



SAINT JOHN SOCCER CLUB

TECHNICAL DEVELOPMENT PLAN



1st Edition 2021
Mark Coakley - Technical Director



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1.0 INTRODUCTION

The Saint John Soccer Club (SJSC) Technical Development Plan is based on the core philosophies outlined by the Canadian Soccer Association and Sport Canada in their Long Term Player Development Plan (LTPD), which addresses the need to develop the core skills under a more educational and purposeful manner. LTPD is a player centered approach, meaning that the individual development of the player is first and foremost.

The primary targets of the SJSC Development Plan are to create an inclusive, safe, responsible and educational pathway for our young players to develop a love for the game, develop as an individual player, and also develop as young people.

The areas of player, coach and referee development are intertwined and co-dependant. The aligning of these 3 pathways are crucial to our player centered target. Without strong consideration to coach and referee education, the player will not develop to their full potential.

This plan maps out a pathway for our young players, coaches and referees to follow. The club membership will be able to see how the technical investment will enhance our communities ability to develop players, coaches and referees to be as strong as they can be without compromising their desire, passion and love for the game. Sports science, Community outreach and Adult programs are also presented as important aspects for our club and community development.

Equipping our players, volunteers, referees and coaches with a responsible program overseen and implemented by qualified, enthusiastic technical support is not just great for the game of soccer but also would be the first step in providing a community based endeavour that people can take pride in for years to come.



2.0 GUIDING PRINCIPLES

1. Soccer for Life

Our first and most important principle. To provide a fun environment which equips each player with a passion and the tools to play soccer for life.

2. Player Centered

Development of the individual is the primary goal. Winning matches, tournaments and accolades are great but a tactical, reactive, results based approach at the younger ages creates an environment of anxiety and fear hindering personal development. Player advancement should be used as the measurable over trophies and results.

3. Coach Education and Development/Support

To provide an environment where coaches are supported and given the opportunity to learn, develop and achieve certifications. This will not only benefit our coaches but more importantly the development of our players.

4. Referee Education and Development/Support

To provide a referee development platform which removes young referees from an anxious, results based environment into one where they are embraced and able to learn is far more positive than an environment of fear. By taking the time to educate our young referees, not only will they see the opportunity for gain but just as importantly the by-product is a better game environment.

5. Inclusion

Our focus is to create appropriate environments for each player to grow into whatever level of player they wish to achieve. This will provide an opportunity for each and every player to succeed instead of focusing on only the stronger players which results in kids leaving the game. Additional environments like an Academy will give players who are more serious about their development the opportunity to grow.



3.0 PLAYER DEVELOPMENT PATHWAY

The SJSC provides Grassroots and Competitive programs for boys and girls from the ages of U5 through to U18. In addition SJSC provides women’s and men’s Adult leagues recreational co-ed and Senior B men’s as a pathway for our players to continue playing soccer for life. We are currently working on developing a Senior A men’s team.

With 2 Turf fields, 1 indoor turf facility, and multiple grass fields our club has the necessary facilities to provide enough training space for a responsible program.

SJSC operates out of our clubhouse/office for the club to base operations from. It provides us with a base to hold meetings, coach education etc.

The vast majority of families who enter their child into soccer for the first time at the younger ages are simply looking for a fun and positive experience for their child. If the player does not enjoy their first experience in soccer it is difficult to retain them. The emphasis should strictly be on FUN.

The SJSC is committed to develop our programs to align with the Canada Soccer Association’s Long Term Player Development (LTPD) model.

STAGE 1: Active Start

U5/U7 boys and girls

Physical	→	Learning proper fundamental movement skills like running, jumping, catching, throwing, kicking.
Technical	→	Familiarity with the ball. Running, controlling, kicking, shooting.
Tactical	→	None
Mental	→	FUN

This stage is in line with the Active Start and the beginnings of the Fundamentals stages of the LTPD. The main emphasis is on fun.

SJSC offers summer programs (July-August), winter indoor programs (Oct-April).



STAGE 2: FUNdamentals

U7-U9 boys and girls

- Physical → Develop the ABC's of movement (agility, balance, coordination and speed), as well fundamental movement skills.
- Technical → Introduction to basic soccer skills with a ball. Receiving, passing, dribbling, shooting, kicking the ball forward. Fun movement exercises/games.
- Tactical → Cooperation between players is introduced. Understanding the game through playing situations. Implementing basic attack and defending skills.
- Mental → Promotion of positive attitude and self discipline. Build confidence, concentration and enjoyment of the game.

This stage is in line with the FUNdamentals stage of the LTPD. Jamboree format. No standings. Players are encouraged to try all positions. Equal playing time and the emphasis is FUN on the ball.

SJSC offers summer programs (July-August), winter programs (Oct-April)

STAGE 3: Learning to Train

U9-U12 boys and girls

- Physical → Speed, flexibility, and skills. Continue to develop ABC's of movement.
- Technical → Soccer specific skills of dribbling, shooting, passing and controlling. Ball mastery. Combine skills in game related activities.
- Tactical → Better understanding of positional awareness. Decision making, simple combinations, marking, moving into space.



Mental → Fun and enjoyment. Encourage creativity, imagination and a desire to play. Establish a training ethic and discipline in a fun and challenging environment.

This stage is in line with the Learning to Train stages of the LTPD. Equal playing time with no emphasis on winning. Players are encouraged to try all positions.

SJSC offers programs spring (April-May), summer (May-August), fall (Sept-Nov), winter (Oct-April). U9-U12 Academy. EXCEL program. U12AA (division 1) boys and girls compete in the New Brunswick Southern Soccer League (NBSSL). Elite 11 year olds are identified and recommended to Soccer NB for early entry into the U13 Provincial team program.

STAGE 4: Training to Train

U12-U15 boys and girls

Physical → Soccer specific conditioning like proper warm-up/cool down, endurance, agility, core strength/stability, nutrition/diet, injury prevention.

Technical → Perform skills under competitive conditions. Position-specific skills. Introduction of advanced techniques in a more complex environment.

Tactical → Implement more advanced concepts of attack/defend. Implement basic team principles, and team shape. Support, timing of runs, movement off the ball.

Mental → Concentration, patience, focus and control. Pre-competition routines, mental preparation, setting goals, Learning sportsmanship in winning and losing.

This stage is in line with the Training to Train stage of the LTPD. U13 is the first year of 11v11 soccer and our goal is to transition players with the necessary technical tools as well as building blocks of space and awareness. Technical development continues to be a priority. Basics on tactical development (phases of play), positioning, teamwork and physical conditioning.



SJSC offers year round training with appropriate training/play to rest periods. We offer AA and AAA(premier), as well as an EXCEL program. U13/U15AA (division 1) teams compete in the NBSSL and U13/U15AAA (premier) compete in the New Brunswick Soccer League (NBSL). Elite players are identified and recommended to Soccer NB for consideration to join the Provincial team program.

STAGE 5: Training to Compete

U15-U19 boys and girls

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|-----------|---|--|
| Physical | → | Further develop flexibility, agility, aerobic and anaerobic endurance, nutrition, injury prevention, strength and stability. Correct warm-up/cooldown, rest and recovery. |
| Technical | → | Refinement of core skills and position specific-skills; continued development of advanced techniques and skills. |
| Tactical | → | Decision making tactical awareness, game analysis, productivity and competitive proficiency. |
| Mental | → | Increased player concentration, responsibility, discipline, accountability and goal setting. Self motivating and will to win. Mental toughness, competitive mentality in practice and games. |

This stage is in line with the Train to Train stage of the LTPD. Players work to gain more game maturity as they learn to perform these skills under a variety of competitive and pressure situations. By this stage a strong grounding in core techniques should be established. As players enter this phase, they are now approaching honing their technical skills and beginning to focus on specific tactical aspects of the game. Improve not just their individual game but use those individual skills to improve the team game.

U15/U18 compete in AA (division1) in the NBSSL and U15/U17 AAA (premier) compete in the NBSL. SJSC offers year round training with appropriate rest periods as well as an EXCEL and High Performance programs. Elite players are identified and recommended to Soccer NB for consideration to join the Provincial team program.



STAGE 6: Training to Win

U18+ female and male

Currently SJSC does not have a High Performance National team. All elite players are referred to Soccer NB for consideration for entry into the High Performance Academy.

STAGE 7: Active for Life

U19+ female or male

Soccer for Life

- Physical → Follow appropriate guidelines in the areas of endurance, strength and flexibility training to be active or play competitively.
- Technical → Learn new skills, or use and maintain skills already acquired.
- Tactical → Basic Tactics to enjoy the game at a recreational level. More advanced are required for competitive level.
- Mental → Focus on having fun, in addition to stress release and fitness.

SJSC offers adult soccer in the form of Senior B men's teams and a women's adult league competing in our regional leagues run by SJSC. We also offer year round adult men's and women's and coed recreation leagues.

GOALKEEPER TRAINING:

One of the most demanding positions in soccer. Goalkeepers require technical skill, focus, strength, athleticism and determination in order to succeed at the competitive levels. Not only do they need goalkeeper specific skills, but ball mastery skills as well to support the back line comfortably.

The SJSC will continue to provide goalkeeper specific training to improve the individual tasks they will face in game scenarios.



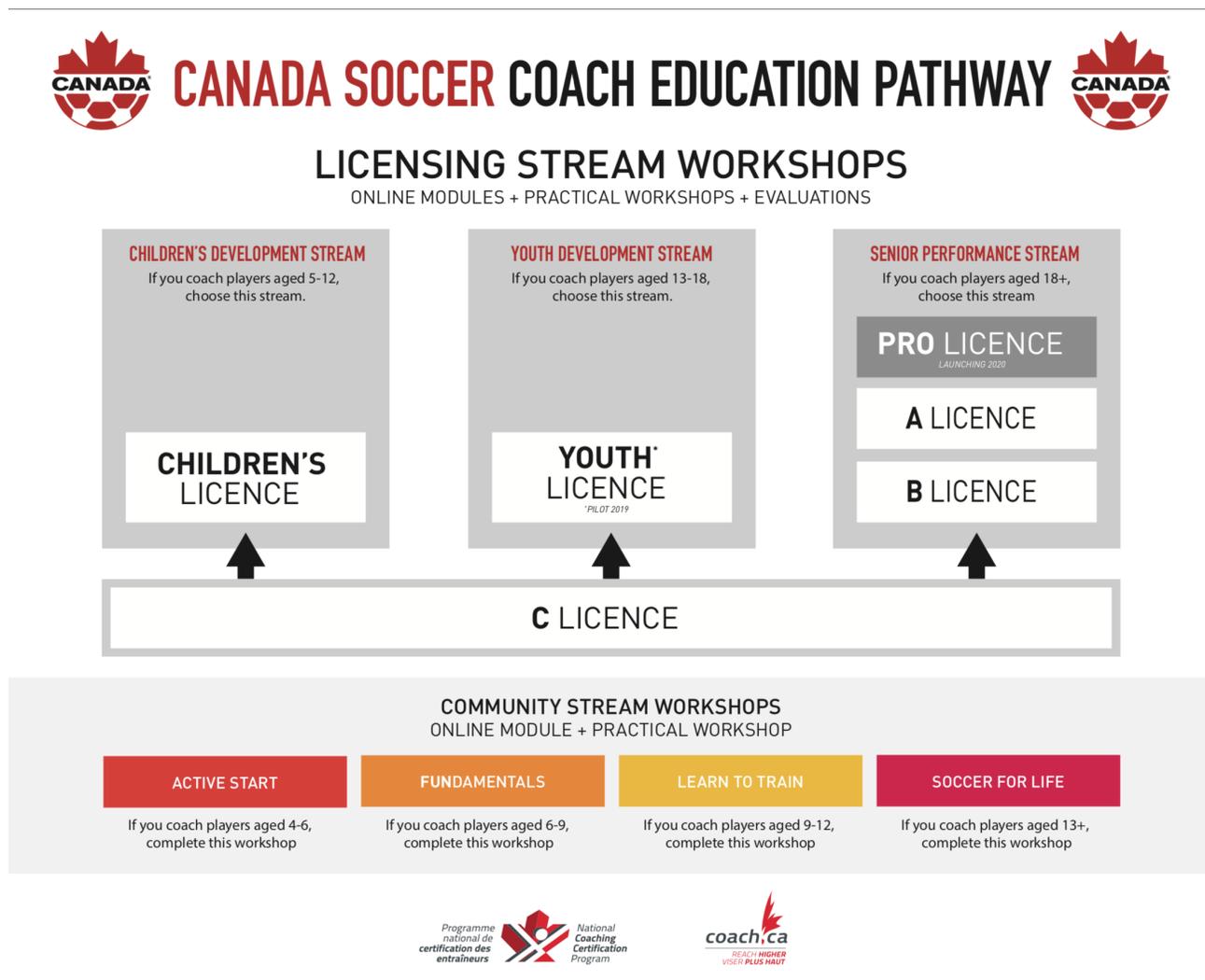
4.0 COACH DEVELOPMENT

The SJSC is focused on implementing a development philosophy in line with the Canadian Soccer Association LTPD model. In order to successfully implement and uphold this standard, SJSC understands that recruiting, educating, developing and retaining coaches is essential.

Coach Education and Certification:

The Technical director will provide all necessary information to complete the required coaching certifications.

In alignment with the Canadian Soccer Association, the SJSC has a coaching certification pathway in place.





Strategic Goals for Coach Education:

1. New club curriculum

Create curriculum manuals using current material as well as modern ideas as a resource for our volunteers/coaching staff.

2. Interactive online coach resources

All coaches are asked to engage in online training through the National Coaching Certification Program and register for a NCCP# through Coach.ca. To develop their own coaching skills and to improve the performance of our athletes at all levels.

3. Host monthly coach education sessions and on-field support

Hosting monthly coaching meetings is a great addition to the on-field experience of the volunteer coach.

4. Coaching education budget

Plan a budget for coach education and development.

5.0 REFEREE DEVELOPMENT

The area of Referee development is commonly neglected in youth soccer. Under the guidance of the Head of Referee development and the Technical Director, creation of a referee education program would involve ongoing education, guidance and monitoring. Referee development will not only benefit the referee but also benefits our players by providing them with a structured and safe game environment to aid in their development.

The main reasons for young referees quitting are:

- Coach, parent, player abuse.
- Lack of developmental support and guidance.
- No clear pathway for future opportunities.

Goals for Referee Development:

1. Creation of a referee education program which educates, supports, and guides young referees.
2. Increase the volume of young referees in our region.



3. Maximize retention of referees.
4. Create a safe and positive environment for referees by implementing a club Code of Conduct to protect referees from inappropriate behaviour and abuse.
5. Create a mentorship program to support the progression of referees in their referee certification pathway.

Development and Retention Plan:

The Saint John Soccer Club will offer all club members the opportunity to join the Referee Academy. In order to develop referees and retain them they need to feel as though they belong to a team. Benefits of the Referee Academy Include:

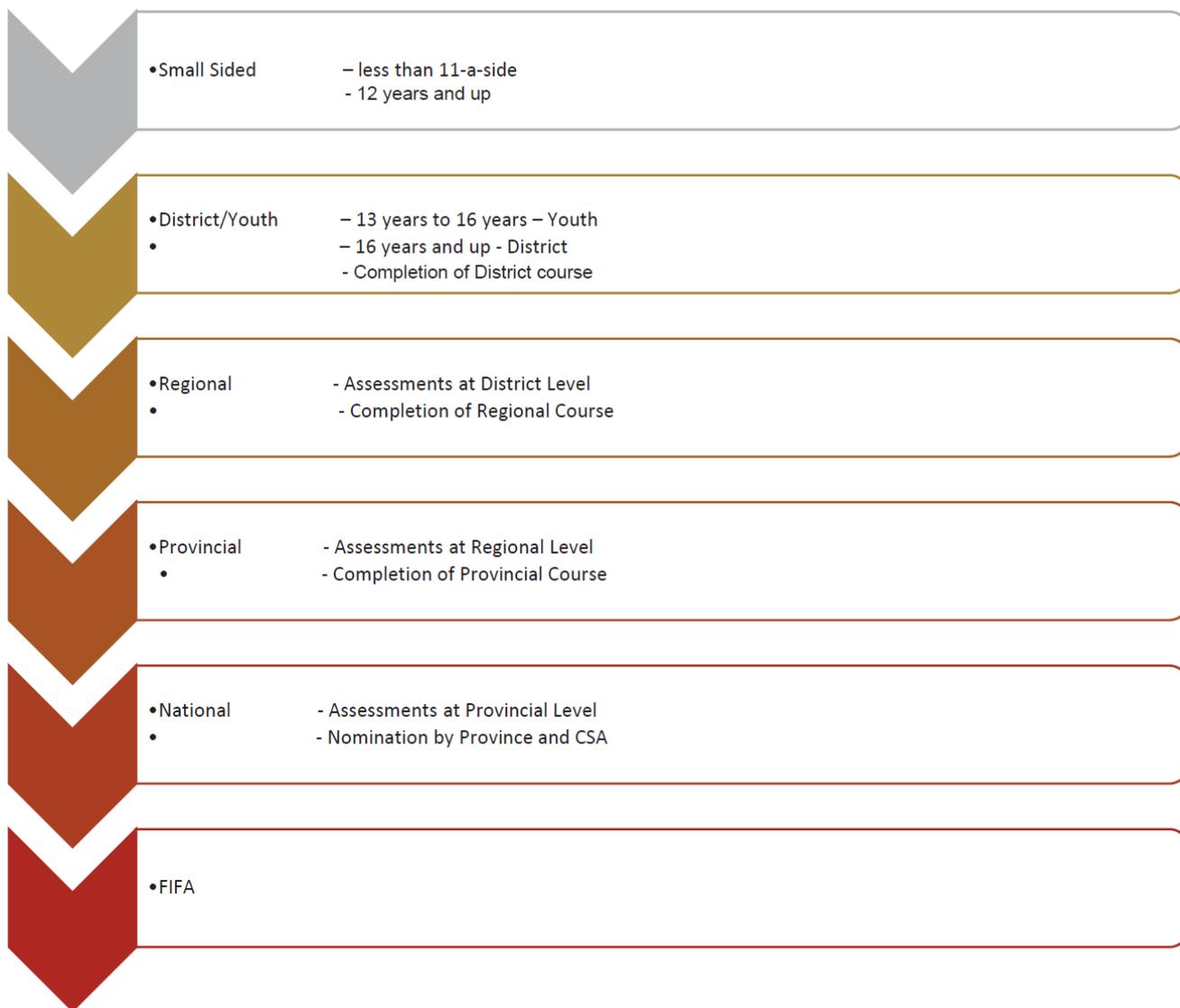
- Mentoring from classroom to field
- Monthly training sessions
- Mentorship throughout the year
- Monitoring of level advancement opportunities
- Provide exhibition experience prior to season
- Positive encouragement at games
- Equal opportunity in District and Province

Promotion:

- Advertise on club website and Facebook Page
- Group emails and presentations to all club members
- In-house courses:
 - Small sided - 12 years and older - only U10
 - District/Youth - 13 years and older - 11 v 11 full field
- Sponsorship of course registration
- Sponsorship of referee uniforms and equipment
- Sponsorship of level advancement

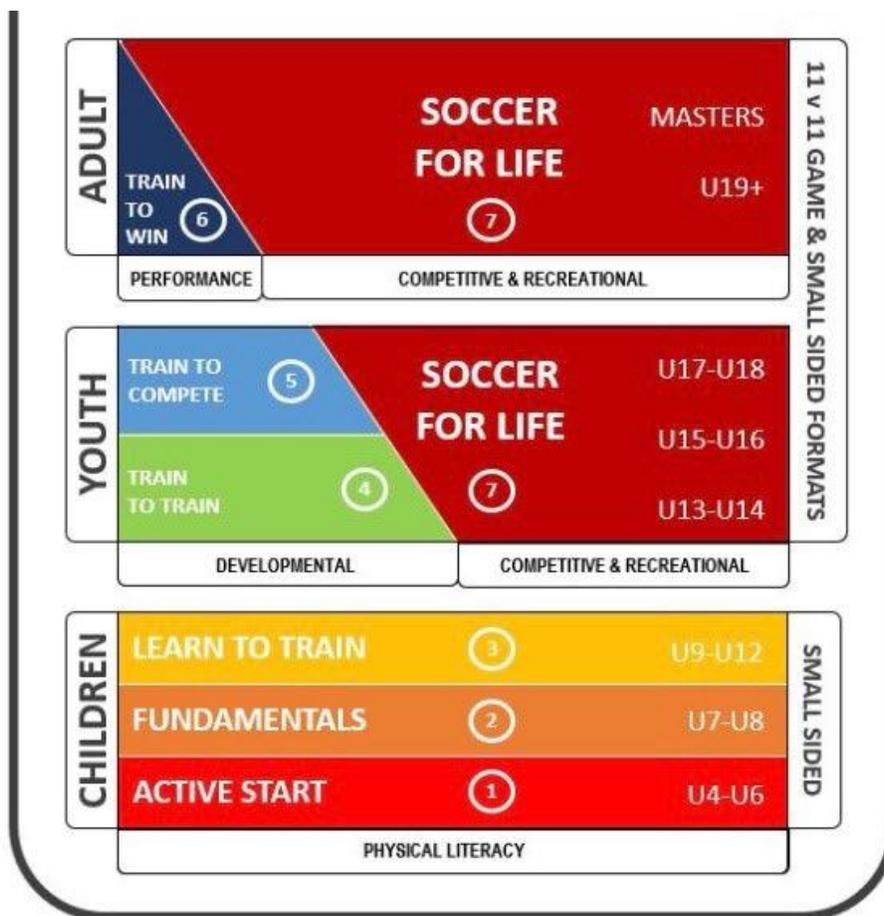


REFEREE LEVELS





LEVEL REQUIREMENTS



ADULT

TRAIN TO WIN	International, National and Provincial Referees (as required)
SOCCER FOR LIFE	National, Provincial, Regional and District Referees (as required)

YOUTH

TRAIN TO COMPETE	National, Provincial, Regional and District Referees (as required)
TRAIN TO TRAIN	National, Provincial, Regional, District and Small Sided Referees (as required)
SOCCER FOR LIFE	National, Provincial, Regional, District and Small Sided Referees (as required)

CHILDREN

LEARN TO TRAIN	District, Youth and Small Sided Referees (as required)
FUNDAMENTALS	District, Youth and Small Sided Referees (as required)
ACTIVE START	Referees are not required



6.0 ADULT PROGRAMMING

Benefits to having Adult programming:

- **Comfort**
Players have the opportunity to continue playing soccer with the SJSC in an adult environment without the need to seek out other playing avenues with other clubs.
- **Reinvestment/Giving back to the community**
The SJSC provides adult players the opportunity to reinvest and give back to our community by means of coaching, volunteering and supporting the club.
- **Revenue**
Club revenue increases through adult registrations.
- **Limited Oversight and cost**
Adult teams are self reliant and no technical oversight or financial investment is required.

7.0 TECHNICAL STRUCTURE

Technical Director

The Technical Director is a senior leadership position. The Technical Director reports directly to the Board of Directors. The role of the Technical Director is to implement and provide staff for programming provided in the SJSC Technical Plan.

Coordinator of Competitive Programs

The officer who is the liaison to teams and members in the competitive stream. This officer is responsible for messages from the Technical Director and the Association pertaining to those involved (ex; coaches, players, managers, parents). This officer is responsible for distributing equipment at the start of season and retrieval at the end of season.



Coordinator of Grassroots

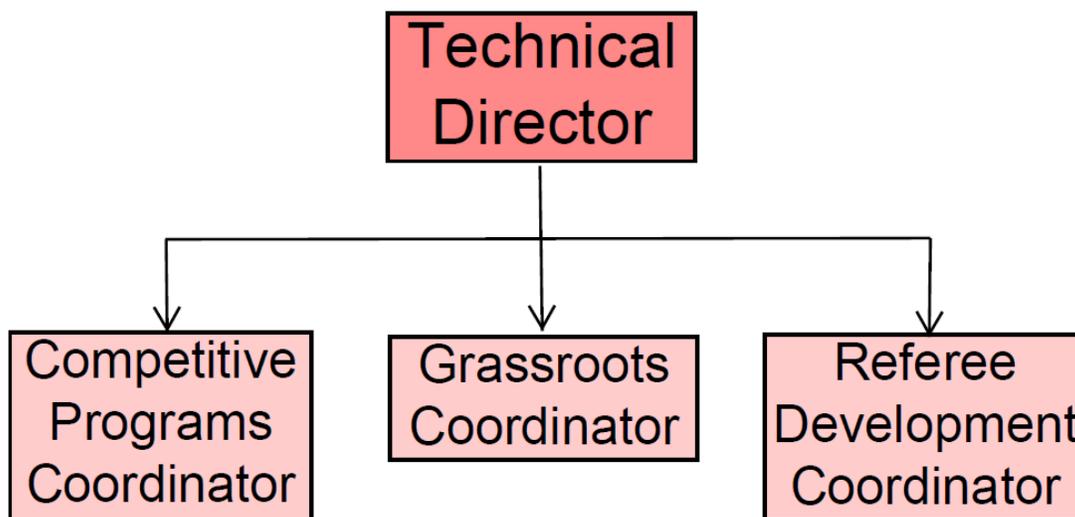
The officer is the liaison to teams and members in the recreational stream. This officer is responsible for messages from the Technical Director and the Association pertaining to those involved (coaches, players, managers, parents). This officer is responsible for distributing equipment at the start of season and retrieval at the end of season.

Coordinator of Referee Development

The officer in charge of training, mentoring, retaining and recruiting game officials(referees). This officer's focus is to develop officials(referees).

Field/Facility Coordinator

The officer is responsible for booking and cancellations of field and facilities as requested from the Technical Director. The officer will handle contact with all parties involved in securing and releasing fields and facilities. They would also make contact should there be a need for, maintenance, safety, or any other field/facility issues.





8.0 PEOPLE DEVELOPMENT AND COMMUNITY OUTREACH

The SJSC is continually looking for ways to create a culture of giving back to our community. Often overlooked is the development of players as young people. Creating opportunities for players to volunteer and give back helps to create good community minded people.

1. Youth Coach Mentor Program

Players in our U15-U18 age groups are placed with a U5-U9 team to support the volunteer head coaches. This provides an avenue for older players to be a role model to our younger players. It is also a good opportunity to gain school volunteer hours for high school students.

2. Community Involvement

The SJSC's vision for the future is to be involved in community endeavors and provide volunteer support to local charities. Examples of community service we are currently involved with are:

- Collecting food and personal items every Christmas for the Romero House.
- We have a community partnership with P.R.O KIDS (Positive Recreation Opportunities for Kids). P.R.O. Kids is a financial assistance program offered by the city of Saint John that is available to all local children and youth in financial need, up to the age of 18. Applicants are matched in the arts, culture, recreation or sport activity of their choice. P.R.O. KIDS can help with registration fees, equipment and transportation.
- SJSC has created a funding pool where we collect donations when members register they can add a donation to their registration fees to help kids in need be able to play soccer.
- It is our goal to have all of our teams complete at least one volunteer endeavour during the season to give back to the community.



- We are constantly looking for avenues to help Newcomers adapt to their new communities and make friends through soccer whether as a player or in a coaching role for adult Newcomers (ex: YMCA newcomers programs).

9.0 SPORTS SCIENCE

Sports programs often struggle to fully integrate a responsible Sport Science Program into their curriculum. Players often lack basic physical literacy skills involving balance, agility and coordination.

Soccer is an incredibly demanding sport. A player must be able to sprint, explode to the ball or open space, quick change of direction and maintain these skills for the duration of the game. In an 11 v 11 match players will touch the ball 2% of the time.

Benefits of having a Strength, Endurance and Agility Training Programs are:

1. Accelerate the Development pathway of our players. Integrating Sports Science increases physical literacy and improves the players comfort level on the pitch.
2. Create well rounded flexible athletes. Improving physical literacy would help players adjust to other positional opportunities at the appropriate age.

Our community partner ForFitness and Athletics is dedicated to improving the health, wellness, and fitness of our athletes. The SJSC's goal is to provide not only strength and conditioning but also nutritional seminars led by a Registered Dietician facilitated throughout the year to all players. It is imperative that players learn how to properly fuel and hydrate their bodies for peak performance in competitive and recreational environments.

It is also our goal to implement Sport Psychology sessions into our programs. Applying mental strategies in soccer is important for elite athletes developing individual focus and confidence.