

DEVELOPMENT ACADEMY REPORT:

CELEBRATING 10 YEARS
OF DEVELOPING THE NEXT
GENERATION OF PLAYERS

OCTOBER 2017





CONTENTS

Letter of Introduction from U.S. Soccer CEO, Dan Flynn	2-3
A Look Back: Transforming the Youth Landscape	4-5
The Development Academy Today	6-7
Making an Impact on the National Level	8-9
Kicking Off the Girls' Development Academy	10-11
Supporting the Future: The Scholarship Program	12-13
Academy Events & National Engagement	14-15
About U.S. Soccer	16-17

WE NEED CONTINUED SUPPORT TO ACHIEVE OUR GOAL OF DEVELOPING WORLD-CLASS PLAYERS.



TO OUR SOCCER COMMUNITY

Ten years ago, after extensive research and thousands of collective work hours, U.S. Soccer launched a plan to revolutionize player development in the United States. In 2007, the Development Academy kicked off and transformed the youth soccer landscape.

We have seen the program grow from 2,500 boys players to nearly 11,000, representing the most talented players in America. With the introduction of the Girls' Development Academy in 2017-18, the total number of Academy players has swelled to 17,000.

We've expanded from two boys' age groups to six. We've reached down to impact younger players at this critical time in their development, forming a U-12 program.

Together, we've produced professionals and National Team players. More importantly, we have developed a standard for players and clubs in the United States.

Most importantly, I want to say thank you. The Development Academy we see today is the product of remarkable hard work and dedication of so many people in the soccer community. Coaches, referees, administrators, parents, volunteers, donors and sponsors: your tremendous contributions make this possible everyday. We need that continued support to achieve our goal of developing world-class players. As we look forward, we have the opportunity to do just that.

- The Girls' Development Academy has launched with all the benefits of a decade of lessons learned
- The new High Performance Department will ensure our players experience the best and most innovative sports science in their elite training environments
- We are expanding our relationship with double pass to broaden the critical review of the Development Academy and its member Clubs
- A rapidly expanding network of technical staff, scouts and coaches will help identify the next generation of players and continue to support our Clubs

You are witness to an incredible time in our nation's sporting history. Few things represent the evolution, professionalization and power of soccer in America more than the creation and rise of the U.S. Soccer Development Academy.

I'm pleased to share this report, which highlights and celebrates those achievements.

Dan Flynn

Chief Executive Officer | U.S. Soccer

A LOOK BACK: TRANSFORMING THE YOUTH LANDSCAPE

The U.S. Soccer Development Academy launched ten years ago with a core set of founding principles designed to develop world-class American soccer players.

At the time, there was a range of disparate playing options, tournaments and leagues for talented players. The new Development Academy in 2007 clarified the pathway to Youth National Teams and infused a player-centric mentality – prioritizing individual development – into the everyday training environment.

The Academy was born from a careful evaluation of the player development landscape in the United States, as well as a comprehensive review of the best youth structures around the world. This study laid the groundwork for the Academy’s revolutionary founding philosophies.

1. INCREASED TRAINING

More high-quality training sessions (three to four times per week, depending on age groups) would accelerate player development.

2. FEWER TOTAL GAMES

Inverting the training-to-game ratio (from over 100 games to 30 during the extended 10-month season), would allow for more training time, increased touches on the ball, and healthy rest and recovery for young players.

3. MORE MEANINGFUL GAMES USING INTERNATIONAL STANDARDS OF COMPETITION

Challenging players against other elite teams – in environments mirroring those on the international stage – would replace meaningless tournament trophies with thoughtful strategy and long-term individual development.

4. MOVING AWAY FROM THE PAY-TO-PLAY MODEL

The U.S. Soccer Development Academy Scholarship Program would ensure talented players were on the field, and not held back by economic barriers.

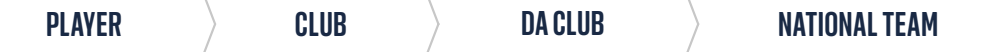
Ten years ago, 64 Clubs kicked off the inaugural season based on these founding principles. Today, nearly 200 Clubs reflect these core philosophies that embody the U.S. Soccer Development Academy.



OLD PLAYER PATHWAY



CURRENT PLAYER PATHWAY



DEVELOPMENT ACADEMY MISSION:
THE U.S. SOCCER DEVELOPMENT ACADEMY
IMPACTS EVERYDAY CLUB ENVIRONMENTS TO
DEVELOP WORLD-CLASS PLAYERS.

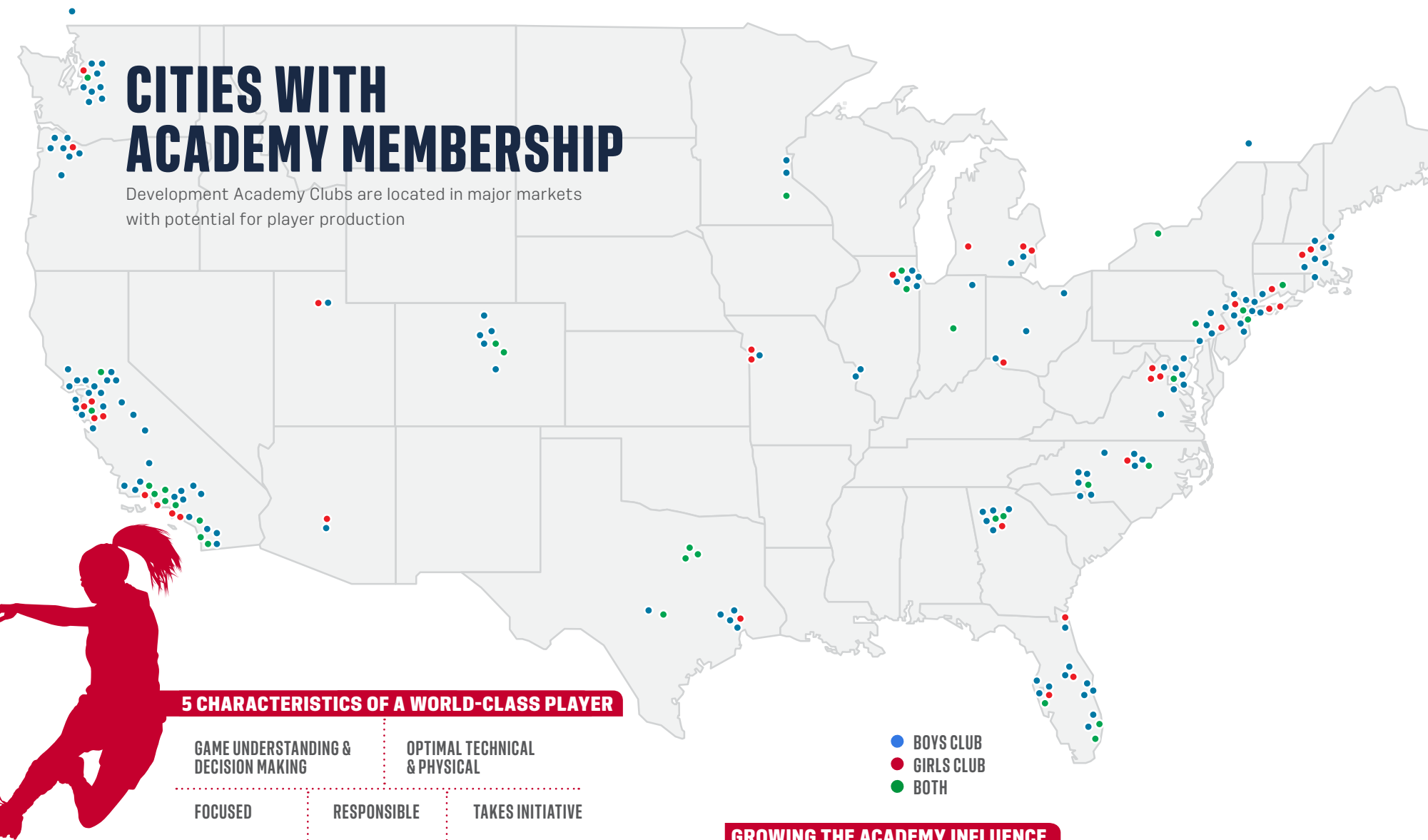
THE DEVELOPMENT ACADEMY TODAY

In 2007, U.S. Soccer established the Development Academy. Its success is rooted in its focus: individual player development and creating the most optimal, age-appropriate development environment.

Clubs are expected to develop and implement their own Club philosophies with a holistic approach to development: respect, lifestyle and personal responsibility.

AMONG OTHER REQUIREMENTS, TO BE A MEMBER OF THE DEVELOPMENT ACADEMY, A CLUB MUST:

- Fully embrace the Development Academy mission and philosophy
- Meet minimum training requirements (three to four training sessions per week, depending on age group)
- Meet minimum standards for coaching certification (B License or higher for coaches, A license for Directors)
- Provide financial support to players to begin removing pay-to-play barriers



5 CHARACTERISTICS OF A WORLD-CLASS PLAYER

GAME UNDERSTANDING & DECISION MAKING	OPTIMAL TECHNICAL & PHYSICAL
FOCUSED	RESPONSIBLE
	TAKES INITIATIVE

GROWING THE ACADEMY INFLUENCE

MEETING INTERNATIONAL STANDARDS

In 2015, the Academy embarked on a review of individual clubs, led by the Belgium consultancy firm double pass. Clubs and U.S. Soccer are analyzing the results and working together to systematically address the identified gaps to build better playing environments and achieve international standards to develop world-class players.



PLAYER SAFETY

Recognize to Recover presented by Thorne is U.S. Soccer's platform to promote safe play and reduce injuries for soccer players of all ages. The first-of-its-kind program was developed with the help of medical experts to provide coaches, players, parents and referees with information, guidance and additional educational materials. More information can be found at recognizetorecover.org



BY THE NUMBERS

198 UNIQUE CLUBS 900 TEAMS 17,976 TOTAL PLAYERS 1,003 REGISTERED ACADEMY COACHES WITH AN A OR B LICENSE 10 MONTH SEASON (SEPT. TO JULY) 25-30 REGULAR SEASON GAMES PER TEAM

AGE GROUPS (2017-18) | BOYS: U-12, U-13, U-14, U-15, U-16/17, U-18/19 | NEW GIRLS: U-14, U-15, U-16/17, U-18/19 | 69 INAUGURAL GIRLS' ACADEMY CLUBS

MAKING AN IMPACT ON THE NATIONAL LEVEL

Today, we are seeing the tremendous impact and potential the Academy has on the international stage.

As we continue to grow the Academy, U.S. Soccer is committed to creating the best every-day environments for our talented players ensuring a direct and clear player pathway, and opportunities for players to be seen and thrive.

U.S. MEN'S NATIONAL TEAM

24
DA players with an MNT Cap

267
Total Senior Team Caps
(Leader: Yedlin, 46)

35
Total goals



Christian Pulisic

DeAndre Yedlin

Jordan Morris

We've added Technical Advisors, introduced elite performance indicators and sports science, established a new Talent Identification department, expanded game analysis and streaming programs, and are investing in new technology to manage the depth of our talent pools.

HIGH PERFORMANCE STRATEGY

U.S. Soccer has launched a new High Performance Department to lead strategy and initiatives that will enhance elite athletic performance and improve the development of younger players. This department will, among other things, focus on nutrition, wearable-technology and GPS tracking, biobanding, sleep education, game analysis and more.

TALENT IDENTIFICATION

In 2017, U.S. Soccer restructured its talent identification process to improve scouting at all levels. Today, a Talent ID Director and 21 Technical Advisors oversee more than 180 part-time scouts working across the country to observe and report on thousands of Academy games and other events. With the operational support of a full administrative team, this network is responsible for identifying and assessing players (age 12-20) based on established criteria and to expand and improve the player pool for our Youth National Teams.

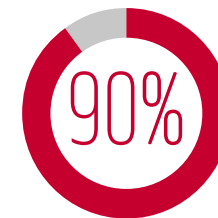
The group of TAs also executes U.S. Soccer Training Centers regularly in their markets, selecting and inviting players to train and play together under their direct guidance, for close monitoring and assessment.

The U.S. MNT starting XI for the 2018 FIFA World Cup Qualifier against Mexico at Azteca included four Development Academy alumni: **DeAndre Yedlin** (Crossfire FC Premier), **Christian Pulisic** (PA Classics), **Paul Arriola** (Arsenal FC), and **Kellyn Acosta** (FC Dallas).



ACADEMY PRODUCTS BY THE NUMBERS

U.S. YOUTH NATIONAL TEAM



1,213
Total DA products called in for YNT camps

Of current YNT call-ups are DA products

MAJOR LEAGUE SOCCER (2017 YTD)

212
DA products currently on an MLS roster

83
Goals

110
With an MLS appearance

97
Assists

1,491
MLS Games played

+96k
Minutes played

SINCE 2015,
every Men's National Team starting XI has included at least one Development Academy alum.

KICKING OFF THE GIRLS' DEVELOPMENT ACADEMY

U.S. Soccer is a global leader in the women's game.

The U.S. Women's National Team is the most successful team in the history of the sport, having won three Women's World Cups and four Olympic gold medals. The National Women's Soccer League (NWSL) is in its fifth season and celebrating more commercial support than ever before.

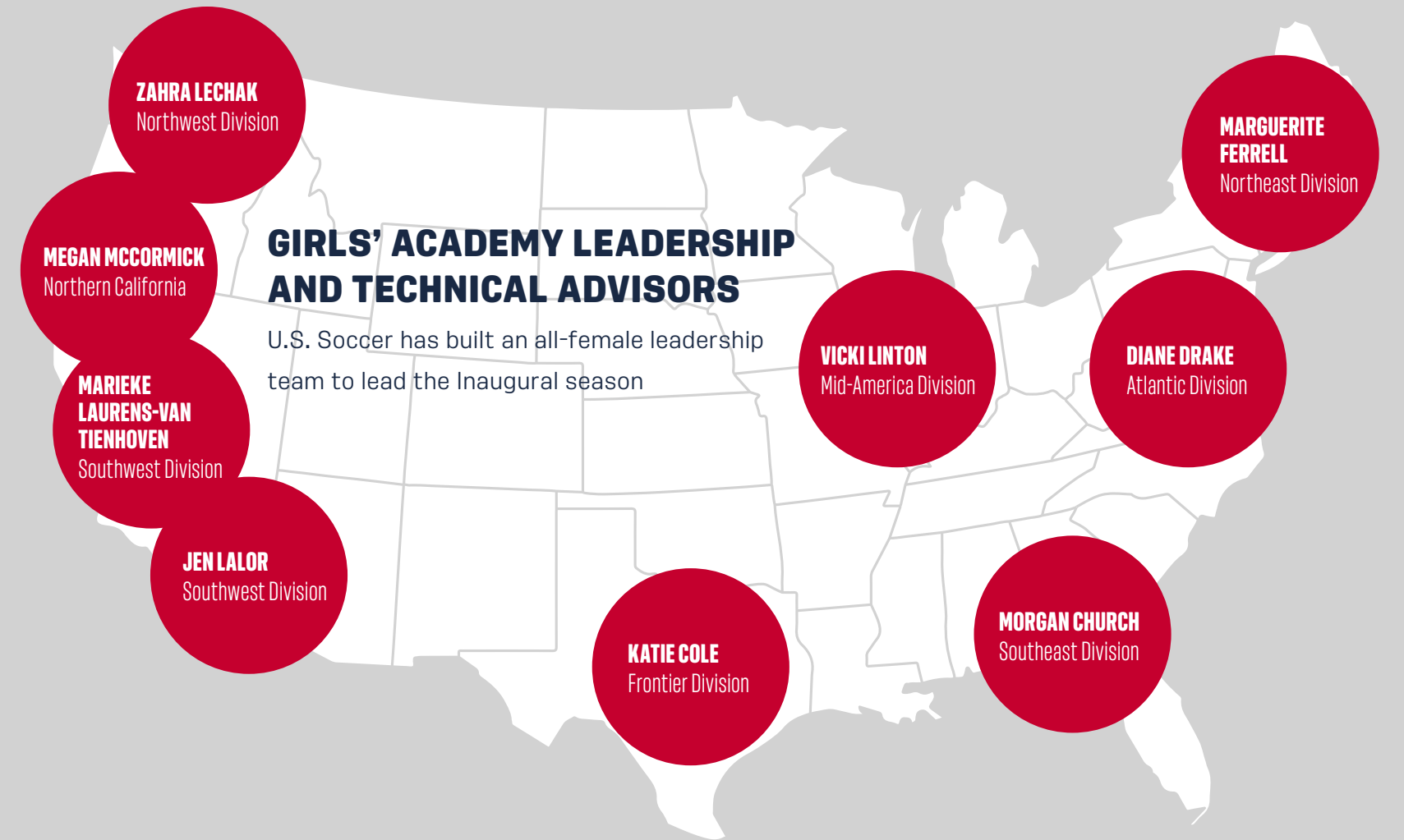
The Girls' Development Academy is part of the Federation's commitment to women's soccer and creates a long-term plan to improve player and coach development in the increasingly competitive international environment.

After 10 years of success in the Boys' Development Academy, U.S. Soccer launched the Girls' Development Academy using the same player-centered model. As we have on the Boys' side, we will continue to grow the number of Clubs and improve the quality of play in this elite system over time.

In this way, we can continue to set the standard for world-class players in the women's game.



Teammates from Sky Blue-PDA celebrate the first-ever Girls' Development Academy goal.



WHAT MAKES A GIRLS' ACADEMY CLUB?

- Leadership of the club and quality of the coaching staff
- Desire to embrace and promote the core values of the program
- Level of U.S. Soccer licenses for coaching staff
- Market with player depth, geographic location, proximity to other elite clubs
- Infrastructure of the club and the resources currently invested in development (facilities, scholarships, staff to player ratio, etc.)
- History of player production for youth National Teams, the Women's National Team, and professional leagues

SUPPORTING THE FUTURE

The Development Academy Scholarship Program is helping to produce world-class players.

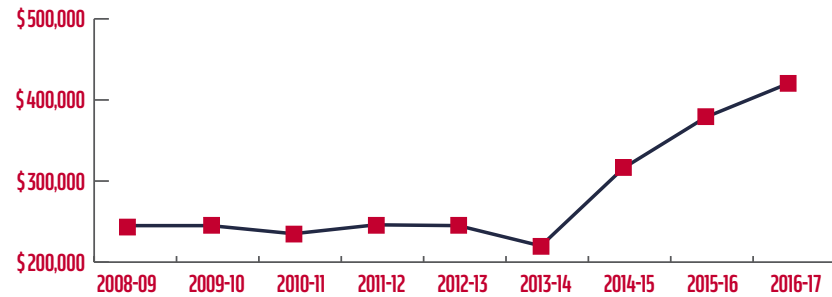
Great talent comes from all areas and backgrounds. Through the Development Academy, U.S. Soccer is committed to breaking down economic barriers and eroding the pay-to-play model at the highest level of elite youth soccer.

Since 2008, the U.S. Soccer Development Academy Scholarship Program has contributed more than \$2.5 million in financial aid to 1,800 of our nation's most talented young players, enabling them to access the elite training, coaching and competition they need to improve and succeed.

Today, the U.S. Soccer Scholarship Program is funded by passionate donors and elite Circle members through the U.S. Soccer Development Fund. U.S. Soccer is a 501(c)(3) nonprofit organization, and these supporters' generous donations help cover the high cost of travel and competition over the rigorous 10-month season. Learn more at developmentfund.ussoccer.com.

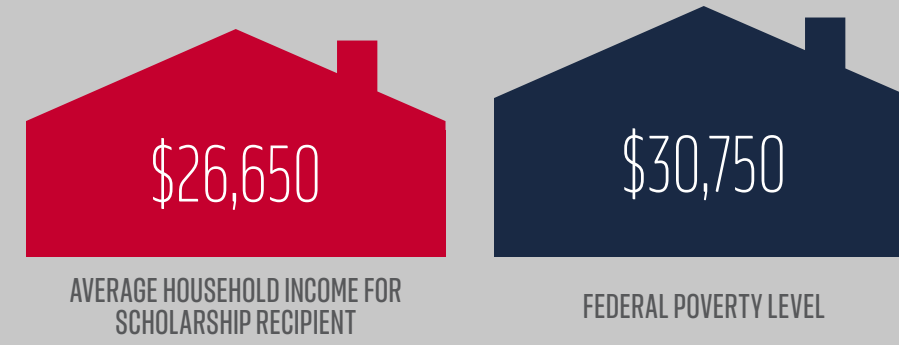
70% of Scholarship Recipients report that they would not be able to play without this important support from donors.

SCHOLARSHIP FUNDING OVER TIME
\$2.5 million has been invested since the program began and we are investing more than ever before.



THE TYPICAL SCHOLARSHIP RECIPIENT:

- Lives in a home with four to five other people, not necessarily including his biological parents
- Born in the United States and attends public school
- Receives free or reduced school lunches (65% of 2016-17 season survey respondents)
- Approximately 1-in-12 Scholarship Families are on food stamps
- Lives below the Federal Poverty Level for a family of four



SCHOLARSHIP PROCESS

The Scholarship Program application mirrors a college financial aid application, and includes biographical information, income and financial information (IRS documentation), and supporting materials, such as letters of reference and personal statements. U.S. Soccer distributes the funds directly to the Club in two parts: 50% mid-season and 50% upon the participants' successful completion of the program in June.

To be eligible, players must:

1. Demonstrate financial need
2. Be a citizen (or eligible non-citizen) of the United States with a valid Social Security Number
3. Participate as a full-time player in good standing on an active DA team



YOU MAKE IT POSSIBLE



BY THE NUMBERS (2016-17 SEASON)

\$420,400 TOTAL SCHOLARSHIP FUNDING AWARDS

\$1,285 AVG. SCHOLARSHIP AWARD

662 APPLICANTS



20 SCHOLARSHIP RECIPIENT YNT CALL-UPS (8 UNIQUE PLAYERS)

321 ACCEPTED



ACADEMY EVENTS & NATIONAL ENGAGEMENT

As the Academy network continues to grow, its national impact can be felt through world-class events, best-in-class social engagement and premier partners.

The Academy hosts events throughout the year including major showcases, winter and summer, and the Academy Playoffs and Championships. We've worked to live-stream games from these important events for greater access to these elite youth competitions.

CORPORATE PARTNERS:



2016-17 SOCIAL MEDIA

TWITTER		34k	TWITTER FOLLOWERS	20m	TWITTER IMPRESSIONS
FACEBOOK		30k	FACEBOOK LIKES	1m	FACEBOOK IMPRESSIONS
INSTAGRAM		42k	INSTAGRAM FOLLOWERS	32k	INSTAGRAM IMPRESSIONS

BY THE NUMBERS

BOYS' WINTER SHOWCASE - DECEMBER 2016 PREMIER SPORTS CAMPUS (LAKEWOOD RANCH, FL)

20k	219	146
Spectators	Games	Teams
12k	403	1.3 m
Viewers on Youtube	U.S. Soccer, college & professional scouts	Facebook Live viewers

BOYS' SUMMER SHOWCASE & PLAYOFFS - JULY 2017 GRAND PARK (WESTFIELD, IN)

633	262
Total games	Teams
12.6m	6,530
Facebook Live viewers	Players



ACADEMY CHAMPIONSHIPS

ABOUT U.S. SOCCER

U.S. Soccer is a 501(c)(3) nonprofit. Headquartered in Chicago, its mission is to make soccer the preeminent sport in the United States.

U.S. Soccer has grown tremendously in the past 30 years. Today, more people play, coach and watch soccer in the United States than ever before.

We know we have challenges ahead. The road is long and there are no turnkey solutions. But together, we are building the bold, strategic programs to develop the beautiful game in the greatest country on earth.

YOU CAN SUPPORT OUR MISSION BY DONATING TO THE U.S. SOCCER DEVELOPMENT FUND.

Your gift today will help develop world-class players, more and better coaches, and National Teams that consistently succeed on the international stage. Join us to build a sport and inspire a nation.

ussoccer.com/donate

21

NATIONAL TEAMS

4.3m

REGISTERED PLAYERS

150k

REFEREES

128k

LICENSED COACHES

198

DEVELOPMENT ACADEMY CLUBS

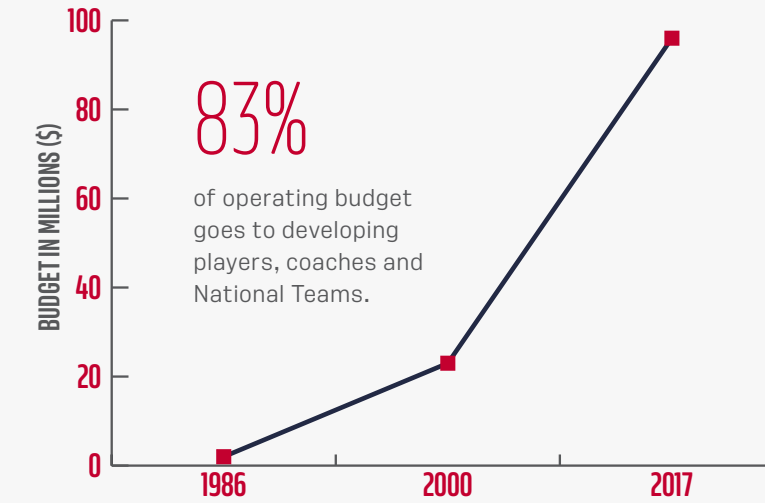
\$0

IN FEDERAL FUNDING

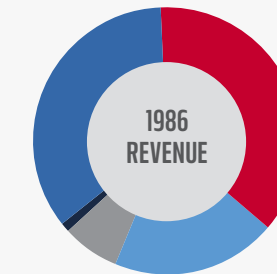


U.S. Soccer Headquarters in Chicago.

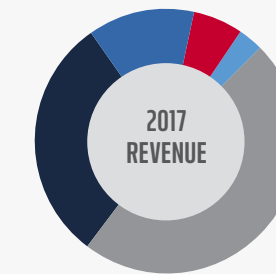
U.S. SOCCER FEDERATION BUDGET: 30 YEARS OF REVENUE GROWTH



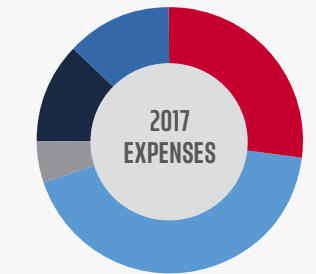
U.S. Soccer's funding and expenses have changed drastically with the growth of the sport over time. Our National Governing Body (NGB) is now a recognizable brand, with strong corporate partnerships and premier events. As a nonprofit, we continue to invest in the players, coaches, and National Teams that inspire our country.



- 37% Registration
- 20% International Games
- 7% Marketing Sponsorship
- 1% Events
- 35% Other



- 6% Registration
- 3% International Games
- 48% Marketing Sponsorship
- 30% Events
- 13% Other



- 27% Player Development
- 43% NT, Int Games
- 5% Marketing Sponsorship
- 13% Coach & Ref Dev
- 12% Other



CELEBRATE 10 YEARS OF THE U.S. SOCCER DEVELOPMENT ACADEMY.

Through the Development Academy, U.S. Soccer is developing world-class players, coaches, referees and the culture of soccer in our country.

We are U.S. Soccer and we are the future of sport in the United States.

Support U.S. Soccer at
developmentfund.ussoccer.com

Contact us at
academy@ussoccer.org | fund@ussoccer.org



U. S. SOCCER
1801 S. PRAIRIE AVE. CHICAGO, IL 60616
USSOCCKERDA.COM
