

The influence of campus football on the reserve talents of womens football in Jiangjie Middle School Research on factors of cultivation

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Abstract

This study examines the establishment process of the Jiangjie High School womens football team in the context of campus football. It analyzes the talent development of the Jiangjie High School womens football team from six aspects: coaching staff, athletes, selection mechanisms, management systems, support mechanisms, and social environment. The research employs methods such as literature review, logical analysis, and expert interviews to deeply analyze the influencing factors in the training process of the Jiangjie High School womens football team, including: a shortage of professional coaches, utilitarian motives among athletes; a relatively reasonable management system but an incomplete support mechanism; an unsatisfactory social environment that restricts practical operations. The study proposes corresponding improvement measures: enhancing the professional level of coaches to ensure training quality; innovating training models to promote all-round development; improving support mechanisms to solidify the foundation for development; optimizing the social environment to strengthen systemic support. It summarizes the successful experience of Jiangjie High School in cultivating high-level womens football teams, aiming to more effectively improve the talent development model for campus football and womens football in Sichuan Province, thereby better fostering a football atmosphere in Sichuan. At the same time, it provides a reference for the talent development of womens football in other provinces and cities, offering theoretical basis for promoting and advancing the construction of womens football in Chinese campuses and the cultivation of high-level female football players.

Keywords

Campus football; Jiangjie Middle School; womens football.

1. Foreword

The 2024 document from the Ministry of Education clearly identifies football as a vehicle for moral education, aiming to cultivate patriotism, collectivism, and a spirit of tenacious struggle. Through teamwork and rule awareness, it shapes well-rounded personalities, earning it the title of "a living classroom on the green field." The joint document from seven departments requires that campus football become a model project for integrating physical education with academic instruction, establishing a talent pathway from primary school to high school and university. The core requirements of the "Chinese Football Reform and Development Plan" emphasize not only the cultivation of talent for professional football but also the importance of "returning sports to their educational essence."

Soccer is currently the most influential single sport in the global sports community, with the largest number of participants, earning it the title of the worlds top sport. The promotion of

campus soccer has a positive impact on school education and plays a crucial role in students all-round development. Through the implementation of campus soccer, in terms of psychological quality cultivation: 63% of schools report a significant improvement in students stress resistance. According to statistics from the Ministry of Education in 2024, over 50,000 football-specialized schools have been established nationwide, increasing physical education class hours by 35%. A report from the General Administration of Sport of China in 2025 shows that in the past decade, campus soccer has attracted more than 50 million students, leading to a 12% increase in the physical fitness qualification rate among young people.

Jiangjie High School, as a model ordinary high school in Sichuan Province, a national campus football demonstration school, a national youth sports club, and a Sichuan Sunshine Sports Demonstration School, has seen its womens football team achieve remarkable success since its establishment 17 years ago. The team has won four national championships and seven top-three finishes; nearly 20 provincial championships and 46 top-three finishes; and 19 municipal championships. Over 100 players have been rated as National First-Class Athletes, and more than 150 have been rated as National Second-Class Athletes. Eight players have entered the national team (under-17 and under-16 teams) for training, and 45 have been selected for provincial team training. More than 80 players have advanced to prestigious universities such as Beijing University of Chinese Medicine, Chongqing University, Tongji University, and Beijing Sport University, among other 985 and 211 institutions. This path of growth and talent development for female football players is a testament to the commendable progress of womens football in Sichuan Province. Behind the outstanding achievements of Jiangjie High Schools womens football team lies the crucial role played by its distinctive model for nurturing young talents.

The current issue of youth football is the disconnection caused by the pressure of academic advancement. By integrating physical education with academic studies (such as the football class at Tsinghua University High School), ensuring policy support (retaining student status for those in professional teams), and building pathways for further education (like single recruitment for football talents), it can effectively extend an athletes career. Practices in places like Nan an and Leshan have shown that womens football training can boost campus sports development (with 65% of students participating in football activities in Hainan), promote educational equity (children from impoverished areas advancing through football), and create city brands (the adaptation of Qiongzong womens football into a film winning the Huabiao Award).

2. Current situation of womens football reserve talent training in Jiangjie Middle School under the background of campus football

Through the research, it is found that the influencing factors in the process of womens football training in Jiangjie Middle School include:

2.1. There is a shortage of professional coaches, and athletes motivation to participate in training is utilitarian

The school has only a dozen or so coaches, who bear a significant workload that requires them to lead by example. The lack of an effective mechanism for continuing education among coaches exacerbates this issue. Although the Ministry of Education proposed in the "Notice on Several Measures to Strengthen the Construction of Physical Education Teachers in Primary and Secondary Schools" that "all in-service physical education teachers should be provided with precise training based on their abilities and academic stages," the implementation of specialized training for womens football is often disconnected from actual needs. The absence of effective channels for high-level retired athletes to transition into grassroots positions is also

a critical factor hindering the improvement of coaching quality. As training subjects, athletes motivations for training, academic performance, and psychological qualities are internal factors influencing personal development. Research has found that the motivation of current middle school womens football players is heavily driven by utilitarian goals: 65.3% of respondents stated that their primary reason for participating in training was "to obtain an athlete certification to gain extra points for college admission," while only 21.7% were motivated by a genuine love for football. This instrumental orientation can lead to insufficient training investment and premature withdrawal, which is detrimental to long-term career development. Family support significantly impacts the sustained development of womens football players. Surveys reveal that 73.5% of the players come from low-to middle-income families, and parents play a crucial role in football training. The attitude is polarized: supporters emphasize the preferential policies for further education, while opponents worry about the risk of injury and future development limitations. This difference in family perception directly affects the breadth and depth of talent reserves. Jiangjie Middle School does not have an elementary school section; instead, it relies more on other primary schools to supply junior high school girls football training, which leads to many branch schools. For some primary schools, two training sessions per week are insufficient to improve childrens skills, so teachers from Jiangjie Middle School and external coaches regularly visit these branch schools to help train the children. In addition to promoting campus football at its own school, Jiangjie Middle School in Zigong City, Sichuan Province, is also gradually improving its youth development system. Without players in lower age groups, the school uses nearby primary schools as branch schools, selecting promising talents from them for cultivation.

2.2. The management system is reasonable, but the guarantee mechanism is not perfect

Jiangjie High School is dedicated to nurturing students who are "qualified + talented," establishing a three-pronged education model that integrates "red education for moral development, science and technology practice for intellectual growth, and campus football for physical fitness." The support mechanism is the primary factor influencing the reserve talent pool of high school womens football teams, with a weight ratio of 0.386. As a foundational element affecting the development of high school womens football, the completeness of this mechanism directly determines the sustainability of the training system. A well-established support mechanism encompasses multiple aspects, including policy support, financial investment, facilities, and pathways for advancement. Research indicates that there are significant regional disparities and inter-school imbalances in the support mechanisms for high school womens football in China. In terms of policy support, although the national level has issued documents such as the "Opinions on the Reform and Development of Chinese Youth Football," which explicitly state requirements like "incorporating football into after-school extended services" and "establishing a regular evaluation and exit mechanism," implementation varies widely at the local level. Only 28.6% of the surveyed schools have formulated specific plans for womens football development, and these are mostly concentrated in traditional football schools and specialized schools.

2.3. The social environment is not ideal, and the actual operation is restricted

Social attention and commercial value are low, forming a vicious cycle. Media coverage of middle school girls football is sparse, and there is little commercial sponsorship. This lack of attention not only limits resource investment but also weakens the social influence of womens football, further discouraging potential talent from participating. In contrast, Dong Primary School in Daodong, Inner Mongolia, has created a football culture atmosphere through methods such as "campus radio football news, designing team emblems for cultural creation competitions, and displaying photos of womens football on cultural walls." These efforts have

effectively enhanced the schools recognition of womens football, with 28 out of 118 female students becoming official members of the school team, providing valuable insights into addressing societal perceptions. The smoothness of college admission channels directly impacts the sustainability of talent development. Although policies have proposed "improving recruitment policies for football reserve talents and studying policies to facilitate reasonable inter-district mobility for young players during college admissions," practical implementation still faces issues of regional barriers and inconsistent standards. The limited number of university womens football teams (accounting for only 23.4% of all university football teams) further narrows the upward trajectory for middle school womens football players, leading to a significant talent gap.

Overall, the cultivation of reserve talents in middle school womens football is a systematic project. Various influencing factors do not exist in isolation but are interwoven and mutually restrictive. Weak support mechanisms limit the optimization of coaching staff and improvements to facilities; insufficient coaching skills affect training quality and athlete development; issues with athletes themselves, in turn, weaken social attention and commercial value. Only by adopting a systematic approach can we effectively break through the current predicament and promote the healthy development of reserve talent cultivation in middle school womens football.

3. Development strategies for influencing the cultivation of female football reserve talents in Jiangjie Middle School under the background of campus football

In view of the above conclusions, combined with national policy guidance and local successful experience, this study puts forward the following systematic optimization strategies: improve the professional level of coaches to ensure training quality; innovate the training mode to promote all-round development; improve the guarantee mechanism to consolidate the foundation for development; optimize the social environment to enhance system support, etc.

3.1. Improve the professional level of coaches to ensure the quality of training

Addressing this challenge requires a multi-pronged approach: On one hand, implement the Ministry of Educations proposal to "make specialized sports skills an important criterion for recruiting physical education teachers," raising the entry standards. On the other hand, establish a "coaching evaluation and youth training outline linkage mechanism" to guide scientific training methods. Additionally, Hu Bin, director of the Shandong Football Management Center, suggests encouraging coaches to move to grassroots youth training, which has practical value. Consider making grassroots coaching experience a mandatory condition for career development, fostering an incentive mechanism for talent to flow downward. Strengthen coach access and training: strictly enforce the professional standards for physical education teachers proposed by the Ministry of Education, "making specialized sports skills an important assessment content." Establish a womens football coach certification system and regularly organize specialized training. Implement the policy of "excellent retired athletes serving as youth training coaches," ensuring smooth career transition channels. Ensure that "physical education teachers receive equal treatment with other subject teachers in terms of excellence awards, salary benefits, and title evaluations." Provide special rewards to coaches with outstanding team performance, incorporating the quantity and quality of talent cultivation into performance evaluations. Create career development opportunities to enhance the appeal of grassroots coaching positions.

3.2. Innovative training mode to promote all-round development

The most prominent issue among athletes is the contradiction between academic and training, which essentially stems from the tradition of separating sports and education. This study shows that student-athletes in traditional football programs perform relatively well academically, suggesting the potential value of integrating sports and education. National policies have clearly outlined the direction of "incorporating extracurricular training into school daily teaching," but its implementation requires deep-seated changes in educational philosophy and systems. Successful cases both domestically and internationally demonstrate that resolving the conflict between academics and training can be achieved through various models: one is the curriculum integration model, such as counting football training towards credits; another is the time optimization model, like using after-school extended service periods for training; and the third is the academic support model, providing targeted guidance to athletes. By adopting a football-oriented educational philosophy, combining football training with character education and team spirit cultivation, we can achieve an organic unity of sports and education. Media should increase coverage of middle school girls football teams, telling inspiring stories about them. Collaborate with companies to develop commercial sponsorship projects for womens football, exploring campus IP operations for womens football. Create football cultural products that appeal to young people, such as "high-quality works on football themes" advocated by policy, including "animation games, literature, and films." Improve the college admission connection system, implement policies to "facilitate the advancement of football talent," and establish standardized procedures for cross-district mobility. Expand the scale of university womens football teams. Set recruitment quotas. Explore specific implementation methods for "safeguarding the academic status of high school and college students in professional club youth teams and first teams," to alleviate athletes concerns. Stimulate intrinsic motivation through football culture building and successful case publicity, fostering players love and pride in football. The "Football Culture Wall" at Daodong Primary School and the self-compiled football exercises are practices worth promoting. Set up diverse development goals, focusing not only on competitive performance but also on personality cultivation and team spirit building.

3.3. Improve the guarantee mechanism and consolidate the foundation for development

First, it is essential to strengthen policy implementation and specialized support. Local governments should develop a special plan for the development of womens football in middle schools and establish a "regular evaluation and exit mechanism for campus football characteristic schools." The education department can set up a special fund for womens football development, prioritizing the launch of womens football programs in rural areas and ordinary middle schools. Implement the policy of "including football in after-school extended services" to ensure time availability for training. Second, optimize the allocation of venue facilities. Draw on the experience of Daodong Primary School in Inner Mongolia in building cage football fields and promote solutions for training venues suitable for various climate conditions. Promote the sharing of school sports facilities with society to improve venue utilization efficiency. Incorporate the demand for womens football venues into school construction standards to ensure basic fairness in training conditions. Finally, establish a robust medical support system. Set up health records for womens football players and provide basic medical protective equipment. Collaborate with local medical institutions to offer specialized sports injury insurance and green channel services. Develop specific physical training and recovery plans tailored to the physiological characteristics of female athletes to reduce sports risks.

3.4. Optimize the social environment and enhance system support

The current issues of social perception bias and low commercial value in middle school girls football are related to the overall development stage of womens football. With the improvement of Chinas national womens football teams international performance and increased media promotion, social attention is gradually increasing, but it needs to be translated into concrete support for young female football players. The policy proposals of "prospering youth football culture" and "creating high-quality football-themed works that appeal to young people" are forward-looking. Practice has shown that visual achievements, such as the "Football Culture Wall" at Daodong Primary School, can effectively enhance participants sense of pride and belonging. At the same time, a robust competition system not only provides a competitive platform but also serves as an important window to attract social attention. The promotion of the Chinese Youth Football League is expected to break the vicious cycle of "fewer matches and lower levels" in middle school girls football. Promoting "cooperation between schools and social forces," encouraging youth training institutions and professional clubs to participate in the development of campus girls football. Establishing a "big data management platform for youth football talent reserves" to achieve resource sharing and information exchange. Leveraging the role of parents and alumni to form a collective social force supporting the development of girls football. Media should increase coverage of middle school girls football, telling inspiring stories like those of the "Steel Roses." Collaborating with enterprises to develop commercial sponsorship projects for girls football and exploring campus girls football IP operations. Creating football cultural products that young people enjoy, For example, "manga games, literature and film and television works with football themes" advocated by the policy.

4. Conclusion

Overall, the cultivation of female football talents in middle schools under the backdrop of campus football is a complex adaptive system that requires collaborative efforts from multiple parties including the government, schools, families, and society. The development of female football talent in middle schools under the context of campus football is a long-term systematic project that necessitates continuous theoretical research and ongoing practical innovation. As national policies improve and public awareness grows, Chinas womens football youth training system will gradually mature, laying a solid foundation for building a strong football nation.

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