



Coach Recruitment, Development and Retention

London – St. Thomas Croatia Soccer Club is focused on implementing a player-development philosophy in line with Canada Soccer's Long Term Player Development (LTPD) model. In order to successfully implement and consistently uphold such a standard, LS Croatia SC understands that recruiting, developing, retaining coaches is essential.

Recruitment

The Director of Coaching and Player Development is responsible for recruiting coaches to the club. This is achieved by using the following strategies:

1. Using coaching courses to identify potential coaches.
2. Maintaining consistent communication with LS Croatia SC alumni.
3. Building and facilitating relationships between current coaches and parents.
4. Actively persuading parents and athletes to consider transitioning into coaching.

LS Croatia SC Coaches are encouraged to help identify potential new coaches amongst their players, parents, and personal acquaintances. Any person with an interest in coaching with LS Croatia SC is encouraged to approach the Director of Coaching and Player Development to express their interest.

LS Croatia SC believes strongly in a mentor/mentee strategy; whereby current coaches are encouraged to seek out and mentor prospective coaches. LS Croatia SC considers past, current, and prospective mentorship endeavors during each of our coaches' annual review. The Club strongly encourages prospective mentors to seek out:

- a) prospective women coaches, and
- b) players who aim to transition into coaching roles.

Recruitment of Women Coaches and Leaders

LS Croatia SC is committed to actively recruiting women coaches and leaders, and ensuring that the Club's institutional practices do not in any way prohibit or limit women and girls from accessing, participating, and advancing in both our Club and the sport.

The Director of Coaching and Player Development will actively recruit women coaches and leaders through the following initiatives:

- Extending personal invitations to women to offer information about coaching.
- Sending formal invitations to high-potential prospective women coaches.
- Organizing informational seminars to exchange information and answer questions.
- Encouraging current coaches to mentor prospective women coaches.



For more information on developing successful mentorship practices:

- [www.coach.ca/files/CAC Women In Coaching Mentorship Guide SPORTS ADMIN.pdf](http://www.coach.ca/files/CAC_Women_In_Coaching_Mentorship_Guide_SPORTS_ADMIN.pdf)
- [www.coach.ca/files/CAC Women In Coaching Mentorship Guide MENTOR.pdf](http://www.coach.ca/files/CAC_Women_In_Coaching_Mentorship_Guide_MENTOR.pdf)
- [www.coach.ca/files/CAC Women In Coaching Mentorship Guide MENTEE.pdf](http://www.coach.ca/files/CAC_Women_In_Coaching_Mentorship_Guide_MENTEE.pdf)

For more information on recruiting and retaining women in coaching roles:

- www.caaws.ca/programs/same-game-advancing-gender-equality-in-sport
- www.caaws.ca/programs/increasing-retention-rates-for-girls-and-women
- www.caaws.ca/leadership/women-in-coaching

Transitioning Players to Coaching Roles

LS Croatia SC understands that some of the most qualified prospective coaches are currently players within the organization. Our Club values the work ethic and dedication demonstrated by our athletes on a daily basis, and aims to facilitate consistent knowledge-transfer and skill development within the organization.

The Director of Coaching and Player Development will actively recruit and transition players into coaching roles through the following initiatives:

- Extending personal invitations to current and past players to offer information about coaching.
- Sending formal invitations to high-potential prospective coaches who are currently athletes.
- Organizing informational seminars to exchange information and answer questions.
- Encouraging current coaches to mentor and help transition athletes into coaches.

Development

Coaches are encouraged to continue their education and development by attending coaching courses. LS Croatia SC pays for and facilitates coaching development upon approval from the Director of Coaching who maintains a budget for coach development. The Director of Coaching and Player Development is responsible for providing 8-10 hours of in-house coach education and instruction per year.



Assessment and Advancement

The Director of Coaching and Player Development administers a feedback mechanism that is used to evaluate and assess coaches and provide feedback to them after each season. If the feedback mechanism uncovers matters that need addressing, the Director of Coaching and Player Development will meet with the coach and help them with strategies to address the issue.

Coaches are encouraged to remain with a specific age group and become age-group specialists, rather than move up with players wherever practical. This strategy enables coaches to become specialized in their techniques, which provides better outcomes for players.

Retention

The club shall provide an annual recognition program for coaches, including a formal letter or card of thanks from the President.

A budget has been established to provide LS Croatia SC branded clothing for coaches and assistant coaches.