

SOCCER COACHING *and the* WEB

A Guide to Support
Player Development

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Soccer Coaching and the Web: A Guide to Support Player Development

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Published by Sports Path International Limited

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ISBN-13: 978-1493689378

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ACKNOWLEDGMENTS

I would like to thank the hundreds of Soccer Coaches who took part in our Online Survey and told us how they use the Web to support the development of their players.

My special gratitude to the coaches who gave permission for us to recognize their good practice in this book

Many thanks also for the inspiration provided by these innovators in their use of the web to support Player Development:

- Ricky Clarke: <http://rickymastercoach.com/>
- Vince Ganzberg: <http://soccermentors.com/>
- James Lambert: www.positionalfootball.com
- Tony Waiters: <http://www.worldofsoccer.com/>

I would also like to thank those who have read the book and provided me with valuable feedback, emphasizing of course that any mistakes found are entirely my responsibility.

Jane Hart is a world expert on the use of the web in learning and development and she has been an inspiration for me. She is the Founder of the Centre for Learning & Performance Technologies (C4LPT), one of the world's most visited learning sites on the Web. For more about the resources you will find there, visit <http://c4lpt.co.uk/jane-hart/>

INTRODUCTION

The purpose of this book is to provide guidance for Soccer Coaches who would like to use the Web to support the development of the players they coach...that is using the Web to SUPPORT your coaching not INSTEAD of your coaching

We accept that the basis of player development is the face to face interaction between the coach and the player but research we have conducted¹ shows clearly that this is not the only way coaches are now engaging with players - Soccer Coaches are using the Web extensively to support their coaching.

The book is grounded in – *PRACTICAL APPLICATION* –in how to develop KNOWLEDGE and SKILLS to assist the soccer coach develop their players.

I assume you are reading this book and considering enrolling our Online Course: *'How to use the Web to support Player Development'* (see www.sportspath.com) because you would like to extend your players' participation in soccer, retain their enjoyment of the game, develop them as individuals and improve their ability. I further assume that you believe your players can learn when you are not physically with them – you accept you are not their only medium to learn the game.

But I realize you want to spend as little time as possible finding out how to use the Web. So please check out the 'As a Minimum' and 'Take Home Message' at the end of each chapter for those who are time stressed.

In his brilliant book, 'Getting Smart: How Digital Learning is Changing the World' ² Tom Vander Ark challenges educationalists as to whether they will become 'Web victims' or 'Web champions.'

So if you want to take advantage of the Web, add value to your coaching, learn new skills, extend and enhance the learning environment you create for your players ...to become a 'Web champion' please enjoy this book. I don't expect you to use all the tools and functions listed but we hope you will try some and as such be comfortable dipping into the Web for help.

Robin M Russell. London, October, 2013

¹ See end of this Chapter for the sample of coaches surveyed

² <http://gettingsmart.com/about/book/>

CHAPTER 1: Why use the Web to support Player Development?

As part of the research for this book we analyzed the results of our online survey from over 500 practicing Soccer Coaches ³ in Europe, Asia and North America. The top 5 reasons given by these coaches as to why they used the Web to support the development of their players were as follows:

1. The Player is encouraged to take more OWNERSHIP of their own development.
2. It's an EXTENSION of the coaching session for the players.
3. An opportunity to REINFORCE MESSAGES when they are away from the coach.
4. It's an opportunity to provide ADDED VALUE to the coaching they receive from our club and this DIFFERENTIATES us from other clubs.
5. It maximizes the CONTACT TIME the coach has with the players.

In this book we will provide over 100 examples of how Soccer Coaches are using the Web to support their coaching: the examples provided are from all levels of Soccer (Grassroots, Recreational & Elite Youth Soccer as well as School, College and Professional Soccer) from both the male and female game from across the world.

In this Chapter we aim to outline the following:

- The value of using the Web to support soccer coaching and player development.
- How this book and the companion Online Course develop skills for you to apply IMMEDIATELY!
- How the Web has become an integral part of our lifestyle and good practice in mainstream education.

1. Benefits of Using the Web to support Player Development

10 Benefits for your Players

- It's a SIMPLE, COST EFFECTIVE & CONVENIENT means of communication to ENGAGE them
- Gives them more RESPONSIBILITY for their own learning
- Can INSPIRE them to practice
- Helps make learning EXCITING – its not PASSIVE
- Allows them to INTERACT with you and SHARE in a community with their teammates.
- PERSONALIZES their learning – their personalized goals, homework and feedback
- You will be communicating with them in THEIR LANGUAGE as they will almost certainly use the Web ALREADY to support their general learning
- With ONLINE SUPPORT, players have the opportunity to gain knowledge through different MODES OF LEARNING
- Helps them recognize that learning is NOT A ONE TIME EVENT – IT'S ONGOING!
- They can enjoy a FULL RANGE OF MEDIA– video, text, graphics, photos, audio & links to other sites.

³ See end of this Chapter for the sample of coaches surveyed

10 Benefits for you, the Coach

- DIFFERENTIATES you as a modern coach who ADDS VALUE
- Maximizes CONTACT TIME with players to do what you do best – set problems for your players and coach them
- EXTENDS your coaching philosophy
- Allows you to BLEND online support with face to face support
- Builds an online profile and NETWORK with other coaches GLOBALLY
- A simple, quick cost effective way to keep UP TO DATE
- ARCHIVES your material digitally to store and retrieve easily
- You can begin to SHARE and PUBLISH the material you have found and developed
- FLEXIBLE learning for you in 'chunks' where you can dip in and dip out
- EVALUATES your coaching and your coaching program.

10 Benefits for your Club, School, College, Soccer Camp or Soccer Program

- Adds VALUE to your Program – players and parents are finding new ways to learn on their own
- Can Provide CONTENT for SPECIALISED PLAYERS e.g. Goalkeepers
- PARENTS will expect communication via the Web
- KEEPS IN TOUCH with parents and players you see irregularly e.g. select team players like ODP in the USA or players attending holiday courses
- BLENDS WITH ONLINE ADMINISTRATION as many clubs now have full online communication with players, parents & coaches
- COMMUNITY: help in building a network of players, parents and coaches who can support each other's learning through collaboration
- CAPTURES BEST PRACTICE – video outstanding player performances and coaching practices from one era for subsequent generations
- It's USER FRIENDLY: The learner is less embarrassed to ask questions than in the classroom & allows for more opportunity for reflection, which is especially valuable for adult learning
- Provides material in other LANGUAGES as required
- DEVELOPS online learning revenues as premium content is developed.



References from coaches who use the Web

Paul Nevin, Senior Coach Aspire Academy, Qatar:

“The Web provides the ability to communicate with players: it offers additional contact time. I think the modern coach must embrace the use of technology and appreciate the way it can aid development.”

Jason Blake, Youth Academy Director, Burnley FC, English Championship

“I feel coaching is slowly catching up with modern methodologies, of which the use of technology to communicate is vital in the modern age for players, parents and staff.”

The Web is not going to go away! It's here to stay and will only get bigger.

2. How this book and our Online Course will help to meet your needs

This book will help you gain the KNOWLEDGE to use the Web – help you KNOW ABOUT how to use the Web. Our Online Course will help you learn the SKILLS to use the Web – RELEVANT SKILLS which you can put into use immediately: the KNOW HOW of using the Web to help player development.

Implicit in the Online Course is that learners wish to develop a simple digital resource (e.g. a blog or a Facebook page) to share content with their players.

• Which topics will be covered?

This book will help you KNOW ABOUT the topics listed below, whilst on completion of the Online Course you will have learnt how to employ the appropriate Web TOOLS to use these skills:

1. Capturing and Organizing Knowledge

- Capturing Knowledge:
 - Developing a Network of Trusted Colleagues
 - How to use Content Monitoring, Notification Services, Screen Capture and Notetaking software
 - How to use RSS, Feed Readers and Newsletters
 - How to use Search Engines to identify specialist Websites
 - The value of Amazon Kindle and Free PDFs
- Organizing Knowledge:
 - How to manage Bookmarking, Social Bookmarking and Tagging to add, annotate, edit and share Web content
 - How to use File Sharing and Session Planners

2. Sharing Knowledge Part A: : Your Digital Resource/ Virtual Learning Environment (VLE)

- The benefits of having a VLE
- Establishing the needs of your players (and if appropriate their parents)
- Developing a Content Plan and Choosing a VLE : Exploring the options available – the tools coaches are using for their VLE

3. Sharing Knowledge Part B: Using Online Video– ‘the game changer’ –and Photos

- The Benefits of using Online Video
- Sourcing and Shooting your own Video

- Using YouTube
- Screen Capture & Screencasting
- Sequencing, Simple Editing and Annotating Video
- Hosting and Embedding Video

4. Sharing Knowledge Part C : Maximizing the use of your VLE

- Developing a Plan for your VLE to meet player needs which is compatible with your learning philosophy
- Engaging and Inspiring your players
- Personal Goal Setting in relation to age and playing position
 - Priming and Preparing for Practice: players are 'ready' & 'set' for the next session
 - Consolidation after Practice – online skills tests, quizzes to test learning
 - Homework including problem solving and 'Flipping' the Coaching Session
 - Recording & Recognizing Progress including Online Merit Awards & Badges
 - Evaluating Performance and providing Personal Feedback for players

5. Specifically Mobile

- How Mobile and Apps can support Player Development
- A Review of Appropriate Apps for Soccer Coaches
- How to use Micro Blogging (e.g. Twitter)
- How to use Infographics

• How will these topics be delivered through the Online Course?

The Online Course is based on the assumption that learners wish to develop a VLE (or improve an existing VLE) and as such all learners are provided with ongoing, frequent support and feedback which include the following services:

- How to do Video Tutorials
- Webinars from Experts in using the Web to support soccer coaching
- Individual discussions with your tutor via Skype/ Google Hangout
- Archive of examples of Good Practice

- Access to the online discussion forum and community of learners who are developing their VLE 's
- Case Study Reviews
- An Individual Review and PERSONAL FEEDBACK of the VLE you have created.

This course is therefore focused on the learners doing things and getting frequent feedback.

- The Online Course –including the development of your VLE - will take a minimum of 15 hours to complete.
- To provide effective feedback and ongoing support a limited number of learners are accepted on to this course each month. Learners are expected to complete the course and develop their VLE within 3 months of enrolling - this will therefore require a commitment by the learners of approximately 75 minutes per week for the 3 month period.
- For more details of the Online Course please go to: www.sportspath.com

6. Perceived Problems and Suggested Solutions

Perceived Problem	Our Solution
I am not sure how to get started and I don't understand the words used to describe Web functions	Read the rest of this book + improve your knowledge of computer and internet terms with this online dictionary and search engine dedicated to technology definitions http://www.webopedia.com/
I will look stupid	Not if you follow our Step-by-Step Guide in this book, which you can progress by yourself at your own pace. Remember - we all started out as novices!
My Players don't have access to the Web	Check how much access they may have at school, home or at their work. Check with the players parents to see if there is internet access at home
Perceived Problem	Our Solution
My Players have access to the Web but with limited English	Use Video, Photos, Graphics and translate text via Free Web Based Translation Services
I work with young players (9-12 year olds)	Check with their parents to see how much access to the Web they are allowed
I have problems working out how to work things on my computer and on the Web	Go to Google or Yahoo and type in as a sentence the problem you have in the space for 'Search' and then press 'Search'. Be Persistent in finding a solution to your problem

Not part of my job	Increasingly people are finding out that integrating Web use into the 'job' not only produces better results but it's more time efficient
I don't have the time	Time Management – use the Web little & often but for specific purposes
There are just so many different tools - how do you know which to use?	Read the rest of this book for recommendations from other Soccer Coaches
I am worried about spam, computer viruses	Look up 'Virus Protection' in your search engine ...quickly!
There is too much material on the Web. It's too complicated. I don't see the point of it. It's difficult to understand how the Web will help me as a Soccer Coach	Then this book and our Online Course are for you!

Do you think you are too old? The best coaches have always been innovators as witnessed by these two 'youngsters:'

Jerry Panek, born in 1946, former US National Team player, former Head Soccer Coach at Marquette University and currently Director of Coaching for Milwaukee Kickers Soccer Club, Wisconsin, USA. Amongst many innovations Jerry started a Facebook Group for the 200+ coaches at his club.

“I want ‘my coaches’ to get out of the system of using drills. I like them to teach how to play the game: communication with players the modern way - via email & Facebook network group”

Tony Waiters, born 1937, former England International, coach at Liverpool FC and Head Coach for the Canadian National Team when they qualified for the FIFA World Cup in 1986 and the quarter finals of the Olympic Football Tournament in 1994. A National Staff Coach for NSCAA and US Soccer, founder of World of Soccer ⁴, Byte Size Coaching⁵ and currently Technical Director of Cliff Avenue Soccer Club, Burnaby, British Columbia.

⁴ <http://www.worldofsoccer.com/>

⁵ <http://www.bytesizecoaching.com/>

“The Soccer Club website has become the Club House for community soccer organizations! As a Technical Director working in a community soccer club, the internet now provides communication tools that have only become universally accepted in the past decade”

So the biggest barriers to developing your skills on the Web are commitment and imagination ...not age!

7. The Web

In 2013 it was reported⁶ that 2 .5 billion people in the world had access to the internet: this represents usage levels of over 66% in Europe, 80 % in North America and roughly a third of the world’s population as a whole. KPCB estimated⁷ that 34% of the total population of the world had access to the internet growing at 8% per year.

Education

The Web is now a very accepted support tool in general education. PERSONALISED learning with PERSONAL GOALS, PERSONALISED LEARNING PLANS and PERSONALISED FEEDBACK are common features students expect from their teachers. This trend has been accelerated as the role of the teacher has moved from an Instructor (the ‘sage on the stage’) to a Facilitator (‘a guide on the side’). It is reported that:

- 97 % of schools in the EU⁸ and 93 % of schools in the USA⁹ have broadband internet connection
- In 2010 more than ¼ of all high school students and over 20% of middle school students in the USA took at least one class online and these trends are likely to increase
- Music Education has embraced the Web. View this list of free Websites to support the development of musicians.¹⁰

Lifestyle

According to eMarketer ¹¹ in 2013 Americans – for example – will spend more time online or using computerized media than watching TV. From and our observation of current lifestyles and the data shown below (from July 2013), it is not unreasonable to assume that the Web has plays a significant part in the lives of the players you coach. In addition the Web is increasingly used to connect players (and their parents) to their soccer club for administrative

⁶ <http://www.internetworldstats.com/stats.htm>

⁷ <http://www.slideshare.net/kleinerperkins/kpcb-internet-trends-2013>

⁸ <http://insight.eun.org/ww/en/pub/insight/policy/policies/benchmarking2006.htm>

⁹ <http://nces.ed.gov/fastfacts/display.asp?id=46>

¹⁰ <http://www.educatorstechnology.com/2012/08/free-teaching-music-websites.html>

¹¹ <http://www.emarketer.com/Article/US-Time-Spent-on-Mobile-Overtake-Desktop/1010095>

purposes e.g. details of games and practices.

- 1.1 billion Facebook users¹²
- YouTube 1 billion users & 4 billion views a day¹³



Suggested Task 1: Try asking your players these questions

1. How - do they access the Web? Via mobile, tablet, PC?
2. Where - do they access the Web? Home, School, Work, on the move?
3. When - do they access? What time of day? How often?
4. What do they access? –Which social networks are they members of?
5. Why do they access? – What are their top 3 reasons for using the Web?
6. Who accesses the Web? – are there different patterns in your team?



Take Home Message

To be a ‘Web Champion’ - an expert in coaching with technology:

1. **Find out More & Develop Knowledge: Read the rest of this book to understand the words used in Web education.**
2. **Develop Your Professional Competences: Enroll on our Online Course.**

‘How to Use the Web to support Player Development’ - go to www.sportspath.com for more details.

3. **Keep up to Date: Subscribe to our free Newsletter.**

N.B. To be a Web ‘Victim’- you don’t need to do anything!!

¹² <http://expandedramblings.com/index.php/by-the-numbers-17-amazing-facebook-stats/>

¹³ <http://expandedramblings.com/index.php/by-the-numbers-a-gigantic-list-of-google-stats-and-facts/>

The leading Sports Psychologist, Jeremy Snape¹⁴ highlights the value of turning weaknesses into strengths and noted that: *‘people change when the danger of standing still is greater than their discomfort of learning new skills.’*



Research of Soccer Coaches quoted in this book represents the results of over 500 responses to online questionnaires completion by the following groups:

- Students of the LMA School of Football Management Courses
- Members of the National Soccer Coaches Association of America (NSCAA)
- Licensed Coaches in Finland

In addition research was conducted with members of the 2013 NSCAA Advanced Director of Coaching Course and the Icelandic FA/ UEFA ‘A’ Licence Course

¹⁴ <http://www.thesportingedge.co.uk/default.asp>

Notes to Chapter 1

- We use the term 'Web' and internet synonymously. We accept this is not strictly true – as one could have internet access to connect to email or social media without accessing directly to the world wide Web but trust you accept our definition for the purposes of this book.
- The focus of this book is using the Web to support the development of Soccer Players. We will be publishing a further book in 2014 devoted to using the Web to support the development of coaches and the use of the Web in coach education.
- A number of Web tools are listed in this book and some recommended. Sports Path has no relationship with any providers of Web tools or Web services quoted in this book other than Sports Path online learning courses which are shown on www.sportspath.com.
- There are over 500 recommended Web links provided in this book and as an option you may wish to consider viewing the book in a Kindle (<https://kindle.amazon.com/>) format to facilitate access to the links.
- We have checked and re-checked the web links referenced in this book but it is possible some may have changed since publication
- In the print version if you are unable to follow the URL reference then the next best way is to use Google Search for the topic. E.g. the URL for our Sports Path Blog is <http://sportspath.typepad.com/sports-path-e-learning-bl/> but you can also get there if you type 'Sports Path Blog' into a Search Engine
- I would recommend for further reading the eBooks by Jarrod Robinson available through his Website <http://thepegeek.com/>. He has two books 'It's Now Possible' and '100 PE Apps for Teachers.' You can purchase these from iTunes or get them in PDF format if you subscribe to his service.