



Welcome to West Chester Stars Academy

Everything You Need to Know

Welcome to West Chester Stars Academy.

Thank you for trusting us to be part of your athlete's journey. Whether you are a parent, grandparent, guardian, sibling, or another important supporter, you are now part of our Academy community.

West Chester Stars Academy was created because we believe every young athlete deserves more than just another team.

- Coaches who care.
- A place where development comes before recognition.
- A community that values character as much as talent.
- An environment where every athlete is challenged to become the best version of themselves.

Basketball is simply the vehicle. The relationships we build, the habits we create, and the lessons we teach will last long after the ball stops bouncing.

Welcome to the Academy.

Welcome to the journey.

Why We Built the Academy

The vision for West Chester Stars Academy began with a 3-on-3 league.

The goal was simple: give young athletes more chances to touch the ball, make decisions, learn spacing, compete, and experience the game in a way that encouraged growth.

That league taught us something important. Young players do not just need more games. They need intentional coaching, meaningful repetition, and an environment where mistakes become part of learning.

WHAT WE LEARNED

- Development grows through consistent training and purposeful practice.
- Small-sided play creates more decisions, more touches, and more opportunities to learn.
- Competition matters most when athletes can understand and apply what they have been taught.
- Strong relationships among athletes, coaches, and families create the trust needed for real growth.

With the West Chester Community Center as our home, we have the opportunity to bring development and competition together under one roof.

We are not trying to build just another AAU program. We are building an Academy - a place where athletes can train, compete, belong, and continue growing year-round.

Thank you for believing in the vision and joining the first chapter of West Chester Stars Academy.

The Weekly Development Model

Wednesday

TEAM PRACTICE

- Team offense
- Team defense
- Communication
- Team chemistry
- Situational basketball
- Game preparation

Saturday

ACADEMY SKILLS

- Ball handling and shooting
- Footwork
- Basketball IQ
- Position-specific instruction
- Small-sided games
- Competitive skill development
- Film study

COMPETITION - WHEN SCHEDULED

Competition gives athletes the opportunity to apply everything they have been learning throughout the week.

Every game is another chance to make decisions, respond to adversity, play for teammates, and learn what must be improved when we return to the gym.

Train with purpose. Compete with confidence. Learn every week.

Fall 2026

WEEKLY RHYTHM

Wednesday

TEAM PRACTICE

- Team development and preparation

Saturday

ACADEMY SKILLS

- Skills, decisions, and film study

Weekend

WHEN SCHEDULED

- Tournament competition

WHAT FAMILIES CAN EXPECT

- Consistent weekly training and skill development
- Competitive tournament play
- A positive, accountable team environment
- Coaches committed to each athlete's growth
- Open communication throughout the season

COMMUNICATION

- Practice and tournament schedules
- Academy events
- Important announcements and updates

The Next-Day Communication Standard

Any team-related concern should be directed to the Program Director rather than addressed with a coach immediately following a game.

Parents and guardians should wait until the following day before reaching out about playing time, coaching decisions, or other team-related concerns. This gives everyone an opportunity to reflect. Concerns will be handled thoughtfully and discussed with the coaching staff when needed.

Attendance

Consistent attendance supports each athlete's development and helps the entire team prepare, connect, and grow together.

If an athlete cannot attend a practice, training session, or tournament, families should communicate with the Academy as early as possible.

How You Can Help

You are not simply paying for your athlete to join a program. You are part of the Academy, and the time, ideas, relationships, and encouragement you share can help us create better experiences and more opportunities for every athlete.

There is no expectation that every family will do everything. The goal is to create clear, flexible ways for each family to contribute when and how it can.

WAYS TO BE INVOLVED

- Share fundraiser ideas or help organize a fundraiser.
- Introduce the Academy to businesses or community members who may be interested in sponsorship.
- Help coordinate between-game snacks or team meals during tournament weekends.
- Suggest family, service, or community event ideas that strengthen our Academy culture.

GAME-DAY SUPPORT

- Help film games so coaches and players can use the footage for film study.
- Assist with scorekeeping, the team bench, or other event-day needs when requested.
- Support every athlete positively and model sportsmanship from the stands.
- Keep coaches informed and help reinforce team schedules, expectations, and communication.

THIS IS OUR ACADEMY

When families, coaches, and athletes work together, we can create more opportunities, reduce barriers, and build something that feels like home. Your voice and involvement matter.