Director

Younger Girls Director

Goalkeeping Coach

Numerous Staff Coaches

(United Futbol Club)



Comparison of Clubs Hierarchy

Executive Director

Boys Director

Girls Director

Three Assistant Directors of Feeder Club

Two Directors of Feeder Clubs

Two Directors for Goalkeeping (by ages)

Multiple coaches underneath.

(Cincinnati United)



Comparison of Clubs Hierarchy

President/CEO

Technical Director

Director of Seniors

Director of Coaching Youth Girls/Boys

Director of Coaching Academy

Director of Coaching Junior Girls/Boys

Director of Development

Director of Goalkeeping

Numerous Coaches Below

NUMEROUS CLUBS WITHIN NUMEROUS STATES

(Colorado Rush)



Club Director-Potential Pitfalls

- Problem solving with the consumer (parents).
- Overseeing coaches.
- Egos.....
- Issues with a Board of Directors.
- Retention of Players (club jumping).
- If you don't own your own facility, securing fields that are out of your control. Permits, sharing fields with recreational programs.
- Other potential issues?



Club Director's Main Focus

- Development of PLAYERS. But that means different things to different people.
- Progress via proper education of everyone involved.
- Must be able to juggle all the nonsense and maintain quality training for teams.
- Adding more teams to the club.
- Player placement to “next level.”
- When making decisions must ask, “Is this in the best interest of the players.”
- Keeping people happy. Is this possible?



SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats

When making decisions about your club, this analysis chart is a good way to help clubs make decisions for the good of the masses.



Club Director-Misc Issues

- Must understand psychology of players, parents and coaches. Realize that there are different approaches to dealing with different people. ADAPT to Audience.
- Wears multiple hats and must be a Jack or Jill of all trades. (deep soccer background at all levels a must!)
- Business vs. Development.
- Must know how to communicate effectively the goals and means to achieve those goals to members.
- National Youth License background & “it’s for the kids” mentality.



My Opinions

- Size of the club determines how the hierarchy can be structured. Gender of club players as well determines structure.
- Location of club (Ohio vs. California) has influence over how things are run and “culture” of club.
- Club Director must have similar philosophy as Board Of Directors.
- Need defined roles amongst staff, and BOD so that the left hand knows what the right hand is doing.
- Club Director must be an effective communicator.



My Opinions

- Director must be a strong, confident and driven person with a broad soccer background and understanding that development takes time.
- LEADERSHIP is critical.
- Must get others to buy into mission and goals and establish a plan towards achieving those goals.
- Sacrificing development for win at all cost hinders the growth of those in the program. Must focus on creating soccer players not trophy collectors.



Leadership Styles

Autocratic
decision by
leader

Leader
proposes
decision,
listens to
feedback,
then decides

Team
proposes
decision,
leader has
final decision

Joint decision
with team as
equals

Full delegation
of decision to
team

< **Not participative**

Highly participative >



Leadership Styles

Autocratic

- In the autocratic style, the leader takes decisions without consulting with others. The decision is made without any form of consultation. In Lewin's experiments, he found that this caused the most level of **discontent**.
- An autocratic style works when there is no need for input on the decision, where the decision would not change as a result of input, & where the motivation of people to carry out subsequent actions would not be affected whether they were or were not involved in the decision-making.



Leadership Styles

Democratic

- In the democratic style, the leader involves the people in the decision-making, although the process for the final decision may vary from the leader having the final say to them facilitating consensus in the group.
- Democratic decision-making is usually appreciated by the people, especially if they have been used to autocratic decisions with which they disagreed. It can be problematic when there are a wide range of opinions & there is no clear way of reaching an equitable final decision.



Things to Keep in Mind

- 3 years ago, Baylor University's Health, Human Performance & Recreation Department released results from a survey of 6,000 youngsters in the lowest levels of youth sports, kids 6-8 years of age, who were involved in baseball, softball, football and soccer.
- Asked why they play sports, the overwhelming response from the players was: F-U-N. In fact, 62 percent of the children surveyed said "To have fun" was their main reason for participating.
- Of the 7 responses given, "To be with their friends" was second (11 percent), "To make new friends" was third (10 percent).



- "To become physically fit" was fourth (7 percent). "To improve their skills" or "To learn new skills" each drew 4 percent.
- At the bottom of the list was **COMPETITION**. Just 2 percent of kids responding said "To succeed or win" was the most important reason they played.
- Results of surveys by the highly-regarded Northeastern University Center for the Study of Sports in Society and the Institute for the Study of Youth Sports at Michigan State Univ. show the rate of attrition among teen athletes - better known as "burn out" – has risen steadily for the past two decades.



- At present, nearly 42 percent of young people who began playing sports by age 8 have given up athletics by the time they reach 16.
- Why? Among the reasons teenagers say they're "burned out" are: being pushed too hard by adults (i.e., parents and/or coaches); sports demands too much time; other kids are better athletes; peer pressure; and developing new interests. However, nearly 50 percent of young people who leave athletics by age 16 say they did so because:

"It's not fun anymore."

- "FUN" is the correlation between these studies.



Summary

- Effective DOC's must be somewhere in the middle between Autocratic and Democratic in their leadership styles.
- DOC's must understand why kids participate in soccer, and understand that development must be the goal. Success will be a by-product of solid development.
- DOC's must stay up to date on the latest studies, education and soccer information. Also needs to constantly continue to learn and educate others within their organizations.
- Not one “perfect” way to organize a club.



Questions?

Comments?

