



Michigan Rush  
Jackson Ethos

# Vision

- ▶ Michigan Rush Jackson is committed to creating a soccer club rooted in the identity of the Jackson area community that provides:
  - ▶ An environment that inspires a lifelong love of the game of soccer for all of its participants.
  - ▶ A coaching staff comprised of current and former college coaches, professional players, semi-professional players, and high level college players that are committed to providing an unparalleled soccer experience for their players and teams.
  - ▶ A program where each of our teams are relentless in their pursuit of playing at the highest possible level - within the State, Regionally, and Nationally
  - ▶ A program in Jackson where players are able to earn opportunities to continue pursuing the game at the highest possible next level
  - ▶ A program that develops its players into community leaders that uplift the people around them, make their community a better place to live, and represent the Jackson area with pride.



# Mission

- ▶ Michigan Rush Jackson believes in intentionally building relationships with players that extend beyond the soccer field to include:
  - ▶ We seek to build men and women of outstanding moral character
  - ▶ We are role models, leaders, and mentors
  - ▶ We understand and accept the great responsibility of the immeasurable impact that every interaction can have on a player
  - ▶ Through the power of belief, caring for the player and their family, connecting with the player, and challenging the player, we will support the player AND more importantly, the individual



# Core Values

- ▶ Michigan Rush Jackson seeks to create a culture that embodies these four core values in everything that we do, from directors, players, coaches, and families both on the field and off the field.
  - ▶ Community
  - ▶ Passion
  - ▶ Respect
  - ▶ Unity





## Coaching Staff 2019-2020 Highlights

- ▶ 5 Current College Coaches
- ▶ 3 Current/Former Pro Players
- ▶ 3 Coaches w/ International Caps
- ▶ 6 Current/Former Semi-Pro Players
- ▶ 1 Current Pro Coach
- ▶ 9 Current/Former College Players
- ▶ 6 Current/Former High School Coaches



# Vision (Expanded Step 1)

- ▶ An environment that inspires a lifelong love of the game of soccer for all of its participants
  - ▶ Partner with other Local Programs - JACS, Western CASL, Jackson Rec Department - to grow the game, offer layers of programming, maximize the soccer experience in Jackson, be able to group like players w/ like players, and better promote players to maximize their potential
    - ▶ Build a community where all the soccer lovers in the Jackson area work together to promote and develop the beautiful game
    - ▶ The game is so much more than a game! It is powerful and can create pride in a community! Which in turn sparks a positive buzz that improves what life is like for everyone - schools, high school sports, the work place, etc.
    - ▶ Would lead to 2 Rush teams in every age group, a select program with parent/volunteer coaches educated in our coaching methodology, and a recreation program to introduce players to the game
  - ▶ Capital Campaign to fund an outdoor/indoor turf complex (1 or more 11v11 lighted turf field (s) and 1 7v7 turf field, clubhouse/lockerroom for players to hang out w/ a small café/bar for parents to hang out) that breaks ground in 2023
    - ▶ Need Help/Expertise w/ this!
  - ▶ Capital Campaign to turn run-down Cascades Tennis Courts into Public Futsal Court
  - ▶ Have a Jackson Affiliated First Team that plays in a Semi-Pro league by 2024 - Both Men's and Women's



## Vision (Expanded Step 2)

- ▶ A coaching staff comprised of current and former college coaches, professional players, semi-professional players, and high level college players that are committed to providing an unparalleled soccer experience for their players and teams
  - ▶ We will seek to hire men and women of outstanding moral character in order to embody our mission - they must be community oriented, love people, and be role models to their players
  - ▶ Hire the most uniquely experienced people in the game we can find to inspire/teach/lead our players

# Vision (Expanded Step 3)

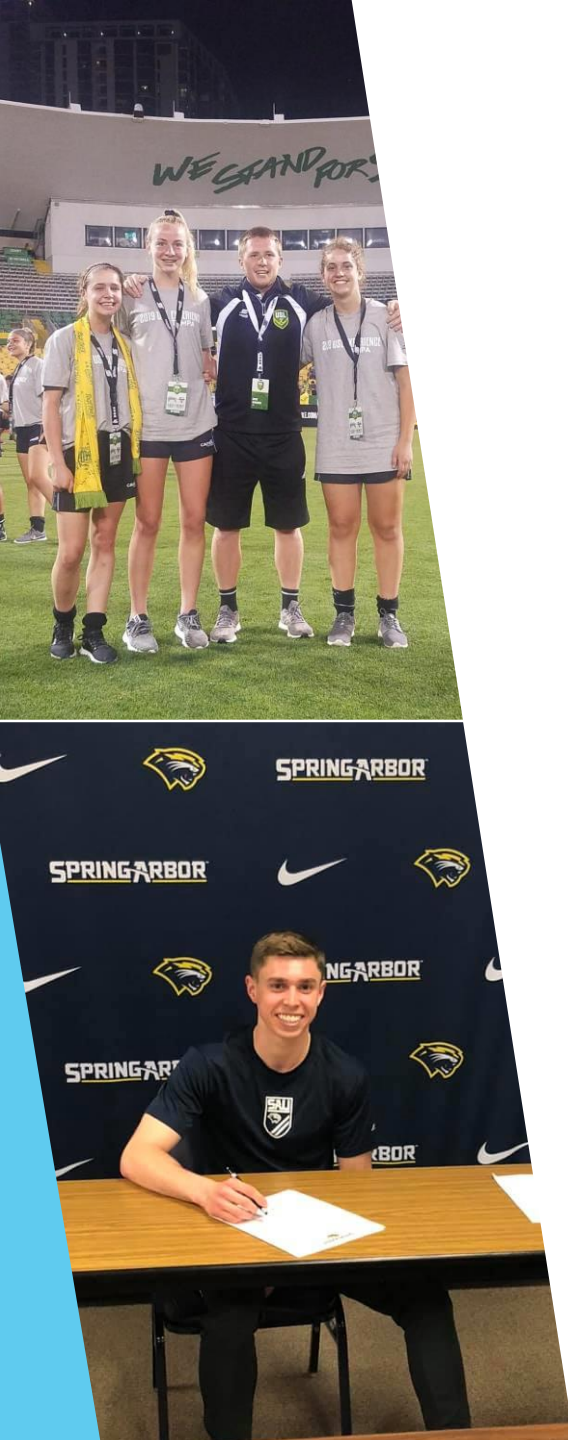
- ▶ A program where each of our teams are relentless in their pursuit of playing at the highest possible level - within the State, Regionally, and Nationally
  - ▶ The wording here is very specific - no matter what level a team is playing at, the group must be goal oriented to climb - it is a mindset - there is always another level and we must be **RELENTLESS** to get there
    - ▶ That word embodies what it takes to climb and for a team from Jackson to climb the soccer ladder, they have to **EARN** it - nothing is given to our players/teams, they will have to earn it. Then when they do, we get back to it and pursue the next one. This is the mindset of a top player - it never stops, we can never be satisfied.
    - ▶ As coaches and parents, of course we are focusing on development - this **IS** development! For the players, it makes the games they play in meaningful and playing in meaningful matches inspires more passion for the game!
    - ▶ This approach is of course tailored to the age group - our holistic approach always remains the **MOST** important thing that we do, but that does not mean that we are not going to be competitive
  - ▶ We believe, and have proved, that when the top players in the Jackson area **STAY** in the Jackson area to develop together under our methodology, the group can compete at the highest level possible
  - ▶ What does this look like?
    - ▶ Director's Academy u10-u12, Premier 1&2, National League, Advancing out of the group in State Cup, Competing for State Cups, Regional Championships, & National Championships
    - ▶ If we continue to build our infrastructure, get the area working together, and begin to consistently produce teams that are playing at these levels, we can go **EVEN** further and develop even higher levels of programming





# Vision (Expanded Step 4)

- ▶ A program in Jackson where players are able to earn opportunities to continue pursuing the game at the highest possible next level
  - ▶ Club & Team Success Builds our Players a Platform to be Recruited on
    - ▶ Before College -
      - ▶ Opportunities within extensive Rush network: MI Rush Select, Regional Rush Select, National Rush Select
      - ▶ ODP & Other Select Team Opportunities
    - ▶ College -
      - ▶ D1 Power 5, Mid-Major, D2, D3, & NAIA
      - ▶ CAP (College Advisory Program) Director, Eric Scott, streamlining/educating recruiting process to assist families within our club
    - ▶ Beyond College???
      - ▶ IT IS POSSIBLE!!! Already have a few players that have come through our program that have played Semi-Pro. ANYTHING is possible if we build a community and work together



# Vision (Expanded Step 5)

- ▶ A program that develops its players into community leaders that uplift the people around them, make their community a better place to live, and represent the Jackson area with pride.
  - ▶ Through our identity, holistic approach, success of our teams, and the opportunities our players earn, the players will develop into community leaders
  - ▶ These leaders will naturally give back to the greater Jackson community in many ways - the possibilities are endless and immeasurable:
    - ▶ In their high schools - empowering, loving, accepting, and seeking to include others
    - ▶ Representing the Jackson community with character and pride at the highest levels of the game at their respective institutions
    - ▶ Bringing that positivity back to Jackson - wanting to live in Jackson, make it a better place, becoming future employees of Jackson area companies, or even just being successful and having pride in where they are from which in turn spreads that message to others!

