



**INTERNATIONAL
ACADEMY
EL PASO**

PARENT HANDBOOK

January 2026



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BVBIA PARENT HANDBOOK

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WHO WE ARE

At BVBIA - Borderland (El Paso) (BVBIA - EP), we believe positive relationships are our most valuable asset. We foster strong relationships between coaches, players, and parents, and expect the same strong relationships between coaches and staff. Through clear communication, parents will understand the individual player and team paths, as well as the overall vision and framework for the club's and their individual teams' trajectory. This partnership is dedicated to developing the whole player, encompassing athletic and physical soccer ability, as well as social and emotional well-being. We are committed to ensuring players feel included and safe in all BVBIA - EP environments.

With the player experience as our top priority, we expect parents to be open to and trust the expertise of the professionals BVBIA - EP has entrusted. Furthermore, leadership will provide parent education on both club and coaching philosophies. Our expectations for how we treat each other throughout the club are simple:

**“TREAT OTHERS AS YOU WISH TO BE TREATED” -
THE GOLDEN RULE**



A HOLISTIC APPROACH

“Prepare the child for the road, not the road for the child.” - Native American Proverb.

At BVBIA - EP, we are dedicated to offering a complete experience that promotes a growth mindset in all areas of life, particularly in soccer. As a youth club directly affiliated with our parent professional club, Borussia Dortmund (BVB 09) in Germany, we prioritize the development of the player as both a human and an athlete above the outcome of any match. We believe that continuous improvement is vital, and our players will learn from our vast community leaders, adopting a holistic approach to their development.

Through education, technical training, and tactical understanding, players will develop position versatility, agility, strength, speed, gamesmanship, work ethic, teamwork, and leadership. We understand this level of commitment can be challenging, but we are confident that dedicated players will find this experience rewarding, building positive lifelong habits.

A key part of player ownership is mental development. We foster a winning attitude, emphasizing the value of both victories and defeats. This includes maintaining a positive attitude and a growth mindset during practice. Players are also encouraged to communicate respectfully and confidently with coaches and staff, asking questions and advocating for their needs.

We believe that open communication prepares players for all aspects of life and encourage parents to support their players in this. Should an issue arise, we expect a chain of command to be followed: player to coach, player and parent to coach, and finally, player, parent, and coach to a designated director. Our priority at BVBIA - EP is to ensure children play in a safe environment that meets their needs.

EXPECTATIONS OF COMMITMENT

At BVBIA - EP, we believe in the importance of balancing soccer with school and family life. While we encourage children to explore various activities, commitment to a team sport like soccer is invaluable. Therefore, consistent attendance at practices and games is crucial for team cohesiveness. We understand that occasional absences due to illness or significant family/school commitments are unavoidable. In such cases, please notify the coach beforehand to allow for proper planning.

Commitment Expectations:

- Team training expectations - two days of training per week, all season scheduled games, tournaments (1 - 2 per season)
- Train independently on non training days on technical skills as well as fitness. Additionally, attend club-offered programming as it becomes available.

Beyond consistent attendance, players are expected to demonstrate strong effort and a positive attitude during practices, an expectation shared by both the club and coaches. Commitment to training involves: wearing the BVBIA-approved training kit, shin guards, and cleats; showing respect to all involved; striving for improvement; and enjoying the experience.

Being a coachable athlete, coupled with a positive attitude and strong work ethic, cultivates valuable traits that will benefit them throughout their lives.

We appreciate the significant time and financial investment parents make in our youth sports organization. To ensure a smoother experience for everyone, we kindly ask that you: adhere to club administrative deadlines, be punctual when dropping off and picking up players from training and games, and consistently review club communications.

OUR CULTURE

Authenticity

As an affiliate of BVB 09's world renowned youth soccer academy, we are able to provide vast resources to our coaches, ensuring top-tier coaching that directly benefits your player. Our stakeholders are united by a common goal: to offer every player the best possible experience. A strong, trusting relationship between coaches and families, built on clear boundaries, is vital for team success.

Professional Coaching

We hand-pick our coaches, ensuring they are thoroughly vetted with background and reference checks.

Coaches are expected to hold relevant licenses or diplomas, be positive community role models, and lead with integrity and responsibility both on and off the field, always representing BVBIA - EP to the highest standard. Our Directors mentor and educate coaches on club philosophies, encouraging them to adopt the "BVB Way" while fostering their individual coaching styles.

Players will enhance their soccer IQ by understanding roles, strategies, and game principles. Coaches assess both physical ability and conceptual knowledge to help players find the most effective and impactful positions on the team.



OUR CULTURE

Parental Involvement and Sideline Etiquette:

Parents are an essential part of the team and club culture and should understand the coaches' approach to managing players and the team. The primary role of parents is to foster a positive, sportsmanlike environment. While sideline encouragement is valued, spectators are discouraged from coaching, as it can confuse the players. Our goal is to promote fearless, creative players who learn to coach one another and listen to teammates and coaches, ultimately building strong team cohesion.

Should parents have questions for the coach after a game, it is respectful to wait 24 hours after the match before contacting them via phone or email. This allows for any strong emotions on either side to subside..

Positive Parental Feedback:

Your feedback before and after games significantly impacts your child's self-esteem and attitude toward soccer, including their perception of coaches, teammates, and officials. Encouragement from you, the most influential people in their lives, is pivotal.

We recommend these simple phrases before a game:

- "Do your best!"
- "Have fun!"
- "I love you!"

After the game, try these:

- "I love watching you play!"
- "Did you have fun?"
- "I love you!"

Allow your player to reflect on their performance and decompress. Let them initiate conversations about their play, and if they do, focus solely on your child, remembering that these are children playing a game.

OUR CULTURE

Value of Officials

At BVBIA - EP, we aim to be recognized as the club that sets the standard for sportsmanship. Understanding the sport and its rules is paramount, which is why education on all aspects of the game is a priority.

Our players and coaches will always show respect for officials, regardless of the game's outcome. They will thank the referee with a fist bump or handshake after each game. Parents are expected to show the same respect by refraining from commentary towards officiating and focusing solely on cheering for their team.

We understand that tempers can flare and emotions run high during games. It's naturally upsetting when your child is endangered by dangerous play or their efforts are undermined by a missed call. Referees will inevitably miss calls, your child's efforts will be unfairly thwarted, and they will be exposed to the competitive aspects of the field. While your child is entering a challenging environment, it is also one filled with opportunities to learn valuable life lessons.

If a referee's behavior is improper or outrageous, we assure you that this club will diligently pursue the appropriate channels to ensure proper consequences with any sanctioning body. As a parent, you must ensure your behavior on the sideline is professional and earnest. Publicly demeaning yourself is the quickest way to undermine any legitimate complaint against an abusive referee.

Just as referees face consequences for egregious conduct, so too will any club member or parent who engages in similar behavior. Misconduct by a member or parent will be handled individually, under the guidance of the club's leadership in collaboration with the directors. We encourage everyone to maintain composure and enjoy themselves. Most individuals at the pitch are there for positive reasons; those who are not will ultimately face the repercussions of their actions. In a tense situation, your role is to de-escalate and report any misconduct.

OUR COMMUNITY

As a vital part of the BV BIA - EP family, your involvement in the club's progress is highly valued.

We are an organization dedicated to growth, cost efficiency, and supporting our staff. There are several ways you can contribute to these efforts.:

- Be a team manager
- Coach our youngest players
- Help get our marketing materials into schools, businesses, and community outlets
- Help secure facilities for training
- Help coaches set up and tear down equipment
- Become a referee
- Spread the word about the club to friends and family
- Volunteer to write grants
- Help us find businesses that are willing to sponsor players or provide for specific needs such as field rental equipment purchases etc.

We thank you for choosing BV BIA - EP for your player's soccer journey, and we look forward to seeing you on the pitch!





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