

# Parent Engagement: What, Why, Who, How

Inspiring Players by Empowering Parents



[USYOUTHSOCCER.ORG](http://USYOUTHSOCCER.ORG)

# WHAT



[USYOUTHSOCCER.ORG](http://USYOUTHSOCCER.ORG)

What does “Parent Engagement”  
mean to you?



# Parent Engagement:

- Team Meetings
- Mass Communications from Club
- Coach - Parent Relationship
- Club – Parent Relationship
- Club Policies
- Parent Education



# A FUNDAMENTAL SHIFT IN OUR YOUTH SOCCER CULTURE



[USYOUTHSOCCER.ORG](http://USYOUTHSOCCER.ORG)

A CULTURE WHERE THE NUMBER ONE  
FOCUS IS ON:

**PLAYER DEVELOPMENT**

**INSPIRING PLAYERS**  
**PERSON DEVELOPMENT**



[USYOUTHSOCCER.ORG](http://USYOUTHSOCCER.ORG)

# CULTURE:

Integrated pattern of human  
knowledge, belief, values, and  
behavior.



Where we have been...



[USYOUTHSOCCER.ORG](http://USYOUTHSOCCER.ORG)



# LACK OF TRUST



# ESTABLISHING TRUST

- Talk straight
- Demonstrate respect
- Create transparency
- Right wrongs
- Show loyalty
- Deliver results
- Listen first
- Keep commitments
- Get better



# HOW DOES PARENT ENGAGEMENT FIT IN?



[USYOUTHSOCCER.ORG](http://USYOUTHSOCCER.ORG)

PARENT ENGAGEMENT IS CLUBS  
AND PARENTS WORKING  
TOGETHER TO INSPIRE PLAYERS



[USYOUTHSOCCER.ORG](http://USYOUTHSOCCER.ORG)

# WHY



[USYOUTHSOCCER.ORG](http://USYOUTHSOCCER.ORG)

# BENEFITS OF ENGAGEMENT

## IN SCHOOLS

- Higher performing schools
- Consistent homework completion
- Children achieve more
- Higher aspirations & motivation
- Lower drop out rates
- More satisfied teacher
- Parents are empathetic
- Parents perceptions of school improve

## IN SOCCER CLUBS

- Higher performing clubs
- Players train on their own
- Players perform better
- Higher aspirations & motivation
- Fewer kids quit playing
- More satisfied coaches
- Parents are empathetic
- Parents perceptions of the club improve



**PARENT ENGAGEMENT WILL  
MAKE YOUTH SOCCER BETTER**



**USYOUTHSOCCER.ORG**

# WHO



[USYOUTHSOCCER.ORG](http://USYOUTHSOCCER.ORG)



**1 2 3 4 5 6 7**

**VERY BAD**

**NEUTRAL**

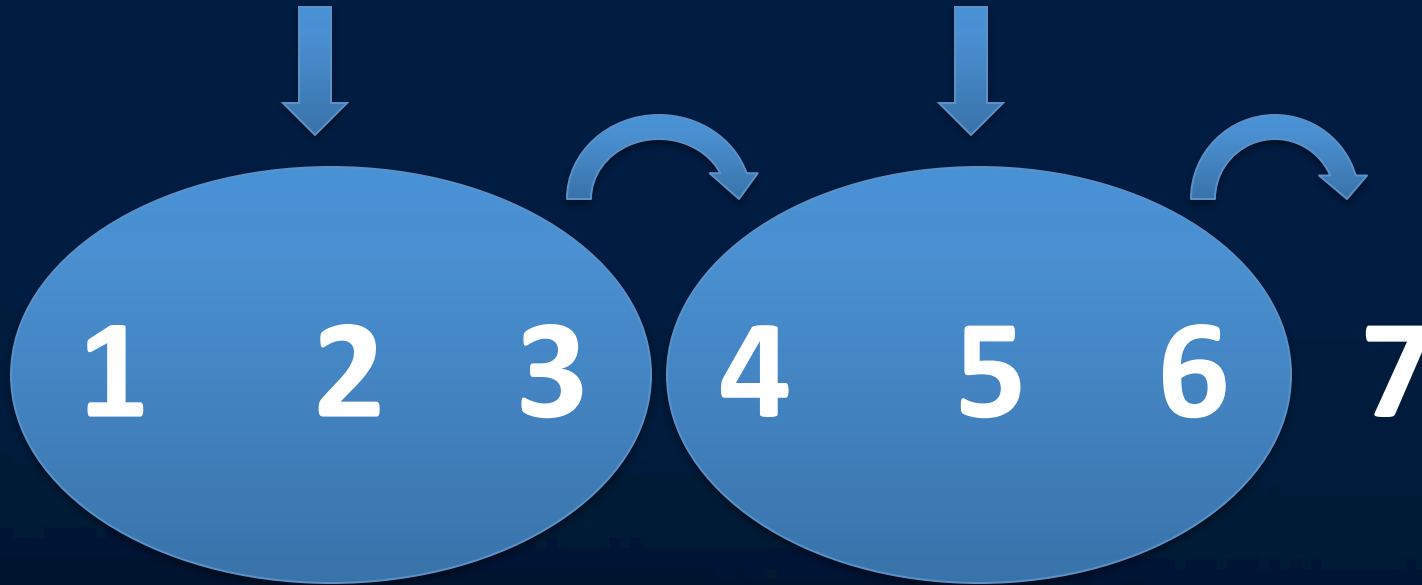
**VERY GOOD**



**USYOUTHSOCCER.ORG**

80% of Effort

9 x as Valuable



1 2 3

4 5 6 7

Plan A:  
Eliminate the  
Negatives

Plan B:  
Elevate the  
Positives

# Stop Getting Sidetracked by the Crazy Soccer Parents



**Focus on the level headed and  
sometimes stressed parents to  
establish trust and create a  
culture that inspires our players.**



# HOW



[USYOUTHSOCCER.ORG](http://USYOUTHSOCCER.ORG)

# For Coaches & Parents to Work Together to Inspire Players:

1. Defined Values
2. Regular Club Communication
3. Club Standards for Parental Expectations
4. Club Standards for Coach Behavior
5. Defined Coach-Parent Relationship
6. Coach Education
7. Parent Education
8. Systematic Feedback
9. Club Policies Related to Complaints



# Parent Values Statements

1. Active Health
2. Coach Integrity
3. Life Lessons
4. Soccer Knowledge
5. Love of the Game
6. Balanced Outlook



# Develop Parental Expectations & Implement

- 1. Commitment to Club**
- 2. Behavior on Sidelines**
  - Clear Policies Here
- 3. Interactions with Coaches & Club**





# Develop Coach Standards & Implement

- 1. Communication to Parents**
- 2. Behavior on Sidelines**
- 3. Interactions with Players**
- 4. Feedback to Players**
- 5. Professionalism**
- 6. Education**



# Define the Coach – Parent Relationship

- 1. 24 Hour Policy**
- 2. Open the Door**
  - Player inspiration
  - Parent stress
  - Engage in learning
- 3. Close the Door**
  - Tactics
  - Game decisions
  - Other players



# Coach Education

1. Club Values and Standards
2. Sideline Behavior
3. Emotional Intelligence
4. How to Give Feedback
5. Communication Training
6. Handling Stressed Parents
7. Handling a Crazy Soccer Parent



# Parent Education

1. **Body**
2. **Mind**
3. **Game**
4. **Coach/Club**
5. **Next Level**
6. **Parent**



# Systematic Feedback Systems

1. Parents to Coach re: Player
2. Coach to Player
3. Player to Coach



# Complaint Process

- 1. Written Policy Adopted by Board and Distributed to Parents**
- 2. Neutral Board Person**
- 3. Training for Coaches**



# Change Social Media & Website Strategies

- 1. Not Just Winning**
- 2. Not Just College Commitments**
- 3. Culture**
- 4. Alumni**
- 5. Coach Education**
- 6. Why I Love Soccer Series**



# For Coaches & Parents to Work Together to Inspire Players:

1. Defined Values
2. Regular Club Communication
3. Club Standards for Parental Expectations
4. Club Standards for Coach Behavior
5. Defined Coach-Parent Relationship
6. Coach Education
7. Parent Education
8. Systematic Feedback
9. Club Policies Related to Complaints





**Focus on the level headed and  
sometimes stressed parents to  
establish trust and create a  
culture that inspires our players.**



At the end of the day...



[USYOUTHSOCCER.ORG](http://USYOUTHSOCCER.ORG)

**Skye Eddy Bruce**

**Skye@SoccerParenting.com**

**SoccerParenting.com**

**MySoccerParenting.com**

**Booth 211**

**(804) 467-7041 - TEXT ME!**

