



Danvers Youth Soccer Association



A Town Wide Program For The Youth Of Danvers

Danvers Youth Soccer announces exciting changes to the town soccer program aimed at enhancing the player experience.

Danvers Youth Soccer is today announcing the launch of an exciting new program designed to improve the overall level of soccer skill development and enhancing the player experience. This new program begins this spring 2011.

DYS has entered into a partnership with SoccerPlus, a unique organization that assists town soccer programs in designing and implementing player development curriculum across all ages. This firm will be working with our coaches to assess our organizations current player development effectiveness and merge with it the best available techniques through their research and publications. This curriculum will begin to be used by our coaches this spring to ensure each child reaches their potential and has a great deal of fun along the way.

In addition, SoccerPlus is working with DYS to ensure that once the assessment and curriculum is built that it has staying power over time. A critical aspect of this implementation is ensuring that our volunteer coaches are knowledgeable of the game, have a strong support system for guidance, and focus on player development and the experience of each child. That process will be reinforced by a new Director of DYS Coaching (DOC). This dedicated role is being filled this spring by a knowledgeable soccer coach skilled in the SoccerPlus method as well as fully selected and accountable to the DYS organization. The new DOC is Simon Deegan.

he DOC will be present at many practices across U14 ages and below (where the opportunity to work with younger players and less experienced coaches is most needed). The DOC (Simon) will guide coaches and suggest skill development drills, specific practice sessions, etc that follow the SoccerPlus curriculum. The DOC (Simon) will be a **Coach for the Coaches**, rather than someone to run practices. The DOC (Simon) will also assess and develop processes around player assessments, tryouts for travel teams, and other DYS directed work aimed at improving the player experience.

FAQs

Q - Why did DYS enter into this new curriculum development with SoccerPlus

A – DYS entered into this venture to improve the skills and development of each soccer player who plays in the program. This centralized curriculum ensures a more consistent approach to coaching, practice time, player skill development, and in time we hope a larger number of soccer players in the program and a large number of well-developed, skilled players.

Q – Is this really necessary? We have a good program already

A – What we have found is that we have a well-intended group of volunteer parents/coaches with differing levels of soccer knowledge, differing levels of time available, and differing levels of coaching skill. This has caused variable outcomes for DYS players, some age groups have large numbers of players, strong teams, and others do not. We would like to eventually get to a more consistent outcome, this is step 1 in that process.

Q – Why not just play club soccer?

A – Many kids in the DYS program play club soccer already and there are a great number of opportunities available to our children close by. However, club soccer costs substantially more money and requires more of a time commitment than may be desired by a DYS family. DYS currently has active club coaches and former club coaches already in DYS that can work with the kids using the curriculum to improve the player experience. Some kids will opt to play club, but it should not be a requirement to improve as a player.

Q – I am a coach without much experience?

A – The new curriculum includes practice plans, coaching development tools, and many great ways to gain knowledge of the game. The DOC will be focusing a lot on the inexperienced coaches helping them improve their practices, working with the kids on skill development etc. Infact, we expect this new program to make it easier for parents who may be reluctant to get involved as coaches to volunteer now that a better support system is in place.

Q – Why focus on the younger ages?

A – This new curriculum is being introduced as a long term process. It may take several years to see marked improvement in players skills, numbers of children participating, and overall coaching improvements. The younger age focus gives those children more time and room to grow, and enables coaches to be in the program longer. The DOC and the curriculum are for all ages in the program.

Q – How is DYS going to measure the success of the new curriculum

A – There are many ways and some will evolve over time. Some are shorter term and some are longer term. The positive outcomes we expect to see include:

- * Larger overall numbers of children in the program and a larger number staying involved. Especially, at the younger levels.
- * Larger numbers of volunteer coaches
- * Better practices and player experience, children and parents happy with the DYS experience
- * An engaged DOC who is well regarded by the coaches across many age divisions
- * Better results in aggregate at the travel level. Stronger B and C Teams to compliment what is already a strong town team in most ages
- * Better player skill assessments.

Q – What is the mission of SoccerPlus

A – Develop better soccer players using their curriculum, and reinforce it through educational methods to help coaches become better. They help organizations implement and sustain better outcomes. In particular, they are helping town level soccer become better. As club soccer evolves into regional clubs requiring more commitment, travel, and money, the town level soccer helps fill the void for the larger numbers of recreational and semi-competitive players. Many of these players are blocked from reaching their full potential unless we as an organization take steps such as this new program.