

Policy: Coach Recruitment, Development & Retention

SASA uses a Player-centric Developmental Philosophy in line with the Canadian Soccer Association's recommended Long-Term Player Development (LTPD) model, rather than a Results-based Philosophy. While we recognize that winning is important, it is not THE most important part of our philosophy. Our philosophy puts the development of the individual player at the forefront, until players reach the Training to Compete Stage, at which time results of teams can take more emphasis. The following policies and procedures are designed to promote compliance with LTPD philosophy.

Recruitment

The Club Program Head Coach and Grassroots Head Coach are responsible for recruiting coaches to the club. This is achieved by using the following strategies:

1. Our first strategy for recruiting coaches is to contact the parents with children in our SASA programs, in particular those with a playing background, to coach a team.
2. Over the course of the season, we identify the potential long-term investment in our coaches through our Community Program and developing these coaches through the appropriate age relevant community streams.
3. We use our Association's website and social media initiatives to advertise and generate interest in becoming a coach with St. Albert Soccer.
4. We utilize our player development streams and communicate with former SASA players who continue to play within our adult programs to give back to our teams through coaching.
5. We also currently connect with the youth players of older ages to get involved in the coaching pathway early
6. We use our community coaching courses to identify potential coaches to further develop for the performance stream

Development

Coaches are encouraged to continue their education and development by attending NCCP Coaching Courses and in-house symposiums. SASA pays for coaching development upon



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approval from the Director of Coaching who maintains a budget for coach development. The Grassroots and/or Club Program Head Coaches are responsible to provide 8-10 hours of in-house coach education and instruction per year.

In addition, our Technical Coaches will also administer a feedback mechanism that is used to evaluate and provide feedback to the coaches after each season. If the feedback mechanism uncovers matters that need addressing, either the Club Program and/or Grassroots Head Coach will meet with the coach and help them with strategies to address the issue. Coaches are encouraged to remain with a specific age group and become age-group specialists, rather than move up with players wherever practical. This strategy enables coaches to become specialized in their techniques, which provides better outcomes for players.

Retention

The club shall provide an annual recognition program for coaches, including a formal letter or card of thanks from the President and/or Executive Director. A budget will be established to provide SASA branded clothing for coaches and assistant coaches and a plan will be established to provide honoraria to all coaches.

In season, we work towards supporting and developing the skills and confidence of our coaches so that they are comfortable with continuing in our association. We focus our attention on nurturing our first- year coaches, mentoring our second year and third year coaches and supporting them through their coaching careers with our Association.

Assessment

The club will continually look to progress with providing ongoing feedback to coaches. This can be done at various stages of the calendar year, all of which serve a purpose in identifying needs to be addressed and/or applauded. In circumstances of uncertainty, the club shall defer to the immediate governing body (Alberta Soccer Association) for guidance and reference.

Mentorship of Women and Players into Coaching

At St. Albert Soccer, we would like to be known as a hub for both Player and Coaching Development. We continually transition players, both male and female, from a playing role into a coaching role through mentorship opportunities provided by our Club Program Head Coach and Grassroots Head Coach.

In conjunction with our Coach Recruitment strategy, we utilize our player development stream to identify prominent young females who show an aptitude for leadership. We recognize the importance of female coaches developing female players, with several elite level females





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nurturing the development of our younger players. Of our current development staff, all fifteen have many years of playing experience within our competitive programs, of which eleven of these coaches are female.

We are developing a mentorship program that utilizes the various strategies for successful mentorship. This program will be aimed at increasing coaching opportunities within our association for these young players to pursue in a safe and nurturing environment. By investing our time and resources in our competitive young players through the transition into a coaching role, we are ensuring that the core principle values of our club are carried forward.

