



Providing a full range of quality soccer programs in St. Albert!

## St. Albert Soccer Association

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# Policy: Coach Recruitment, Development & Retention

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[www.stalbertsoccer.com](http://www.stalbertsoccer.com)

*SASA uses a Player-centric Developmental Philosophy in line with the Canadian Soccer Association's recommended Long-Term Player Development (LTPD) model, rather than a Results-based Philosophy. While we recognize that winning is important, it is not THE most important part of our philosophy. Our philosophy puts the development of the individual player at the forefront, until players reach the Training to Compete Stage, at which time results of teams can take more emphasis. The following policies and procedures are designed to promote compliance with LTPD philosophy.*

### Recruitment

The Club Program Head Coach and Grassroots Head Coach are responsible for recruiting coaches to the club. This is achieved by using the following strategies:

1. Our first strategy for recruiting coaches is to contact the parents with children in our SASA programs, in particular those with a playing background, to coach a team.
2. Over the course of the season, we identify the potential long-term investment in our coaches through our Community Program and developing these coaches through the appropriate age relevant community streams.
3. We use our Association's website and social media initiatives to advertise and generate interest in becoming a coach with St. Albert Soccer.
4. We utilize our player development streams and communicate with former SASA players who continue to play within our adult programs to give back to our teams through coaching.
5. We also currently connect with the youth players of older ages to get involved in the coaching pathway early
6. We use our community coaching courses to identify potential coaches to further develop for the performance stream

### Development

Coaches are encouraged to continue their education and development by attending NCCP Coaching Courses and in-house symposiums. SASA pays for coaching development upon approval from the Director of Coaching who maintains a budget for coach development. The Grassroots and/or Club Program Head Coaches are responsible to provide 8-10 hours of in-house coach education and instruction per year.

In addition, our Technical Coaches will also administer a feedback mechanism that is used to evaluate and provide feedback to the coaches after each season. If the feedback mechanism uncovers matters that need addressing, either the Club Program and/or Grassroots Head Coach will meet with the coach and help them with strategies to address the issue. Coaches are encouraged to remain with a specific age group and become age-group specialists, rather than move up with players wherever practical. This strategy enables coaches to become specialized in their techniques, which provides better outcomes for players.