



# ARIZONA SPORTS COMPLEX NEWSLETTER

When I spend my time Directing, Coaching, and Training. What enters my mind at times is, "Is youth soccer working and are we doing our best to find solutions and fix the problems as coaches and parents?"

Our children, players and every child involved in Youth Soccer deserve a great environment in which they can enjoy all the life-changing benefits of a youth soccer experience. Parents deserve guidance, support and leadership when it comes to making sure their child development. Coaches deserve to have support to be able to provide the most life-changing interactions possible. The goal of our Youth Soccer Program is to create an environment where the Coach and Parents are celebrated for working together, setting an example for communities and families everywhere.

Now for the most part we do a pretty good job, but I still see disconnection that too often exists between parents, coaches, that can hurt our players. If we don't continue to work on improving in this area, then we create an environment that is not acceptable for the players.

I know it possible to have coaches and parents work together to create a solution. It is possible for us to change culture in a program that will benefit our players. This has been my goal from the day I walked into ASC as the Director and I continued to work on cultural change. I have realized in my many years it takes everyone to make this materialize. Cultural change will happen with behavioral change and as I continue to train as well as call on coaches to rebuild their relationships with parents by extending trust. I also call on parents to take an honest look at themselves and acknowledging the current behaviors and the environment they have established. In keeping that in mind, we all need to aspire towards cultural change.



Before I was a coach, I was a parent and I remember that from a parent's perspective it felt like the coach holds all the power. With that being said, if you are stressed about something that is going on with your child, too often you do not feel as though the door is opened to reach out to the coach for advice. We fear of it having repercussions on their child when it comes to playing time or working with them.

Now being a Director and a Coach, we often feel the parent holds all the power. They are the ones who are paying for the experience, they are the ones who can complain and get the coach questioned, and they are the ones who can make

life miserable for the coach by excessive negative communication to their child or other parents in the program. I have seen Coaches being treated poorly, accused of not coaching their kids, parents pulling their kids off a team, and Coaches been pulled off mission by the soccer parent who is irrational, and unable to be satisfied.

Coaches start to think that most parents are crazy soccer parents. What the coach doesn't understand it that they are just stressed soccer parents. Parents that worry about their child when they are struggling, because they want their child to be successful and happy. Stressed parents just need is some information, for the door to be opened to them, and for someone to listen and try to understand and to help. Parents don't want to be perceived as a crazy soccer parent, so they elect not to ask questions and allow the stress to mount.

I have seen too often, coaches and parents blaming each other... Coaches and parents need to work together so we don't go the other route, creating a culture that won't benefit the children in the community. I will continue to train the ASC Coaching Staff to develop and improve in all areas so that your child can have the best experience possible in Youth Soccer. So, continue to reach out to your coach and have a conversation about your child... you will feel good, once the door is opened. You can gain perspective, calm down and, most importantly, your child benefits.

Let's work together to create a positive culture in which all our soccer playing children will succeed. Where they develop a love the game that will stay with them forever and learn the important, valuable life skill lessons that soccer is uniquely positioned to teach. You have my commitment as the Director of the Youth Soccer program to do my part and I just ask you to your part as well. I will continue to work on our Coaches... they will be encouraged to open the door to their parents, and because this can be a new territory in the coach-parent relationship, they will clearly define and welcome good behavior. Together we can make and impact in a valuable child's life. Sports come and go, but life lessons and character last forever.

We also want to take a moment to congratulate last week's Character Card Winners! Great Job to all the players!

🏆 J. Johnson U8 Impact Coach Sal

🏆 M. Lewis U8 Rapids Coach Shanda

🏆 A. Carson U10 Malaga Coach Ethan D

🏆 A. Qutami U10 Sevilla Coach Sal

🏆 D. Scherling U12 Chelsea Coach Anthony

🏆 J. Fay U12 Stoke City Coach Andrew

🏆 S. Vinapamula U14 Roma Coach Andrew

If you didn't get your prize, please stop by the front desk to pick it up next time you're here.

Thank you for taking the time to read our newsletter and if you haven't registered already for our Summer Youth Soccer Session, please get it done right away. It's our busiest time of the year and spots are filling up fast. I wouldn't want your child to end up on a waiting list or miss our summer session, because you waited too long to sign them up.

George Archuleta – ASC Director Youth Soccer

[REGISTER HERE](#)

An e-mail survey was sent to the all ASC families with the ASC Youth Soccer program. The questions were simple, such as:

- How does ASC compare to other programs and facilities?
- Does your child have any positive comments when they finish practice or a game?
- Would you sign your child up for this program again?
- Overall, what do you and your child enjoy most about playing at ASC?
- What specifically about our program or facility would you like to see improve?

A total of 40 unique respondents provided feedback via the survey we sent out last week. Respondents provided information regarding the ASC Youth Soccer program and provided responses to a series of questions relating to our facility, the player experience with practice or games, the players development in skills, the coach's ability to impact our players, what you child enjoys the most about our Youth Soccer program, and areas we can improve. The responses were scaled ranging from "1 = Well below average" to "5 = Well above average". Additionally, respondents were given the opportunity to submit valuable comments for each of the scaled response questions. Many of the respondents provided truthful comments and suggestions, including heartfelt criticisms and compliments.

These responses are very helpful in clarifying the experience that are customers receive in our Youth Soccer program. We are grateful for those who took the time to share their own opinion and experience. This information has been shared with our ASC Management team and ASC Staff. The constructive feedback will help our team from leadership to the staff, to get a better to improve our customer experience.

The comments emphasized these following points:

- ASC families feel that we are organized, and it appears that ASC does a good job from the coaches to the volunteers in being informed as well as making sure everyone is learning and having fun... yet there is clearly some room for improvement to become more consistent in all areas of serving our families;
  - The level of coaching can vary from team to team, players are having fun but could gain more experience and improve their soccer skills.
  - Coaches for the most part rotate all players in the game but can more consistent with managing equal playing time.
  - Referees do a great job in facilitating safety during the game but can more consistent in their calls as well as not vary from referee to referee in how the game is managed.

In response to the input provided in this survey, ASC has developed the following proposed action items and will commence taking action to address these points. Now as know there is no such thing as perfection, but our goal is to continue to improve and eliminate days that are frustrating as well disappointing for our ASC families experience.

## Re: Coaching Development

- will revisit how information is presented on the NPSC website and also assess the clarity of content, and then take action to improve both. We welcome specific feedback regarding the pages and information presentation that could be improved.

## Re: Player rotation

- NPSC has renewed the expectation that each coach will focus on player development. This expectation was discussed in the recent coach meeting, it is described in the coach meeting notes available on the NPSC website.

US Soccer and other accredited soccer organizations encourage youth soccer programs to focus on player development and not team development, suggesting that players should still be learning and playing different positions through U14.

## Re: Player placement and evaluation process

- NPSC will endeavor to provide better information to parents and coaches regarding the player evaluation and placement process.
  - This may be accomplished via the NPSC website, in-person placement briefing sessions, and email communications from Age Group Directors updating and explaining the placement process for registered players.

Overall, this report will help guide NPSC as the organization works to improve service to NPSC families and players. We expect to again solicit feedback from the NPSC community in the future, and welcome additional input from NPSC families in the interim.

[Please review the detailed results here.](#)

New Providence Soccer Club Board