



## Youth Academy Policy

The WYSA Youth Academy Policy applies to clubs who have obtained the “Certified Youth Academy” designation from Wisconsin Youth Soccer Association. The criterion for the youth academy certification includes properly licensed coaches, compliance with WYSA Athlete and Participant Safety Policies, training standards, minimum club administration requirements, and facilities. Requests to be assessed for academy certification should be sent to the WYSA Director of Coaching. A bi-annual evaluation for continued accreditation is required.

### Academy Promotion

General public promotion of a club, their programs, and services is permitted at any time. Public promotion includes information on a club’s website, public advertisements, flyers, and newsletters. Club personnel may respond to a parent inquiry with general club information such as costs, coach information, program expectations, and spaces available on teams. However, direct contact with the parent/guardian of a player initiated by club staff or an agent of the club to solicit participation is limited to the Period of Open Promotion. The Period of Open Promotion is the same for youth academy as competitive players.

The Period of Open Promotion occurs the two weeks before the WYSA tryout window. Open Promotion is defined as direct contact with the parent/guardian of a WYSA player, initiated by club staff or an agent of the club with intent to promote the club. An agent of the club is anyone acting in apparent authority representing a club or team. An agent may include, but is not limited to a coach, manager, club board member, parent, or other staff person. Clubs are responsible for the compliance of any individual acting on their behalf. Youth athletes are not considered agents of the club. Solicitation of unaffiliated players to join a WYSA club is not restricted.

Activities not permitted during the Period of Open Promotion:

- Direct contact with a player (phone calls, text messages, emails, social media, other electronic, written or in person communication)
- Unauthorized player participation in a team training session or evaluation prior to the tryout window (see WYSA Poaching Policy for authorization requirements).
- Discussions regarding reduced fee structure by any amount for the club being promoted unless consistent with club policy. (i.e. A club may explain to a candidate that scholarships are available, but they must qualify and apply per policy. A club cannot guarantee a player a discount of the uniform cost, reduced registration fee, etc. if the player joins the club.)

### Evaluations & Open Houses

Clubs may host an evaluation night or open house when Open Promotion begins, not before. These events are to provide program information and/or conduct player evaluations. Evaluations are intended to assess a player’s level of play but should not be used to assign players to a specific team for the program year. Youth academies are vehicles of player development for U8 to U10 players. The characteristics of youth academies focus on pool rostering of players with flexible game day play. Use of the pool roster concept is highly recommended.

Clubs are expected to be committed to the concept of player development in an academy environment and should be clear that the young players within their academy are those who desire to learn and play at a higher level. Parent education is essential to academy programming. It is the club’s responsibility to educate parents about the goals, benefits and expectations of a WYSA Youth Academy. Soccer academies are to be used for training not recruiting.

### Player Registration

Registration of youth academy players may begin April 15. A completed registration constitutes an obligation to the club for a seasonal year. Once a player has registered, a transfer request is required for movement to another club.