The Evolution of Youth Academy Programs
2001-2013
SECTION I

GERMAN FOOTBALL FEDERATION
Deutscher Fussball Bund

Report: Dave Chesler, US Soccer Director of Coaching Development November 2013
Technical Director Course
International Academy Case Study

DFB - HEADQUARTERS

1. Talent Identification
2. Talent Development
3. Academy Certification
4. Competition Structure
5. Coaching Development

MON. 14-OCT.

Report: Dave Chesler, US Soccer Director of Coaching Development November 2013
DFB Academies - a progression of change...

FAILURE
EURO 2000
- Did not advance past the Group Stage

CREATION
LEAGUE ASSOCIATION
(36 Clubs)
Bundesliga 1
Bundesliga 2

EVOLUTION-CHANGE
- 400 Centers for Talent
- 1,000 Mini-pitches
- U19 Bundesliga
- U17 Bundesliga
- U12 Competency Centers
- Elite FB Schools (29)
- Primary School Program
  (20k FB Teachers)
- Training Centers
  (14-17 years old)

2000
2001
...2011
2013...

DFB- Academies
Milestones
DFB FACTS: The Academy System - 10 year Time-Line
DFB FACTS: The Scale and Structure of the Federation

A structure similar to the US...

5 Regions
21 State Associations
2.5 million Players
70,000 Coaches

5 Regional Associations
21 State Associations
25,726 Clubs
180,000 Teams
2.5 Mio Active Players
70,000 Coaches
78,000 Referees
1.5 Mio. Games / Season (Championship)
6.6 Mio. Club Members

TAKE-AWAY #1: AN INVESTMENT IN YOUTH DEVELOPMENT

✓ A record of progressive increases in Academy financial investments.

FOR EXAMPLE:
One of the more modest Academy Programs...

BUDGET ALLOCATION - 2013

50.0m €

4.2m €

Gen. Budget

Academy

REPORT:
Dave Chesler, US Soccer Director of Coaching Development
November 2013
TAKE-AWAY #2: A FOCUS ON YOUTH TALENT DEVELOPMENT

✓ Provide single age-group programs in every Academy.

<table>
<thead>
<tr>
<th>Youth players</th>
<th>at the academies of the 36 professional clubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010/2011</td>
<td>Teams</td>
</tr>
<tr>
<td>U23</td>
<td>35</td>
</tr>
<tr>
<td>U19/18</td>
<td>39</td>
</tr>
<tr>
<td>U17</td>
<td>35</td>
</tr>
<tr>
<td>U16</td>
<td>33</td>
</tr>
<tr>
<td>U15</td>
<td>35</td>
</tr>
<tr>
<td>U14</td>
<td>35</td>
</tr>
<tr>
<td>U13</td>
<td>35</td>
</tr>
<tr>
<td>U12</td>
<td>35</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>282</strong></td>
</tr>
</tbody>
</table>

✓ Academies are REQUIRED to provide the full spectrum of single age group programs. (U12-U19)

✓ Each Academy has an internal, well-defined elite player development plan.

✓ Support Programs for Academic success and Social development increase the retention and enhance the development of the players.

✓ The academy collaborates with the local school to align schedules, provide mutual support and mutual programs. (Example: The DFB trains physical education teachers to teach age-appropriate football skills and concepts.)

SOURCE: Academy Report of 10 Years (Bundesliga-DFB)

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TAKE-AWAY #3: QUALITY CONTROL, STANDARDS & CERTIFICATION

✓ Every 3 years an on-site, comprehensive assessment is performed.
✓ This assessment is executed by a 3rd party firm - Double-Pass
✓ Financial awards are made based on a 1, 2 or 3 Star rating system.

SOURCE: Academy Report of 10 Years (Bundesliga-DFB)
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TAKE-AWAY #4: A PATHWAY FROM ACADEMY TO NATIONAL TEAM.

✓ A high % of Academy players progress to the National Teams.
✓ A steady 11 year increase in home-grown, elite talent.

SOURCE: Academy Report of 10 Years (Bundesliga-DFB)

✓ A conscious commitment to identify and develop youth talent from within the country.
✓ Coherent identification and development process between Clubs, Regions, Academies and National Teams.
✓ A structured system of development...Competency Centers, Center of Excellence each with specific content and objectives.
TAKE-AWAY #5: ATHLETE “DUAL” EDUCATION

✓ Holistic youth development is an academy core value.
✓ Football development + Personal development.

Educational qualifications Types of school attended by players from the academies (%)

Study: 'Integration through professional football' (EBS, Faculties of Economics and Law)

✓ A Pedagogical Team of Tutors and Teachers are employed on-site at each Academy.
✓ Partnerships are formed with schools in the vicinity of each Academy.
✓ The DFB has trained and placed football teachers at many of the primary schools throughout Germany.
✓ Academy Certification includes academic success components.

SOURCE: Academy Report of 10 Years (Bundesliga-DFB)

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TAKE-AWAY #6: COACHING DEVELOPMENT IS A PRIORITY

- Compliance is a component of the Academy Certification process.

The DFB increased the frequency of “B” level courses to facilitate compliance with licensing standards.

The minimum standard for an Academy Coach (Trainer) is a “B” License.

Most Academies have exceeded the minimum licensing standards. (bottom graphic)

Most Academies implement advanced, supplemental, continuous coach development programs.

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SOURCE: Academy Report of 10 Years (Bundesliga-DFB)

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SECTION II

SC FREIBURG
Youth Academy
SC FREIBURG

1. Fussballschule Overview
2. Programs - Talent I.D.
3. TRAINING U14 + U15
4. TRAINING U13
5. TRAINING U12

TUE. 15 OCT.
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DEMOGRAPHICS- CLUB COOPERATIVES

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SC Freiburg is a relatively small Academy of 3,500 youth teams within its cooperative Club system—this may be put into perspective by comparison with nearby Stuttgart with 9,000 teams and 165,000 junior players within its system.

SC Freiburg is focused on developing players with a very cohesive technical philosophy and very efficient use of modest resources.
FACILITIES-PHYSICAL SETTING

(2001) **12m €** investment to create the Freiburg Football School.

- U23 Reserve Team / U19 Stadium
- 2 Grass Fields
- 1 Artificial Turf Field
- Residential facilities for 19 players.
- Integrated Sports Hall (Offices/Tutors/Locker-rooms)
- Soccer-court, Beach-volleyball, Basketball Court
- Weight Room and Physiotherapy
- Sauna
- Bus Pool (5 busses)
- Indoor Futsal Court
ACADEMY TARGETS

GUARANTEE STATUS OF 1st TEAM
Maintain 1st team status in DFB Bundesliga.

IDENTITY = “TALENT PROMOTION” ACADEMY
A trademark for promoting individual youth players.

CONSISTENT FOCUS
Highly qualified, focused and responsible youth development.
PHILOSOPHY

SCHOOL ("Schule")
Academic progress is a Core Value
2 Pedagogic for 13 Residents

THE PLAYER ("Spieler")
Leaders in promotion of individual youth players.

THE CHILD ("Kind")
Place high value on connections with home, family and friends.

“All in All”
### STAFF EFFICIENCY - DUAL ROLES

<table>
<thead>
<tr>
<th>Person</th>
<th>Position FFS</th>
<th>Position first team</th>
<th>Working for the club since</th>
<th>Hometown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lars Voßler</td>
<td>Coach 2005 - 2012</td>
<td>Assistant coach since 2012</td>
<td>2005</td>
<td>Emmendingen</td>
</tr>
<tr>
<td>Patrick Baier</td>
<td>Coach 2001 - 2009</td>
<td>Assistant Coach since 2009</td>
<td>1999</td>
<td>Freiburg</td>
</tr>
<tr>
<td>Simon Ickert</td>
<td>Athletics trainer 2001 - 2011</td>
<td>Athletics trainer since 2007</td>
<td>2001</td>
<td>Bad Krozingen</td>
</tr>
<tr>
<td>Klemens Hartenbach</td>
<td>Head of Scouting seit 2001</td>
<td>Head of Scouting since 2007</td>
<td>1999</td>
<td>Gottenheim</td>
</tr>
<tr>
<td>Jochen Saier</td>
<td>Academy director since 2003</td>
<td>Sports director since 2013</td>
<td>2003</td>
<td>Offenburg</td>
</tr>
<tr>
<td>Stefanie von Mertens</td>
<td>Pedagogical team since 2001</td>
<td>German teacher since 1997</td>
<td>1997</td>
<td>Tuttlingen</td>
</tr>
</tbody>
</table>
Freiburg utilizes one full time coach for each age group. Most Academies have multiple full time trainers per team.

Freiburg staff take pride in doing more with less. This is evident in the care and quality of fields, the temperament and cooperation of 4 teams sharing one field simultaneously and the consistent message of all staff that we encountered.
FORM 1: Technical Passing Exercise
Coordinated ball and player movement.