



NY State West Youth Soccer Assoc.  
11397 LPGA Drive  
Corning, NY 14830  
Phone: (607) 962-9923

### **Player Recruitment Best Practices**

New York State West Youth Soccer Association (NYSWYSA) advocates that the personal recruitment of youth players, regardless of the player's age or competition level shall be conducted primarily with consideration for the best interests and safety of the individual player. For purposes of this document, personal recruitment shall be defined as any contact made by any means that is directed toward a specific player or parent for the purpose of recruiting a specific player.

Secondarily, NYSWYSA acknowledges that personal recruitment is one of various acceptable means to facilitate participation in NYSWYSA members' respective youth soccer programs. For purposes of this document, the term "soccer program" shall be inclusive of any member program or service, including clubs, leagues, academies or any other soccer programs.

Third, NYSWYSA acknowledges that each of its members' soccer programs, including NYSWYSA's own programs, have a right to advertise their respective services in any way that is legal, ethical, and professional. NYSWYSA member organizations have an obligation to accept that it is within any program's right to market their services.

Out of consideration for players' best interests and safety, and to facilitate professional courtesy and decorum amongst NYSWYSA members, we strongly recommend that all representatives of NYSWYSA member soccer programs follow the following best practices when engaging in personal recruitment of players and their parents. Please note, however, that NYSWYSA does not have enforceable jurisdiction over these best practices provided that a soccer program is employing solicitation means that are legally within their rights.

#### **Acceptable times to Contact Players**

- It is a recommended professional courtesy to initiate contact with players for the purpose of personal recruitment only during times between their seasonal commitment to another team. This is typically between approximately August 1 and September 30 each year.
- During regular season play, if a player or his/her parent initiates contact with a soccer program representative, the program representative should ask if the player is committed to another team and/or club. If so, then the player should be asked to inform their current team/club that they may have interest in trying out for another club at the end of the season.
  - o Note: Inviting a player to attend training sessions as a guest while the player is committed to a team/club is not advisable.



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### Contact Initiated by a soccer program representative with a Player and/or Parent

- Contact via phone, email, social media, or means other than in person.
  - o Direct contact with a youth player of any age should never be initiated by these means, especially without the express permission of the player's parents or legal guardians.
- In-person contact with a player at a practice or game site, or any other site.
  - o Before speaking with a player the soccer program representative should request the permission of the player's parent, if present, or his/her soccer coach.
    - For the safety of the player, it is recommended that the parent or soccer coach be present during the conversation.
- In-person contact with a parent at a practice or game site.
  - o The individual(s) making contact should
    - Introduce themselves, stating their name, the organization they represent, and the purpose for making contact.
    - Ask the parent if they have any questions about the program representative's organization and programming. If the parent says no, the program representative should end the conversation and walk away.

### Contact Initiated by the Player or Parent with a Soccer Program Representative

- When contact is initiated by the player or parent the soccer program representative is welcome to engage the player and/or parent but should follow the recommended engagement and safety practices specified above.

While it may be technically legal to do so, soccer programs should not distribute their advertising materials at game or practice sites unless they have prior permission to do so from the event organizers and/or from the appropriate governing league's official designate.