



## Study Group Scheme

### Director of youth academy (DYA)

Kris Van Der Haegen  
11.10.11 14:30 - 15:00

## OVERVIEW



DYA – TOP (LEV II)

UEFA-PRO diploma

UEFA-A diploma

DYA (LEV I)

UEFA-B diploma



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## 2 LEVELS



1. **Director of Youth Academy (DYA) LEVEL I : 90 h**  
Admission : UEFA-B + 3 years experience (head coach youth/seniors or youth coordinator)

## 2. DYA-TOP

LEVEL II : 60 h

Admission : [DYA] + [UEFA-A] + [3 year experience] (head coach youth/seniors or youth coordinator in a club  $\geq$  3<sup>rd</sup> division)

OR 2 years as head coach youth  $\geq$  3<sup>rd</sup> division

**and** 5 years youth coordinator in a club  $\geq$  1<sup>st</sup> provincial division]

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## OBJECTIVES



- To understand the position and roll of the youth formation within a professional club
- To be able to formulate a vision of youth formation that fits in the general football vision of the club
- To be able to translate the formation vision into a concrete apprenticeship project
- To know how to implement the apprentice project into practice, in all its possible ways
- To know how to watch over the vision and apprenticeship through the coaches and the players

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## OBJECTIVES

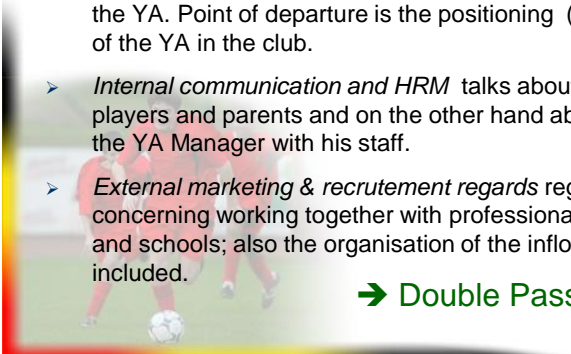
- To be able to conduct the youth coordinators (communication and HR skills)
- To be able to run the youth formation on a administrative and logistic level
- To have knowledge of the most recent specific developments in youth formation
- To know how to implement the mental support in youth formation



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## MANAGEMENT RELATED TOPICS

- *Strategy* of the club and the Youth Academy (=YA) concerns the formulation of the reason of existence of the club and its YA in particular. Developing insight in determining the role of the YA of the club.
- *Implementing a policy plan* (from SWOT-analysis to long and short term objectives to a financial planning).
- *Organisation* handles the structuring and configuring of the club and the YA. Point of departure is the positioning (ancrage and co-decision) of the YA in the club.
- *Internal communication and HRM* talks about the communication with players and parents and on the other hand about the communication of the YA Manager with his staff.
- *External marketing & recruitment regards* regards the line of thought concerning working together with professional clubs , amateurclubs and schools; also the organisation of the inflow of youth players is included.



➔ Double Pass

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## FOOTBALL RELATED TOPICS

- *Football vision and football development plan* concerns the development of a football vision (club level) and a football development plan (youth level), and bringing them together (combining them).
- *The football development plan* handles with specific objectives for all age categories: the learning plan Basics and Teamtactics.
- *The control of the football vision and the development plan*: via evaluation of the youth coaches and the youth players.
- *Talent Identification*: definition, competences, profiles, levels, maturity, self development
- *The post-formation*: a particular approach
- *Multimedia applications* to manage sport technical data.
- *Other topics*: the development of a medical guidance plan; the role of the ombudsman; the organisation of tournaments and football camps, etc.

➔ Federation

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## ORGANISATION 2010-2011

### Organisation

The course **DYA** (Director of Youth Academy) includes **90 hours**:

**60 hours of theoretical** courses:

20 hours management

40 hours football topics

(14 sessions on Monday evening of 4 hours each  
+ 1 Wednesday session of 4 hours)

The course of Talent identification (16 hours) is integrated as a module of the YAM course.

**30 hours of practical** work in a club of the 1st or 2nd division  
(22 hours YA manager work in club and 8 hours practical work of talent identification).

Price: 460 euro

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### 3 LOCATIONS (2010-2011)



#### Number of diplomas

DYA Amateur : 114

DYA Pro : 30

#### Number of participants in previous organisation 2010-2011

40 NL + 9 FR  
(37 + 8 diplomas)

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### ORGANISATION 2011-2012



#### Organisation of the course DYA TOP (level II)

**60 hours:** theoretical + practical courses.



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## ASSESSMENT



At least be present at 80% of the courses:

1. Personal work: vision of development of an amateur club.
2. Oral presentation of this work (1) during the course
3. Assessment management (Theory)
4. Assessment football topics (Theory)
5. Logbook / portfolio (practical work in a club of the 1st or 2nd division)
6. Oral assessment of the logbook / portfolio (see 5) presentation to the jury

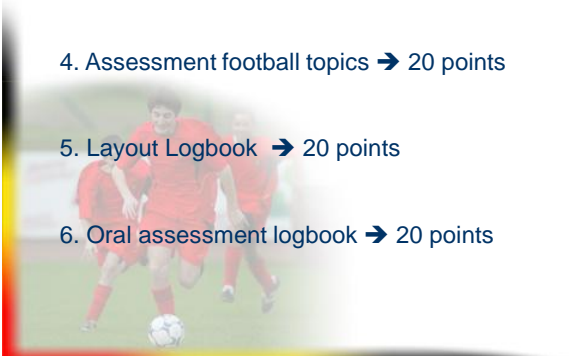


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## ASSESSMENT → 100 points



1. Personal work: vision of development → 10 points
2. Oral presentation: vision of development → 10 points
3. Assessment management → 20 points
4. Assessment football topics → 20 points
5. Layout Logbook → 20 points
6. Oral assessment logbook → 20 points



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