



BOX ELDER UNITED FOOTBALL CLUB

BRIGHAM CITY, UTAH



Club Development Plan

1. Club Information:

- **Philosophy:**
 - Box Elder United FC, a 501(c)3 non-profit organization, is a community centered soccer program that provides youth with opportunities to learn and develop technical athletic skills that promote lifelong healthy habits, instill confidence in themselves both physically and mentally, and encourage engagement within surrounding communities.

- **Vision:**
 - To be a club that fosters an environment of personal development in the individual player as well as build a program that will assist in preparing teams to play at the highest levels, while also advocating the importance of community involvement and good sportsmanship.

- **Objectives:**
 - Develop each individual player to their highest possible potential while also helping them to understand the importance of team play.
 - Develop coaches to their highest level possible.
 - Teach players, coaches, and parents the importance of demonstrating good sportsmanship in all situation.

- **Culture:**
 - We play to win but not at all costs. It is more important to love the game than win every game. Be a team/player/organization that others look up to and want to emulate.

- **Core Values:**
 - Hard Work – Always put forth your best effort on the pitch as well as in your life, your family, and your community.
 - Pride – Be proud of your own success, the success of others, and the success of the club.
 - Integrity – Always do the right thing even when no one is watching.
 - Respect – For the game, opponents, referees, and yourself.
 - Positivity – We get stronger by building each other up, especially during challenging times.

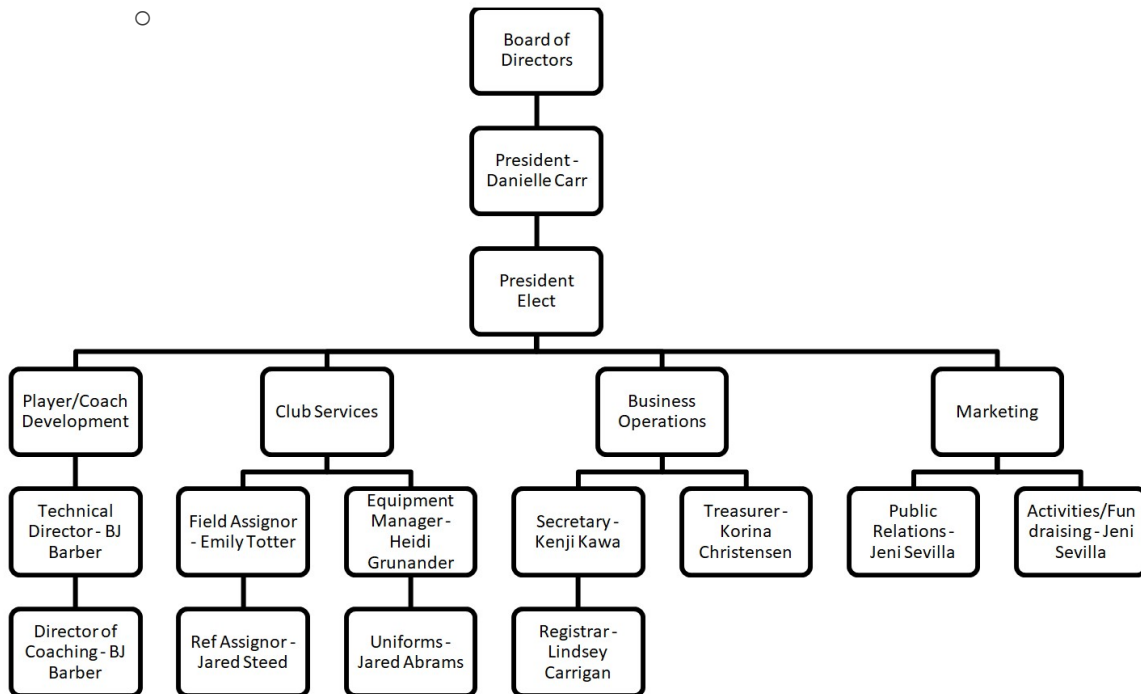


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- Organizational Chart



- Common Uniform/Name





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2. Soccer:

- **Playing Philosophy:**
 - Learn to love the game. Play fun creative soccer and develop a passion that drives you to be your best.
- **Suggested Style of Play:**
 - We play a hybrid of possession based soccer and direct attacking soccer. Training will focus on possession, movement and progression on the field in tight spaces while being aware of and looking for opportunities to exploit the defense with a direct pass into space. Why do in ten passes what you can do in one?
 - Defense will focus on more of a zone style defense with emphasis on a quick transition to pressure, cover, and balance.
- **Suggested System of Play:**
 - 4-2-3-1 or 4-3-3

3. Development:

- **Philosophy on Coaching:**
 - Coaching should be done at training sessions. Focus on the curriculum and the tools necessary to train players to be their best. Game time is an opportunity for players to be creative and show what they have learned without coaches giving them constant and direct instruction for how to achieve their goals on the field. The purpose of coaching is to transfer knowledge and wisdom from one generation to the next within the context of the game. We are to educate our players and teach them how to play by providing an environment that facilitates learning. A BE United coach is eager to build upon their library of knowledge and experience so that they can better accomplish their task. A coach who is no longer a student needs to no longer be a coach!
- **Curriculum – Planning Long Term:**
 - A full coaching curriculum is currently a work in progress. However, we instruct our coaches to run training sessions based on the following:
 - **FUNDamental stage (U6 to U10)**
 - Skills, coordination, fun, playing to learn the game
 - Winning is NOT the focus
 - No specific positions
 - **Training to Train Stage (U11 to U15)**



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- Soccer specific skills, coordination, fun, learn how to apply skills in games
- Begin to encourage commitment to training and the game.
- Build physical and aerobic base
- Introduce specific positions
- Training to Compete Stage (U15 to U17)
 - Individual skills and how they relate to the success of the team.
 - Position specific skills and understanding the game
 - Playing to win is important
- Training to Win Stage (U17 and beyond)
 - Maximize trainings
 - Demand max performance in training, games, and commitment
- **Reality Based Learning Environment:**
 - Full curriculum will be based on grassroots philosophy of play-practice-play that will put players in an environment where they will learn the game by playing the game.
- **Connection from Training to Game Environment:**
 - Coaches will be taught to explain game situations and link training activities to game play so that players will understand the reasoning behind specific training activities and how they relate to game situations.
- **Roster Management – Club Pass, Players Playing Up Age Groups, Multi-Roster**
 - Club Pass – managed by DOC and coaches. Used for development and roster flexibility (see below).
 - Players playing up age groups – manage by DOC and the coaches. This happens quite often for our club. We typically would prefer to keep kids in their correct age group for proper development, but we have several age groups (especially on the girl’s side) that require multiple younger players to ‘play up’ an age group to be able to have enough players to create a minimum roster.
 - Multi-roster – managed by DOC. This is used very rarely by our club and only in circumstances that make sense for player development as determined by the club DOC.



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- **Club Pass used for Development**
 - In many instances, we use club pass due to low numbers on rosters. Our resources are much smaller than many other clubs in the state and unfortunately, club pass becomes necessary just to have enough players to field a team on game day.
 - In a development sense, we typically use club pass to pass players up to a higher age or division if they are standing out with their current team. This gives them an opportunity to see how they play at a higher level of competition that they are currently seeing.
 - We also use club pass to send players to a lower division team if they are currently struggling to develop with their primary team. We use this as an opportunity to slow the game down for them and allow them to develop their on field skills as well as build their confidence to help continue their development with their primary team.
 - Club pass is not used to win games or push divisions.
- **Player Development Philosophy**
 - Our goal is to get every athlete playing on a team and in a division that maximizes their own individual ability and allows them to develop to their highest potential possible. We try to level teams based on ability (when we have enough players to create more than one team in an age group).
- **Player Retention Plan**
 - We are an all volunteer club which keeps costs low. This is appealing to many of the players in our area. While we do rely on volunteers, we also do our best to offer resources that could be a draw to larger clubs, including: free training tops, indoor training facilities for winter months, etc. Our goal is to develop players that have a passion for the game that respect and remain loyal to our club.
- **Management of Gaming League Spots**
 - Management of Gaming League Spots is done by the club DOC. Spots are used to keep teams and players playing at a level that is determined to be most beneficial for individual and team development.



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4. Coaching Staff:

- **Technical Director/DOC:**
 - Bradley J. Barber
 - D License
 - Currently coaching a U18 P2 girls team and a U14 P2 girls team.

- **Defined Roles & Responsibilities:**
 - Technical Director - This role will include, but may not be limited to the following areas of focus:
 - Club and league development to raise standards across the Club's footprint -- Collaborate with the Club's leadership on creating Club standards to enhance the game and improve player development.
 - DOC liaison. The Technical Director will be very active and accessible to Directors, staying in the forefront of any soccer education/administration developments within the bigger soccer environment.
 - Recreation/Academy Liaison. The Technical Director will work with the Club's recreation/academy program
 - To continue to grow player numbers at the recreation level as well as to ensure development is in place for proper growth of players.
 - Tournament Liaison. The Technical Director will work with the tournament director to continue to grow registered team numbers and enhance the standing of the Club's tournament within the state.
 - Club Staff Liaison. The Technical Director will review recreation league and tournament policies to ensure appropriate player development foundation and work with staff to develop membership and club acquisition materials and strategies.
 - Coaching Education.
 - Create, develop and implement an annual coaching education program designed to assist member teams and directors with continued professional development.
 - Provide members with formal and informal educational opportunities via various partnerships and collaborations and focus on key areas that relate to improving youth soccer in Box Elder County and what will be most beneficial to club coaches and Directors.



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- Form positive relationships with Utah Youth Soccer, colleges, RSL and other organizations that can help in our growth both in size and education.
- Activity Involvement -- Work with various activities that enhance our club, including:
 - Recreation league
 - Tournament
 - Academy
 - Indoor league
 - Coaches trainings
- Director of Coaching - This officer shall be responsible for developing a coaching manual that explains in detail how soccer should be coached for each age group in the club. The manual should be focused on achieving the club's stated goals by creating a system that focuses on the development of all players in a way that is positive and fun. This officer shall be responsible for planning and conducting coaches' meetings for all recreation and competition coaches prior to the start of season and ensuring that the coaches are following the instructions in the coaching manual. This officer will be a support person for all coaches within the club and may delegate as needed to be able to provide support for all coaches. This officer will also assist in recruiting coaches, will notify/provide coaches training classes when available, and will also provide training in best practices of coaching. The director of coaching may have an assistant of his choosing to help fulfill his responsibilities.
- **Continuity & Stability of Staff**
 - We tend to have very low turnover with our coaching staff. Most coaches are volunteer coaches who are coaching a team with their child. They move up with the team as the team gets older and tend to stick with the team until U18/U19. Most teams have at least one assistant coach and we are pushing as a club to have all teams add a second assistant to aid in coaching development.
- **Experience/Qualifications/Certifications**
 - We currently have (28) licensed coaches:
 - (10) D Licenses
 - (6) E Licenses
 - (10) 11v11 Grassroots
 - (2) 7v7 Grassroots



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- **Staff Development Plan – Personal Development Plan**
 - This area is a work in progress for our club. One of our goals for this season is to implement a coaching development plan for our group as a whole that includes each coach's personal development plan. One area we are already pushing is to have each team add a second assistant coach to help with coaching development as well as add more licensed coaches to our staff. Club leadership will also be expected to increase their coaching knowledge and seek out additional licensing to continue their education.
- **Internal Continued Education**
 - Coach's meeting/instruction will be held monthly with the DOC to discuss curriculum, player development, and coaching development.

5. Integration Between Departments/Programs:

- **Communication and coordination between age groups**
 - Currently all communication and coordination between age groups is handled between coaches under the supervision of the DOC. Players
 - Play up as necessary for roster size as well as development as noted earlier.
- **Connection between recreation/competitive teams**
 - BE United does not currently have a recreation program. This is under development. We have a program that is run through our High School and we are in negotiations with them to transfer this to the club to run as our recreation program.
- **Communication and coordination between both genders**
 - Communication and coordination between genders is currently handled by the DOC. Plans for the future include a Boys DOC and a Girls DOC that will handle this area together.
- **Connection between zones, phases, and age groups:**
 - Currently managed by the club DOC and facilitated mostly between individual coaches as needed.



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6. Club Environment:

- **Contact Frequency (number of training hours per week/month/year):**
 - U8 to U10 – 1 to 2 trainings per week (1 to 1.25 hour training session)
 - U11 to U13 – 2 to 3 trainings per week (1.25 to 1.5 hour training session)
 - U15+ - 3 trainings per week (1.5 hour training session)

- **Code of Conduct for staff, players, and parents:**
 - Box Elder United Football Club (BE United) is focused on player development in a fun and competitive environment that emphasizes sportsmanship, character, and respect. We are here to help your player achieve the satisfaction that comes with competing at the highest level of club soccer that Utah has to offer. All participants (directors, coaches, players, volunteers, and families) associated with BE United are expected to abide by this code of conduct. Failure to do so may result in suspension or expulsion from participation in any club-related activities.
 - Participants of the club will refrain from the use of profanity during any club-related activities.
 - Verbal or physical abuse of referees officiating BE United matches is strictly prohibited.
 - Participants shall not engage in the use of abusive language, physical abuse, harassment, or intimidation of any kind against any other participant, including coaches, assistant coaches, players, volunteers, families, and spectators.
 - All directors, coaches, and assistant coaches representing BE United must maintain reasonable composure at all times during BE United-affiliated activities.
 - All members associated with the club shall abide by the BE United Bylaws.
 - If any participant of any BE United-affiliated activity perceives that this Code of Conduct has been violated, they have a duty to report the perceived violation to the BE United Board for investigation.
 - In addition to the expectations listed above, BE United coaches and assistant coaches agree to abide by the Code of Coaching Ethics set forth by the Utah Youth Soccer Association.

- **Parent Engagement/Education:**
 - Parents are currently engaged/educated through club emails and directly by each individual coach for their team.



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- **Sideline behavior expectations and accountability:**
 - See code of conduct above.
 - UYSA Zero Tolerance Policy is strictly enforced.

7. Evaluation:

- **Individual Staff Meetings & Staff Performance Review Process:**
 - We currently do not have a staff performance review process. This is something we plan to implement as we grow.
- **Individual Player & Parent Meetings:**
 - Individual player and parent meetings are managed by coaches of each team under the direction of the DOC.
- **Staff and Player Evaluation:**
 - Coaching evaluations managed by the DOC after attending and reviewing training sessions and games for each team.
 - Player evaluations are managed by coaches of each team under the guidance of the DOC.

8. Education:

- **Developing Technical Leadership:**
 - Technical Leadership is encouraged to continually develop and improve their skills. However, as all positions are volunteer positions this is time permitting. The club helps to support leadership financially for trainings when possible.
- **Developing Coaching Staff:**
 - Coaches are encouraged to continue with licensing progression
 - Coach training meetings are held monthly with the DOC to discuss curriculum and player/coach development
- **Parent Engagement:**
 - Parents are currently engaged/educated through club emails and directly by each individual coach for their team.

9. Administration and Management:

- **Fully staffed Board of Directors/Elections publicized:**
 - BE United has been a club since 2005 and our board is consistently at 70-80% capacity every year. We are all volunteer so sometimes board members share responsibilities where positions have not been filled. We made a big push for more volunteers at this year's AGM and are currently in the process of filling several positions. Elections are publicized every year 30 days prior to our AGM.



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- **AGM/Publicized:**
 - Every June after tryouts
 - Publicized heavily
 - Players receive training tops and enter to win prizes. We do this in an effort to have more people in attendance.
- **Certified League Registrar:**
 - Lindsay Carrigan
- **Full Time Club Administrators:**
 - All club administrator are volunteers and not considered 'Full Time'
- **Field Assignor:**
 - Emily Totter
- **Referee Assignor:**
 - Jared Steed
- **Risk Management Coordinator:**
 - Lindsey Carrigan
- **Discipline Policies:**
 - See Code of Conduct above.
- **BOD Members and TD/DOC attend UYSA AGM:**
 - Lindsey Carrigan – Registrar attended last UYSA AGM

10. Marketing and Communication:

- **Website:**
 - www.boxelderunitedfc.com
 - Reflects all club activities and events, monthly board meetings, and important information for our members, such as fee and uniform costs.
- **Social Media Presence:**
 - Instagram: [beunitedsoccer](https://www.instagram.com/beunitedsoccer)
 - Facebook: [BoxElderUnitedFC](https://www.facebook.com/BoxElderUnitedFC)
- **Advertising:**
 - Use the Box Elder News and Journal for upcoming academies and tryouts
 - Place signs around our community to market tryouts each year.
 - BE United store through a local business, CoverUp, to market our brand through apparel and accessories.



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11. Growth:

- **Player and Coach Recruitment – how, when, where, and why?:**
 - Our current player and coach recruitment relies mostly on word of mouth and repeat players/coaches. Given that we are an all volunteer organization, this is an area that we currently do not have resources to pursue.
- **Tryout Process:**
 - Our current tryout process utilizes each team's current coach. Tryouts are run with a time slot for each age group, and afterwards, each coach determines the players he will place on his roster. For age groups that have multiple teams, coaches work together, with the help of the DOC, to place players on the correct team to play at the level that will help them be most successful.