

AUGUST 4, 2024



FALL 2024 KICKOFF MEETING

TY SMITH /// DIRECTOR OF COACHING
COLUMBUS EXPRESS SOCCER CLUB

THOMAS DE LA CRUZ

2006-2024






**TONIGHT'S PRESENTATION
CAN BE FOUND AT
WWW.COLUMBUSEXPRESS.COM/
MEETING**


EXPRESS IS EVERYWHERE




SPOTTED AT THE EUROS

 Erdoğan is going to the match tonight. Probably going to be a nightmare getting in b

Bryan Watts · 8:24 AM

 Had some guy from zionsville stop me due to my express shirt.


 1

Bryan Watts · 12:47 PM

SPOTTED IN PHILADELPHIA

Yesterday 7:52 PM

Alex Shuptar

A close-up photo of a white soccer jersey. The Columbus Express Soccer Club logo is visible on the chest. Below the logo, the text "Columbus" and "AUTO GROUP" is partially visible. A share icon is on the right side of the photo.

Vincent!

AS Liverpool v Arsenal

No kidding??

TONIGHT'S AGENDA



- 1. Our Club:** Mission, Vision, Values, Staff, Facilities
- 2. Our Programming:** Pathway, Philosophies, Coaching, Development
- 3. Players + Parents:** Safety, Expectations, Communication
- 4. Parent + Player + Coach:** Articles
- 5. Q & A**



OUR CLUB



**TO PREPARE YOUTH FOR
THE FUTURE BY
DEVELOPING
IMPORTANT LIFE SKILLS
THROUGH THE GAME OF
SOCCER**

OUR CLUB VISION

TO BUILD ON CESC'S RICH HISTORY AND BE THE BEST SOCCER CLUB IN SOUTH CENTRAL INDIANA BY ATTRACTING A DIVERSE GROUP OF YOUNG PLAYERS, UTILIZING PLAYER-CENTERED INSTRUCTION, AND MAINTAINING A CULTURE OF EXCELLENCE AND INCLUSIVITY, ALL OF WHICH POSITIVELY IMPACT OUR PLAYERS, FAMILIES, AND COMMUNITIES.



OUR CLUB MISSION



- ★ **DISCIPLINE**
- ★ **EFFORT**
- ★ **RELATIONSHIPS**
- ★ **RESPECT**

OUR CLUB VALUES

STRUCTURE



**Board of Directors
Executive Board**

**Club Administrator
Jenny Carlson**

**Director of Coaching
Ty Smith**

Pre-Academy

Academy

Juniors

Seniors

SPF & GK Programs

**Pre-Academy Directors
Rachel Hutchinson - Girls
EJ Young - Boys**

**Academy Directors
Rachel Hutchinson - Girls
EJ Young - Boys**

**Juniors Director
TBA**

**Seniors Director
TBA**

**GK Director
TBA**

Coaches & Staff

Parent Administrators

KEY CONTACTS



Name	Role	Email	Cell Phone
Ty Smith	Director of Coaching	ty@columbusexpress.com	812-767-3092
Jenny Carlson	Club Administrator	jenny@columbusexpress.com	812-343-7166
Sam LaVelle	Operations	sam@columbusexpress.com	812-447-9968
Zach Roberts	Goalkeeping	zach@columbusexpress.com	812-603-0491
Tami Iorio	Board President	board@columbusexpress.com	
Rachel Hutchinson	Girls Academy DOC	rachel@columbusexpress.com	812-521-1791
EJ Young	Boys Pre-Academy DOC	ej@columbusexpress.com	317-340-9461
Kelsie Carlson	Boys Academy DOC	kelsie@columbusexpress.com	812-344-1003

BOARD OF DIRECTORS



- ★ **Columbus Express is a 501c3 Non-For-Profit organization**
- ★ **Our leadership is comprised of a volunteer Board of Directors**

BOARD OF DIRECTORS

Tami Iorio, President
Sara Gribbins, VP
Suzanne Meredith,
Treasurer
Jill Mishler, Secretary

Adam Cline
Rebekah McIntier
Melissa Begley
Aramando Duran
Steve Long
Paul Shinn
Josh Raper
Lucio Kroll

★ **board@columbuesexpress.com**

JENNY CARLSON

CLUB ADMINISTRATOR

2022 Indiana Soccer Administrator of the Year
(Finalist, 2020)

15+ Years of Experience

jenny@columbusexpress.com



RACHEL HUTCHINSON

GIRLS PRE-ACADEMY & ACADEMY DIRECTOR

Franklin College: BS: Education & English

US Soccer: "D" License, Grassroots License

TOVO: Level I Certificate

Playing Experience: Franklin College, Seymour HS

Coaching Experience: Columbus Express, Shelbyville HS

rachel@columbusexpress.com



EJ YOUNG

BOYS PRE-ACADEMY DIRECTOR

Liberty University: BA: Finance, Project Management

US Soccer: Grassroots License

TOVO: Level I Certificate

Playing Experience: Bethel University, Franklin Community HS, Columbus Express

Coaching Experience: Columbus North HS, Columbus Express

ej@columbusexpress.com



KELSIE MASON

BOYS ACADEMY DIRECTOR

Purdue University - Fort Wayne: BS: Biology
University of Cincinnati: MS in Environmental Engineering

US Soccer: Grassroots License

Playing Career: Columbus North HS, Columbus Express, Carmel United, Purdue-FW

Coaching Career: Columbus Express, TFA, SCSA

kelsie@columbusexpress.com



TY SMITH

DIRECTOR OF COACHING

2020 Indiana Soccer Director of the Year
(Finalist, 2022)

Ball State University: Masters in Coaching
Hanover College: BA: Education

US Soccer: "A" License, DOC License, "B" License, Coach Educator & Instructor, Club Technical Leader (In-Process)

United Soccer Coaches: Premier Diploma, DOC Diploma

English FA: Talent Evaluator License

Playing Career: Hanover College, Thomas More College

Coaching Career: University of Dayton, Xavier University, Miami University, Hanover College, Kings Hammer

ty@columbusexpress.com



PRE-ACADEMY STAFF (U7-U8 / 4V4)



**EJ
YOUNG**
BOYS PRE-ACADEMY
DIRECTOR



**SEAN
SWEGMAN**
BOYS PRE-ACADEMY
COACH



**RACHEL
HUTCHINSON**
GIRLS PRE-ACADEMY
DIRECTOR



**CAROL
LEITING**
GIRLS PRE-ACADEMY
STAFF



**JOSH
JOLLIFF**
GIRLS PRE-ACADEMY
STAFF

ACADEMY STAFF (U9-U10 / 7V7)



**KELSIE
MASON**
BOYS ACADEMY
DIRECTOR



**JOASH
ROMAIN**
BOYS ACADEMY
COACH



**MIGUEL
SALDIVAR**
BOYS ACADEMY
COACH



**RACHEL
HUTCHINSON**
GIRLS ACADEMY
DIRECTOR



**JOSH
JOLLIFF**
GIRLS ACADEMY
COACH

JUNIOR STAFF (U11-U14 / 9V9 & 11V11)



**TY
SMITH**
JUNIOR DOC (INTERIM)
2014B ORANGE COACH
2014G ORANGE COACH
2012G ORANGE COACH



**MARC
GOTOH**
2014B BLUE COACH



**SAM
LAVELLE**
2014B GREY COACH
2012B ORANGE COACH



**MANUEL
BANNERT**
2014B GREY COACH

JUNIOR STAFF (U11-U14 / 9V9 & 11V11)



**DREW
LITTLE**
2013B ORANGE COACH



**RAND
KHALID**
2013B BLUE COACH



**CARLOS
LANA**
2013B BLUE COACH



**AARON
BARNARD**
2012B BLUE COACH

JUNIOR STAFF (U11-U14 / 9V9 & 11V11)



**DAVE
YOUNG**
2013G ORANGE COACH



**IKE
DECLUE**
2013G BLUE COACH



**JANET
HERTZ**
2011G ORANGE COACH



**DANE
WHITLEY**
2011B ORANGE COACH
2010B FALL COACH

JUNIOR STAFF (U11-U14 / 9V9 & 11V11)



**NATHAN
FRASIER
SPF STAFF**



**RICARDO
DAMON
SPF STAFF**



**KAREEM
ASH
SPF STAFF**




**ZACH
ROBERTS
GK STAFF**

RICHARD WIGH SOCCER COMPLEX

**1647 WHITNEY COURT,
COLUMBUS, IN 47203**

**Premier Facility in Southern Indiana
Irrigated & Well-Maintained Grass Facility
Host of 2021 Indiana Soccer Presidents Cup**



 **RICHARD WIGH SOCCER COMPLEX**
1647 WHITNEY CT, COLUMBUS, IN 47203

1 2 3

CONCESSIONS

BCSC
SOCCER COMPLEX

VICKERS DR
CENTRAL AVE

PRE-ACADEMY

JUNIORS: 11v11

JUNIORS: 9v9

ACADEMY

A 4 5 6 7 8
B
C 9 10
D
E 14

20 21
22 23

WHITNEY CT



CENTRAL AVE




PARKS & REC FIELDS


PARKS & REC FIELDS


FREEDOM PARK PLAYGROUND


PARKS & REC FIELDS


PARKS & REC FIELDS

WESTENEDGE DR


PARKS & REC FIELDS



PARKSIDE DR

PARKSIDE DR



BCSC SOCCER COMPLEX

**1585 POSHARD DR
COLUMBUS, IN 47203**

**Home of the Bull Dogs & Olympians
Modern Lighting & Playing Surface
North of Richard Wigh Soccer Complex**



CERALAND

3989 S 525 E

COLUMBUS, IN 47203

**Indoor Gymnasium
Two Courts**

**Home of Locos Street Futsal
Host of CESC Winter Training**



NEXUS PARK

2380 25TH ST,
COLUMBUS, IN 47201

Full Field Indoors
Host of CESC Winter Training



OUR PROGRAMMING

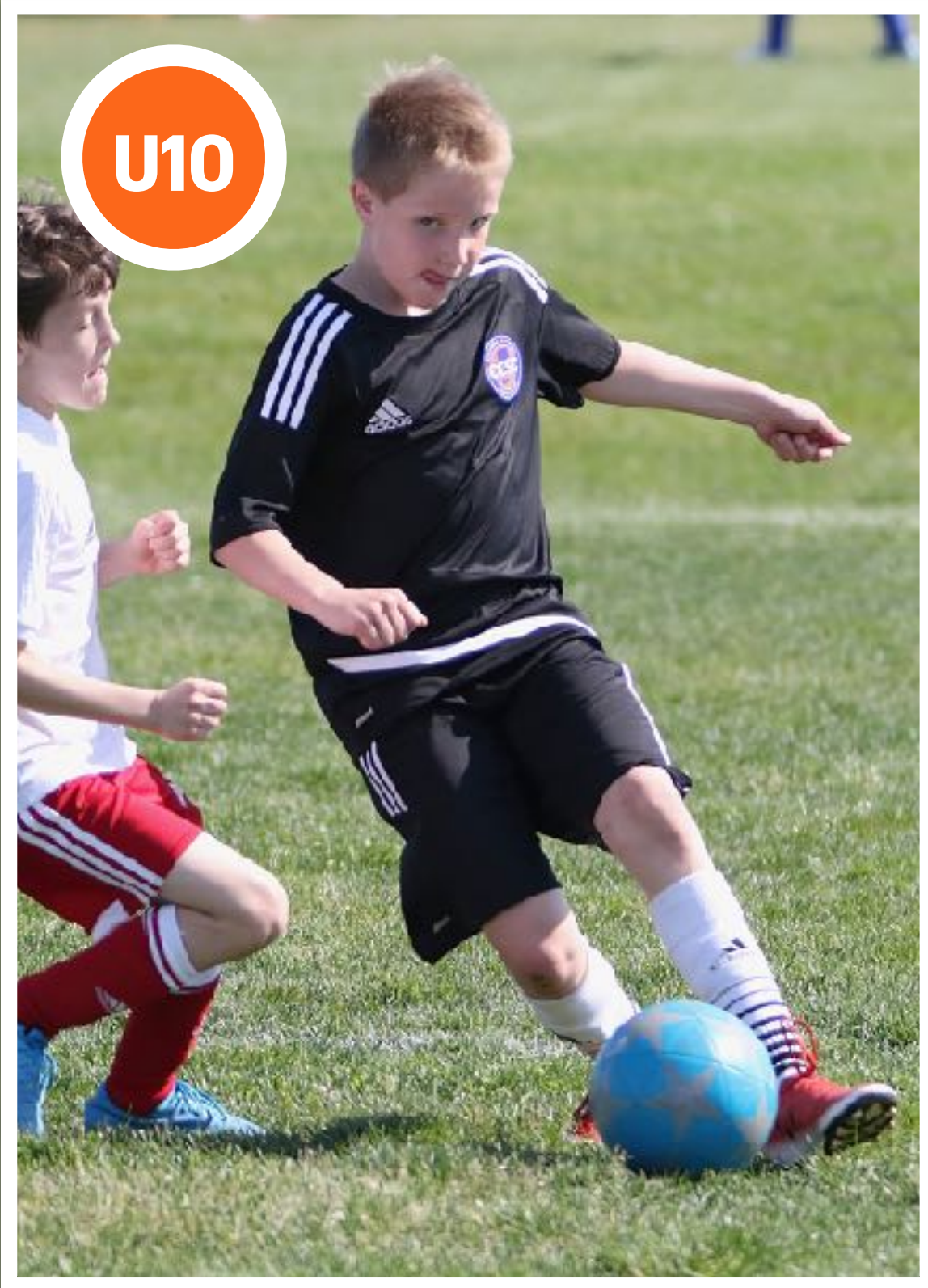
PLAYER PATHWAY



BEYOND	19 Years +	College & Pro Soccer: Preparation for Life
SENIORS	17 - 19 Years	Combination of Tactics: Preparation to Perform
SENIORS	15 - 16 Years	Game Tactics: Preparation to Win
JUNIORS	13 - 14 Years	Team Tactics: Combination of Groups
JUNIORS	11 - 12 Years	Functional Tactics: Positional Roles
ACADEMY	9 - 10 Years	Skill Refinement: 1v1 Tactics
PRE-ACADEMY	7 - 8 Years	Skill Acquisition: Technical Mastery

CRADLE TO COLLEGE: PATHWAY

FULLY DEVELOPING THE PLAYER FROM PRE-ACADEMY TO SENIORS TO BEYOND





- 1. *PEOPLE***
- 2. *STUDENT***
- 3. *PLAYER***

**IF WE TAKE CARE OF THE NEEDS OF PEOPLE AND
STUDENTS WE WILL BUILD BETTER PLAYERS**



**IF WE WANT BETTER _____,
WE MUST BUILD THEM.**

PLAYER DEVELOPMENT GUIDE



- **Primary guide for organizing the teams and season**
- **Vital that we follow the Season Plan and are hitting objectives**
- **All Parent, Player, and Coach Development is tied to the Season Plans**

**THIS DOCUMENT IS THE
WHAT, HOW, & WHY
OF CESC**





***THERE ARE TWO CLUBS IN INDIANA
THAT HAVE THE BEST
DEVELOPMENTAL FRAMEWORK.***

ONE IS COLUMBUS EXPRESS.

STEVE FRANKLIN,

DIRECTOR OF COACHING EDUCATION FOR INDIANA SOCCER

COACH EXPECTATIONS

HIGH STANDARDS & HIGH EXPECTATIONS

- **Plan**
- **Punctuality**
- **Communicate & Coach**
- **Age-Appropriate Coaching**
- **Respectful & Professional Communication**
- **Look the Part**
- **Use Tools Provided by CESC: TeamSnap, Development Guide**
- **Track Attendance**





"THE SINGLE MOST IMPORTANT ASPECT OF COACHING IS RUNNING EFFECTIVE PRACTICES"

BOB KNIGHT

INDIANA UNIVERSITY BASKETBALL



**IF YOU'RE NOT WILLING TO
IMPROVE, WHY SHOULD
YOUR PLAYERS?**



COACH EDUCATION

CESC has had over 20 coaches receive Coaching Education licenses since 2017.

- **Ability to host courses at CESC**
- **Coach Educator Diplomas**
- **Coach Education Reimbursement Policies**
- **Recognition at State & National Levels**

A-License

Ty Smith

B-License

**Manuel Bannert
Janet Hertz**

C-License

**Sam LaVelle
Drew Little
Sean Swegman
Dane Whitley (In-Process)**

D-License

**Dave Young
Rachel Hutchinson
Dan Priscu
Janet Hertz**

**Grassroots
License**

**Zach Roberts
EJ Young
Kelsie Mason
Ike DeClue
Rand Khalid
Kevin Nolan
Marc Gotoh
Ricardo Damon**

WE STRIVE TO DEVELOP THE MODERN FOOTBALLER



MIND

SPIRIT

BODY

BALL

GAME





***THE MODERN GAME WILL REQUIRE
PLAYMAKERS IN EVERY POSITION***

***ATTACK LIKE #10
DEFEND EVERYWHERE***



“IN YOUTH FOOTBALL, THERE SHOULD BE AN OBLIGATION TO PLAY FROM THE BACK AND TAKE A RISK, OTHERWISE THE PLAYER IS NOT DEVELOPED”.

ROBERTO MARTINEZ



PLAYER + PARENTS

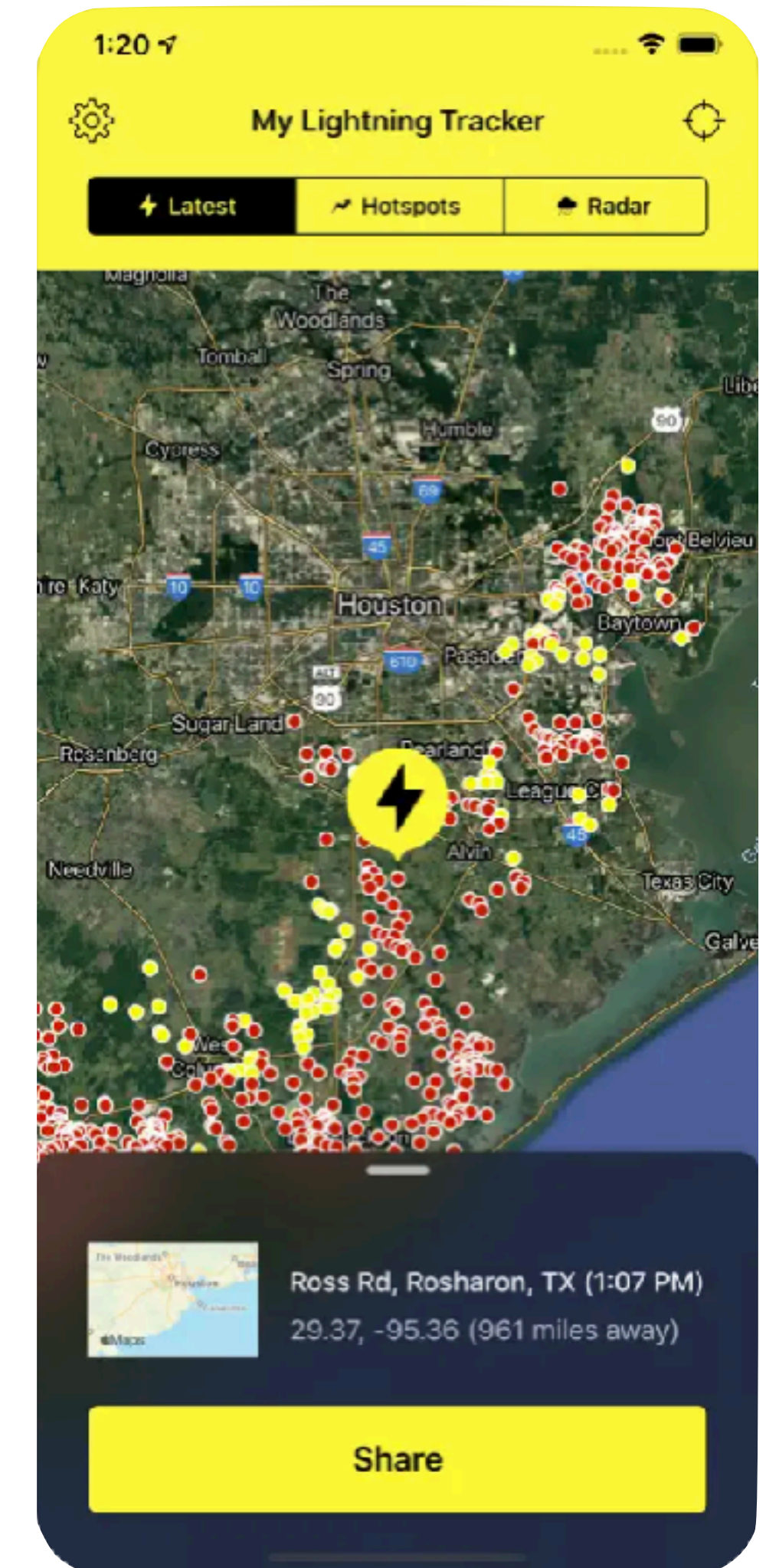


**PLAYER SAFETY &
HEALTH PROMOTION
IS OUR #1 PRIORITY**

PLAYER SAFETY



- **Two-Deep Policy & Buddy System:** Common sense to ensure players are never alone 1:1. *Players need to use restroom before training begins.*
- **Keep Non-CESC People Away From Fields:** “Can I Help You?” Parents to be behind fence line or in parking lot.
- **Concussions & Injuries:** When in doubt, sit them out. Coaches to relay of suspected injury or concussion to the parents.
- **Anti-Bullying:** We won’t tolerate bullying. If there is suspected bullying, please relay to DOCs. Coaches will intervene as instructed.
- **Weather & Lightning:** We will try to train unless otherwise communicated from DOCs. Lightning range is 10-miles or less. Send to cars or shelter. *My Lightning Tracker Pro* app is encouraged.





**WE TRAIN & PLAY...
IN THE RAIN.
IN THE COLD.
IN THE HEAT.**

**WEATHER POLICIES CAN BE FOUND
AT COLUMBUSEXPRESS.COM**

PLAYER EXPECTATIONS



- **Act with Dignity & Honor**
- **Demonstrate Respect to All**
- **No Profanity, Drugs, or Alcohol**
- **Wear Approved CESC Gear**
- **Be a Pro Towards Nutrition, Sleep, Hygiene, and Performance**
- **Adhere to Coach Instruction**
- **Be Prepared & On Time**
- **ACCOUNTABILITY TOWARDS DEVELOPMENT:
Start ProTime / Skill Work & Warm-Up**

PRO TIME
WHEN YOU ARRIVE, PRO TIME STARTS

- Free Play or Detailed Training
- Focus to Improve Specific Skills
- Before or After Training
- Make Most of Your Time
- Individually or Small Groups
- BE USEFUL OF YOUR TIME TO IMPROVE**

The Columbus Express Soccer Club logo is visible in the top right corner of the graphic.

PARENT CODE OF CONDUCT



- ★ **Conduct Self In A Professional Manner With Dignity And Honor**
- ★ **Refrain From Aggressive, Intimidating, Or Threatening Language And Behavior**
- ★ **Demonstrate Respect & Professional Relationships Towards Players, Parents, Opponents, Coaches, Officials, And Spectators**
- ★ **Refrain From Profanity, Alcohol, Drugs, And Tobacco**
- ★ **Refrain From Conversations Re grind Playing Time Or Positions**
- ★ **Adhere To 24-Hour Policy Before Discussing Frustrated Concerns With A Coach Or Director Of Coaching**
- ★ **Never Criticize A Coach Or Player In A Public Manner**
- ★ **Instruction And Referee Interaction Are Prohibited**
- ★ **Stay Current With All Financial Agreements And Fees**
- ★ **Expected To Be Punctual And Organized**



**RELAY ABSENCES TO COACHES
AS SOON AS POSSIBLE**

**COACHES MAY CHANGE
TRAINING TIMES OR FIND REPLACEMENT
PLAYERS**

**REPEATED FAILURE TO RELAY ABSENCES
HAS LED TO REMOVAL FROM CLUB**

TRAINING & GAME UNIFORMS



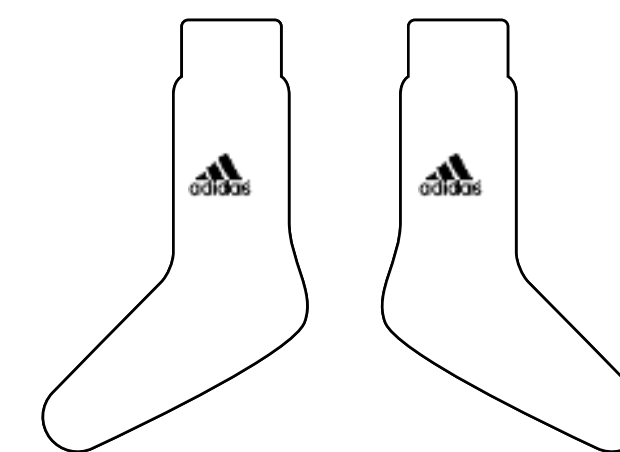
- **Players are expected to wear ALL BLACK CESC GEAR to Training**
- **It is MANDATORY to bring all uniforms to the games**
- **Coaches / Managers may substitute Navy Socks in Muddy Conditions**
- **If players do not have uniforms, we will wear BLACK TRAINING GEAR if needed**
- **Each player will be given two Training Pennies; Put your name on these**
 - **Players will be charged \$10 a piece for replacement/lost Training Pennies**



Training Pennies



Training Uniform

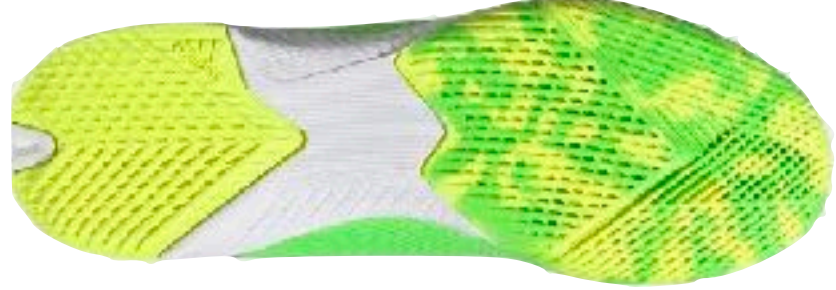


Home Uniform



Away Uniform

TRAINING EQUIPMENT



FUTSAL ONLY

Write Your Name





TEAMS NAP

#1 COMMUNICATION TOOL

Update your personal TeamSnap with all contact information.

Make sure that emails through TeamSnap do not go to SPAM/Junk

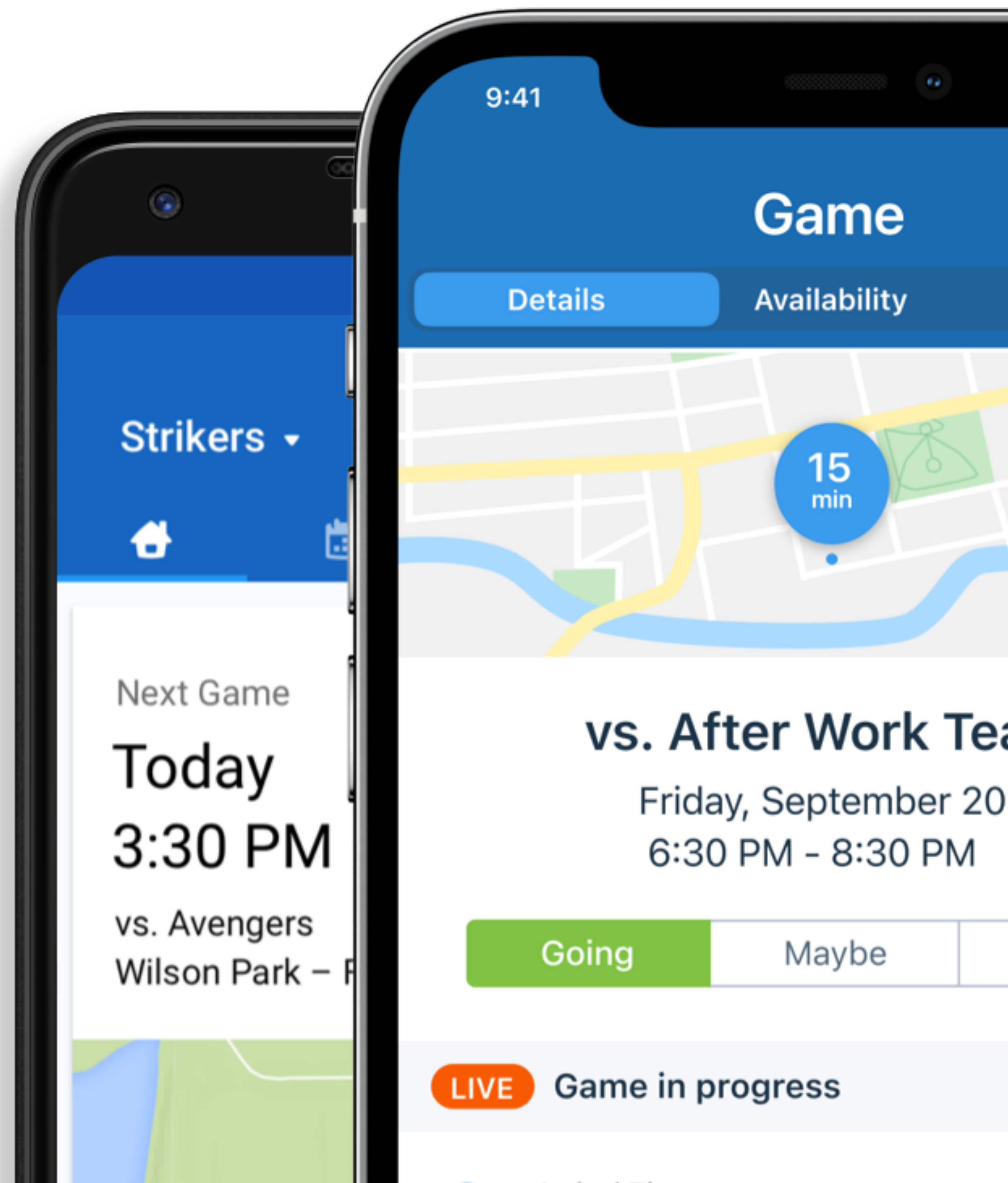
Make sure Text / Email notification are turned ON

This will be our primary communication source.

PLEASE CHECK YOUR INDIANA SOCCER LEAGUE SCHEDULE & THEN UPLOAD GAMES TO TEAMS NAP. THE OPPONENT WILL GO BY WHATEVER IS ON INDIANA SOCCER'S WEBSITE.

OUR TEAMS WILL GO BY WHATEVER OUR COACHES & MANAGERS UPLOAD TO TEAMS NAP

- **Training Schedules & Updates**
- **General Communications**
- **Availabilities**



ADD CONTACTS TO TEAMS NAP

Click on your name and profile.

Select Add Family Member

Enter Information & Save



A screenshot of the Teamsnap mobile app. The top bar shows a back arrow, the word "Roster", and an "Edit" button. Below this is a profile header for "Ty Smith" with a blue circular profile picture icon. The profile details include "Birthday" and "Gender", both with "+ Add" links. A consent statement follows: "I agree that attending CESC Tryouts does not commit the player to CESC, however upon accepting a roster invitation to a CESC team, th..." with a "No" option. Below this is a "Statistics" section with a bar chart icon. The "Contact Information" section shows "Ty Smith" and "ty@columbusexpress.com" with an envelope icon. At the bottom of the profile page, two options are listed: "+ Add Family Member" and "+ Add to iPhone Contacts", both underlined. A red box highlights these two options. A red arrow points from this box to a second screenshot on the right. The second screenshot shows a "New Family Member" dialog box with a blue header containing "Cancel", "New Family Member", and "Save" buttons. The dialog has three input fields: the first contains "Jane", the second contains "Doe", and the third contains "jane@columbusexpress.com". A red box highlights the entire dialog box.

SOCIAL MEDIA



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POLICIES
PROGRAMMING



SOCCERINDIANA.ORG
LEAGUE SCHEDULES
RESOURCES
OTHER INFORMATION



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FORMS, SHEETS
YOUTUBE
IDP / MATCH ANALYSIS



GOT SPORT
GOT SOCCER
SCHEDULES
REGISTRATION INFO



Columbus Express Soccer Club

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Individual Workouts- Technical 2
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4 videos

Individual Workouts- Technical 1
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Weekly Drip
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1 video

Q-Work - Mental Skills
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Q-Work - Juggle Challenge
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1 video

Q-Work - Skill Challenge
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2 videos

Q-Work - Speed
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Q-Work - Goalkeeping
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8 videos

Q-Work - Technical: Level 3
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8 videos

Q-Work - Technical: Level 2
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4 videos

Q-Work - Technical: Level 1
[View full playlist](#)

3 videos

Beast Mode Footwork
[View full playlist](#)



PARENT + PLAYER + COACH

PARENTS & PERFORMANCE ENVIRONMENT



1. Keep Parents Informed & Communicate Regularly

Weekly Emails / Updates on Player Performance

Mid-Season & Post-Season Evaluations

Feedback on HOW Player's Can Improve

2. Be Respectful & Professional: Boundaries

3. Development is a long road and not every path is the same

It's Unfair to Compare

RESPONSIBILITIES & DUTIES OF COLUMBUS EXPRESS COACHES & STAFF

SKYE EDDY: COACH-PARENT BOUNDARIES



If you have a question about soccer. What is the difference between an indirect and direct free kick? What it means to “break a line”? Ask away! Be curious! You should feel like the door is open to you to ask these soccer related questions to the coach, at an appropriate time.



If your child is feeling uninspired. Has your child been experiencing a lack of enjoyment around their soccer experience for a while now? While experiencing setbacks is something that occurs in sports... The parent and coach should feel like they are working together to make sure players feel inspired.



If you are feeling a lot of stress yourself. Being a soccer parent has its challenges, but overall it should not cause you a lot of stress

SKYE EDDY: COACH-PARENT BOUNDARIES



To report hostile sideline behavior. If you feel the coach is unaware of repeated hostile behavior on the sidelines during games, then it's absolutely appropriate to discuss this with the coach.



To express gratitude. Coaching is emotionally and physically demanding and you taking the time to express a message of gratitude to the coach will always be appreciated. If your motivations are free of any thoughts of manipulation, then absolutely the door is open to you to express gratitude.

SKYE EDDY: COACH-PARENT BOUNDARIES



To complain about a player. Unless it is a bullying or safeguarding issue the coach should be made aware of, the door is not open for you to discuss another player with the coach.



To question a decision a coach made in a game. Regardless of the outcome of coaching decisions, ultimately it is the responsibility of the coach to make game decisions.



To advocate for your child when they can advocate for themselves. If your child has the ability to approach the coach to facilitate a conversation, then you should give them that opportunity to learn and develop, and not approach the coach yourself.

DEVELOPING PLAYER ACCOUNTABILITY



- 1. GIVE PLAYERS RESPONSIBILITY TO PACK & CARRY THEIR BAG**
- 2. PLAYERS SHOULD TAKE CARE OF THEIR CLEATS**
- 3. PLAYERS ARE RESPONSIBLE FOR THEIR UNIFORMS (SOCKS, SHORTS, TOPS)**
- 4. PUMP UP THEIR BALL & WRITE NAME ON IT**
- 5. PLAYERS PREPARE THEIR OWN WATER & SNACKS**
- 6. HAVE PLAYERS CONFIRM ATTENDANCE ON TEAMS NAP (IF ABLE)**



Q & A



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CAN BE FOUND AT
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MEETING**