

Building a High School Soccer Program for Sustained Success



Scott Steinbrook, Kearney High School
Head Boys Soccer Coach



Professional Bio:

- Education:
 - Nebraska-Kearney
 - Bachelors, Masters, Admin
- Kearney High School (Class A)
 - Pop. 35,000 / Enrollment 1,600
 - Teach Business and Finance
 - Head Boys Soccer Coach (24th yr.)
 - Coached basketball for 19 years
 - 11 as asst, 8 as HC.



Why this topic?

- Sustaining success in any sport is very difficult.
- Kearney is a relatively small school, so we have to be intentional and unique about how we do things.
- Everyone defines success differently.
 - Wins/Losses/Championships
 - State Tournament qualifications
 - Number of players in your program
 - Graduation rates / Team GPA.
 - Culture / Relationships



Our Successes



- 100% graduation rate.
- 3.25 or higher overall team GPA for 10+ years.
- 50-75 kids trying out every year.
- Build & Maintain a Positive Team Culture.
- State Tournament Qualifications / 3rd most in Class A history:
 1. Creighton Prep = 29 (enr = 1450; boys only prep school)
 2. Lincoln East = 26 (enr = 2200)
 3. **Kearney = 19 (enr = 1600)**
 4. Millard West = 18 (enr = 2300)
 5. Omaha Westside = 18 (enr = 2100)
 6. Others: Omaha South (2500), Grand Island (2700), LSW (2100)
 - Kearney remains the only non-Metro area team to win a Class A boys State Soccer Championship.

4 Pillars of Soccer Development

- 1. Psychological**
- 2. Physical**
- 3. Technical**
- 4. Tactical**

***Applicable to every level of play.**

****Will briefly discuss each of these as it relates to building our program at Kearney High School.**



Psychological - **Culture, Belief, Communication.**

- Mission Statement (slide 7)
- 4 Core Values (slide 8)
- **Belief** in our preparation, system, style, and each other
- Open & honest **communication**
 - Roster placement, roles, changing roles, future plans, parents.
- Resources:
 - 3D Coaching
 - Proactive Coaching
 - Inside Out Coaching



Mission of KHS Boys Soccer:

As players and coaches, our mission is to use this opportunity with KHS soccer to teach and learn life-long lessons, compete to the best of our abilities on the field, encourage each other to make good choices, and develop our next generation of servant leaders. Our success as a team will be measured by the EFFORT our team puts forth and the lasting RELATIONSHIPS that are developed.



KHS Boys Soccer Core Values (“ACES”):

- *Display a positive ATTITUDE in everything we do.*
- *Display great moral CHARACTER in everything we do.*
- *Give your best EFFORT in everything we do.*
- *Take advantage of opportunities presented to SERVE others.*





Physical:

1. Jan - Feb = pre-season conditioning (build)
 - Credit: Asst. Coach Brady Roeder. ('09 KHS grad)
2. March - May = in-season conditioning (maintain)
 - Rarely/Never do pure conditioning drills after 2nd week of March (unless it's punitive).
3. June - July = summer strength & conditioning (build)
 - Weight room and “drafted” summer teams/contest.
4. Aug - Dec = most play other sports and/or take a weights class in school. (this is a school-wide culture for us)

Technical:

- **50+% of our games we may be the inferior team technically.**
 - **2023 Season = 13 Wins - 4 Losses. Average Poss % was 47%. Goal differential was +23.**
- **Club partnership to help develop our players. (HUGE!)**
 - **Former players, local soccer talent, UNK, other clubs.**
- **Devote practice time to skill development.**
 - **See sample practice doc (generic outline).**
 - **2 of our Favorite drills: 4 v 4 Connect / Rondo in-system.**
- **Strategic placement of most technical players in our system (“the spine”).**

Tactical:

- **Play (and train) a system your players believe in.**
 - **For us it's been 4-2-3-1 the past 7 years.**
 - **See next slide (12).**
 - **Dummy system training.**
 - **Drills that train your system (Rondo in System, 5 v 2 transition, 4 v 1 transition).**
- **Meaningful classroom sessions (HUDL + Assist)**
- **Set piece emphasis. (nobody reps this more than us).**
- **In-game goals (slide 13)**



Discussion: System & Style

- **System = 4-2-3-1**
 - Strong spine (GK, CB's, DM's, AM, Target Forward)
 - Big, strong ball winners as CB's and at least 1 DM.
 - Flank players = 1 v 1 defending / 1 v 1 attacking
 - AM = the straw that stirs the drink
- **Style:**
 - Organize
 - Defend
 - Counter
 - Press
 - Possession with a purpose / Break line(s)
 - First ball forward / Find most forward option (diamonds > triangles)
- **Set Piece Importance (attacking and defending):**
 - Corners, Free kicks, Long throws, PK's



Goals: BEARCAT SOCCER

GOALS																		
Win the Game																		
Score 1st		NO				NO												
Score 3 or more goals		0			1	2		2						2				
Score a set piece goal		0		0	0				0			0						
10 Shots on Target			7		7	3	8	9	5			7		5	8		9	
Shutout						2	1				1						2	
No set piece goals against						1											1	
No goals off our own mistakes						2	1										1	
Commit Fewer Fouls			12-1					9-5				6-1	14-5-1					
No Unnecessary Cards					1YC										1YC		2YC	
Did we impose our identity in the game?		NO			NO		NO		NO							NO		NO

Our Calendar:

- **High School + Club Partnership:**
 - Multi-sport philosophy (this is getting harder!)
 - Fall Club season = Aug-Oct
 - Winter Indoor session 1 = Nov-Dec
 - Winter Indoor session 2 = Jan-Feb
 - Pre-season conditioning / open gym = Jan-Feb
 - Tryouts = 1st week of March
 - Spring Season = March – May
 - Spring/Summer Club Season = May-June
 - Summer Program: camp, weights, speed/agility, open field.



What makes our program unique?:

- Coaching / Relationship building philosophy
- Parent Communication – email, Team App
- Multisport / Activity participation
- Community service through soccer:
 - Dream Big Foundation
 - TOPSoccer
 - Kicks for a Cure
- Technology:
 - HUDL, Techne Futbol, social media, Striv
- Retro Jersey Day
- Rivalry/Trophy Games
- Gear, scarves, branding, yearbooks
- Summer Challenge
- Same treatment as FB & BB.....YOU must advocate for your program.



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