

**AYSO**  
THE WORLD'S GAME



**EXPO**  
IN YOUR REGION

**2023**

# CURRICULUM CATALOG



## AYSO EXPO 2023

### Workshop Descriptions

Not all workshops will be offered at all meetings. Please check your agenda for workshops offered at your specific EXPO. All courses are 1 hour and 15 minutes, unless otherwise noted.

Where stated “AYSO Office will coordinate with Section to assign an instructor” refers to situations where there is new course material, updated content or SME requirements. Where referenced, the office will work with the assigned section instructor to review the course and delivery.

#### COACHING and PLAYER PROGRAMS

##### **11v11 Strategy: Coaching the Modern Defender**

No other position has changed more in recent years than that of the defender. From playing out of the back to the role of the wingback, this workshop brings the demands of defenders in the modern game to the forefront. Attendees should have the Intermediate Coach Certification.

##### **4v4 Training for 6U & 8U**

Program guidelines and coaching-related information for coaches playing in the 4v4 environment. Includes age-appropriate methodology and activities.

##### **7v7 Training for 10U**

Program guidelines and coaching-related information for coaches playing in the 7v7 environment. Includes age-appropriate methodology and activities.

##### **9v9 Training for 12U**

Program guidelines and coaching-related information for coaches playing in the 9v9 environment. Includes age-appropriate methodology and activities.

##### **A Framework for Continuous Coach Education I – “The Why”**

Lays the foundation to the importance of continuous education and why your AYSO Coaching Certificate should be the start of your coaching journey and not the destination.



### **Coaching Coaches and Mentoring II – “The How”**

Workshop is designed to help implement a structured mentoring program to help stimulate coach and player development from within.

### **Age-Appropriate Training: Environments and Expectations**

Children learn in ways that differ from adults, especially when learning involves both intellectual and physical activity. This session focuses on creating a healthy and stimulating learning and training environment to meet the needs of the children. Fun and excellence, responsibility and freedom, worth and recognition, giving and receiving are all addressed as we look at optimal environments for youth development.

### **Alternative Play Models – “Just What the Dr. Ordered?”**

*AYSO Office will coordinate with Section to assign an instructor*

Has the game become too mechanistic? Too organized? Too structured? And at the expense of the players? This session presents a foundation and suggestions for a more organic playing environment. For all volunteers who are interested in the “big picture” of youth soccer. Are we adding players? Improving their talents or genuinely improving the game in the USA? Is there an alternative? Let’s discuss!

### **NEW! Annual Coach Update 2023**

*AYSO Office will coordinate with Section to assign an instructor*

From updates to the National Coaching Program to COVID-19 resources and protocols this workshop includes general updates from the AYSO coaching world (and beyond). A must for all AYSO coaches.

### **Attacking Technically and Tactically**

This session will expose any coach to the theory of possession, from the standpoint of clean first touch, receiving the ball away from pressure, and what that means. We will introduce them to the phases of play dependent on thirds of the field from goal to goal (build up from the back with using goalkeeper, moving through midfield looking for final pass through, and attacking the goal) that will help them understand how to use first touch and receiving away from pressure to attack properly.

### **AYSO Competitive Programs**

An overview of EXTRA, Alliance and United and how we maximize the experience for our players, volunteers and families while stepping into the “competitive cauldron” of club soccer.



### **AYSO Goalkeeping 1 – CERTIFICATION** (requires 2 time slots)

*AYSO Office will coordinate with Section to assign an instructor*

For 10U and 12U coaches. Certification class that provides an introduction to the practical and theoretical aspects of training 10U and 12U goalkeepers. The class will cover the three principles of being a successful goalkeeper: positional play, handling and distribution. The class will also focus on: the build-out line for 10U goalkeepers; integrating the goalkeeper into your weekly practice and providing structure to your pre- game warm up.

### **AYSO Playground Soccer 101 – Classroom Introduction**

Playground Soccer, the exciting program for introducing three-year-old children and their parents to the wonderful world of AYSO. Learn about the importance of fundamental motor skill development, the integration of prop-based activities and how this program can boost your entire Region.

### **AYSO Playground Soccer – Field Demonstration**

An EXPO favorite, the 'live' field demonstration of a typical AYSO Playground Soccer session. Complete with three-year-olds and their moms, dads, or grandparents. We'll run you through best practices learned, exciting new games (what do you do with that parachute?), and even introduce some new fun and exciting sessions. You'll walk away pumped for the upcoming season, refocused on a very special fun family experience.

Note: Workshop requires field space (indoor or out); at least 6-8 three-year-olds with their guardian; a Playground equipment pack and a certified Playground Program Leader.

### **Playground Soccer and Schoolyard Soccer Program Leader – CERTIFICATION**

A certification class for AYSO Playground and Schoolyard Program Leaders. We will discuss what the AYSO Playground, AYSO Playtime and AYSO Schoolyard programs are; who should be the lead volunteer; how the programs are run; and why the programs are so important to AYSO.

### **AYSO Adult Soccer 2.0**

*AYSO Office will coordinate with Section to assign an instructor*

How can hosting an Adult Soccer program benefit your Region? Learn how easy it is to give your parents and volunteers the opportunity to play soccer in a safe, fair, fun and family-friendly environment. Currently hosting Friday friendlies? Support the youth program and formalize an insured adult program.



### **Coach Administrator Training – CERTIFICATION**

Arguably one of AYSO's most important roles, this session is a necessity for all Regional Coach Administrators to learn and enjoy their duties and responsibilities. Topics include an overview of the AYSO National Coaching Program, the importance of our accreditation by the National Council for Accreditation for Coaching Education (NCACE), implementation of US Soccer Player Development Initiatives, how to manage coaching courses, managing your coaching budget, working with the Region Board to create an environment that supports coach and player development, the Stewards of the Game format, the importance of a coaching calendar, and much, much more! Experienced coach administrators are encouraged to attend and to add their experience to the discussions.

### **Effective Session Planning and Implementation**

Become a better coach now! Coaches will learn how to plan and conduct a successful training session. This includes efficient time management, what a complete training session should look like and how to develop and progress the session to fit the needs of both the individuals and the entire team.

### **Foundations of Futsal 1 – CERTIFICATION (part 1 of 2)**

*AYSO Office will coordinate with Section to assign an instructor*

Certification class providing a foundation and overview of Futsal, US Soccer's official indoor soccer format. Learn about origins, culture, rules, coaching methodology and how to start a futsal program in your Region.

### **Foundations of Futsal 2 – CERTIFICATION (part 2 of 2)**

*AYSO Office will coordinate with Section to assign an instructor*

Part 2 of 2 Certification class that focuses on the specific techniques and skills required to coach Futsal. The workshop will introduce training plans to help better support the development of future players and look at key areas relating to the Futsal Laws of the Game. Prerequisite: Foundations of Futsal part 1.

### **Get to Know Their Mindset**

To really develop the player, you must get to know the person. How well do you know your players? This workshop introduces growth and fixed mindsets, the traits and points for discussion as they relate to players reaching their potential. Based on the research by Stanford psychologist Carol Dweck.





### **Match Analysis using Principles of Play and the 5 W's**

Learn how to easily read the game and transfer your match observations into clear training objectives through functional use of the principles of play and the “5Ws.” For 12U coaches and up.

### **Periodization 101**

Insight to the game’s current “hot-topic” and what it means to the AYSO coach. A summary of periodization elements dripped throughout the AYSO coaching program; insight to current global trends; and some practical applications for everyday use. For 12U coaches and up.

### **Social and Emotional Learning – “The Missing Link”**

Want to really make a difference with your sessions? Maximize your time with your players? Create holistic playing environments and learn to teach social and emotional lessons making AYSO the most holistic youth sports program in the US. For All forward- thinking coaches who want to maximize their own development while truly enriching their players’ lives.

### **Tactical Formations and Systems of Play 11 v 11**

Different tactical formations and how to use them in a match. In this session, Systems of Play are broken down into tactical areas explaining, for example, when to defensively use a flat back four versus a diamond formation, and the best tactical formation to counter with based on what system your opponent is using. This would highlight why it might be time to switch formations in the middle of the match. This session will also explain the difference between a 3-line system and a 4-band formation.

### **United Soccer Coaches presents 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. After this short class a coach will be able to deliver better and more fun training sessions, leaving both themselves and the players wanting more.

### **Updated! Women in Soccer – “You Can’t Be it if You Can’t See it”**

From recruitment to developing and retention, this workshop aims to reenergize our commitment to encouraging and supporting women coaches at all levels of AYSO.



### **Instructor Overview for the AYSO Intermediate Course**

A more detailed look into teaching the new Intermediate Course including pre-course online content, classroom content, field content and grading. NOT a certification class.

### **Instructor Overview for the AYSO Advanced Course**

An overview of the new Advanced Course including pre-course online content, classroom content, field content, and grading. This is not a certification class.

### **Instructor Overview for the 2022 Coach Instructor Course**

An overview of the newly designed 2022 Coach Instructor Course including pre-course online content, assignments, classroom content, and field requirements. This is not a certification class.

### **NEW! Instructor Overview for the 2023 Intermediate Coach Instructor and the 2023 Advanced Coach Instructor Courses**

*AYSO Office will coordinate with Section to assign an instructor*

Instructor insight into the newly designed courses which split the prior Advanced Coach Instructor Course into two separate courses: Intermediate Coach Instructor and Advanced Coach Instructor. A must for all Advanced Coach Instructors. This is not a certification class.

### **NEW! Coaching Female Players**

*AYSO Office will coordinate with Section to assign an instructor*

Building upon our commitment to further support women coaches and athletes, this workshop identifies fundamental differences, methodology and approaches to coaching, supporting and developing female players in AYSO.

### **NEW! Program Overview for Kickstart Soccer: the combined Playground/Schoolyard Option**

*AYSO Office will coordinate with Section to assign an instructor*

A programmatic overview of the newly designed program which combines Playground and Schoolyard into one easy innovative and to launch program. Includes Fundamental Motor Skill development, Game-like Activities and Social and Emotional Learning skills. Each session progresses into 3v3 games.

### **NEW! CSKJ presents Keeping your Athletes Healthy**

*AYSO Office will coordinate with Section to assign an instructor*

Injuries to young athletes are on the rise in the U.S., now running in the millions nationwide. The world renowned Kerlan Jobe Fellowship doctors, trained in orthopedic sports medicine, will address some of the most common injuries in youth soccer athletes, how to prevent them and the role you can play to advocate for their health and safety on the pitch.



**NEW! TCM's Top Five Age Group Activities (and how to make them work for your team)**

*AYSO Office will coordinate with Section to assign an instructor*

The AYSO Coaching Manual team curate their favorite 6U, 8U, 10U, 12U and 14+ age group activities and walk through the design, organization, progressions and how to adapt them for your own team.

**NEW! Chicago Fire FC presents – Social and Emotional Learning and how to close the “Gap” in Youth Soccer**

Only 37% of American youth play team sports regularly, while youth soccer experiences a 25% drop in participation once players turn 12 years old. What can we as coaches do differently to help children stay in the game? Learn how Chicago Fire FC integrates Social and Emotional Learning into its soccer curriculum and helps youth learn to become their best SELF.

**NEW! Chicago Fire FC Presents – Increasing your Players’ Learning Power**

*AYSO Office will coordinate with Section to assign an instructor*

Each of us has a preferred way to “take in” and “deal with” information. Understanding our preferred way to learn can increase our effectiveness as a coach. Learn how Chicago Fire FC integrates experiential learning and self-awareness training to support coaches on and off the field and how you can boost your own coaching toolkit.

**NEW! All Your Coaching Communication Needs in the Palm of Your Hand – Welcome to Jungo!**

*AYSO Office will coordinate with Section to assign an instructor*

From immediate training session feedback & reflection to team scheduling, to seamless parent and family communications, AYSO's Jungo app really does consolidate your soccer needs in the palm of your hand. This mobile app has been designed & built specifically for AYSO - join the Jungo team for an interactive workshop on how to get set up and walk through the features.

## **FINANCE/BUSINESS SYSTEMS**

**NEW! Divvy/Quickbooks**

*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. You will learn about using a Divvy card to help your regional volunteers have the ability to make purchases for the S/A/R with ease. You will also learn about creating and using budgets as well as how to use Quickbooks to record all transactions to make your end of year reporting to the AYSO office seamless and automatic.





### **NEW! Sports Connect**

*To be facilitated by the Section Systems Support Admin*

This workshop is for anyone who is using Sports Connect, especially Regional Commissioners, Registrars, Webmasters, Coach Admins, etc. There are many things that you can do with Sports Connect that you may not know about. Learn if your registration system is set up to optimize what programs you offer. Learn about the “New Season Tune Up” and more. There will be an opportunity to ask questions and learn how this platform can make the administration of soccer easy and make more time for being on the field!

### **NEW! Association Platform**

*To be facilitated by the Section Systems Support Admin*

This workshop is for any board member who needs to learn about (or more about) the Association Platform and how to use it most effectively to print reports, verify volunteer status and certifications, and more! Get the valuable information you need to be able to get the business of your region done efficiently!

### **AYSOU/eTrainu**

*To be facilitated by the Section Systems Support Admin*

This workshop is for any volunteer who needs to use AYSOU to create courses, register for courses, take online courses, complete courses, and more. You will learn to navigate AYSOU and learn to help others in your Region or Area be able to take courses and register for courses with ease!

## **DEVELOPMENT**

### **Growth Workshop (4 hours)**

*AYSO Office will coordinate with Section to assign an instructor*

Entrepreneurial Regions know that a growing program = a strong program: one that’s valued in the community, and one that attracts great volunteers and inspires youth soccer players to come back every year. This hands-on workshop is designed to help Regions design and implement practical steps relevant to their specific situations that can make their programs more valuable to the community. Through a combination of group discussion, analysis, and shared experiences, attendees will be guided in crafting a business-plan-style roadmap for growth that identifies and prioritizes the opportunities that will drive increased growth. When you’re strong and growing, you are valuable to your community, and your program becomes self-sustaining. It’s also more FUN! (Limited space, invitation by Section Director.)



## MANAGEMENT

It is highly recommended that all required board member job certification courses be taken online prior to taking the job specific roundtables listed below. Roundtables will be focused on sharing information, best practices, scenarios, and Q & A's.

### **Annual Management Update**

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

### **Auditor**

This workshop provides basic training for Auditors at the Region, Area or Section level, covering the role of the AYSO Auditor, to independently ensure fiscal management in all levels of AYSO, and to identify potential problems before they occur. Learn how to spot a “red flag” and what to do if improprieties are uncovered. The Auditor or Fiduciary will learn about AYSO’s audit procedures and about AYSO’s audit checklist. The types of documents to review will also be covered. Even if you have no financial background, this course will help you get started with the tools that you’ll need for an independent review of your Section, Area or Region.

### **Advanced Dispute Resolution**

Build upon your knowledge gained in the Dispute Resolution workshop. Dive deeper into situations that may arise in your Region and understand additional solutions. This course provides practical application of the strategies learned in both Dispute Resolution and Dispute Resolution Review workshops.

### **NEW! Creating a Culture of Volunteer Willingness and Appreciation**

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.

### **Developing a Regional Calendar**

A Regional calendar is a clever and useful tool that can productively assist Regions to prioritize, stay on track, advertise, and organize your events. This workshop will walk you through the steps of creating and personalizing your Region calendar. These techniques address how to create a Regional calendar and cover the steps needed to plan a calendar that fits your needs.



Included are various online tools to help automate your processes. This tool will help with recruiting volunteers, improving communications, and creating a historical timeline of your Region.

### **Dispute Resolution**

This course is designed for Region and Area Board Members and will cover recommended approaches for dealing with conflict and resolving difficult issues. It will provide resources to help volunteers work through challenging situations before they escalate to the point of needing Due Process.

### **Dispute Resolution Review**

This workshop allows attendees, after taking the Dispute Resolution Course, to review scenarios dealing with difficult people and common difficult situations which left to smolder, can turn your “sunny Saturday” into “manic Monday”. Attendee’s practice recognizing potentially explosive situations and how to deal with them before they flare up.

### **Division Coordinator**

The Division Coordinator is a vital member of the support team in any Region. All the basics of the Division Coordinator position are covered including roles and responsibilities and the importance of functioning as an intermediary between the Region Board, Coaches, Referees and parents. See how a Division Coordinator can be effective in different scenarios and learn how to have a real impact on the success of your Region.

### **Getting to Yes! Improving Volunteer Recruitment**

Recruiting volunteers can be a challenge. In today’s atmosphere of every changing reasons for volunteerism, volunteers want to make a meaningful impact within their communities. With the wide use of technology, traditional recruiting is more challenging. In this course, volunteers will review methods and develop skills that will help them be more successful in their recruitment.

### **Due Process**

This workshop provides more detail and information for Regional Boards and Disciplinary Review Panel members when handling difficult situations with volunteers. Learn the process to use when limiting, suspending, or removing/terminating a volunteer (Non- Executive Member) from their participation in AYSO. This workshop will review the many tools available to properly deal with serious personnel problems and examine the procedures when offering the volunteer their due process and appeal protection.

### **Due Process Review**

This workshop provides an opportunity for attendees, after taking the Due Process Course, to



discuss real-life scenarios and apply the processes to use when limiting, suspending or removing/terminating a volunteer (Non-Executive Member) from their participation in AYSO.

### **Governance Made Easier**

Every Region is governed by Standard Policies & Protocols. Do you know what they say? Do you know what things you “must do” and what things you can modify to meet your local requirements or preferences? This document affects the daily operation of your Region and even determines who on your Board is eligible to vote. The course is for Regional Board Members and for Section and Area Directors as reviewers.

### **Guide to Better Communications**

Effective communication is key to the success of your 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.

### **Planning Effective Region Board Meetings (Formerly Guide to Improving Region Board Meetings)**

This session discusses the things that contribute to more effective meetings and the things that frustrate people most about ineffective meetings. You’ll get ideas for having more constructive meetings and suggestions for increasing interest and attendance. The session focuses on length of time, agenda creation, who should be there, and what should be reported on a monthly basis. You will be given 10 ideas to make Region Board Members look forward to each meeting. Recommended for RCs and Board Members.

### **What is a Budget Really For?**

Have you wondered what the budget is really for or what its purpose is? Budgeting is a useful tool to assist Regions in setting goals, ensuring you aren’t spending money you don’t have, preparing for emergencies and providing transparency of the Region. In this session, you will have an opportunity to have a hands-on experience using your own Region’s budget to see why a budget is an important tool. We will look at each section of the budget to help your Region see your spending habits and determine if your fees are appropriate to keep your Region running in the black. Please make sure that you bring a copy of your Region’s budget to get the most out of this experience!

### **Getting Started: Building Your Region’s Homepage (Formerly Maximizing Website Presence I)**

Does your Region’s website home page need a lift? Websites are the go-to place for people to find information. Here’s an opportunity to get quick and easy ways to improve your Region’s



home page to better disseminate information to the community. This course will cover setting up the Home Page using the Sports Connect website as a model. Understanding website development is helpful, but not necessary.

### **Tips for Enhancing Your AYSO Website (Formerly Maximizing Website Presence II)**

Not sure what to include on Region's website? More is better when it comes to what to include, especially if it helps answer common parent questions. This course will cover extra tips that can help customize your website using the Sports Connect website as a model. Understanding website development is helpful, but not necessary.

### **Regional Board Member Training**

Calling all volunteers; this workshop is for you! This course provides all board members with a general understanding of their role in the administration of the Regional Board and where to find information about their specific role. Learn about AYSO's Standard Regional Policies and Protocols and using AYSO's Six Philosophies. Volunteers will understand the common responsibilities all volunteers share in the areas of Kid Zone, budgeting, time management, communications, and recruitment necessary to make a Region successful.

### **Registrar Guided Q&A (Formerly Registrar Roundtable)**

This workshop provides an opportunity for attendees to discuss and discover best practices after taking the Online Registrar Certification Course. Did you volunteer for this job but now feel overwhelmed? Are you confused or need help getting started, or worried about what to do next? Ever wonder why AYSO does things in certain ways? The answers will come from attendees through a guided discussion. All Region Board Members will benefit from attending. Please note that issues with Sports Connect and other systems won't be addressed.

### **Registration Events in the Digital Age**

This workshop is not just for Registrars! E-signature technology has simplified the registration process and moved it online, saving time for both the participants and the Region staff. But is there still value in having in-person, face-to-face events? What are the benefits of personal interaction with your potential volunteers and players? Come and explore the pros and cons with your fellow Registrars and other Board Members.

### **Instructor Training for 2021 I2I**

This workshop presents an overview of the updated 2021 Intro to Instruction Course (I2I). It is intended to prepare current instructors to teach the new I2I. Content includes a review of the pre-course online content, classroom content, and philosophy in the new I2I. This is not a certification class.





### **Safety Director Guided Q&A (Formerly Safety Director Roundtable)**

This roundtable workshop provides an opportunity for attendees to discuss and discover best practices after taking the Online Safety Director Certification Course. This position, more than any other, has the opportunity to create the “safe, fun, fair environment” that all AYSO parents expect. Share experiences of what it takes to fulfill the role of the Safety Director to ensure the safety and risk management of the Region’s soccer program. What do Soccer Accident Insurance (SAI) and risk management mean to your Region?

### **Treasurer Guided Q&A (Formerly Treasurer Round Table)**

This roundtable style workshop is a guided question and answer session to provide an opportunity to discuss and discover best practices after taking the Online Treasurer Certification Course. This workshop allows any volunteer to give their input and share ideas and to explore best practices to ensure financial responsibility within your Region, Area, or Section Boards.

### **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.

### **NEW! Working with Field Owners**

Regions are challenged with a variety of field owners, requirements, and usage agreements. This course will help Regional Commissioners and their boards better understand the challenges they face when working with City, School, and Private owners when it comes to using fields. Attendees will learn what to do to secure field permits, negotiate field fees, and watch for red flags that could put field use in jeopardy. Come learn how to secure your fields and protect your Region.

### **NEW! Financial Transparency**

In the new world of digital banking options there are new ways to ensure Regions are being fiscally responsible and financially transparent. Attendees will learn best practices to remain transparent with the new AYSO banking tools, understand the red flags that come with digital banking, and how to stay fiscally responsible. While this course is for Regional Commissioners, Area Directors, Treasurers, and Auditors all board members are welcome. This course will not provide hands-on training of our financial management systems.

### **NEW! Managing Digital Assets**

Does your Region use social media? Do you have region-specific email addresses or other region accounts? All of these and more are a part of the Region’s digital assets and they need



to be protected as diligently as physical assets. Attendees will review a variety of types of digital assets and best practices on how to keep them secure through volunteer changes or unexpected vacancies. This course is intended to benefit Regional Commissioners and other regional board members responsible for Region accounts.

### **Leadership Forum with NBOD Members and Section Directors**

An open session to follow up on National Updates for volunteers to discuss AYSO with senior leadership.

## **INSTRUCTION**

### **NEW! Facilitation and the Teaching Process**

*AYSO Office will coordinate with Section to assign an instructor*

Gone are the days of reading PowerPoints to engage and educate our volunteers! As our Introduction to Instruction, Education Philosophy and Instructor Profile outline, we must use researched adult learning methodology (andragogy), interactions and interventions and facilitate learning through various experiences, contexts, and situations. This workshop introduces foundations of facilitation in the teaching process...and why it works!

## **MARKETING/COMMUNICATIONS/FUNDRAISING**

*All Marketing/Communications/Fundraising Course are intended for: RCs, Assistant RCs, Marketing Coordinators, Fundraising Coordinators, Sponsorship Coordinators, and any Region volunteers involved in promoting Registration, your Region and events.*

### **Advanced Social Media**

*AYSO Office will coordinate with Section to assign an instructor*

Understand the basics, but want to know how to implement multi-channel and multi- platform campaign strategy? In this session, we will learn how to advertise on social media and strategize your content and the best platforms to use through the building of a campaign. We will also further explore how social media can play a pivotal role in your Region's branding.

### **AYSO Best Practices for Sponsorship and Fundraising**

*AYSO Office will coordinate with Section to assign an instructor*

Sponsorships and fundraising are two subjects that may evoke slight fear, but they are not as scary as you think. In this session, we will discuss how you can target local sponsors for your Region as well as access our national sponsors on a local level. We will also discuss fundraising best practices and build a campaign example together.



### **Building 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 for your market space. Come learn what makes a brand, how do you build a brand and why it is important to control your brand identity in your community.

### **Marketing your Program for Your Community**

*AYSO Office will coordinate with Section to assign instructor*

The landscape of youth soccer post-COVID has changed, so what does this mean for your programs moving forward? In this session, we will discuss how you talk about and build your AYSO program menu in this new environment to different audiences. Come learn what adjustments you need to make to build upon the relationships you have in the community as families and volunteers re-engage or engage with AYSO. You'll leave this workshop fortified with information, techniques, tips, and tactics to help promote your AYSO program Menu in your community for today's families.

### **Social and Digital Marketing**

*AYSO Office will coordinate with Section to assign an instructor*

Social and digital marketing is a vital part of marketing your program, product, and organization, but how do you choose the right mix. This session is for those that understand the basics, but want to know how to design and implement multi-channel and multi-platform marketing and communications strategy? In this session, we will discuss the best platforms to use as you build and strategize your content for the most effective campaign. We will also further explore how social media can play a pivotal role in your Region's branding.

*Note: Social and Digital Marketing should be scheduled before Advanced Social Media if both are offered at an EXPO.*

## **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. Workshop covers the latest changes in the Laws of the Game, review of program changes, points of emphasis for 2022/23.

### **Avoiding Trouble**

Techniques, skills and processes needed to successfully manage younger players' games. Designed for the less experienced referee, this workshop presents key topics that every referee should know well in order to be a good referee.

### **Be a Great Mentor**

Learn, understand and effectively use the mentoring process. Interactive session to present, discuss and use the Elements of Mentoring which referee leaders can use to influence the referees' ability to learn, retain information and modify behavior.

### **Establishing a Mentoring Program**

The workshop is designed for Referee Administrators as well as Intermediate and above referees with at least two years of refereeing experience interested in developing and maintaining a successful mentoring program in the Region. The workshop helps the referee program administrators understand the importance of mentoring and how to set up and run a Region Mentoring Program. It also defines the attributes of a quality mentor. The workshop describes ways that Areas and Sections can enhance the Region Mentoring Programs or help when Regions lack the staff to run such a program.

### **Fouls and Misconduct Review for 14U Games & Above**

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.

### **Foundations of Officiating Futsal**

Introductory class providing a foundation and overview of Futsal officiating, US Soccer's official indoor soccer format.

### **Game Reports**

This is a workshop to teach participants the components of a game report and how to prepare one. It will include an interactive exercise where every participant will complete a report with a focus on preparing correct game reports. Administrators have a consistent challenge with reports that are submitted before they are reviewed and correctly completed. 90% of referees around the world don't like to do paperwork so this workshop provides a creative, fun way to get participants to practice and learn how to develop good reports.

### **How to Be a Lead Referee Instructor**

This workshop shows why Lead Instructors are important in the AYSO Referee Instructor program and discusses the administrative and leadership roles that Lead Instructors play in AYSO courses and other instructional activities.

### **Newer Ideas in Referee Positioning**

Techniques, skills and processes needed to successfully manage older players' games. Designed for the more experienced referee; this workshop presents key topics that every referee should know well in order to be a good referee.

### **Nurturing and Retaining Youth Referees**

With an emphasis on the development and retention of youth referees, this workshop explores techniques for establishing and running a successful youth referee program. Intended primarily for referee administrators, this workshop explores the who, what, when, where, why and how of a youth referee program. Participants share their experiences and ideas, learning best practices that are known to make such programs effective. This workshop will also provide the opportunity to share Section, Area and Region experiences in growing and retaining youth referees, thereby uncovering best practices and new ideas from which all participants may benefit. (This integrates the round table workshop to make this session more effective).





### **Officiating as a Team**

Refereeing as a team begins with the pregame conference and goes on to include clear delegation and execution of duties, proper positioning by the referee and assistant referees, eye contact between officials, and signaling per the USSF Guide to Procedures. More experienced referees will learn skills to enhance their performance and communication both as the referee and as an AR. The workshop emphasizes the communication subtlety required when refereeing older players. Attendees should bring assistant referee flags.

### **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**

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.

### **Recruiting & Retaining Referees**

The workshop focuses on methods/techniques for recruiting and retaining referees, an essential but challenging aspect of our soccer program. This workshop covers proven approaches to recruiting, developing and retaining referees across the country, and mentoring is emphasized as a retention and development technique. Attendees exchange ideas and effective methodologies and best practices in recruiting and retaining referees. Workshop will also provide the opportunity to share Section, Area and Region experiences in recruiting and retaining referees, thereby uncovering best practices and new ideas from which all participants may benefit. (This integrates the round table workshop to make this session more effective.)

### **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.



### **Refereeing with Fewer Than Three**

The workshop addresses the all-too-common problem of officiating a game with fewer than three trained referees. The mechanics of the diagonal system of control (DSC) are reviewed with an emphasis on the responsibilities of the three officials. The workshop focuses on how to redistribute those responsibilities when there are fewer than three trained officials. Compromises and variations are examined to deal with the loss of field coverage. The workshop emphasizes the application of these techniques in younger division matches, but it also addresses referee positioning for older players' matches when fewer than three officials are available.

### **Regional Referee Administrator**

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! Stopping Referee Abuse**

Adapted with permission from presentations by Matthew Buckman, Director of Referee Development for the California-North Referee Association of USSF and National Assignor for U.S. Soccer. Workshop covers strategies and techniques for identifying and addressing abuse; what to say and when to say it and promoting zero tolerance for referee abuse.

### **Women's Referee and Coach Forum**

Experienced women referees and coaches answer questions and lead discussions on the challenges and opportunities for women in this male-dominated arena. Attendees at this session will discuss their secrets of success by sharing questions, suggestions and ideas for dealing with difficult situations in order to feel more comfortable on the field. All are welcome.

### **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.

## SAFE HAVEN

### **Child & Volunteer Protection Advocate**

The Child and Volunteer Protection Advocate (CVPA) is a required board position put in place to help protect our two vital resources: the players and volunteers. This training class leads you through an understanding of the position, AYSO's Criminal History Background Check Policy, and volunteer screening protocols. This workshop is also open to others who wish to learn more about volunteer eligibility and what AYSO is doing to protect players and volunteers.

### **AYSO's Safe Haven Addendum**

*AYSO Office will coordinate with Section to assign an instructor*

Designed for Section, Area and Region board members, this workshop covers challenges in providing a "safe haven," additional protocols for dealing with these challenges, and program updates including U.S. Soccer's requirement for SafeSport training. The workshop facilitates discussions about common issues and concerns.

### **NEW! The Importance of a Safe, Fair, Fun, Family-Friendly Environment. Welcome to Kids Zone 2023!**

While everyone agrees that youth sports provide invaluable benefits to all kids, staggering statistics show that kids are leaving sports at increasing rates. Why? Because it's not always fun and because of the unrealistic expectations placed on them to perform. Kids Zone sidelines are essential for kids to play freely, fail, and learn the beautiful game of soccer.

Learn about the newly updated Kids Zone program materials and the importance of making every AYSO game a Kids Zone.

### **Stewards of the Game**

Learn about the role of coaches, referees, and administrators in managing a safe, fair, fun, family- friendly experience on game days. Discussion of on-field collaboration and how on-field confrontation may be managed.



## **VIP – VERY IMPORTANT PLAYER PROGRAM...WELCOME TO EPIC!**

### **NEW! VIP Program Guide: Welcome to EPIC!**

*AYSO Office will coordinate with Section to assign an instructor*

Significant updates to the VIP Program, including identity/branding, methodology and guidelines. The step-by-step plan for adding an EPIC “division” is easy to implement; and if you already offer the program, it is a chance to share enhancement ideas and learn how to provide even more opportunities for participants. A must for all VIP/EPIC administrators, coaches, buddies and volunteers.

### **EPIC Volunteer Training (2½ hours)**

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

## **INSTRUCTOR CERTIFICATION COURSES**

*Introduction to Instruction 2021 – 4 hours in-person with 1-hour pre-course online work (this course must be rostered prior to EXPO)*

*Coach Instructor 2022 – 4 hours in-person with 4-hour pre-course online work and 2-hours post-course (this course must be rostered prior to EXPO)*

*Advanced Referee Instructor – 6.5 hours Referee Instructor Evaluator – 5.5 hours Management Instructor – 6 hours*

*Advanced Management Instructor – 6 hours*

*VIP/EPIC Instructor – 3 hours*

***Courses coordinated with AYSO Office and Section to assign Instructors:***

### **COACHING AND PLAYER PROGRAMS**

*Foundations of Futsal-CERTIFICATION (part 1 of 2) Foundations of Futsal-CERTIFICATION (part 2 of 2) AYSO Goalkeeping 1 - CERTIFICATION*

*AYSO Adult Soccer 2.0*

*United Soccer Coaches presents Essential Principles of Effective Youth Coaching*

*New! Annual Coach Update 2022*

*New! The AYSO Coaching Manual presents Top Five Age Group Activities (and how to make them work for your team)*

*New! Chicago Fire FC presents – Social and Emotional Learning and how we’re closing the “Gap” in Youth Soccer*

***New! Chicago Fire FC presents – Increasing your Players’ Learning Power***

***New! Safe Haven Addendum***



*New! Instructor Overview for the 2023 Intermediate Coach Instructor and the 2023 Advanced Coach Instructor Courses*

*New! Coaching Female Players*

*New! Program Overview for Kickstart Soccer: the combined Playground/Schoolyard Option*

*New! VIP/EPIC Program Guide: Welcome to EPIC!*

*New! CSKJ presents Keeping your Athletes Healthy*

*New! The Importance of a Safe, Fair, Fun, Family-Friendly Environment. Welcome to Kids Zone 2023!*

## **INSTRUCTION**

*New! Facilitation and the Teaching Process*

## **FINANCE/BUSINESS SYSTEMS**

*New! Divvy/Quickbooks*

*New! Sports Connect*

*New! Association Platform*

*New! AYSOU/eTrainu*

## **DEVELOPMENT**

*Growth Workshop – 4 hours*

## **MANAGEMENT**

*Auditor*

*Advanced Dispute Resolution*

## **MARKETING/COMMUNICATIONS/FUNDRAISING**

*Advanced Social Media*

*Building the AYSO Brand in your Community*

*Best Practices for Sponsorship and Fundraising*

*Marketing your Program for your Community*

*Social and Digital Marketing*