

How Parents Can Change the Youth Soccer Culture

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Here's what I know...

The majority of presentations on parent education tend to focus on problems and how to keep parents from becoming that mom or that dad.

This presentation isn't going to do that.



I'm going to give you advice on how to encourage more parents to be like these guys.



“The primary task of every soccer club is PARENT EDUCATION. If you do it diligently, then you have a chance at task #2-- player development.”

Sam Snow,
USYS Coaching Director

“We must wisely invest in parents. This is the top of the to-do list, #1, 365 days a year through every medium possible.”

Zac Crawford,
Alabama Youth Soccer Technical Director



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The #1 Priority

It isn't coaching players,
instead it's coaching parents.





Your club can
create an
effective
parent
education
program!



Solution 1

Redefine Parent Education



“Education doesn't take place in stuffy classrooms and university buildings, it can happen everywhere, every day to every person.”

– Richard Branson



“The most successful programs continually strive to make changes in their parenting education efforts to meet the changing needs and interests of today’s parents.”

– U.S. Department of Health and Human Services Head Start Program



Academic research indicates

- The areas in which parents seek knowledge and skills vary considerably.
- Effective programs shift away from seeing professionals as the only “experts” on parenting and instead view parents a vital part of the process, as the child’s first teacher.



Redefine how we think of parent education at our clubs

Learning is something that often happens in unplanned ways and at random times.

Education is the process of grasping those moments to teach or reinforce a principle or concept. If we create an environment of trust, then teaching and learning come together naturally.



Solution 2

Have shared goals*

*This is where the ADM works perfectly



American Development Model

- It is a bold initiative
- It provides the right framework
- It encompasses all sports (not just soccer)
- Focused on creating a healthy and positive sport experience for young athletes.



Five ADM Principles

1. All children should have the opportunity to participate in sports and physical activities.
2. Children should be given adequate time to develop the skills needed to be successful.
3. Encourage participation in multiple sports.
4. Children need to have the opportunity for spontaneous play.
5. The need for coaches that are knowledgeable, positive, and effective communicators



Stages of Development

STAGE 1: DISCOVER, LEARN AND PLAY (AGES 0-12)

STAGE 2: DEVELOP AND CHALLENGE (AGES 10-16)

STAGE 3: TRAIN AND COMPETE (AGES 13-19)

STAGE 4: EXCEL FOR HIGH PERFORMANCE OR
PARTICIPATE AND SUCCEED (AGES 15+)

STAGE 5: THRIVE AND MENTOR (ACTIVE FOR LIFE)



Organizations that embrace these principles and place a priority on educating and continually involving their parents in this process are wisely choosing

THE ROAD LESS TRAVELED



Solution 3

Practical stuff. Real advice and tips.



Create a Connection –

You'll be able to communicate much more easily if parents share your purpose and are aligned with your goals.

Listen... and listen... then listen some more

Actively listen and encourage parents to share their concerns, questions and suggestions. Be creative and find ways to solicit this feedback both formally and informally.



Create ongoing learning opportunities

Create learning opportunities that help people in their day-to-day lives.

Be purposeful

Effective educators understand being a coach puts them in a position of power, and use that position sparingly and knowingly.



Conclusion

The culture and goals of each club or association are different. You have to find what works for you and your organization.

The only thing we can say for certain is that parent education programs work best when parents are involved in meaningful ways.



“Education is the most powerful weapon to change the world.”
- Nelson Mandela

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