



Growing Your Program in 2020

Attracting the Millennial Parent

Growing Your Program in 2020

- ▶ Changing Landscape
 - ▶ Children Activities: multiple choices
 - ▶ School Soccer
 - ▶ Other “non-traditional” Activities
- ▶ The Millennial Parent
 - ▶ Different Focus
 - ▶ Different Expectations
- ▶ What to do next



The Millennial Parent

- ▶ Age: 23 to 38
- ▶ 81 Million Millennials, 40% have kids
- ▶ Children's age: 5 to 10, the Recreational Sweetspot
- ▶ Technology focused/driven
- ▶ Short attention span
- ▶ One word: Transparent
- ▶ More educated than the previous generation
- ▶ Value driven
- ▶ Experience focused
- ▶ Non conforming
- ▶ Good cause



Your Competition

- Your competition is not other sports
- Google search for Pflugerville based programs
- “Youth activities in Pflugerville Texas”
- Interesting results: City of Pflugerville Parks and Rec

- ▶ Dance
- ▶ Karate
- ▶ Gymnastics
- ▶ Mommy and Me

- ▶ Robotics
- ▶ Sewing Workshops
- ▶ Painting Workshops
- ▶ Preschool Picasso



Your Competition

- “Kids activities in Pflugerville Texas”
- Results get even further away from youth sports
 - ▶ From ACTIVEkids
 - ▶ Kinderdance
 - ▶ Girls in STEM
 - ▶ Empowered Martial Arts
 - ▶ Magic Camp
 - ▶ Fun Things to do:
 - ▶ Parks
 - ▶ Festivals
 - ▶ Events
 - ▶ Family activities

Advertising to the Millennial Parent

▶ Social Media

- ▶ How does your club use Social Media?
 - ▶ Registration announcement
 - ▶ Camps: Winter / Spring Break / Summer
 - ▶ Player Opportunity Events
- ▶ Do you create events?
- ▶ Do you post on neighborhood pages?
- ▶ Use your membership to post on neighborhood pages / forums

Advertising to the Millennial Parent

▶ Website

▶ Examine your website with a new lense

- ▶ Is information easily accessible
- ▶ Besides field / registration / schedules, focus of your homepage?

▶ What else is a new parent looking for?

▶ Parent concerns:

- ▶ Health
- ▶ Safety



Health and Safety

CDC Heads Up Concussion

- ▶ Form
- ▶ Doctor Clearance
- ▶ Comprehensive Training
- ▶ Symptoms recognition

SafeSport

- ▶ What is SafeSport?
- ▶ Federal Law
- ▶ Do parents know?

Online Resources for information and resources:

- The CAYSA website: <http://caysa.org/>
- The US Center for SafeSport: <https://uscenterforsafesport.org/>
- CDC Heads Up Concussion: <https://www.cdc.gov/headsup/youthsports/index.html>

Good Cause

- ▶ CDC, Safesport : Good priorities
- ▶ Have a Mission
- ▶ Personalize your program
- ▶ Brand Yourself
- ▶ Soccer means community
 - ▶ Volunteers
 - ▶ Sportsmanship
 - ▶ First job opportunities



Coaching Education

- ▶ Declining Participation: Rising costs and unqualified coaches
- ▶ Coaching education is **REQUIRED** within the first year of coaching
- ▶ Club limitations
- ▶ CAYSA's role
- ▶ Any issues to host?
- ▶ Would us help coordinate between clubs help?

Recommendations and Above and Beyond

- ▶ Collect as much data as possible
- ▶ Re-invent:
 - ▶ Website
 - ▶ programs
- ▶ Have a cause
- ▶ Be transparent
- ▶ Communicate
- ▶ Focus on who you're trying to attract
- ▶ Provide a good experience at good value

