

The Administrative Role of a Club Director of Coaching

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Club Structure

- Executive Director & DOC
 - ED responsible for majority of the club administration
- DOC as Lead Administrator
 - DOC takes on all aspects of club administration



Trends in Youth Soccer

As club DOC's become more comfortable in administrative roles, we are seeing more of the decisions being made by technical staff. The future of club executive directors with little or no soccer background is uncertain.



Common Pitfalls for DOC's as Administrators

- Ignore budget considerations
- Poor communication
- Don't embrace technology
- Find the word administrator offensive



Budget

- Get Involved in the budgeting process
- Stay within your budget
- Make sure to communicate any mid-cycle adjustments



Communication

- Internal Marketing
- Board of Directors
- Coaching Staff
- Point of contact for membership organizations



Technology

- Email marketing – Constant Contact
- Cloud based storage for staff – Dropbox, BOX
- Professional presentations – PPT, Keynote
- Video – YouTube, Vimeo



Administrator?

- Professional appearance
- In-person communication
- Leadership style – DOC-centric, staff-centric
- Professional Development – Non-soccer related (TED Talks, Sports Business Journal)



Leadership Style



Critical Success Factors

- Player Development
- Staff Development
- Asset Development



Player Development

- Curriculum
 - Mission Statement
 - Philosophy
 - Material Document
- Player Evaluation
 - Zoom Reports, Goal Reports
 - Equivalents for team and model player?



Staff Development

- Staff Education
 - Formal licensing (external)
 - Informal continuing education (internal)
- Staff Evaluations
 - Online feedback (Zoom Reports, Goal Reports)
 - In-person meetings (How often?)
 - Achievable action items
 - Metrics (State team players, college players, returning players)



Asset Procurement and Development

- Fields – Relationships with civic entities, field development funds
- Training Equipment – Balls, cones, bibs, goals, portable walls, ball machines, etc.
- Video Equipment – Camera, editing software, hi-pod



Asset Procurement and Development

- Indoor Space – Indoor soccer, futsal, gym space?
- Staff – Buy, steal, or develop?



Golden Age of the DOC?

Are we at a point in the development of youth soccer where, at all levels, we will have people with a technical soccer background making soccer decisions and business decisions? Are we ready for that?



Thank You!!!!

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