

PARENTS MANUAL

A GUIDE FOR PARENTS OF CALGARY WEST FOOTBALL CLUB PLAYERS

03 INTRODUCTION

04 MISSION, PRINCIPLES & GOALS

05 COMMUNICATION

06 EXPECTATIONS OF COACHES

07 EXPECTATIONS OF PARENTS

08 CWFC PLAYING STYLE

09 GRIEVANCE PROCEDURE

10 DEALING WITH ISSUES

11 IMPORTANT CONTACT INFORMATION

12 CONCLUSION

TABLE OF CONTENTS





Calgary West FC

INTRODUCTION MESSAGE

The following guide aims to assist parents with their responsibilities as their child becomes a player at Calgary West Football Club. Whether your child is new to the club or has been a part of it for a while, this document will provide you with an understanding of what to expect from the club and its staff, as well as your own responsibilities as a parent. This guide is not exhaustive but will hopefully serve as a helpful resource for you.

Engaging with parents is a crucial aspect to guarantee the development of all our players. We are pleased to accommodate all reasonable requests for meetings and conversations about your son's or daughter's progress. There might be instances when you are dissatisfied with the coaching your child is receiving. To address any grievances, this document will outline the necessary steps to take.

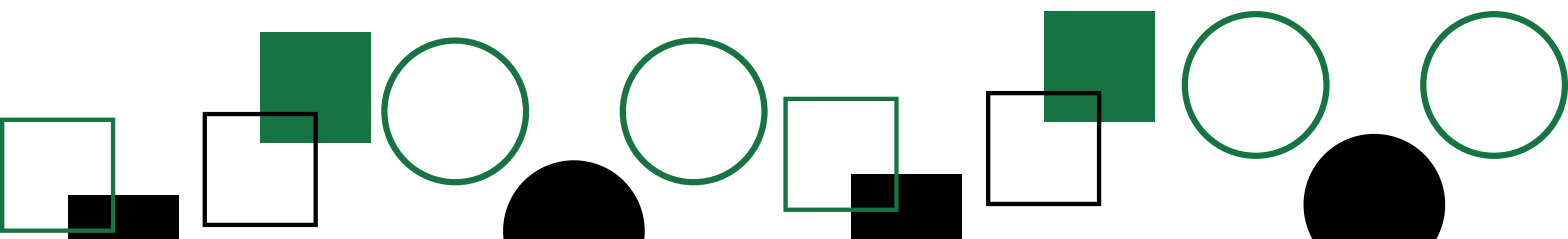
We understand that although we train our players for several hours a week, there are many more hours devoted to the sport, such as transportation, preparation, and support. We are grateful to all the parents for their amazing commitment to their players and for all the sacrifices they make.

Please note that this manual does not cover details about the running of club programs and related issues. These topics will be addressed during the parent meeting at the beginning of the season.



Alan Farry
Technical Director

The ultimate aim is that Calgary West Football Club provides a professional, quality learning and fun experience for all players. We would like every child at the club to have a positive experience where their love of the game grows, they make friends, improve their skills, mature as young men/women and enjoy the sport. You as parents have a vital role in assisting us in making this aim a reality and we thank you in advance.





Calgary West FC

MISSION

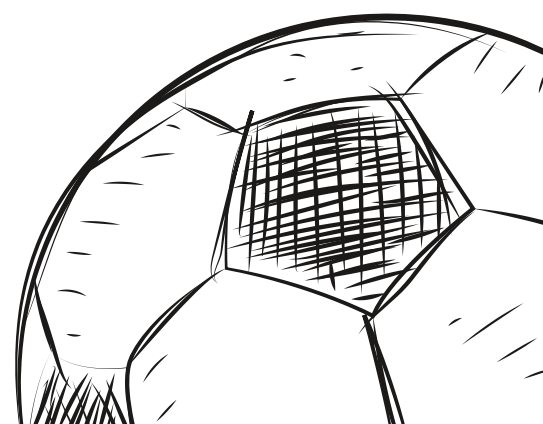
Calgary West Soccer Club is athlete centred. It believes that all players, regardless of level of play, deserve the opportunity to enjoy the game of soccer and develop to his or her potential. The underlying purpose of CWFC is to provide a fun development-focused environment that keeps players playing. We believe in the principles and training methodology developed through LTAD (Long Term Athlete Development). We are working towards building a better future – today's performance and today's scores are not as important as demonstrating patience and promoting proper player development.

PRINCIPLES

1. Integrated Program Delivery, enhances our Development and Competitive programs.
2. Streamlined operational and technical support
3. Develop a club identity through shared values
4. Develop a club facility (long-term)

GOALS

1. Provide soccer for all abilities and ages. Looking to run an adapted program for children by Summer 2025
2. Increase our female numbers at the club
3. Increase our grassroots numbers
4. Retain the current players
5. Establish links with the local community
6. Grow a family feel around the club
7. Continue to provide opportunities for our high-performance players
8. Good communication with parents
9. Meaningful and constructive feedback given to all players





Calgary West FC

COMMUNICATION

Clear communication is crucial to ensuring a positive and successful season for all players at the club. Coaches understand that a two-way process, and they expect players to know their schedule as far in advance as possible, depending on facilities and fixtures. Occasionally, training sessions or matches may be cancelled due to weather or facility issues. In such cases, Calgary West coaches will attempt to inform parents as soon as possible. The following principles will apply to communication:



- Parents and coaches to respect communication times. Please avoid messages late at night, or early in the morning when possible.
- Appropriate communication via TeamSnap. TeamSnap is a critical information-sharing app, it is not for large volumes of communication.
- As much notice as possible for parents and coaches conflicts
- Clear communication regarding an issue (parent/coach to communicate straight away)
- For some of the age groups, there will be a feedback meeting regarding their progress. This will be a tripartite meeting between player, parent and coaches
- No abusive content in any message
- Adherence to the grievance policy
- Encourage the player (where age appropriate) to speak to the coach



Calgary West FC

COACHES

ROLES & RESPONSIBILITIES

Below is a list of the roles and responsibilities that a coach, employed or volunteering with Calgary West Football Club, is expected to fulfill. It is vital that the club's expectations are clear to the parents, as they are entitled to have their own expectations of the coaches as well.

- Prepare for every training session with a session plan. This must be based on the club curriculum for the particular age group and have a theme or topic. Volunteer coaches will be provided session plans from employed staff.
- Interact with players in a pro-social, friendly, kind, respectful and honest manner. No player should be favoured over others.
- Communicate with parents as much and with as much notice as possible
- Adhere to club guidelines re: playing style
- Adhere to club directions re: playing times for each child
- Deal with discipline issues with players and parents
- Pass on any complaints or positive feedback from parents to your age group lead
- Be first-aid trained
- Wear club gear and look professional at all times
- Be respectful to other club personnel and referees
- Be a role model to players
- Be punctual and consistent





Calgary West FC

PARENT EXPECTATIONS

The following is a non-exhaustive list of Calgary West Football's club expectations of parents. We understand that each parent approaches the sport and their son's/daughter's development in different ways. We however acknowledge a parent's right to demand the best standard of coaching for their child. To achieve this high standard we need the support of parents and a general agreement and adherence to the following:

- Communicate absences or lateness
- Communicate issues/illness/injuries
- Understand that a coach is fallible and doing the best that they can
- Treat coaches and the club with respect. Grievances can be dealt with in a respectful manner
- Avoid any discussion with a club official for 24 hours following a training session/match incident.
- Understand that coaches are not available 24/7. Most coaches are volunteers or have full-time jobs so please contact them and ask for a good time to speak if you require a conversation
- Be supportive of your child
- Encourage your child to do their best
- Encourage your child to be resilient, players need to be able to accept setbacks and respond appropriately
- Treat officials and opposition with respect. Do not verbally abuse officials, even when the refereeing isn't good!
- Do not shout instructions at your child or the team. Please allow them to work through his coach's instructions
- Seek honest feedback from your son's/daughter's coaches.
- Avoid over-analysis after a game. Allow your child to work through the positive and negative moments
- Do not speak negatively about other children or the coaches. Please use the grievance procedure to deal with any issues





Calgary West FC

CWFC PLAYING STYLE

Calgary West Football Club is currently working on updating its curriculum to provide a uniform system of play for all its teams. This curriculum will include a list of topics that each coach needs to cover for a particular season and session plans to work on these topics. Though the topics for each age group will be similar, the tactical details will be more complicated as the groups get older and vary for different tiers. This curriculum aims to empower all Calgary West teams - from grassroots to high-performance teams - with a defined style of play, a particular formation, and a set of principles that are visible during games.

Our younger teams will play a specific style, while the older teams will have more freedom to alternate formations and systems. The purpose of this approach is to enable our younger teams to focus on mastering one formation and one particular system. By doing so, they can perfect their skills and abilities to the best of their capacity. Once the coaching staff is satisfied that the players have a good understanding of their roles and responsibilities in this particular style, they can proceed to learn a different system or formation. The amount of coaching hours is also a factor in this decision, as the more time a player spends on the pitch, the more work the coach can do on perfecting a particular style.

Developing a playing style is a time-consuming process, and it cannot be achieved overnight. Players may face difficulties in understanding their specific roles and responsibilities, as every coach has a unique way of teaching his/her players to perform certain actions and movements within the system. It requires patience from coaches, players, and parents, but the result is worth it. Players do not have to start from scratch to learn tactical information every time. Instead, they can build on what they already know and continue to perfect their skills.

Our coaches will adopt a discovery-based coaching style, wherein players will be encouraged to work out their mistakes on their own. While our coaches will provide instructions during training sessions and games, players will be encouraged to solve problems themselves, communicate, and discuss what they observe, what went wrong, and how to rectify it. Our coaches will provide guidance to facilitate this process.





Calgary West FC

GRIEVANCE PROCEDURE

Parents and guardians play an important role in promoting their children's happiness and success in sports, particularly in football. The expectations and behavior of parents have a significant impact on children's attitudes and behavior while participating in football. Since parents understand their children best and know their way of dealing with challenges and issues, it is essential to assess whether a child should persevere in difficult moments and overcome setbacks. If a parent thinks that the issue is significant enough, they may contact the coach directly to resolve the matter. For instance, a particularly skilled and talented player may start every week, but the coach may sometimes start them on the bench to rotate and give other players a chance. If the player becomes upset and angry, the parent needs to talk to their child and determine whether this is reasonable or not and whether to contact the coach.

As a parent, it's essential to determine whether a problem is with your child or with yourself. For example, your child might be content with the amount of time they spend playing games, but you might not be. After making this distinction, you must decide whether your child should work through the issue independently or if you should contact their coach.

In general, it's best to inform the coach of any significant concerns or dissatisfaction. If possible, try to resolve the issue directly with the coach, as all complaints should be handled at the lowest level possible. This may involve speaking with the player, who will likely need to be involved.

If the issue persists, the coach should speak with the age group director to arrange a three-way meeting to address the matter. The parent has the right to speak directly with the age group director, but escalation can only occur after the coach has been informed of the issue. However, if the problem is specific to the coach and cannot be resolved directly, the parent can bypass the coach and speak to the age group director.

If the issue remains unresolved, it's time to bring it to the attention of the Technical Director. The TD will communicate with all parties involved to try to resolve the matter.

If the matter still cannot be resolved, the Executive Director will have to intervene.

Coaches will be honest with parents, answering any inquiries truthfully. All complaints will be recorded centrally, and the club will evaluate them at the end of the year to identify any trends or lessons learned.

If a parent behaves unreasonably, aggressively, or abusively, or makes vexatious and malicious complaints, the TD and ED will intervene to address the matter.



Calgary West FC

DEALING WITH ISSUES

Our coaches may encounter issues like disrespectful behaviour, lack of effort, tardiness, injuries, and more. Parents should be aware of these issues and how they are being handled. Each coach has their way of dealing with such problems based on their personality, experience, and tolerance levels. While such issues are rare at Calgary West Football Club, we have prepared a short guide to help parents understand how they may be addressed.

1 – **Speak to the player.** We need to understand the issue eg. They may be disinterested because they are not enjoying their football. We then need to find out exactly why the player is not enjoying the situation.

2 – **Speak to the parent.** We need to advise the parent of the problem and work together to try and solve it eg A player may be constantly late for training. The player only finishes school and can't make it for 4pm

3 – If there is no response or no improvement the coach will speak to the age group director and then to the TD eg despite efforts from the parent and speaking to the player, he is still arriving without the proper equipment

4 – The club will need to decide how to deal with the situation and if consequences/sanctions need to apply eg the player continues to be disrespectful to his coach despite speaking to his/her parent.

5 – The club will advise the parent that a consequence will be applied, ie reduced game time

Consequences won't be imposed without contacting parents first. Sanctions are a last resort. We won't penalize players who are late or miss training due to early session times. If there are off-field issues with a player, parents can talk to us. We kindly ask parents not to use soccer as a consequence for negative behavior. Please don't remove players from training or games if their behavior isn't a problem there. We're happy to help by speaking to the player.

PARENTS DEALING WITH ISSUES

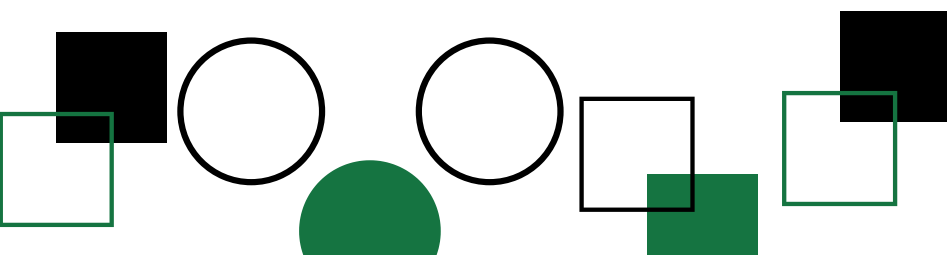
As a parent, you may encounter certain situations throughout the season that require attention. For most issues, direct communication with your team manager can help resolve the problem. The role of our team managers is to act as an intermediary between coaches and parents, providing and receiving information. If you have any questions or concerns about any aspect of the club, please contact a team manager. They may not always be able to answer your query but can direct you to the appropriate person. If you choose to email the club, you should receive an initial response from the admin team, who then forward your email to the relevant person. If you don't receive a response, please follow up with another email. Every parent who emails the club should receive a reply. However, if you feel like your email has been overlooked, please don't hesitate to remind the club that you have not received a response.



Calgary West FC

IMPORTANT CONTACT

Name	Position / Description	Contact
Shannon Hunter	Club Administrator	admin@calgarywestsoccer.com
Alan Farry	Technical Director & Grassroots Lead U4 - U9	td@calgarywestsoccer.com
Diogo Macedo	Performance Director U14 - Adult	diogomacedo@calgarywestsoccer.com
Eduardo Filho	Development Director U10 - U13	eduardofilho@calgarywestsoccer.com
Jenna White	Girls Director	jenna@calgarywestsoccer.com
Ricardo Goldner	Camps Director	ricardo@calgarywestsoccer.com
Jordan Santiago	Executive Director	executivedirector@calgarywestsoccer.com





Calgary West FC

CONCLUSION

This document was designed to assist parents in understanding their responsibilities as a member of the club but also to inform them as to what they can expect from the club. The club acknowledges that parents are quite entitled to have expectations for the quality of coaching and the experience their child will receive while at Calgary West Football Club.

It must also be acknowledged that there will be times when procedures and guidelines may not be followed exactly as outlined in the previous pages. As we are dealing with children and young adults some situations are complex and require a unique and nuanced response. Our ultimate goal is to provide an enjoyable and positive learning experience for the players. There can be no guarantees in sport and it requires patience, understanding, effort and commitment by us all.

Calgary West recognizes that partnerships and close working relationships with parents are fundamental to having a successful and enjoyable season for all. Again, we thank you for your outstanding dedication and commitment to your Child's sporting endeavours.

If there are any questions about this manual please feel free to get in touch.





Calgary West FC

**LET'S GROW
TOGETHER**