



AYSO EXPO 2024 Workshop Descriptions

Coaching and Player Programs

New! Annual Coach Update

AYSO Office will coordinate with Section to assign an instructor.

From updates to the National Coaching Program to valuable resources and protocols this workshop includes general updates from the AYSO coaching world, partners (and beyond). A must for all AYSO coaches.

United Soccer Coaches Essential Principles of Effective Youth Coaching

AYSO Office will coordinate with Section to assign an instructor.

An interactive workshop that introduces six key principles of effective youth coaching. Through discussion, first-time and novice coaches will be introduced to helpful ideas to make a training session more purposeful and enjoyable for coach and player alike. Each principle will be explained using training games that can immediately be applied at the coach's next session.

New! Chicago Fire presents – Beyond the X's and O's SEL and Soccer – How to practically implement SEL into practice and games.

Chicago Fire representative or AYSO Office will coordinate with Section to assign an instructor.

A practical workshop on how to effectively implement Social and Emotional Learning into soccer practices and games. This interactive session will use real life situations where presenters and attendees will discuss and collaborate on incorporating best practices on implementation.

New! US Center for Mental Health and Sport ACT CERTIFICATION (2 hours)

USC-MHS representative or AYSO Office will coordinate with Section to assign an instructor.

Learn the signs and symptoms of a mental health challenge and/or crisis, how to de-escalate a situation to avoid harm to oneself or others, and what pathways are available for additional professional support. Certifications include a segment on mental health resources that can be found in your local Region.

New! US Soccer Foundation presents Coach-Mentor CERTIFICATION (2 hours)

US Soccer Foundation representative.

Evidence-based practices for creating an inclusive team environment where every youth feels welcome and supported. A sports-based mentoring framework designed to instill mentorship in coaching pedagogy. A step-by-step approach to create lasting, positive connections, and to positively impact the physical, social, and emotional health of the youth we serve.

EPIC – Everyone Plays In our Communities

EPIC Volunteer Training (2½ hours) – CERTIFICATION

This course provides the training needed for all coaches, referees, administrators and buddies who volunteer with your EPIC division.



Marketing & Development

Updated! Best Practices for Sponsorship and Fundraising

AYSO Office will coordinate with Section to assign an instructor.

Sponsorships and fundraising can seem like a lot of work, but the truth is there are local businesses and community groups that would love to support what you do if only they were asked! In this session, we will discuss how you can target local sponsors for your Region, how to think about delivering value in exchange for their support, as well as how you can benefit from national sponsors on a local level. We will also discuss fundraising best practices and examples of how to build a campaign.

Updated! Building & Marketing the AYSO Brand in your Community

AYSO Office will coordinate with Section to assign an instructor.

What is a Brand? Why is your brand important? Brand, branding, and brand identity...they are words that are thrown around in the marketing and communications space all the time, but they often go undefined when it comes to the world of youth soccer. Come learn what makes a brand, how to leverage the power of the AYSO brand and how to think about your own Region as a brand.

New! Introducing AYSO Play!

AYSO PLAY! Team Members will be on hand at each Expo to deliver this workshop.

Come learn about AYSO's newest initiative, AYSO PLAY! designed to bring more soccer to more kids in more communities. Hear about how we're expanding AYSO's footprint nationally, learn how you can help support this initiative, and how you can use the principles of AYSO PLAY! to spark growth in your player numbers while enhancing the world-class soccer training you're already giving through your program.

Updated! Tips for Enhancing Your AYSO Website

You spend a lot of time and energy making sure your Region website is set up to take volunteer & player registrations, properly display your programs, show your schedules, etc. But your Region's website is so much more than that – it is the digital face of your Region in your community. How do we think about creating a powerful, motivating, and useful place for parents and families shopping around for soccer for their kids? This workshop will explore the types of content you want to include, how to create it, what's great for search engine optimization and how to use the Sports Connect platform features to customize the templates to your liking. Create the Region website of your dreams! Familiarity with your Region website is useful, but technical knowledge is not necessary.

New! AYSO + SOCi: Amplify your Search, Listings, and Social Media Efforts

AYSO Office will coordinate with Section to assign an instructor.

Your online presence is one of the most important assets in ensuring your Region has a strong and vibrant image in your community. Managing your entire digital footprint can be a daunting and time-consuming task but it's crucial to making sure families looking to sign kids up for soccer can easily find you...which is where SOCi comes in! SOCi is an industry leader in local marketing services and as an AYSO Region, it is available to you at no cost. Come learn how to take advantage of this powerful and time-saving platform.



New! AYSO + MOJO: The Premium Mobile App with White-Glove Onboarding

AYSO Office will coordinate with Section to assign an instructor.

Meet MOJO – the mobile app with customized features for AYSO. It handles all your necessary team communication needs but does so much more. With MOJO, your coaches have access to AYSO session plans that they can build and customize plus scheduling and schedule change management right from the app. Parents can customize their player’s profile, track progress, keep up on all team announcements and offer real-time feedback. Best of all? MOJO will do all the setup work for you at no cost. Send your team rosters, training and game schedules to MOJO and MOJO will configure it all for you so your volunteers and families can start using the tools with zero setup time!

Officiating

Advantage - When and Where?

Designed for the more experienced referee, this workshop reviews the proper use of advantage and how to signal it properly in different situations. Using scenario training, this workshop provides guidance to help the referee decide when to apply advantage based on the age and skills of the players, the location on the field, the nature of the match and other relevant factors.

New! Annual Referee Update

Attendance is essential for all AYSO volunteers in the referee program including referees, instructors, assessors, mentors, schedulers/assignors, and administrators. This workshop covers the latest changes in the Laws of the Game, review of program changes, points of emphasis for 2023/24.

Fouls and Misconduct Review for 14U Games & Above

This workshop will provide a review of Law 12; pictures and video clips to help the participants better understand basic fouls that are common in 14U games and above to facilitate a discussion based on the video clips presented. The correct decision for each video clip presented will be provided along with tips and recommendations on how to manage fouls and misconduct.

Fouls and Misconduct Review for 12U Games & Below

Workshop will provide a review of Law 12 with an emphasis on the Direct and Indirect Free Kicks; pictures and video clips to help the participants better understand basic fouls that are common in 12U games and below to facilitate a discussion/decision based on the video clips presented.

Free Kicks & Restarts

Restarts matter: statistics indicate that more than 60% of goals result from restarts in the attacking third of the field. This session focuses on how to manage free kicks and other restarts and provides recommended (and alternate) referee positioning. It also addresses the role of the referee team in directing restarts.

Offside Review

A review of Law 11: Offside basic components. This is a simple Law per the text content but very challenging because of the physical and mental requirements. In this session, we'll review the basic concepts; provide tips and advice to help the assistant referees and referees evaluate offside incidents; and review diagrams and video clips with simpler offside scenarios.



Proactive Refereeing - Reading the Game and Taking Action

This workshop focuses on techniques that help referees anticipate game-control challenges they will face when refereeing older players. Referees learn that anticipation comes from "reading the game" – that is, understanding specific keys to the players' objectives revealed in their actions and behaviors. Referees also learn techniques to adjust the balance of flow and control in response to their reading of the game, especially in high-risk situations.

Refereeing is Thinking

Intended for experienced referees, this workshop emphasizes the importance of avoiding "book refereeing" in older players' games. It uses scenario training to explore real game situations in which rigid application of the Laws is not the best remedy. Referees learn practical techniques and specific referee behaviors – rooted in the Spirit of the Laws but mostly unwritten – to maximize player enjoyment through flexible game management.

Regional Referee Administrator – CERTIFICATION

We will review the responsibilities of a Regional Referee Administrator focusing on the activities that are key to managing a Regional Referee Program. Topics include Referee: Budget, Recruitment and Retention. Resources, methods, and recommendations will be shared with the students to help you be successful in carrying out the RRA duties.

New! What's the Temperature of the Match-Reading the Game and Responding to Varying Levels of Intensity

Not all games are the same. How do referees identify and react to more intense matches? What should we specifically look for on the field? Or on the touchlines? What steps can we take to make sure that we get the correct levels of flow and control? In this new workshop, we will look to answer all of these questions and more.

New! Why Can't We Be Friends?

This workshop explores ideas for promoting greater cooperation between coaches and referees starting with Stewards of the Game. Discuss the AYSO Team's expectations and steps for building understanding, common ground and ultimately, improved cooperation.

You Make the Call I

You make the call in this workshop that presents scenarios that may occur in 12U games and below. Newer and younger division referees will challenge themselves and each other to judiciously apply the finer points of the Laws, decide whether to whistle or not. You're the referee on your game; be prepared for it by sharpening your decision-making skills in this dynamic workshop.

You Make the Call II

You make the call in this workshop that presents difficult scenarios that may occur in older players' games. Experienced referees will challenge themselves and each other to judiciously apply the finer points of the Laws, decide whether to whistle or apply advantage, determine how to handle gamesmanship and misconduct and more. You're the referee on your game; be prepared for it by sharpening your decision-making skills in this dynamic workshop.



Regional Management & Operations

New! Annual Management Update

AYSO Office will coordinate with Section to assign an instructor.

Updates to the National Management Program including any Bylaw, Rules & Regulations, Policy, and Program updates.

New! Avoiding Landmines

AYSO Office will coordinate with Section to assign an instructor.

Presented by AYSO Office staff, this course will guide Regional Board Members through the minefield of policies, procedures, and guidelines, to ensure your Region is effectively compliant with AYSO and U.S. Soccer requirements, focusing on participant safety and protecting the players, volunteers, the Region, and the Organization. Learn about *the rules and tools* available, and when and how to effectively use them when reacting to incidents requiring rapid management response.

Creating a Culture of Volunteer Willingness and Appreciation

AYSO Office will coordinate with Section to assign an instructor.

Providing local soccer programming relies on the willingness of volunteers to donate their time and effort. Creating a volunteer-focused culture starts with educating the families of the community about what being a volunteer-organization entails. This includes setting realistic expectations for our families (and potential volunteers) about the benefits and challenges of a volunteer-run organization, vital compliance & legal aspects of the process that protect their children, and the benefits to the training and certification programming. This workshop will focus on looking at approaches that can be leveraged during the registration, volunteer recruitment, and during the season to improve the volunteer alignment.

New! First Time EXPO Attendee Orientation

Is this your first EXPO? Do you have questions about AYSO basics? This course is designed for the new volunteer or first-time attendee to learn more about AYSO's structure and foundation. It will also help the first-timers navigate the complexity of discipline tracks, courses, and events available to all EXPO attendees.

Guide to Better Communications

Effective communication is key to the success of a Region, fostering good will and happy participants. Communication issues cause some of the most difficult problems that Regions face. This course offers over 20 strategies for better written, electronic, verbal, and non-verbal communication, including what's best in different situations--and how to avoid missteps. This training is important for all Regional Board members, especially Regional Commissioners, Coach and Referee Administrators, CVPAs, Safety Directors, and Registrars.

New! Safety First: Playing It Safe!

AYSO Office will coordinate with Section to assign an instructor.

This interactive workshop provides an opportunity for attendees to discuss best practices for building a Region's Safety Plan to fulfill the role of the Safety Director and to ensure the safety and risk management of the Region's soccer program. This is an opportunity to create the "safe, fair, fun environment" or safe haven that all AYSO participants can enjoy.



Town Hall Discussion with NBOD Members and Section Directors

An open session on National Updates to discuss AYSO with senior leadership

Volunteer Retention is not Detention

Once you've recruited them to volunteer, your next step is keeping them. Are you supporting them, meeting their needs, and appreciating them? If you are struggling with keeping your volunteers active and engaged, come learn new tools and skills to help you in your efforts. This course will help participants cultivate more effective methods of volunteer retention.

Systems

Divvy/QuickBooks Directed Q&A

To be facilitated by the Section Systems Support Admin

This workshop is for anyone working with Section/Area/Regional finances, especially treasurers, Regional Commissioners, and Auditors that need support using Divvy-Bill Spend and QuickBooks. Divvy-Bill Spend helps your Regional volunteers have the ability to make purchases for the S/A/R with ease. QuickBooks is used for creating and using budgets as well as recording all transactions to make your end of year reporting to the AYSO office seamless and automatic. View the Divvy-Bill Spend and QuickBooks presentations and videos before this session in the AYSOU Document Library. This workshop will not be an overview of the system, but rather a chance to discuss questions and issues you may have.

Sports Connect Directed Q&A

To be facilitated by the Section Systems Support Admin

This workshop is for any volunteer who needs support using Sports Connect to run reports, create programs, manage orders, manage teams, update settings, and more. Please view the slides and videos for 'Getting Started with Sports Connect' prior to this session in the AYSOU Document Library. This session will not be an overview of the system, but rather a chance to discuss questions and issues you may have.

Association Platform Directed Q&A

To be facilitated by the Section Systems Support Admin

This workshop is for any volunteer who needs support using the Association Platform to manage volunteer compliance, verify birth certificates, activate teams, print medical release forms, and more. Please view the slides and videos for 'Association Platform' and 'CVPA Process' prior to this session in the AYSOU Document Library. This session will not be an overview of the system, but rather a chance to discuss questions and issues you may have.

AYSOU/eTrainu Directed Q&A

To be facilitated by the Section Systems Support Admin

This workshop is for any volunteer who needs support using AYSOU to create courses, register for courses, take online courses, complete courses, and more. Please view the slides and videos for "AYSOU" in the AYSOU Document Library prior to this session. This session will not be an overview of the system, but rather a chance to discuss questions and issues you may have.