



ARIZONA SPORTS COMPLEX NEWSLETTER

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.

Coaching Development

- ASC will be continuing to invest in our coaches with additional training:
 - Classes: US SOCCER Skills and Tactical Training to improve their ability to train and coach.
 - Courses: Positive Coaching Alliance Double-Goal Coach: Coaching for Winning and Life Lessons.
 - Training coaches to explore why and how to pursue both winning and the more important goal of teaching life lessons through sports.

Player Rotation




- ASC has renewed the expectation that each coach will focus even more on player development. Working on organizing their team so that they can balance the needs of fair competition, balanced playing time and the educational demands. Keeping track of who's been playing where and how long have they played there.
- Maximizing the educational opportunities of the game and a continued commitment to develop your child.
 - 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.



Referee Development

- ASC will be continuing to invest in our referees with additional training:
 - Training and review of the Laws: ensuring they know the Laws of the Game and work to learn the correct interpretations.
 - Training and review the local Rules of Competition: Length of halves, Size of ball, Number of players, Penalty kicks or no penalty kicks, etc.
 - Training on how to command respect (element of game control) on the field, looking and acting like a professional.
 - Training on how to approach the game in a way that shows you are looking forward to being there and being a part of the game.

Overall, this report will help guide ASC as we work to improve service to our ASC families and players. Thank you for your feedback and we look forward to continuing improving our ASC Youth Soccer program.

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

 V. Ballard U8 Crew Coach Berna
 J. Craciun U8 Fire Coach Andrew
 M Johnston U10 Coach Andrew

 M Scheideger U10 Almeria Coach Marco
 R Kari U12 Everton Coach Alex

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. We only have few spots and I wouldn't want your child to end up on a waiting list or miss our summer session, because you didn't take advantage of signing your child up on time.

George Archuleta – ASC Director Youth Soccer

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