



BARÇA ACADEMY CAROLINAS FAMILIES GUIDE

A Guide to Understanding, Thriving, and Growing within the Academy



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THE PROJECT

FAMILIES GUIDE

WE ARE BARÇA



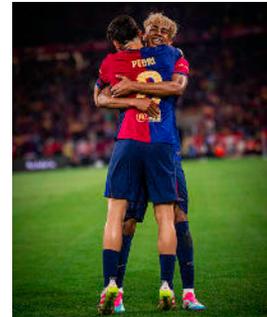
BARÇA

Is a school of life that shapes people and inspires social change, developing players on and off the field through values, personality, and excellence, all expressed in a unique style of play based on creativity, teamwork, and a relentless pursuit of excellence—truly **MORE THAN A CLUB.**



A WAY TO PLAY A WAY TO GROW

FC Barcelona's unique, holistic style of play—creative, fluid, and team-oriented—masters and dominates the ball and the game by enjoying it and understanding that the whole is greater than the sum of its parts.



OUR GAME IDEA

Based on perception, position, possession, and pressure.
Wants the initiative to lead the game, the intention to play with purpose, the unity of being a team, and the dominance of the ball to control, create, and enjoy every moment on the pitch.



OUR VALUES AND PERSONALITY

We live by humility, effort, ambition, respect, and teamwork. We are proactive, responsible, and committed, resilient and positive in adversity, supportive and collective as a team, and daring, playful, and competitive—embracing challenges, learning from mistakes, and enjoying the game together.

OUR STYLE OF PLAY

Virtually from the beginning, and certainly in the last 25 years, FC Barcelona has played with a unique, easily recognizable style, **based on creativity and movement of the ball**, which has been given a variety of names by journalists and fans around the world.

This style of play, **intuitive and flexible**, but also **organized and based on systemic principles**, has evolved to become one of the most identifiable and far-reaching characteristics of the Club, from La Masia to the football first team, and a benchmark worldwide.

Although its specific expression is mainly on the football pitch, many of its principles extend beyond sport and **are applicable to improving other groups**, in professional, social or family environments.

Some of its key characteristics are:

- **Understanding the game in a holistic, integrated manner**, where all members of the team work together to master the ball and the game (playing as a team, being a team).
- **Avoiding dividing, specializing or individualizing responsibilities.**
- **Optimizing individual performance by making the game enjoyable** and sharing everything within the team, achieving high standards of efficiency and efficacy
- **Running sensibly and knowing where to run** instead of running quickly and a lot.
- **Constantly seeking communication** between players by moving the ball and ensuring it is available and ideally placed on the pitch.
- **Linking each situation to the next**, fluidly and constantly (ensuring continuity of play).



MÉS QUE UN CLUB

MORE THAN A CLUB

The phrase “més que un club” (more than a club), which over time has become the club slogan, was first coined by FC Barcelona President Narcís de Carreras during a speech made in 1968.



“Barcelona must be a school for citizens. I come here with the enthusiasm you are entitled to demand because Barça is more than a club; Barça is more than a place of recreation where we go on Sundays to watch our team play; more than anything, it is a spirit that is deeply rooted in us, they are colors that we love above all.”

Narcís de Carreras
President of FC BARCELONA



EXPECTATIONS

Virtually from the beginning, and certainly in the last 25 years, FC Barcelona has played with a unique, easily recognizable style, **based on creativity and movement of the ball**, which has been given a variety of names by journalists and fans around the world.

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A GLOBAL PROJECT

COUNTRIES

50

ARAB EMIRATES
ARGENTINA
AUSTRALIA
AUSTRIA
BARCELONA
BANGLADESH
BELGIUM
BOLIVIA
BOSNIA AND HERZEGOVINA

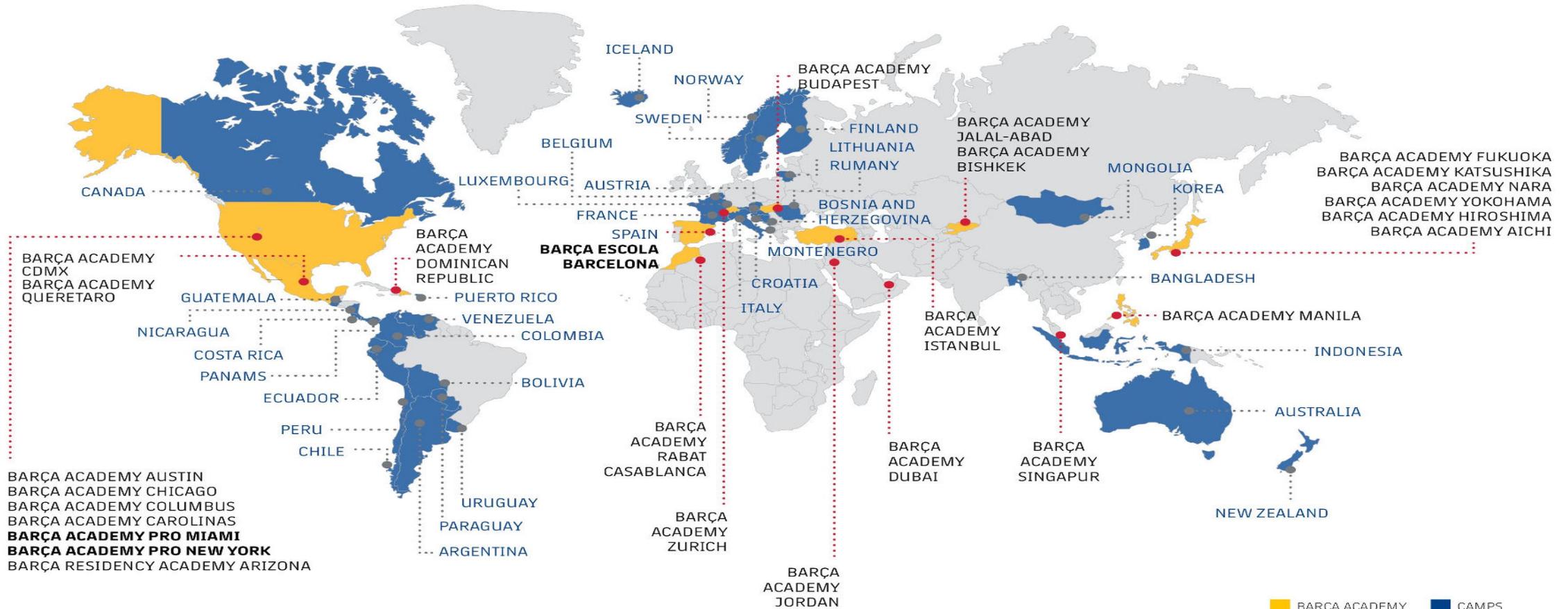
CANADA
CHILE
COLOMBIA
COSTA RICA
CROATIA
DOMINICAN REPUBLIC
ECUADOR
FINLAND
FRANCE

GUATEMALA
HUNGARY
ICELAND
INDONESIA
ITALY
JAPAN
JORDAN
KOREA
KYRGYZSTAN

LITHUANIA
LUXEMBOURG
MOROCCO
MEXICO
MONGOLIA
MONTENEGRO
NICARAGUA
NORWAY
NEW ZEALAND

PANAMA
PARAGUAY
PERU
PHILIPPINES
PUERTO RICO
ROMANIA
SINGAPORE
SPAIN
SWEDEN

SWISS
TURKEY
UNITED STATES
URUGUAY
VENEZUELA



■ BARÇA ACADEMY ■ CAMPS



THE ACADEMY

FAMILIES GUIDE



OUR STAFF



JORDI SERRADELL
PROJECT MANAGER



POL SABATÉ ALCÓN
LOCAL PROJECT DIRECTOR



LUIS RUEDA
WEST PROGRAM COORDINATOR



RONALD URTEAGA
CENTRAL PROGRAM COORDINATOR



ROBERT BOGEN
ASSISTANT PROJECT MANAGER



JUNIOR LANDRY
HEAD OF MARKETING DEPARTMENT



JORGE RAMÍREZ
ASSISTANT COORDINATOR

OUR HEAD COACHES

LUIS RUEDA*

RONALD URTEAGA*

ROBERT BOGEN*

JORGE RAMÍREZ*

JUNIOR LANDRY*

KEVIN ORIAS

ALEJANDRO CERDAS

MARTON TOZSER

**JUAN CARLOS
ALEMÁN**

JOAN ARIAS

RODRIGO RESTREPO

FELIPE MARTY

OUR GK COACHES

SOCIAL MEDIA

ALI JAAFAR

HUDSON BRENNAN

NELLY LOPEZ

**Hold more than one role in the academy*



SEASON CALENDAR

GENERAL: 2025/26

	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU						
AUGUST				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
SEPTEMBER							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
OCTOBER	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						
NOVEMBER				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
DECEMBER							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
JANUARY	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						
FEBRUARY					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28					
MARCH				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
APRIL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							
MAY		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
JUNE					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			

TRAINING	CCL MATCH DAY	PUBLIC HOLIDAYS	NO ACTIVITY
COACH EDUCATION	LOCAL TOURNAMENTS	OPENING CEREMONY	CLOSING CEREMONY
PARENTS EDUCATION	BA INTERNAL GAMES	PRE-SEASON CAMP	WINTER CAMP

**This calendar is tentative, and some dates or events may be subject to change.*

OUR PROGRAMS



ACADEMY

- AGES 8 - 17 YEARS OLD
- TRAINING 2x OR 3x TIMES A WEEK
- EXTERNAL COMPETITION
- NATIONAL TOURNAMENTS
- INTERNATIONAL OPPORTUNITIES



PRE ACADEMY (U8)

- AGES 6 - 7 YEARS OLD
- TRAINING 2x TIMES PER WEEK
- INTERNAL COMPETITION



GOALKEEPER

- AGES 8 - 19 YEARS
- TRAINING 1x TIME PER WEEK ON FRIDAYS
- EXTRA TRAINING



TECHNICAL PROGRAM

- AGES 8 - 16 YEARS
- TRAINING 1x TIME PER WEEK ON FRIDAYS



OUR FACILITIES

1 MECKLENBURG COUNTY SPORTPLEX AT MATTHEWS

This location is the home of our Central Program.

TRAINING TIMES:

Monday to Thursday:

- 1 field available.
- Training sessions run from 6:00 PM to 9 PM.

Friday:

- 3 fields available.
- Training sessions run from 6:00 PM to 9 PM

[*Link here to quick access*](#)

2 FIELD DAY PARK AT LAKE WYLIE

This location is the home of our West Program.

TRAINING TIMES:

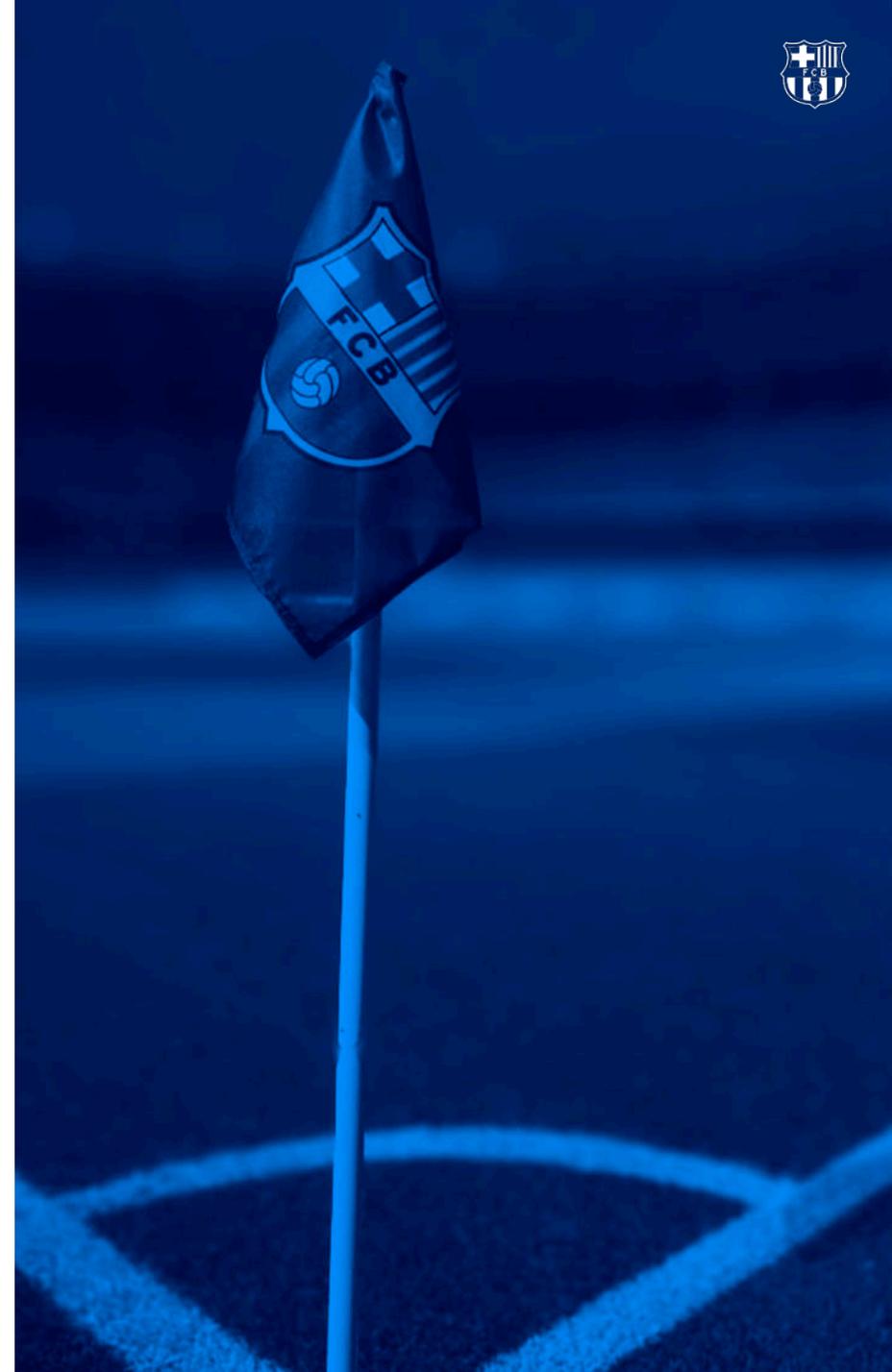
Monday:

- 1 field available.
- Training sessions run from 6:00 PM to 8:45 PM.

Thursday:

- 1 field available.
- Training sessions run from 6:00 PM to 7:30 PM.

[*Link here to quick access*](#)





OUR COACHES

FAMILIES GUIDE

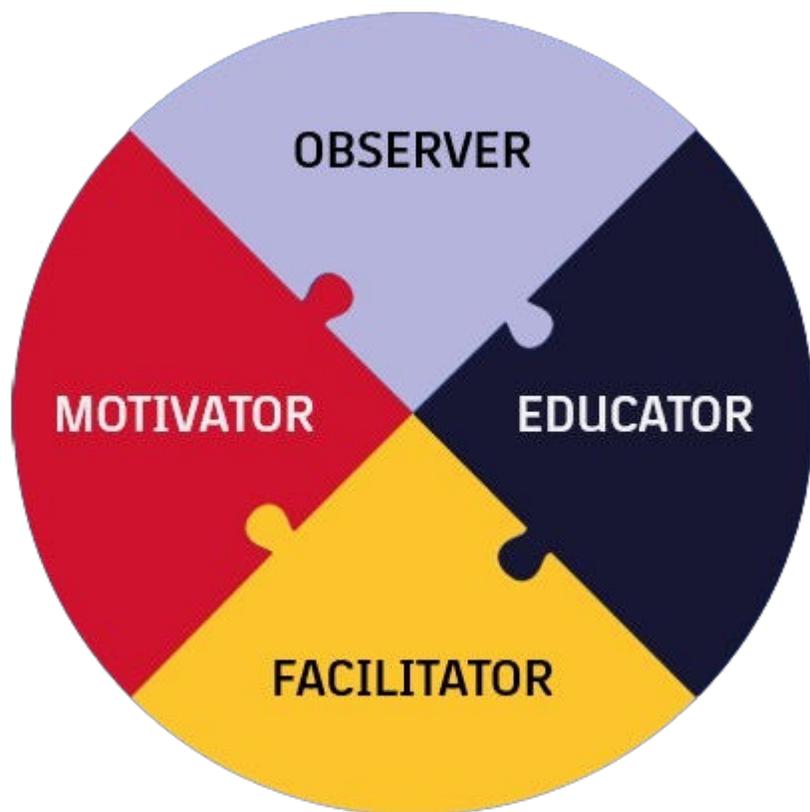
OUR COACHES

THE HEART OF THE BARÇA ACADEMY

- Passionate professionals dedicated to the **development of players** both on and off the pitch.
- Trained in the **Barça methodology**, ensuring consistency with the Club's philosophy.
- Role models who embody Barça values: **Respect, Humility, Effort, Ambition, and Teamwork.**



OUR COACHES



OBSERVER

Our coaches understand the importance of **observing and analyzing before taking action**. They are trained to pay attention with a complex and systemic vision, recognizing that both the game and our players function as intricate systems. **The behavior of players emerges from the interrelations between their structures and subsystems**, requiring a holistic approach to truly understand and guide their development.

EDUCATOR

At Barça Academy, we are more than just a football school – we are a **school of life**. Our coaches understand that their actions are guided by our core values, and they use sport as a powerful tool to teach these values. **Through football, we educate players** on respect, teamwork, effort, humility, and ambition, ensuring they grow not only as athletes but as individuals who embody the philosophy of FC Barcelona.

FACILITATOR

Our coaches are **agents of change**, equipped with a comprehensive toolkit to support players in recognizing and understanding the game as well as themselves within it. They guide players' attention to the most relevant aspects of the game, helping them expand their affordances and refine their expectations. By fostering this deeper awareness, our **coaches enable players to navigate the complexities of football with confidence and adaptability**, empowering them to take meaningful steps in their development.

MOTIVATOR

Football is joy, and our coaches are committed to ensuring that players truly enjoy the game. "We must give the game back to those it belongs to: the players." **Coaches create competitive environments with motivating challenges** that inspire players to push their limits while embracing the fun and beauty of football. By fostering a balance between enjoyment and ambition, they nurture a deep love for the game and encourage players to thrive both individually and as a team.



OUR PROTOCOLS

FAMILIES GUIDE

CHANNELS OF COMMUNICATION:

WHERE TO STAY UPDATED



SPORTSENGINE

Daily operations: Training schedules and calendar, match details, weekly updates and RSVPs.



EMAIL

Official communications, and direct contact with the Academy.

carolinas@fcbarcelona.us



MONTHLY NEWSLETTER Key announcements, upcoming events, and academy insights.



INSTAGRAM

Follow us for updates, event highlights, and academy content.

[@barcaacademy.car](https://www.instagram.com/barcaacademy.car)



RSVPs

IMPORTANCE & ACCOUNTABILITY

WHY ARE RSVPs IMPORTANT?

- To provide the **best possible environment** for our teams and players.
- Proper planning ensures that each team has a **well-structured roster**, allowing every player to receive fair opportunities to develop and compete.
- Coaches need to **prepare pre-game strategies** based on available players.
- Knowing player availability in advance enhances the overall **game-day experience** for everyone involved.

HOW TO SUBMIT AN RSVP

Families must select one of the three options: Yes/No/Maybe

- If selecting No or Maybe, a note must be added explaining the reason.

Important: Do not inform attendance changes in the team's group chat.

RSVP DEADLINE & RESPONSIBILITY

Match Day: All families must submit their RSVP before **Tuesday at 10:00 AM** each week.

WHAT HAPPENS IF YOU FAIL TO SUBMIT ON TIME?

If a player does not RSVP by Tuesday at 10:00 AM but later decides to show up for the game, their participation will be at the **discretion of the Academy.**

Consequences may include:

- **Reduced playing time** for that match.
- **Non-participation** if the roster has already been finalized.

These measures ensure **fairness, proper team planning, and consistency** across all age groups.

CAROLINA CHAMPIONS LEAGUE

LEAGUE STANDARDS & NEW RULES

PARENT & COACH BEHAVIOR EXPECTATIONS

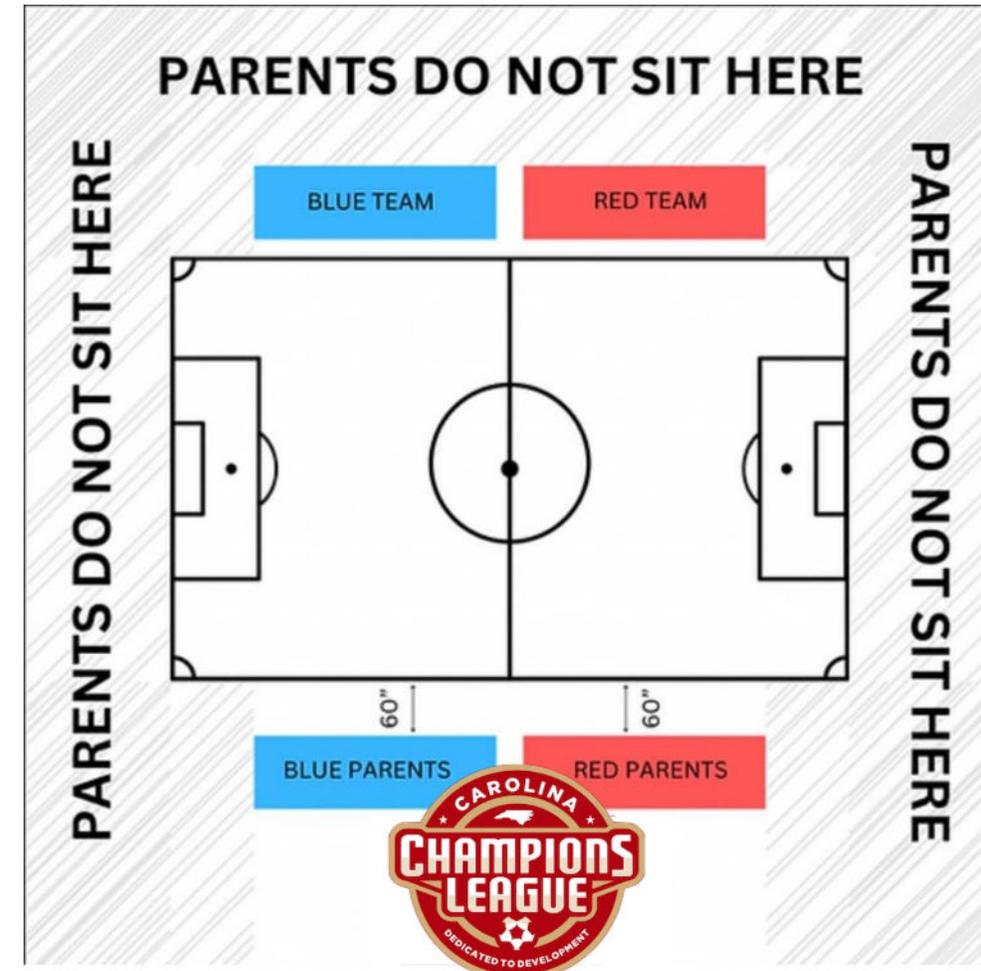
At Barça Academy Carolinas, we take pride in representing our club with professionalism, respect, and sportsmanship. It is essential that all members—**players, coaches, staff, and families**—uphold these values at all times.

RESPECT & CONDUCT

- As part of the **CCLNC League**, clubs and coaches are responsible for ensuring that their teams, staff, players, and parents demonstrate respectful behavior.
- **Aggressive or threatening behavior** towards CCLNC staff, referees, coaches, or opponents will not be tolerated.
- Any **inappropriate behavior** will result in **immediate removal** from the complex and could lead to **further bans from the competition**.
- Poor conduct reflects negatively on the club, players, and community—we must **set the standard** for excellence both on and off the field.

SPECTATOR GUIDELINES

- All parents and supporters must sit/stand on the designated Spectator Sideline (between the 18-yard boxes).
- No other viewing areas are permitted as per league regulations.



DRESS CODE GUIDELINES

OFFICIAL UNIFORM

- Players must wear the official 2024/25 season uniform.
- Previous season kits (2023-2024) are not allowed.

UNIFORM COLORS – TRAINING & MATCHES

- **Training sessions:** Players must wear the red kit at all times.
- **Matchday:** Players will wear the kit chosen by the coach based on:
 - Whether we are playing home or away.
 - The opponent's kit colors.
 - **Recommendation:** Players should always bring the full alternate kit in their backpack in case of a last-minute uniform change.

PULLOVER USAGE

- The pullover must be worn over the jersey, never underneath.
- It can be used during practice, warm-ups and while on the bench during matches.

THERMAL BASE LAYERS

- If wearing a thermal t-shirt, it must be worn underneath the jersey.
- The thermal must be tight-fitting and match the color of the jersey.
- **Exception:** If the thermal does not match the jersey color, it must be black.

HEADWEAR POLICY

- Caps (hats with visors) are strictly prohibited during training and matches.
- Headbands & beanies are allowed under the following conditions:
 - Must be sport-specific (designed for athletic use).
 - Must match the official uniform color or be black or navy blue.

CUTTING SOCKS POLICY

- Under sock must be white or same color as uniform
- Different sock can't be seen over the ankle.
- If the cut is over the ankle, players can use straps (see image in next slide)

DRESS CODE

TRAINING SESSIONS

Players at the Barça Academy must wear the provided official uniform during all activities. Wearing clothing from other schools or entities not affiliated with Barça Academy is not allowed. During on-field practice (training and competition), players must adhere to IFAB rule 4 regarding equipment.

Specifically:

- Appropriate footwear, socks, and shin guards must be worn during training and matches. If using shin guard holders, they must be worn under the socks.
- Wearing jewelry (earrings, necklaces, bracelets, etc.), watches, or smart bracelets (unless medically prescribed) is not allowed.

REGULAR GEAR



ADDITIONAL GEAR



DRESS CODE

MATCH DAY

Players at the Barça Academy must wear the provided official uniform during all activities. Wearing clothing from other schools or entities not affiliated with Barça Academy is not allowed. During on-field practice (training and competition), players must adhere to IFAB rule 4 regarding equipment.

Specifically:

- Appropriate footwear, socks, and shin guards must be worn during training and matches. If using shin guard holders, they must be worn under the socks.
- Wearing jewelry (earrings, necklaces, bracelets, etc.), watches, or smart bracelets (unless medically prescribed) is not allowed.

HOME KIT



+



+

AWAY KIT



+



+

OPTIONAL





THE PATHWAY

FAMILIES GUIDE

THE PATHWAY: CREATING THE JOURNEY

In our academy, we challenge the idea that growth in sports follows a singular, predefined path. The truth is, **the pathway doesn't exist until it's created**. It is not a set road, but rather a journey that unfolds as players shape it themselves through their effort, individuality, and resilience.

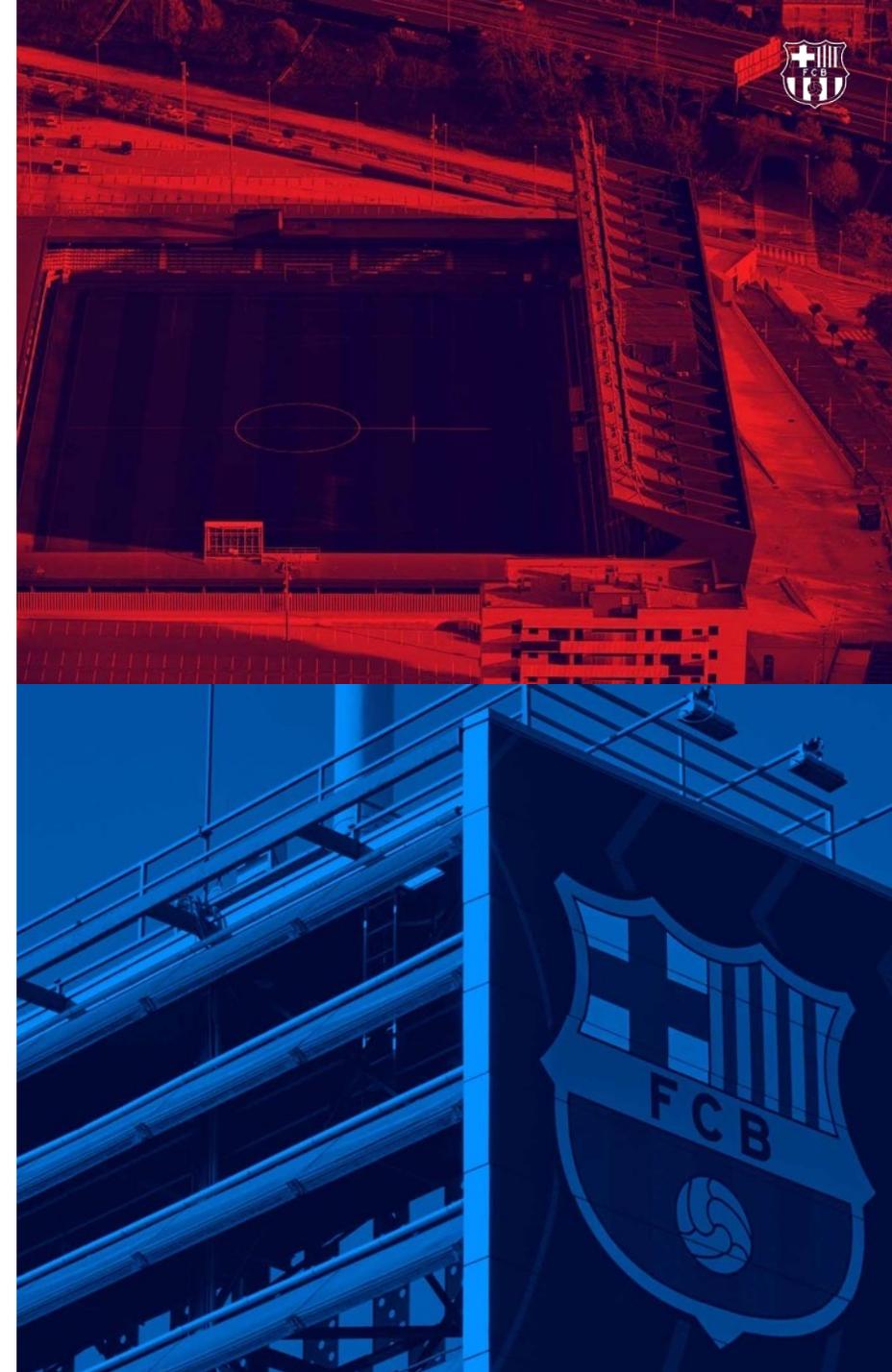
Our Philosophy

- Sports show us every day that each player belongs to unique environments and that individual capacity and choices define their journey.
- The pathway is **not predetermined**; it is created step by step by the player.

Our Role

- As an academy, our mission is to **accompany and support** players in creating their unique journey.
- We aim to **individualize this process**, offering guidance, tools, and opportunities tailored to the needs and potential of each player.

By fostering this individualized approach, we empower players to take ownership of their growth, ensuring their pathway is as unique and dynamic as they are. Together, we don't just watch their journey—we walk it with them.



THE PATHWAY:

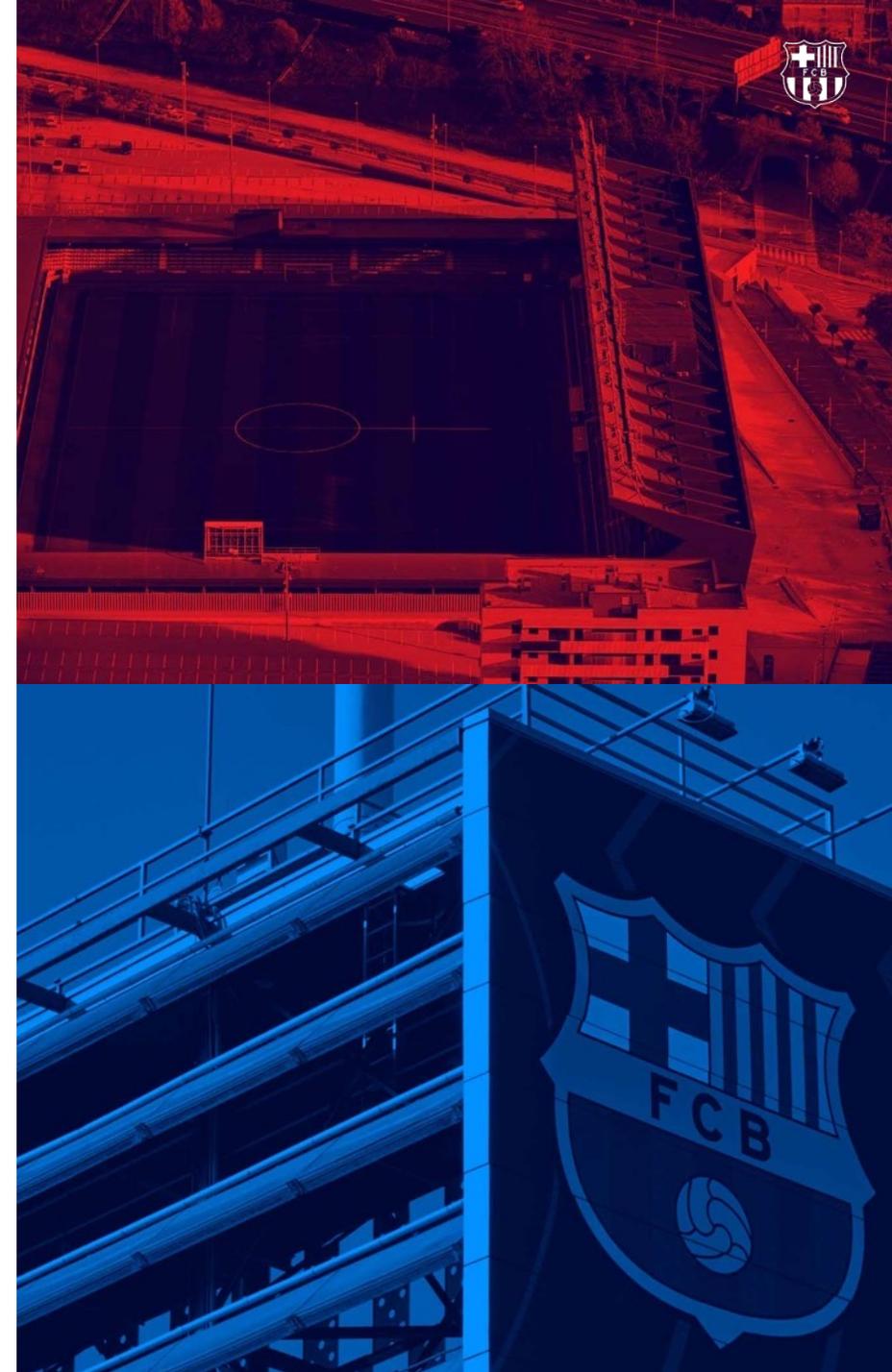
UNIQUE EXPERIENCES FOR BARÇA ACADEMY PLAYERS

At the Barça Academy, we take pride in offering unique opportunities that inspire, motivate, and support the development of our players.

Thanks to being part of the Barça project, our players gain access to exclusive national and international experiences designed to enrich their journey on and off the pitch.

- **International Opportunities**
- **National Opportunities**

Through these opportunities, we aim to provide transformative experiences that connect players to the Barça spirit, encouraging them to dream big, work hard, and embrace the values of the club both on and off the field.



NATIONAL OPPORTUNITIES



EXCLUSIVE TRYOUT (ARIZONA)

As part of the Barça family, our players gain personalized opportunities to participate in a yearly exclusive MLS tryout for academy players. With special discounts and a Barça-inspired approach, this program opens doors to the highest levels of competition.



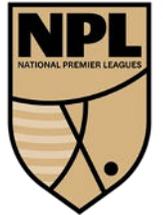
DISCOVERY PROGRAM (CHARLOTTE FC)

An exclusive link to a professional MLS club, Charlotte FC recognizes and admires our academy's educational approach. This program offers our players the chance to train within a professional structure while staying true to Barça values.



NATIONAL & LOCAL TOURNAMENTS

Stepping out of their comfort zones, our players experience intense competition and invaluable learning moments. These events not only challenge them but also strengthen team bonds through shared time and unforgettable emotions.



NATIONAL & LOCAL LEAGUES

By participating again in the CCL league, we ensure a high level of competition locally, while qualifying some of our teams for the NPL takes that challenge to the national stage. These opportunities keep our teams pushing their limits, growing together through demanding matches, shared experiences, and the pursuit of excellence.

INTERNATIONAL OPPORTUNITIES



BARÇA ACADEMY WORLD CUP

A one-of-a-kind tournament where Barça academies from around the world unite to compete at FCB's world-class facilities. Players immerse themselves in the ultimate Barça experience.



BARÇA ACADEMY TRAINING CAMP

An exclusive opportunity for our most talented players across the globe to participate in a 10-day camp. Players will compete against top clubs in Barcelona and live the dream of being a Barça player, training and growing like them.



BARÇA ACADEMY LAS AMERICAS

An international tournament in the Dominican Republic that elevates competition levels for our teams, bringing together Barça academies from across the Americas and Barcelona in a unique and challenging environment.

5
**FOLLOW US ON
OUR INSTAGRAM
ACCOUNT**

DON'T MISS A MOMENT...

SCAN & FOLLOW THE NEW ACCOUNT!



BARÇA
Academy



GRÀCIES

1899  2024

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