

From: Eastside FC communications+eastsidefc.org@ccsend.com
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To: Wendy Alston wendy@alston-family.com

EF



Dear EFC members,

Last week I was preaching about how players need to enjoy themselves and have fun. The HS age boys tryouts started Tuesday night and the numbers were inspiring, highlighted by the B04/05 session which had well over 100 players in attendance! For a number of them, this is their final year in youth soccer. It made me feel proud that we are doing a lot of good things at the club when so many show up, wanting to play and still having fun. Are we perfect? No. But we have always maintained the mentality to keep pushing, evaluating everything and keep moving forward. If we didn't, we would not evolve or improve and would be passed up. This doesn't mean that we forsake all our values just to win a championship, but what it means is that we can never think that the job is done... because it is never done. That's the message we give the players on a daily basis and it's the message we ourselves can never abandon.

On behalf of the staff, thank you to the HS age boys, and the rest of the players in the club, who keep us on our toes and inspire us to work on this every day!

Thank you!



Chance Fry
Executive Director
Eastside FC



**There's still spots left at the
Mid-winter Break Camp!**

Feb. 21-24 for players U6-U14
9am-12pm @ Preston Fields

More info & register here: EastsideFC.org.

Game Film For Development

From time to time, we'll use this newsletter to share 'behind the scenes. For instance, did you know that there is a club-wide strategy to capture game film and use it to enhance the development of our players, teams, and coaches? And...is headed up by Randy Hanson, who has done video work and analysis for the U.S. Women's National Team at the World Cup?! It's all true and we're in the process of rolling out this strategy across the teams.

The strategy is tailored to fit each team's age group priorities, budgets, and goals. We're working towards the most efficient and effective ways to capture, review and share game footage for each age group. That could mean using personal cameras, the film towers at each field, and YouTube to using camera systems and their platforms that utilize artificial intelligence, like Trace. It's worthy to note that most teams are already filming games and the intent is to not disrupt any approach that is working for a particular team. Learn more in our Q&A with Randy below.

Who is responsible for the execution (capture/review/share) of their team's game film?

Each coach will be responsible for the execution but undoubtedly will rely on a "film crew" that includes parent/sibling volunteers to make it work. The costs are the responsibility of the team. Thank you to those already involved – we couldn't do it without you!

What is the timing of this roll out?

It usually starts at the beginning of the season as part of the teams planning. They could renew what strategies they used the season prior or adjust as their team's needs change. There is also usually time to make a change in approach during the season if needed.

Can you share your thoughts on what approach is best for what age group?

Zone 1 or younger players should start to get used to watching themselves play and can focus on technical aspects of the game. The coach could use film also to develop tactics that are appropriate for the team's age and level.

Zone 2 players could add more advanced individual and team tactics as well as use film for

college recruiting.

What is Trace?

Trace is a camera and system that uses artificial intelligence (machine learning?) to film the game (yes, without a person needed) and capture key team and individual moments during the game. These team and individual player "clips" are usually delivered within 24 hours of upload and emailed to the coach and each team member.

Eastside has partnered with Trace for the 2021/22 season.

How does game film help with coach development?

As a coach gets more experience in breaking down film, they become better at analyzing both team and player performances to provide relevant feedback.

We are also in the process of getting the Directors of Coaching (DOC's) access to each team's game footage to help with coach development. Some platforms, like Trace, allow this access currently, and for teams not using Trace, they are creating dedicated YouTube channels to permit the Directors of Coaching to access and analyze their matches.

In closing, as a team's needs change and technologies advance, we will continue to adjust our approach where appropriate to utilize film in the most effective and meaningful way.

If questions, please contact: Randy Hanson, randy.hanson@eastsidefc.org

See you on the field!

Coaches Profiles



Alex Silva



Cary Pruitt

Upcoming Programming:

- School Holiday Camps (NEW! Sessions added for U6-U14)
 - **Mid-Winter Break Camp** – Feb 21st – Feb 24th
 - Spring Break Camp – April 1st – April 4th

▼ **Spring Break Camp** – Apr 11 – 14

- **Goal Keeping Sessions for Zone 1** (2010-2013). FREE for EFC players. Next Session on Friday, February 18th
- **Friday Technical Academy** – next session starts on Feb 25th

WANTED: EFC UNIFORMS:

If you are done playing, graduating or simply need extra closet space, we could really use your EFC uniform. There are various needs to repurpose your EFC kit. Please contact us at info@eastsidefc.org and we will make sure your available gear goes to good use.

Help Wanted:

- Have ideas for marketing or social media? We want to hear them!
- Experience with Constant Contact? If so, we'd love to talk with you!
- Please connect with wendy.alston@eastsidefc.org



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[Unsubscribe wendy@alston-family.com](mailto:wendy@alston-family.com)

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