

PROMOTION

WHAT TO EXPECT AFTER ACADEMY?



WHAT IS PROMOTION?

GRADUATING FROM ACADEMY TO TRAVEL IS PROMOTION.



***ACADEMY
INTRO
PHASE***

ACADEMY PLAY AT YOUR MEMBER CLUB WITH IMPACT SC SUPPORT AND MASH-UP PLAY THROUGH THE INTRO PHASE.

***TRYOUTS
ROSTER
SELECTIONS***

IMPACT SC TRYOUTS WHERE WE BRING ALL MEMBER CLUB PLAYERS TOGETHER TO CREATE TEAMS.

***JUNIORS
DEVELOPEMENT
PHASE***

TRAVEL JOURNEY STARTS WITH NEW TEAMS AND COACHES WITH GROUP AND TEAM TRAINING TO START THE DEVELOPMENT PHASE

INTRO PHASE

THE ACADEMY PROGRAM | *Travel Pathway*

The main objective of the Academy is to promote and emphasize the technical abilities of young soccer players as well as create a physical, tactical and social foundation.

WHAT IS THE ACADEMY PROGRAM?

The Academy Program is players ages 8U, 9U and 10U that are ready to play in a Travel Program. We will play other teams regionally in similar playing level divisions and coached by USSF and NSCAA Licensed coaches.

ACADEMY PHILOSOPHY

The big focus in the Academy programs is that we focus on playing out the back and relying on foot-skills and teammates to get out of pressure. Academy coaches will focus on development now and winning later. Even when others focus on team winning more than an individual child's development, the Academy sticks by the right way and develop the individual. The age to develop the individual and learn is most important in the Academy.

ACADEMY SUPPORT

WHAT CAN IMPACT SC OFFER FOR ACADEMIES PROGRAM?

Admin Support

- **GotSport Management:** The DOO handles player management, coaches background check, team registration and training to Member Club DOC/Coaches on how to use GotSport for Rosters, Team Management and Game Cards.
- **Indiana Soccer Liaison:** The DOC and DOO will be able to help the Member Clubs navigate the inner-workings of our state organization. Our seasoned staff is well equipped with the knowledge and resources to help your Board, DOC or Coaches with any issues that may concern the state. Impact will alert all Member Clubs of important dates and deadlines.
- **Tournament Registration:** The DOO registers all teams for all their tournaments and works with the Financial Director to ensure that these are paid for as well. Your DOC/Coaches simply let the DOO know which tourneys your teams want to participate in by the DOO set deadline at the start of each season.
- **League Registration:** Every team should be registered with the state for league play with Indiana Soccer League (ISL) for Academy Group Play. The DOO will work closely with your DOC/Coaching staff to ensure they register by the deadlines, pay the league fees and are at the correct level of play for your particular team(s). It is important to have a partner that has your back when blocking certain dates or getting the Commissioner to help any of your Club needs.
- **Board Support:** Impact SC has an Executive Director which can help be a liaison between the Member Club President or Board and the Impact SC Board of Directors. As an acting CEO, they can help organize and offer advice if the Member Club Board of Directors is in need. The Executive Director is here to grow the Soccer Community and that means supporting the Member Club's leadership

ACADEMY SUPPORT

WHAT CAN IMPACT SC OFFER FOR ACADEMIES PROGRAM?

Brand Awareness

- **Brand Relations:** Taking the Member Club branding and associating it with Impact SC is a great way to show that the two Clubs are supporting each other. Whether it is on the uniform kits, social media or in member blasts, putting the branding in alignment is a great way to strengthen the brand. Associating the Member Club's with the Impact SC brand often allows the brand association become more familiar within the community and across the state.
- **Marketing:** Working together on social media helps offer common content to the respective audiences. Holidays, camps, tryouts and events can equally have a commonality in its marketing. For example, Impact SC can offer Callouts that are held by GASC, NPU and SIFC, do the same format as the Impact SC Tryout flyer that look similar but has the Member Club flare. Working together on common marketing not only offers common messaging but also an alignment of clubs.

ACADEMY SUPPORT

WHAT CAN IMPACT SC OFFER FOR ACADEMIES PROGRAM?

Resources

- **Multi-Club Collective:** Having the support and resources from all the Member Clubs including the Travel extension. This just deepens the accessibility to a variety of resources to strengthen and advance your club.
- **Professional Staff:** Having access to a professional staff helps strengthen your own club. Leaning on these pros is a resource that can help support your volunteer leaders.
- **Facilities Management:** Impact SC has an inhouse staff that can line fields, help move goals, hang nets, etc. Also, we do a bulk paint order to help keep logistics simple and costs down. Impact SC has an indoor facility that we can schedule soccer programs year-round if needed. The Management team does come with a full service, in-house, fields maintenance crew that is available for care, nourishment or advice as well as mowing and treating.

ACADEMY SUPPORT

WHAT CAN IMPACT SC OFFER FOR ACADEMIES PROGRAM?

Development

- **Player Development:** If you have an in-house Technical or GK Trainer, then we have the ability to have our staff work closely with them the best serves your players skill development. Impact SC hosts camps and clinics only to Impact family players that your Academy players will have access. Our boys and girl's directors will work closely with the DOC and any staff they need to order to help your players meet the minimum requirements for promotion.
- **Coaching Development:** Impact SC is proud to have a deep staff of talented and experienced coaches. We host annual trips to the UCS Convention to help coaches continue their education. Also, we host inhouse coaching education meetings and will pay for coaches to further their licensing.
- **Coaching Support:** We are proud of our in-house coaches' resources full of game tactics, training resources, practice sessions, technical sessions and warm-up sessions. Held on the Shared Coaches Drive and within Playmetrics, these tools are easily accessible and ready to use. Any Member Club Coach can schedule a visit from an Impact SC staff member to help with a session or team breakdowns.

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TRYOUTS

BUILDING A FAMILY.

Mash-Ups

- Mash-Up's are where the Member Club's Academies get together and play together in an effort to build relationships between players as well as let the future Impact SC staff look at the players.

Tip: Look for a Club email at different times throughout the year!



TRYOUTS

BUILDING A FAMILY.

Promotion Day

- **Fun & Soccer:** A day we celebrate the graduation of Academy in a ceremony hosted by the DOC and the Directors. This will allow the players a chance to socialize and play with their future teammates but also talk with their new coaches. We do a skills base and a fitness test that we record and give to the players so they have a base to build on as they start their journey into the Development Phase. There is a signing table for a photo op and we cap the night with 9v9 games and Kona Ice for dessert.

Tip: Promotion Day Invites sent to Academy Directors.



The poster features a soccer field background. At the top center is the Impact SC 2019 logo, which includes a graduation cap. Below it, the text 'ACADEMY PROMOTION DAY' is written in large, white, outlined letters. Underneath that, it says 'OPEN TO ALL INCOMING ACADEMY PLAYERS'. A dark horizontal bar contains the event details: 'JUNE 18 @ 6pm | MV TURF'. Below this bar, there are three columns of activities: '9v9 GAMES', 'SKILLS BASE', and 'FITNESS TEST' on the left; 'CEREMONY', 'SIGNING TABLE', and 'KONA ICE' on the right. At the bottom, there are three logos: Greenfield Area Soccer Club (est. 1992), NP United (MCMXXVII), and Sporting Indiana FC. A small Kona Ice logo with a penguin is also present on the right side.

IMPACT SC 2019

ACADEMY PROMOTION DAY

OPEN TO ALL INCOMING ACADEMY PLAYERS

JUNE 18 @ 6pm | MV TURF

- 9v9 GAMES
- SKILLS BASE
- FITNESS TEST

- CEREMONY
- SIGNING TABLE
- KONA ICE

Greenfield Area Soccer Club est. 1992

NP UNITED MCMXXVII

SPORTING INDIANA FC

TRYOUTS

BUILDING A FAMILY.

Who Is My Coach?

- Impact SC likes to announce the coaches as soon as we can. Typically we announce by Tryouts, but for the incoming 11U's we like to announce sooner so they can visit players while they are still in Academy.
- If at any time parents or players have questions and coaches have not been announced, please feel free to contact the Boys or Girls Director.

Directors@IndianaImpactSC.com



The poster features the Indiana Impact SC 2019 logo at the top center, with the text "INDIANA IMPACT SC 2019" inside a shield. Below the logo, the words "TEAM COACHES" are written in large, stylized, outlined letters. The background is a light blue soccer field with white lines. At the bottom, there are four logos: Indiana Soccer, United States Soccer, Soccer Parenting Association, and Adidas.

JUNIOR BOYS	JUNIOR GIRLS
Boys Director: Josh Wintin	Girls Director: Brandon Steeno
TEAMS	TEAMS
2011 BOYS ELITE 2011 BOYS BLACK	2011 GIRLS ELITE 2011 GIRLS BLACK I 2011 GIRLS BLACK II
COACHES	COACHES
Matt Mayhew Chris "Fuzzy" Steeno Brandon Grayson	Wes McKinney Todd Thompson Laurie Gwaltney Lindsay Martin Lindsay Mullin

TRYOUTS

BUILDING A FAMILY.

What to Expect at Tryouts?

- Tryouts are a low-pressure way of getting the coaches and all players, whether from the Member Club's and from outside the Club's, together and start forming rosters.
- Rostering is a way to build team's as best as the new coaches see at Tryouts as well as input from the former coaches.
- All players are subject to being a swing player or a guest player on other teams. This just allows coaches to see how players play with different teams. This also allows players to get extra game time.

2021-22 Flyer Example



TRYOUTS

JOIN A HIGH LEVEL, **PLAYER-FIRST CLUB** THAT IS LIKE A FAMILY.

REGISTER @ IndianalImpactSC.com/TRYOUTS @ **Mt. Vernon High School TURF**

JUNE 14th **11U - 19U**



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DEVELOPMENT

THE JUNIORS PROGRAM | *Middle School Pathway*

The main objective of the Juniors Program is to promote and develop a higher level of ability, commitment, and interest in soccer to help players through Middle School age.

WHAT IS THE JUNIOR PROGRAM?

Ages 11 through 14 are the most critical development years of a soccer player's career. It is at these ages where the basic fundamental skills of soccer are mastered that allow players to compete and be successful as soccer players at the next level of play and where they develop a true love for the game.

JUNIOR PROGRAM PHILOSOPHY

This year-round program is designed for players ages 11-14 years old who have a higher level of ability, commitment, and interest in soccer. This program helps prepare players who aspire to play in Middle School and equip players with the tools necessary to promote to the Senior Program. The Impact SC Directors and Staff have prepared a program that recognizes 11U-14U players. This is designed for players of higher standard and commitment level.

PROMOTION

WHAT HAPPENS AFTER ACADEMY?

Team Selections

- **Player Evaluations:** The Boys and Girls Directors will visit the Academy teams training and games from time to time to get an idea of the players. They are heavily reliant of the Academy coaches and directors to help best evaluate and place players on the appropriate teams.
- **Tryouts:** Although it is hard to get the best look at the players in a 45-60 minute session, we do have a full team of staff members working with the players and it allows the new team coach(es) to watch and select the players they see during the session.
- **Rostering:** Rostering is never perfect, every year we will see some players need to be adjusted or moved around to best serve their development. Our job is to set an expectation that every player is placed on a team to best serve their development.
- **Philosophy:** As we exit the Intro Phase of Academy we are entering 11U, the Development Phase. The Development Phase means we start to incorporate competitiveness into the training and tactics in the game. We are still focused on development over winning, but we are not introducing tables, divisions and recorded game scores. Players should still see equal playing time, but we introduce a healthy internal competition for positions, playing time, starting spots and team placement.

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WHAT HAPPENS AFTER ACADEMY?

Coaching

- **Coaching Selection:** Impact SC does it's best to figure out who the Junior (11U-14U) Coaches will be before the Spring season so that they can start familiarizing themselves with the Academy players in that final season before regulation. This also gives the players a familiar face at Tryouts.
- **Team Coaches:** Each team is assigned a team coach and these team coaches collaborate with the other coaches of the same age group for common messaging, training and player exposure. These coaches all work closely with the Program Director (Girls or Boys Director).
- **Training:** Most teams train 2 days a week. There may be some optional technical training or GK training days in addition to team training. If there are more than one team per age group, then the teams will train together as a big group as well as their team sessions. This helps to ensure common messaging and that players are all learning the same. This will help with group and team chemistry. Development Phase is still heavily focused on skills development.
- **Games:** Even though we may have multiple teams, there is always opportunity for players to swing or guest play on the other teams. This is done to give players needed game time or to challenge a player for a particular reason or just to give a team that week some subs. Whatever the case, the mission is to fully develop and focus on every player equally.

PROMOTION

WHAT HAPPENS AFTER ACADEMY?

Location

- **Fields:** We have many locations for Impact SC to train. Every location is within 15-25 minutes of each other and covers a range from Geist to Fortville, New Palestine to Greenfield and Warren Twp. This range gives us the ability to build diverse teams, but also serve many communities within a vast area.
- **Training & Games:** The majority of our training and games are between anchor Parks: Brandywine Park, McCordsville Sports Park and Sugar Creek Park with contributing neutral sites of Greenfield High School, Mt. Vernon High School, New Palestine High School and Falls Park as well as Highlander Park. Most all trainings and games are held at the anchor parks in Greenfield, McCordsville and New Palestine. Depending on the make-up of the roster of each team, the coaches try to swing between parks so that everyone gets some sessions closer to their home. Luckily, no one should be further than 25 minutes from any given park but we do have some families that come from far away to play in our awesome club. Many of our coaches are high school, middle school or college coaches, so early Fall training locations may be close to those schools.
- **Playing Surfaces:** We have well kept **grass fields** at all three parks and **turf** at three of the contributing fields.
 - Brandywine is municipality owned and GASC has a great relationship with the Parks Dept to help us contribute to the advancement of the fields. BWP has great parking, a concession stand and a playground.
 - McCordsville Sports Park is privately owned and Sporting Indiana FC has put a lot of resources to create these lush surfaces through manicure mowing, supplemental nourishment and controlled irrigation.
 - Sugar Creek Park is a Township owned park and NP United has a good relationship with them to further the development of the playing surfaces. SCP has great soccer equipment, a walking path and a playground.
 - GCHS and MVHS both have turf fields and grass fields that Impact SC uses often, especially for the 11v11 teams.
 - Realife Sports Complex is our Indoor Futsal building and the head offices for Impact SC. Home to three full-sided hard courts and two mini soccer boxes, RSC keeps Impact SC housed throughout the Winter months.

THANK YOU &

SEE YOU SOON!

