



AMERICAN YOUTH SOCCER ORGANIZATION
19700 S. Vermont Ave., Suite 103,
Torrance, CA 90502
800-872-2976 | www.AYSO.org

AYSO EXPO 2022 Workshop Descriptions

Not all workshops will be offered at all meetings. Please check your agenda for workshops offered at your specific EXPO. All courses are 1 hour and 15 minutes, unless otherwise noted.

Where stated “AYSO Office will coordinate with Section to assign an instructor” refers to situations where there is new course material, updated content or SME requirements.

Where referenced, the office will work with the assigned section instructor to review the course and delivery.

COACHING and PLAYER PROGRAMS

11v11 Strategy: Coaching the Modern Defender

No other position has changed more in recent years than that of the defender. From playing out of the back to the role of the wingback, this workshop brings the demands of defenders in the modern game to the forefront. Attendees should have the Intermediate Coach Certification.

4v4 Training for 6U & 8U

Program guidelines and coaching-related information for coaches playing in the 4v4 environment. Includes age-appropriate methodology and activities.

7v7 Training for 10U

Program guidelines and coaching-related information for coaches playing in the 7v7 environment. Includes age-appropriate methodology and activities.

9v9 Training for 12U

Program guidelines and coaching-related information for coaches playing in the 9v9 environment. Includes age-appropriate methodology and activities.

NEW! A Framework for Continuous Coach Education I – “The Why”

Lays the foundation to the important of continuous education and why your AYSO Coaching Certificate should be start of your coaching journey and not the destination.



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NEW! Coaching Coaches and Mentoring II – “The How”

This workshop is designed to help implement a structured mentoring program to help stimulate coach and player development from within.

Age-Appropriate Training: Environments and Expectations

Children learn in ways that differ from adults, especially when learning involves both intellectual and physical activity. This session focuses on creating a healthy and stimulating learning and training environment to meet the needs of the children. Fun and excellence, responsibility and freedom, worth and recognition, giving and receiving are all addressed as we look at optimal environments for youth development.

New! Alternative Play Models – “Just What the Dr. Ordered?”

AYSO Office will coordinate with Section to assign an instructor

Has the game become too mechanistic? Too organized? Too structured? And at the expense of the players? This session presents a foundation and suggestions for a more organic playing environment. For all volunteers who are interested in the “big picture” of youth soccer. Are we adding players? Improving their talents or genuinely improving the game in the USA? Is there an alternative? Let’s discuss!

New! Annual Coach Update 2021

AYSO Office will coordinate with Section to assign an instructor

From updates to the National Coaching Program to COVID-19 resources and protocols this workshop includes general updates from the AYSO coaching world (and beyond). A must for all AYSO coaches.

Attacking Technically and Tactically

This session will expose any coach to the theory of possession, from the standpoint of clean first touch, receiving the ball away from pressure, and what that means. We will introduce them to the phases of play dependent on thirds of the field from goal to goal (build up from the back with using goalkeeper, moving through midfield looking for final pass through, and attacking the goal) that will help them understand how to use first touch and receiving away from pressure to attack properly.

AYSO Competitive Programs

An overview of EXTRA, Alliance and United and how we maximize the experience for our players, volunteers and families while stepping into the “competitive cauldron” of club soccer.



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AYSO Goalkeeping 1 – CERTIFICATION (requires 2 time slots)

AYSO Office will coordinate with Section to assign an instructor

For 10U and 12U coaches. Certification class that provides an introduction to the practical and theoretical aspects of training 10U and 12U goalkeepers. The class will cover the three principles of being a successful goalkeeper: positional play, handling and distribution. The class will also focus on: the build-out line for 10U goalkeepers; integrating the goalkeeper into your weekly practice and provide structure to your pre-game warm up.

AYSO Playground Soccer 101 – Classroom Introduction

Playground Soccer, the exciting program for introducing three-year-old children and their parents to the wonderful world of AYSO. Learn about the importance of fundamental motor skill development, the integration of prop-based activities and how this program can boost your entire Region.

AYSO Playground Soccer – Field Demonstration

An EXPO favorite, the 'live' field demonstration of a typical AYSO Playground Soccer session. Complete with three-year-olds and their moms, dads, or grandparents. We'll run you through best practices learned, exciting new games (what do you do with that parachute?), and even introduce some new fun and exciting sessions. You'll walk away pumped for the upcoming season, refocused on a very special fun family experience.

Note: This workshop requires field space (indoor or out); at least 6-8 three-year-olds with their guardian; a Playground equipment pack and a certified Playground Program Leader.

Playground Soccer and Schoolyard Soccer Program Leader – CERTIFICATION

A certification class for AYSO Playground and Schoolyard Program Leaders. We will discuss what the AYSO Playground, AYSO Playtime and AYSO Schoolyard programs are; who should be the lead volunteer; how the programs are run; and why the programs are so important to AYSO.

AYSO United – Success and the Roadmap Forward

AYSO Office will coordinate with Section to assign an instructor

Dive deeper into AYSO United methodology, program requirements and club standards and expectations. With over 7000 players and 27 Training locations nationwide the demand for AYSO Club Soccer has never been higher. This workshop discusses what makes the AYSO United program different from competing organizations through the training and game day standards.



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New! AYSO United – How to Develop and Deliver your Coaching Philosophy

AYSO Office will coordinate with Section to assign an instructor

Insights on how AYSO coaches can develop their own coaching philosophy, aligned with the 6 overarching AYSO Philosophies. Contains practical examples from AYSO United's Identity Framework (adhered to by *all* coaches in the United program).

Revised – AYSO Adult Soccer 2.0

AYSO Office will coordinate with Section to assign an instructor

How can hosting an Adult Soccer program benefit your Region? Learn how easy it is to give your parents and volunteers the opportunity to play soccer in a safe, fair, fun and family-friendly environment. Currently hosting Friday friendlies? Support the youth program and formalize an insured adult program.

Coach Administrator Training – CERTIFICATION

Arguably one of AYSO's most important roles, this session is a necessity for all Regional Coach Administrators to learn and enjoy their duties and responsibilities. Topics include an overview of the AYSO National Coaching Program, the importance of our accreditation by the National Council for Accreditation for Coaching Education (NCACE), implementation of US Soccer Player Development Initiatives, how to manage coaching courses, managing your coaching budget, working with the Region Board to create an environment that supports coach and player development, the Stewards of the Game format, the importance of a coaching calendar, and much, much more! Experienced coach administrators are encouraged to attend and to add their experience to the discussions.

Effective Session Planning and Implementation

Become a better coach now! Coaches will learn how to plan and conduct a successful training session. This includes efficient time management, what a complete training session should look like and how to develop and progress the session to fit the needs of both the individuals and the entire team.

Foundations of Futsal 1 – CERTIFICATION (part 1 of 2)

AYSO Office will coordinate with Section to assign an instructor

Certification class providing a foundation and overview of Futsal, US Soccer's official indoor soccer format. Learn about origins, culture, rules, coaching methodology and how to start a futsal program in your region.



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Foundations of Futsal 2 – CERTIFICATION (part 2 of 2)

AYSO Office will coordinate with Section to assign an instructor

Part 2 of 2 Certification class that focuses on the specific techniques and skills required to coach Futsal. The workshop will introduce training plans to help better support the development of future players and look at key areas relating to the Futsal Laws of the Game. Prerequisite: Foundations of Futsal part 1.

Get to Know Their Mindset

To really develop the player, you must get to know the person. How well do you know your players? This workshop introduces growth and fixed mindsets, the traits and points for discussion as they relate to players reaching their potential. Based on the research by Stanford psychologist Carol Dweck.

Match Analysis using Principles of Play and the 5 W's

Learn how to easily read the game and transfer your match observations into clear training objectives through functional use of the principles of play and the “5Ws.” For 12U coaches and up.

Periodization 101

Insight to the game's current “hot-topic” and what it means to the AYSO coach. A summary of periodization elements dripped throughout the AYSO coaching program; insight to current global trends; and some practical application for everyday use. For 12U coaches and up.

New! Social and Emotional Learning – “The Missing Link”

AYSO Office will coordinate with Section to assign an instructor

Want to really make a difference with your sessions? Maximize your time with your players? Create holistic playing environments and learn to teach social and emotional lessons making AYSO the most holistic youth sports program in the US. For All forward-thinking coaches who want to maximize their own development while truly enriching their players' lives.

Tactical Formations and Systems of Play 11 v 11

Different tactical formations and how to use them in a match. In this session, Systems of Play are broken down into tactical areas explaining, for example, when to defensively use a flat back four versus a diamond formation, and the best tactical formation to counter with based on what system your opponent is using. This would highlight why it might be time to switch formations in the middle of the match. This session will also explain the difference between a 3-line system and a 4-band formation.



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New! The AYSO Coaching Manual presents Age-Appropriate Activities to Meet YOUR Players' Needs

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TCM discuss the characteristics and needs of children across various age groups both on a soccer and a holistic level. Details recommended activities and how to plan or select similar age-appropriate activities.

New! The AYSO Coaching Manual – “Benefits, Features and Roadmap”

AYSO Office will coordinate with Section to assign an instructor

An interactive overview of the new AYSO platform available FREE to all AYSO coaches, it's features and benefits to the AYSO coaching community.

New! The Car Ride Home

AYSO Office will coordinate with Section to assign an instructor

In conjunction with California State University, Dominguez Hills, communication tips and coping strategies for both players and parents, including impacts on stress and anxiety (before and after games). Part of our Mental Health and Wellness support.

United Soccer Coaches presents Essential Principles of Effective Youth Coaching

AYSO Office will coordinate with Section to assign an instructor

An interactive workshop that introduces six key principles of effective youth coaching. Through discussion, first-time and novice coaches will be introduced to helpful ideas to make a training session more purposeful and enjoyable for coach and player alike. Each principle will be explained using training games that can immediately be applied at the coach's next session. After this short class a coach will be able to deliver better and more fun training sessions, leaving both themselves and the players wanting more.

VIP – The Right Thing to Do; a Great Way to Grow

Providing a program in your community for players with disabilities is a service easily done and from which numerous benefits are derived – for players, their families, the volunteers and the Region or Area. The step-by-step plan for adding a VIP “division” is easy to implement; and if you already offer VIP, share enhancement ideas and learn how to provide even more opportunities for VIP participants.

VIP Volunteer Training (2½ hours)

This course provides the training needed for all coaches, referees, administrators and buddies who volunteer with your VIP division.



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New! Women in Soccer – “You Can’t Be it if You Can’t See it”

From recruitment to developing and retention, this workshop aims to reenergize our commitment to encouraging and supporting women coaches at all levels of AYSO.

Instructor Overview for the AYSO Intermediate Course

A more detailed look into teaching the new Intermediate Course including pre-course online content, classroom content, field content and grading. NOT a certification class.

Instructor Overview for the AYSO Advanced Course

An overview of the new Advanced Course including pre-course online content, classroom content, field content, and grading. This is not a certification class.

Instructor Overview for the AYSO 12U Coach Course

An overview of the updated 12U Coach Course including pre-course online content, classroom content, and field participation. This is not a certification class.

New! Instructor Overview for the 2022 Coach Instructor Course

AYSO Office will coordinate with Section to assign an instructor

An overview of the newly designed 2022 Coach Instructor Course including pre-course online content, assignments, classroom content, and field requirements. This is not a certification class.

OFFICIATING

Advantage - When and Where?

Designed for the more experienced referee, this workshop reviews the proper use of advantage and how to signal it properly in different situations. Using scenario training, this workshop provides guidance to help the referee decide when to apply advantage based on the age and skills of the players, the location on the field, the nature of the match and other relevant factors.

New! Annual Referee Update

Attendance is essential for all AYSO volunteers in the referee program including referees, instructors, assessors, mentors, schedulers/assignors and administrators. This workshop covers the latest changes in the Laws of the Game, review of program changes, points of emphasis for 2021/22.

Avoiding Trouble

Techniques, skills and processes needed to successfully manage younger players' games. Designed for the less experienced referee, this workshop presents key topics that every referee should know well in order to be a good referee.



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Be a Great Mentor

Learn, understand and effectively use the mentoring process. Interactive session to present, discuss and use the Elements of Mentoring which referee leaders can use to influence the referees' ability to learn, retain information and modify behavior.

Establishing a Mentoring Program

The workshop is designed for Referee Administrators as well as Intermediate and above referees with at least two years of refereeing experience interested in developing and maintaining a successful mentoring program in the Region. The workshop helps the referee program administrators understand the importance of mentoring and how to set up and run a Region Mentoring Program. It also defines the attributes of a quality mentor. The workshop describes ways that Areas and Sections can enhance the Region Mentoring Programs or help when Regions lack the staff to run such a program.

Fouls and Misconduct Review for 14U Games & Above

This workshop will provide a review of Law 12; pictures and video clips to help the participants better understand basic fouls that are common in 14U games and above to facilitate a discussion based on the video clips presented. The correct decision for each video clip presented will be provided along with tips and recommendations on how to manage fouls and misconduct.

Fouls and Misconduct Review for 12U Games & Below

This workshop will provide a review of Law 12 with an emphasis on the Direct and Indirect Free Kicks; pictures and video clips to help the participants better understand basic fouls that are common in 12U games and below to facilitate a discussion/decisions based on the video clips presented.

Free Kicks & Restarts

Restarts matter: statistics indicate that more than 60% of goals result from restarts in the attacking third of the field. This session focuses on how to manage free kicks and other restarts and provides recommended (and alternate) referee positioning. It also addresses the role of the referee team in directing restarts.

Foundations of Officiating Futsal

Introductory class providing a foundation and overview of Futsal officiating, US Soccer's official indoor soccer format.



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Game Reports

This is a workshop to teach participants the components of a game report and how to prepare one. It will include an interactive exercise where every participant will complete a report with a focus on preparing correct game reports. Administrators have a consistent challenge with reports that are submitted before they are reviewed and correctly completed. 90% of referees around the world don't like to do paperwork so this workshop provides a creative, fun way to get participants to practice and learn how to develop good reports.

How to Be a Lead Referee Instructor

This workshop shows why Lead Instructors are important in the AYSO Referee Instructor program and discusses the administrative and leadership roles that Lead Instructors play in AYSO courses and other instructional activities.

Newer Ideas in Referee Positioning

Techniques, skills and processes needed to successfully manage older players' games. Designed for the more experienced referee; this workshop presents key topics that every referee should know well in order to be a good referee.

Nurturing and Retaining Youth Referees

With an emphasis on the development and retention of youth referees, this workshop explores techniques for establishing and running a successful youth referee program. Intended primarily for referee administrators, this workshop explores the who, what, when, where, why and how of a youth referee program. Participants share their experiences and ideas, learning best practices that are known to make such programs effective.

This workshop will also provide the opportunity to share Section, Area and Region experiences in growing and retaining youth referees, thereby uncovering best practices and new ideas from which all participants may benefit. (This integrates the round table workshop to make this session more effective).

Officiating as a Team

Refereeing as a team begins with the pregame conference and goes on to include clear delegation and execution of duties, proper positioning by the referee and assistant referees, eye contact between officials, and signaling per the USSF Guide to Procedures. More experienced referees will learn skills to enhance their performance and communication both as the referee and as an AR. The workshop emphasizes the communication subtlety required when refereeing older players. Attendees should bring assistant referee flags.



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Offside Review

A review of Law 11: Offside basic components. This is a simple Law per the text content but very challenging because of the physical and mental requirements. In this session, we'll review the basic concepts; provide tips and advice to help the assistant referees and referees evaluate offside incidents; and review diagrams and video clips with simpler offside scenarios.

Proactive Refereeing - Reading the Game and Taking Action

This workshop focuses on techniques that help referees anticipate game-control challenges they will face when refereeing older players. Referees learn that anticipation comes from "reading the game" – that is, understanding specific keys to the players' objectives revealed in their actions and behaviors. Referees also learn techniques to adjust the balance of flow and control in response to their reading of the game, especially in high-risk situations.

Recruiting & Retaining Referees

This workshop focuses on methods/techniques for recruiting and retaining referees, an essential but challenging aspect of our soccer program. This workshop covers proven approaches to recruiting, developing and retaining referees across the country, and mentoring is emphasized as a retention and development technique. Attendees exchange ideas and effective methodologies and best practices in recruiting and retaining referees.

This workshop will also provide the opportunity to share Section, Area and Region experiences in recruiting and retaining referees, thereby uncovering best practices and new ideas from which all participants may benefit. (This integrates the round table workshop to make this session more effective.)

Refereeing is Thinking

Intended for experienced referees, this workshop emphasizes the importance of avoiding "book refereeing" in older players' games. It uses scenario training to explore real game situations in which rigid application of the Laws is not the best remedy. Referees learn practical techniques and specific referee behaviors – rooted in the Spirit of the Laws but mostly unwritten – to maximize player enjoyment through flexible game management.

Refereeing with Fewer Than Three

This workshop addresses the all-too-common problem of officiating a game with fewer than three trained referees. The mechanics of the diagonal system of control (DSC) are reviewed with an emphasis on the responsibilities of the three officials. The workshop focuses on how to redistribute those responsibilities when there are fewer than three



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trained officials. Compromises and variations are examined to deal with the loss of field coverage. The workshop emphasizes the application of these techniques in younger division matches, but it also addresses referee positioning for older players' matches when fewer than three officials are available.

Regional Referee Administrator

We will review the responsibilities of a Regional Referee Administrator focusing on the activities that are key to managing a Regional Referee Program. Topics include Referee: Budget, Recruitment and Retention. Resources, methods and recommendations will be shared with the students to help you be successful in carrying out the RRA duties.

New! Stopping Referee Abuse

Adapted with permission from presentations by Matthew Buckman, Director of Referee Development for the California-North Referee Association of USSF and National Assignor for U.S. Soccer. Workshop covers strategies and techniques for identifying and addressing abuse; what to say and when to say it and promoting zero tolerance for referee abuse.

Women's Referee and Coach Forum

Experienced women referees and coaches answer questions and lead discussions on the challenges and opportunities for women in this male-dominated arena. Attendees at this session will discuss their secrets of success by sharing questions, suggestions and ideas for dealing with difficult situations in order to feel more comfortable on the field. All are welcome.

You Make the Call I

You make the call in this workshop that presents scenarios that may occur in 12U games and below. Newer and younger division referees will challenge themselves and each other to judiciously apply the finer points of the Laws, decide whether to whistle or not. You're the judge and jury on your game; be prepared for it by sharpening your courtroom skills in this dynamic workshop.

You Make the Call II

You make the call in this workshop that presents difficult scenarios that may occur in older players' games. Experienced referees will challenge themselves and each other to judiciously apply the finer points of the Laws, decide whether to whistle or apply advantage, determine how to handle gamesmanship and misconduct and more. You're the judge and jury on your game; be prepared for it by sharpening your courtroom skills in this dynamic workshop.



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SAFE HAVEN

Child & Volunteer Protection Advocate (2½ hours)

The Child and Volunteer Protection Advocate (CVPA) is a required board position put in place to help protect our two vital resources: the players and volunteers. It takes a special individual to fulfill this important role. Come find out if you are the right person for the job! This training class leads you through an understanding of the position, AYSO's Criminal History Background Check Policy, volunteer screening protocols and volunteer application processing. This workshop is also open to others who wish to learn more about the volunteer eligibility and what AYSO is doing to protect players and volunteers.

AYSO's Safe Haven (2½ hours)

Each and every child participating in an AYSO soccer program has a right to a safe, fair, fun and family-friendly environment or "safe haven" for experiencing the benefits of youth soccer. AYSO designed the Safe Haven program and this course in order to fulfill this promise to our children, volunteers and families.

AYSO's Safe Haven Addendum

AYSO Office will coordinate with Section to assign an instructor

Designed for Section, Area and Region board members, this workshop covers challenges in providing a "safe haven," additional protocols for dealing with these challenges, and program updates including U.S. Soccer's requirement for SafeSport training. Workshop facilitates discussions about common issues and concerns.

Stewards of the Game

Learn about the role of coaches, referees, and administrators in managing a safe, fair, fun, family-friendly experience on game days. Discussion of on-field collaboration and on-field confrontation may be managed.

DEVELOPMENT

Growth Workshop (4 hours)

AYSO Office will coordinate with Section to assign an instructor

Entrepreneurial Regions know that a growing program = a strong program: one that's valued in the community, and one that attracts great volunteers and inspires youth soccer players to come back every year. This hands-on workshop is designed to help Regions design and implement practical steps relevant to their specific situations that can make their programs more valuable to the community. Through a combination of



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group discussion, analysis, and shared experiences, attendees will be guided in crafting a business-plan-style roadmap for growth that identifies and prioritizes the opportunities that will drive increased growth. When you're strong and growing, you are valuable to your community, and your program becomes self-sustaining. It's also more FUN! (Limited space, invitation by Section Director.)

MANAGEMENT

It is highly recommended that all required board member job certification courses be taken online prior to taking the job specific roundtables listed below. Roundtables will be focused on sharing information, best practices, scenarios, and Q & A's.

Annual Management Update

Updates to the National Management Program including any Bylaw, Rules & Regulations, Policy and Program updates.

Revised - Auditor

AYSO Office will coordinate with Section to assign an instructor

This workshop provides basic training for the Section, Area and Region Auditor to independently ensure fiscal management in all levels of AYSO and identify potential problems before they occur. Learn how to spot a "red flag" and what to do if improprieties are uncovered. Even if you have no financial background, this course will help you get started with the tools that you'll need for an independent review of your Section, Area or Region.

New! Advanced Dispute Resolution

AYSO Office will coordinate with Section to assign an instructor

Further explore techniques for resolving disputes including knowing how and when mediation can be used to prevent further escalation of issues and help reach amicable solutions.

Revised - Developing a Region Calendar

You won't believe how clever and useful a Region calendar can be. This workshop will walk you through the steps of creating and personalizing your Region calendar. These techniques address how to create a Regional calendar to help you plan and properly prepare for each event: registrations, opening day, picture day, etc. Included are various online tools to help automate your processes. It will be an indispensable tool in recruiting volunteers, succession planning and improving communications with participants.



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New! Dispute Resolution Review

This workshop allows attendees, after taking the Dispute Resolution Course, to review scenarios dealing with difficult people and common difficult situations which left to smolder, can turn your “sunny Saturday” into “manic Monday”. Attendee’s practice recognizing potentially explosive situations and how to deal with them before they flare up.

Division Coordinator

The Division Coordinator is a vital member of the support team in any Region. All the basics of the Division Coordinator position are covered including roles and responsibilities and the importance of functioning as an intermediary between the Region Board, Coaches, Referees and parents. See how a Division Coordinator can be effective in different scenarios and learn how to have a real impact on the success of your Region.

New! Getting to Yes: A Guide to Volunteer Recruitment

Recruiting volunteers can be a challenge. In today’s atmosphere of changed reasoning for volunteerism; volunteers want to make a meaningful impact within their communities and the wide use of technology, traditional recruiting is more challenging. In this course volunteers will review methods to develop tools that will help them be more successful in their recruiting.

Due Process

Formerly part of the Dispute Resolution, this workshop provides more detail and information for Regional boards and Disciplinary Review Panel members. Learn the process to use when limiting, suspending or removing/terminating a volunteer (Non-Executive Member) from their participation in AYSO. This workshop will review the many tools available to properly deal with serious personnel problems and examine the procedures when offering the volunteer their due process and appeal protection

New! Due Process Review

This workshop provides an opportunity for attendees, after taking the Due Process Course, to discuss real-life scenarios and apply the processes to use when limiting, suspending or removing/terminating a volunteer (Non-Executive Member) from their participation in AYSO.

Governance Made Easier: Standard Regional Policies and Protocols Intro

Membership Year 2016 brought full transition to the Standard Regional Policies and Protocols. Detailed guidance for converting from Guidelines to the Policies and Protocols will cover the separation of the “must dos” from local Region policies. The course is designed for Regional Board Members to discuss the new, simpler process and



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for Section Directors, Area Directors and Management staff as reviewers of the Region governance documents.

Revised - Guide to Better Communications

Effective Communications can go a long way in fostering good will and happy participants. Lack of communication can create frustration and problems.

Revised - Guide to Improving Region Board Meetings

This session will focus on length of time, agenda creation, who should be there, and what should be reported on a monthly basis. You will be given 10 ideas to make Region Board Members look forward to each meeting.

New! What is a Budget Really For?

Have you wondered what the budget is really for or what its purpose is? In this session, you will have an opportunity to have a hands-on experience using your own region's budget to see why a budget is an important tool. We will look at each section of the budget to help your region see your spending habits and determine if your fees are appropriate to keep your region running in the black. Please make sure that you bring a copy of your region's budget to get the most out of this experience!

New! Maximizing Website Presence I – Connecting with the Community

Does your Region's website home page need a lift? Websites are the go-to place for people to find information. Here's an opportunity to get quick and easy ways to improve your Region's home page to better disseminate information to the community. Course will cover setting up the Home Page using the Sports Connect website as a model. Understanding of website development helpful, but not necessary.

New! Maximizing Website Presence II – Important Information Additions

Not sure what to include on Region's website? More is better when it comes to what to include, especially if it helps answer common questions. Course will cover extra tips that can help customize your website using the Sports Connect website as a model. Understanding of website development helpful, but not necessary.

Regional Board Member Training

Calling all volunteers; this workshop is for you! Learn the common responsibilities all volunteers share in the areas of budgeting, time management, communications and recruitment necessary to make a Region successful.



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New! Registrar Roundtable

This roundtable workshop provides an opportunity for attendees to discuss and discover best practices after taking the Online Registrar Certification Course. Did you volunteer for this job but now feel overwhelmed? Are you confused or need help getting started, or worry about what to do next? Ever wonder why AYSO does things in certain ways? The answers are in this workshop. All Region Board Members will benefit from the fun activities.

Revised - Registration Events in the Digital Age

This workshop is not just for Registrars! Is your Region considering discontinuing in-person registration events because player registration and volunteer application can be done online? E-signature technology has simplified these processes and can save time for both the participants and the Region staff. But is there still value in having in-person, face-to-face events? What are the benefits of personal interaction with your potential volunteers and players? Come and explore the pros and cons with your fellow Registrars and other Board Members.

New! Instructor Training for the 2021 Introduction to Instruction Course

AYSO Office will coordinate with Section to assign an instructor

An overview of the updated 2021 Intro to Instruction Course including pre-course online content, classroom content, and philosophy. This is not a certification class.

New! Safety Director Roundtable

This roundtable workshop provides an opportunity for attendees to discuss and discover best practices after taking the Online Safety Director Certification Course. This position, more than any other, has the opportunity to create the “safe, fun, fair environment” that all AYSO parents expect. Share experiences of what it takes to fulfill the role of the Safety Director to ensure the safety and risk management of the Region’s soccer program. What do Soccer Accident Insurance (SAI) and risk management mean to your Region?

New! Treasurer Roundtable

This roundtable workshop provides an opportunity for attendees to discuss and discover best practices after taking the Online Treasurer Certification Course. This workshop provides an opportunity for Regional Board members and Treasurers to explore best practices required to know to ensure financial responsibility within your Region, Area or Section boards.



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New! Volunteer Retention Is Not Detention

Once you've recruited them to volunteer, your next step is keeping them. Are you supporting them, meeting their needs, and appreciating them? If you are struggling with keeping your volunteers' active and engaged, come learn new tools and skills to help you in your efforts.

Leadership Forum with NBOD Members and Section Directors

An open session to follow up on National Updates for volunteers to discuss AYSO with senior leadership.

MARKETING/COMMUNICATIONS/FUNDRAISING

All Marketing/Communications/Fundraising Course are intended for: RCs, Assistant RCs, Marketing Coordinators, Fundraising Coordinators, Sponsorship Coordinators, and any Region volunteers involved in promoting Registration.

New! Social and Digital Marketing

AYSO Office will coordinate with Section to assign an instructor

Social and digital marketing is a vital part of marketing your program, product, and organization, but how do you choose the right mix. This session is for those that understand the basics, but want to know how to design and implement multi-channel and multi-platform marketing and communications strategy? In this session, we will discuss the best platforms to use as you build and strategize your content for the most effective campaign. We will also further explore how social media can play a pivotal role in your Region's branding.

Note: Social and Digital Marketing should be scheduled before Advanced Social Media if both are offered at an EXPO.

Advanced Social Media

AYSO Office will coordinate with Section to assign an instructor

Understand the basics, but want to know how to implement multi-channel and multi-platform campaign strategy? In this session, we will learn how to advertise on social media and strategize your content and the best platforms to use through the building of a campaign. We will also further explore how social media can play a pivotal role in your Region's branding.

AYSO Best Practices for Sponsorship and Fundraising

AYSO Office will coordinate with Section to assign an instructor

Sponsorships and fundraising are two subjects that may evoke slight fear, but they are not as scary as you think. In this session, we will discuss how you can target local



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sponsors for your Region as well as access our National sponsors on a local level. We will also discuss fundraising best practices and build a campaign example together.

Building the AYSO Brand in your Community

AYSO Office will coordinate with Section to assign an instructor

What is a Brand? Why is your brand important? Brand, branding and brand identity...they are words that are thrown around in the marketing and communications space all the time but they often go undefined for your market space. Come learn what makes a brand, how do you build a brand and why it is important to control your brand identity in your community.

New! Marketing your Program in the New Normal

AYSO Office will coordinate with Section to assign instructor

The landscape of youth soccer post-COVID will be changed for the foreseeable future. What does that mean for your programs moving forward? In this session, we will discuss how you talk about your AYSO program menu in the "New Normal" to different audiences. Come learn what adjustments you need to make to build upon the relationships you have in the community as families and volunteers re-engage with AYSO. You'll leave this workshop fortified with information, techniques, tips, and tactics to help promote your AYSO program Menu in your community in this new environment.

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INSTRUCTOR COURSES

Introduction to Instruction 2021 – 4 hours with 1-hour pre-course online work (this course must be rostered prior to EXPO)

Coach Instructor <2022 – 8 hours

Advanced Coach Instructor – 8 hours

Referee Instructor – 7.5 hours

Advanced Referee Instructor – 6.5 hours

Referee Instructor Evaluator – 5.5 hours

Management Instructor – 6 hours

Advanced Management Instructor – 6 hours

VIP Instructor – 3 hours

Courses coordinated with AYSO Office and Section to assign Instructors:

COACHING AND PLAYER PROGRAMS

New! Instructor Overview for Coach Instructor 2022

New! Instructor Overview for Introduction to Instruction 2021

Foundations of Futsal-CERTIFICATION (part 1 of 2)

Foundations of Futsal-CERTIFICATION (part 2 of 2)

AYSO Goalkeeping 1 - CERTIFICATION

AYSO Adult Soccer 2.0

New! AYSO United - Success and the Roadmap Forward

United Soccer Coaches presents Essential Principles of Effective Youth Coaching

New! Social and Emotional Learning

New! Alternative Play Models

New! Annual Coach Update 2021

New! The AYSO Coaching Manual

New! The AYSO Coaching Manual presents Age-Appropriate Activities to Meet YOUR Players' Needs

New! AYSO United presents How to Develop and Deliver your Coaching Philosophy

New! The Car Ride Home

New! Safe Haven Addendum

DEVELOPMENT

Growth Workshop – 4 hours

MANAGEMENT

Auditor

New! Advanced Dispute Resolution

New! Instructor Overview for Introduction to Instruction 2021



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MARKETING/COMMUNICATIONS/FUNDRAISING

New! Social & Digital Marketing

Advanced Social Media

Building the AYSO Brand in your Community

Best Practices for Sponsorship and Fundraising

New! Marketing your Program in the New Normal

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