



## **Coach Recruitment, Development & Retention**

The Edmonton Warriors Soccer Club (Warriors) follows a Player-Centric Developmental Philosophy aligned with the Canadian Soccer Association's Long-Term Player Development (LTPD) model, rather than a results-based approach. While we recognize that winning is important, it is not the primary focus of our philosophy. Our priority is the development of each individual player. Only when players reach the Training to Compete stage do team results begin to take greater emphasis.

The following policies and procedures support our commitment to the LTPD philosophy.

### **1. Recruitment**

The Technical Director and Coaching Coordinator are responsible for recruiting coaches for the club. Recruitment strategies include:

1. Parent Involvement: Reaching out to parents within our programs who have a playing background and encouraging them to coach a team.
2. Internal Development: Identifying potential long-term coaching candidates throughout the season and supporting them through appropriate, age-relevant development streams.
3. Public Promotion: Using our Association's website, club website, and social media platforms to advertise and generate interest in coaching opportunities.
4. Former Players: Engaging former Warriors players—especially those active in adult programs—to return and contribute through coaching.
5. Youth Mentorship: Encouraging older youth players to get involved in the coaching pathway early, fostering leadership and growth.

### **2. Coach Development**

Coaches are encouraged to continue their professional development by attending NCCP Coaching Courses, funded through the club's approved coach education budget.

Our Technical Trainers provide feedback and conduct evaluations at the end of each season, supplemented by parent feedback. If concerns or development needs are identified, the Technical Director meets with the coach to discuss strategies for improvement.

Trainers remain assigned to specific age groups to develop age-group expertise, allowing them to better evaluate and support coaches. This structure also helps coaches specialize in techniques appropriate for their players' developmental stage.

### **3. Retention**

To recognize and retain our coaches, Warriors provides:

- Semi-annual gifts of appreciation, and
- Club-branded clothing for coaches and assistant coaches (supported by a dedicated budget).

Within each season, we focus on building our coaches' skills, confidence, and connection to the club:

- First-year coaches receive strong mentorship and support.
- Second- and third-year coaches are guided and encouraged in their continued growth.
- Experienced coaches are supported as leaders and mentors within our coaching community.

### **4. Assessment**

Ongoing coach assessment occurs throughout the calendar year to:

- Identify strengths,
- Address areas for improvement, and
- Celebrate achievements.

When uncertainty arises regarding policy or procedure, the club defers to the Alberta Soccer Association (ASA) for guidance and reference.

### **5. Mentorship of Women and Players into Coaching**

The Warriors strive to be recognized for our commitment to both Player Development and Coach Development.

We actively transition players—both male and female—from the field into coaching roles through mentorship opportunities led by the Technical Director and Coaching Coordinator.

In conjunction with our recruitment strategy, we identify young female leaders within our programs who demonstrate strong leadership potential.

We understand the importance of female coaches mentoring female players, and our club proudly supports several elite female coaches who nurture the development of younger athletes.

Our mentorship program focuses on:

- Providing a safe, supportive, and inclusive environment;
- Offering structured opportunities for young players to develop coaching skills; and
- Ensuring that the core values of the Edmonton Warriors Soccer Club continue to thrive through the next generation of coaches.

By investing in our young players and empowering them to become future coaches, we reinforce our long-term vision of excellence, leadership, and community within the club.