



Changing the Daily Environment in Female Youth Soccer

The ECNL and Charlotte Soccer Academy

The ECNL is sanctioned & supported by:



* Overview



- * What is the ECNL
 - * Mission & Goals
- * The ECNL Plan & Platform
- * Further Understanding:
 - * ECNL Player Development
 - * 2011-2012 ECNL Competition
 - * ECNL Player Identification
- * How is the ECNL Different? What are the Benefits?
- * ECNL Implementation by Charlotte Soccer Academy

* Mission Statement



The Elite Clubs National League will enhance the developmental experience of the female youth soccer players in the United States through:

- * Improving the competition environment through creation of a true national competitive league with multiple flights;
- * Improving the process for identifying elite female soccer players for the US Soccer youth national teams through a systematic scouting and identification program based on national competition; and
- * Improving the daily training and coaching environment at female youth soccer clubs through developing best practices and training and organizational guidelines for it's member clubs.

*The Goal of the ECNL



- *The goal is to improve the landscape for elite female soccer players in the United States through innovative, player-centered programming that creates a better, more enjoyable, and more successful player, coach, and club development model.

* ECNL: A Platform for Change



- * The ECNL marks a landmark shift in the female youth soccer environment.
- * The ECNL is created to correct the problems in the current developmental structure, for example:
 - * Multiple, conflicting organizations sanctioning competition;
 - * Multiple, expensive, and flawed identification programs;
 - * More success equates to more expense and demands;
 - * Little accountability for development;
 - * Too many games but few *meaningful* games; and
 - * Poor training-to-game ratios.

*The ECNL Plan



- * The ECNL is **improving the daily environment** by creating multiple, unifying platforms around the following ideas: *national competition, improved player identification, better resource sharing, and better standards, guidelines, & expectations.*
- * The ECNL provides:
 - * A comprehensive **development** mechanism for Players, Coaches, and Clubs;
 - * An elite **competitive environment** with a full calendar of meaningful games against the best players in the country; and
 - * An opportunity to **connect elite players, coaches and clubs.**

* The 3 ECNL Platforms



- * As of March 15, 2011, the ECNL consists of 3 primary platforms:
 - * **The Development Platform:** A platform for sharing best practices and improving standards and expectations in player, coach, and club development.
 - * **The Competition Platform:** A national league with regional “conference-based” competitions as well as national events which are played over the entire year.
 - * **The Player Identification Platform:** A scouting and identification program for elite players based on performance in regular competition.



* Understanding ECNL Player Development



* PLAYER DEVELOPMENT BASICS

- * An ideal developmental environment “on the field” includes 3 basic pillars:
 - * High Level Coaching: The quantity and quality of information provided to a player, and the manner in which it is delivered.
 - * Elite Training Environment: The ability to train with and against players of equal or better ability.
 - * Top Competition: The ability to compete consistently against teams of equal or better ability.



* ECNL Development Principles

- * A player's daily soccer environment is **critical** for developing skills & habits.
- * The quality of the player's soccer experience is **more important** than the quantity.
- * The process of learning & teaching is **directly related** to the integrity of the match-trainings-match cycle.
- * A true development program **focuses** on individual development within a team environment.
- * Matches should be competitive and of a high standard to ensure that **the game holds players accountable** for their decisions and execution.
- * The player development **philosophy** must apply to all ages & levels.



* ECNL Development Philosophy

- * The ECNL should provide an avenue for member clubs:
 - * (i) to provide the ideal developmental environment for their players;
 - * (ii) to give every player the opportunity to reach their potential;
 - * (iii) to ensure that every decision has the individual player's development as its priority; and
 - * (iv) to provide a longer "time-horizon" for player development.



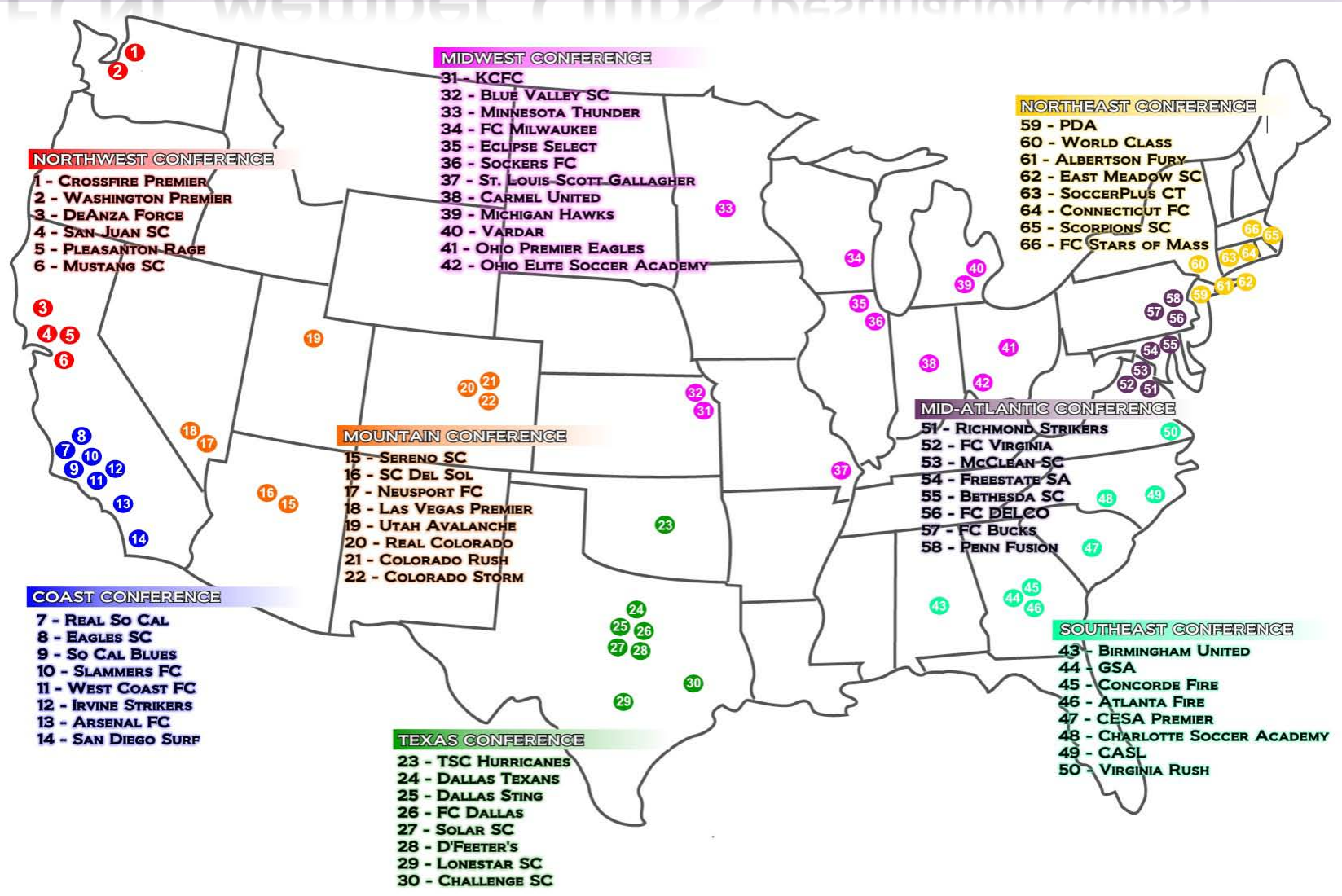
* Implementing the ECNL Philosophy

- * Establish *destination clubs* throughout the country to stabilize the youth soccer environment at an elite level, and therefore, improve the developmental environment.
- * Destination Clubs are an effective and efficient way to:
 - * Increase the available player pool in every geographic area;
 - * Shield clubs from the demand to win games at young ages; and
 - * Provide a vehicle to attract, educate, and support elite players, coaches and clubs, thereby improving the product offered to players.



* Understanding 2011-2012 ECNL Competition

* 2011-12 ECNL Footprint: ECNL Member Clubs (Destination Clubs)



* 2011-12 ECNL Footprint: Conference Alignment



Northwest Conference

Crossfire Premier
Washington Premier
DeAnza Force
Pleasanton Rage
San Juan SC
Mustang SC

Coast Conference

Eagles SC
Real So Cal
So Cal Blues
Slammers FC
West Coast FC
Irvine Strikers
Arsenal FC
San Diego Surf

Mountain Conference

Las Vegas Premier
Neusport FC
SC Del Sol
Sereno SC
Utah Avalanche
Real Colorado
Colorado Rush
Colorado Storm

Texas Conference

Lonestar SC
Challenge SC
Dallas Sting
Dallas Texans
D'Feeters
FC Dallas
Solar SC
TSC Hurricanes

Midwest Conference

KCFC
Blue Valley SC
Minnesota Thunder
FC Milwaukee
Eclipse Select
Sockers FC
St. Louis Scott Gallagher
Carmel United
Vardar
Michigan Hawks
Ohio Premier Eagles
Ohio Elite Soccer Academy

Southeast Conference

Birmingham United
Atlanta Fire
Concorde Fire
GSA
CESA Premier
Charlotte Soccer Academy
CASL
Virginia Rush

Mid-Atlantic Conference

Richmond Strikers
FC Virginia
McClellan SC
Bethesda SC
Freestate Soccer Alliance
FC Bucks
FC DELCO
Penn Fusion

Northeast Conference

PDA
Albertson Fury
East Meadow SC
World Class
Connecticut FC
SoccerPlus Connecticut
FC Stars of Mass
Scorpions SC



* 2011-12 Conference Competition

- * Beginning in 2011-2012, **ECNL Member Clubs will participate in full conference-based (regional) competition.**
- * ECNL conference-based (regional) competition is being held at the **U14, U15, U16, U17** and **U18** age groups.
- * **2011-2012 ECNL U14 Conference Competition** commitment:
 - * Fall – Home/Away with conference opponents = 12-14 games
 - * End of Fall Season cross-conference tournament = 3 games
 - * Spring – Home/Away with conference opponents = 12-14 games
- * **2011-2012 ECNL U15-U18 Conference Competition** commitment:
 - * Home/Away with conference opponents = 14-16 games
 - * Home or Away with cross-conference opponents = 0-4 games



* 2011-12 National Event Competition

- * In 2011-2012, ECNL National Event Competitions are being held at **the U14, U15, U16, U17 and U18 age groups** with varying degrees of commitment.
- * The U15-U18 age groups **feature 2 flights** for the ECNL National Event Competitions, based upon results from the previous year.
- * 2011-2012 **ECNL National Event Competition commitment** by age:
 - * U14 – ECNL National Championship
 - * U15 – 2 National Events + ECNL National Championship
 - * U16 – 3 National Events + ECNL National Championship
 - * U17 – 3 National Events + ECNL National Championship
 - * U18 – 2 National Events + ECNL National Championship (top 8 teams only)



* 2011-12 National Event Competition

TENTATIVE 2011-12 ECNL EVENTS

October 2011	ECNL Fall Showcase	Texas
Dec. 28-30, 2011	ECNL Winter Showcase	Florida
February/March 2012	ECNL Late Winter Showcase	Arizona or Las Vegas
April 2012	ECNL Spring Showcase	San Diego
May 26-28, 2012	ECNL Memorial Day Showcase	East Coast
June 2012	ECNL National Championship	Midwest



* Understanding ECNL Player Identification



* ECNL Player Identification Program

* The ECNL Player ID Program was created with the following assumptions:

- * Players should be scouted and evaluated in their regular playing environment;
- * There should be no additional cost to players for scouting and identification;
- * To insure accurate evaluations, players should be evaluated by multiple people over multiple events; and
- * Coaches that train and develop the players should be consulted as the best source of information regarding the overall ability, mentality, and current form of their players.

* The ECNL Player ID Program uses multiple sources of information to identify top players competing in the ECNL:

- * Independent scouting at ECNL National Event Competitions
- * “All-Event Team” nominations from ECNL coaches
- * Recommendations by selected coaches within ECNL Member Clubs



* ECNL Player ID Program: Overview

* ECNL Scouting Summary:

- * Each Member Club is assigned to scout 1 game per day, for the first 2 days, of each ECNL National Competition at which they participated.
- * Each Member Club recommends 3 coaches from their staff for the ECNL Player Identification Program, and an ECNL Scouting Nomination Form is completed for each coach, including information on licenses, playing experience, coaching experience, etc.
- * Every game assigned to the Member Club to scout must be scouted by 1 of the 3 Official ECNL Scouts.

* Gathering Complete Information:

- * By requiring Member Clubs to participate in the scouting process, the ECNL insures that the opinions and insight of the people involved in the daily development of these players are included in the identification process. This reduces chances that players are missed or overlooked.



* **How is the ECNL Different?
What are the Benefits?**

* How the ECNL is Different



- * The rules and regulations of every league have an impact on the developmental environment.
- * The ECNL improves individual player development in multiple aspects:
 - * Training-to-Game Ratio
 - * Destination Clubs = Competitive Quality
 - * Substitution Rules
 - * Trapped Player Exceptions
 - * Competitive Focus
 - * Identification Programs



* Roster Flexibility

- * Competition rosters in the ECNL can change daily:
 - * Allowing players to play-up or age-appropriate from game-to-game allows decisions based on developmental needs.
 - * Allowing easy roster changes is a player management tool
- * US Club Soccer Sanctioning and Support:
 - * US Club Soccer provides all sanctioning, registration, and a variety of additional support services for the ECNL.
 - * Unique US Club Soccer sanctioning rules allow for 26 player rosters in the ECNL at each age group, as well as daily roster flexibility in all competitions.





* The ECNL Impact on the Player

- * Individual Technical Speed Increases Significantly
- * Individual Understanding of the Physicality Required for the Game Increases
- * Individual Tactical Understanding Becomes More Sophisticated
- * Collective Training Mentality Improves
- * Team Performance Becomes More Tactical
- * Individual Performance becomes more Consistent
- * **THE QUALITY OF THE PLAYER AND THE GAME INCREASES EXPONENTIALLY**



* ECNL & Collegiate Recruiting

- * The ECNL is the pre-eminent collegiate recruiting platform in the country.
- * “Best vs. Best” Competition
- * One Destination for All
- * Even local colleges want and need to see players competing against the best.
- * ECNL membership is the only avenue to participate in ECNL events.
- * Nearly 200 schools were represented at each ECNL stand-alone event in 2010-2011.



Implementation by Charlotte Soccer Academy

The ECNL is sanctioned & supported by:

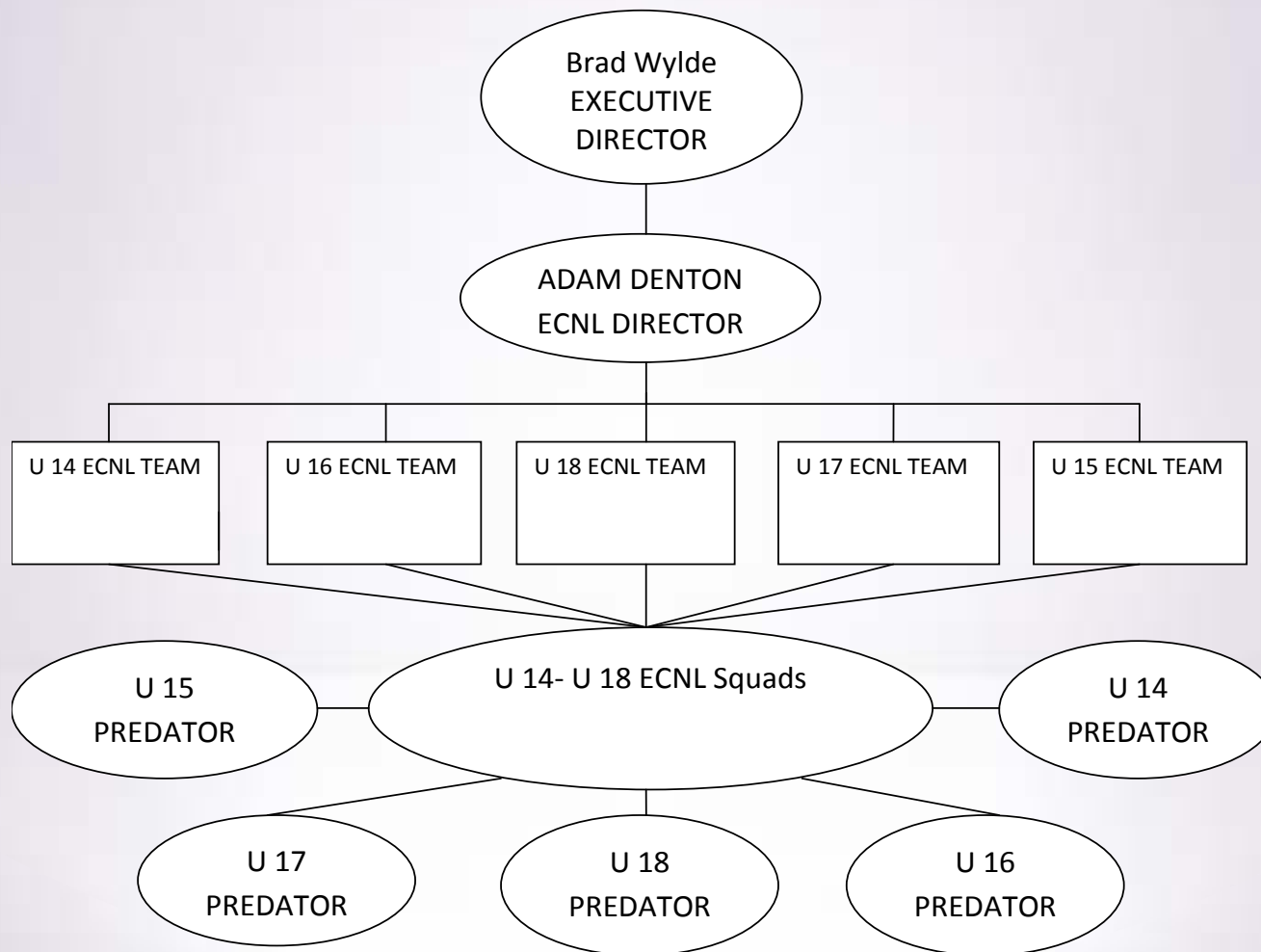


Charlotte Soccer Academy ECNL Program Staffing



- * CSA Executive Director: Brad Wylde
 - * NSCAA Premier Diploma
- * ECNL Program Director: Adam Denton
 - * USSF "A" License, NSCAA Premier Diploma, UEFA "B" License
- * ECNL Age Group Staff
 - * Dan Dudley USSF "A" License
 - * Mark Thornton USSF "C" License
 - * Brad Francis NSCAA Advanced National Diploma
 - * Ashley Rex USSF "D" License
 - * Erik Lefebvre GK Coach

* Charlotte Soccer Academy ECNL Program Organization



* Charlotte Soccer Academy ECNL Program Training



ECNL Teams Practice Curriculum and Session Structure: 3-4 Practices per week

Session 1: Individual Technical Session: These individual and small group sessions will focus on each individual player's technique and mastery of the ball.

Session 2: Functional Session: These sessions will focus on functional roles of the player's position. These sessions will be a combination of ECNL groups within all ECNL teams and team sessions.

Session 3: Team Tactical Session: These team sessions will focus on the tactical application of techniques and functions within each ECNL team's format.

Session 4: Rotating Sessions: These sessions will be selected for each team (s) based on the CSA Staff feedback on the team progression. Topics will be chosen from Technical, Functional, and Tactical team and group session that are outlined above. These extra sessions may also be used for classroom/video sessions that may be with a team or functional groups

* Charlotte Soccer Academy ECNL Program Competition



U 15, U 16, U 17 and U 18 ECNL Teams

Regular Season Southeast Conference Games- Home and Away Games (14 Games)

Regular Season Cross-Conference Games- Home/Away Games (Up to 4 Games)

ENCL National Showcase Events (3 Games per event)

October	ECNL Fall Showcase	Texas	(U15-U18)
December 28 th -30 th	ECNL Winter Showcase	Florida	(U15-U18)
February/March	ECNL Winter Showcase	Arizona/Las Vegas	(U16-U17)
June	ECNL Nationals Series	Midwest	(U15-U17)

U 14 ECNL Team

Fall Regular Season Southeast Conference Games- Home and Away Games (14 Games)

ENCL End of Fall Cross Conference Tournament- (3 Games)

Spring Regular Season Southeast Conference Games- Home and Away Games (14 Games)

In the Spring Season the U 14 Team will have an additional independent ECNL Southeast Conference schedule against conference opponents.

ENCL National Showcase Event (3 Games per event)

June	ECNL Nationals Series	Midwest
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* Charlotte Soccer Academy ECNL Program Expectations



We have to create a first class competitive environment in every aspect of the player's development.

Roles of our ECNL and Team Staff:

- Improving players both technically and tactically to play in the highest youth league in the country.
- Assist in the College planning process for our academy players. Responsibilities include but are not limited too
- Assist in creating player profile
- Communication with potential college coaches on watching players/official visits.
- Individual meetings with families and players throughout season to assist in college planning process. (Families/players need to take responsibility on setting up appointments with our staff).
- Setting up college visits during away games and showcase events.
- Following up with college coaches prior and after each ECNL college showcase events and games

* The End Game



* The ECNL's goal is to change the landscape for elite female soccer players in the United States through innovative, player-centered programming that creates a better, more enjoyable, and more successful player, coach, and club developmental model.

* Charlotte Soccer Academy's ECNL Program goal is to create the best developmental environment for aspiring female players to fulfill their potential.

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