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Coach Administrator Training

Identifier	C - 112
Revision	3
Effective Date	October 17, 2007
Class Length	1.25 hours

Change Summary	
September 2002	Reviewed for format
September 2004	Reviewed for 2004 Section Meetings
October 2007	Revised for 2008 Section Conferences
November 2008	Reviewed for 2009 Section Conferences

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1. Lesson Plan Goals

The goal of this workshop is to provide coach administrators with the knowledge necessary to fulfill their duties and responsibilities.

2. Class Length

- 1 hour and 15 minutes

3. Instructor Requirements

- Coach Instructor at section conferences.
- Coach Administrator experience.

4. Learning Objectives

- Understand the history and importance of the AYSO coaching program.
- Understand duties and responsibilities of being a coach administrator.
- Understand the chain of communication.
- Know how to plan and implement a coaching budget.
- Know how to create and use a regional, area and sectional coaching calendar.
- Understand how to recruit, train, coordinate and retain coaches within the region.

5. Student Skills Acquired

- Be able to solve problems using the chain of communication.
- Be able to create a coaching program budget.
- Be equipped to plan, coordinate, request and finalizing coaching clinics
- Understand the importance of having a coach calendar.
- Be able to more effectively retaining coaches.

6. Prerequisites

- None

7. Materials

- Power Point Presentation
- Copy of Lesson Plan
- Coach Administrator Manual

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8. Equipment

- LCD Projector, Screen and Laptop
- (See Special Instructor Notes below)

9. Special Instructor Notes

The power point presentation is available for the session; keep in mind that the information for this session is taken directly from the Coach Administrator Manual. If you wish to provide a manual for each attendee, you can, however adults at times have a difficult time keeping on task.

Specific Segments (In order of presentation)

- Understand the history and importance of the AYSO coaching program.
- Understand duties and responsibilities of being a coach administrator.
- Understand the communication matrix – Region-Area-Section-NSTC.
- Know how to plan and implement a regional coaching budget.
- Know how to use a regional, area and sectional planning calendar.
- Understand how to recruit, train, coordinate and retain coaches within the region.

10. Body (Lesson Procedure)

A) Introduction:

Introduce yourself and any other instructors. State that this workshop will cover the essentials of being a coach administrator and that it is useful for both new and returning CA's. This will include their ability to:

- Understand the history and importance of the AYSO coaching program.
- Understand duties and responsibilities of being a coach administrator.
- Understand the communication matrix – Region-Area-Section-NSTC.
- Know how to plan and implement a regional coaching budget.
- Know how to use a regional, area and sectional planning calendar.
- Understand how to recruit, train, coordinate and retain coaches within the region.

To start: Ask by a show of hands how many of them are new or returning coach administrators. Assure them that by the end of the workshop, they will feel comfortable with the aforementioned topics, and that the session will end with a question/answer session in case there are any issues that need further attention.

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Spirit of the Topic: Our kids need coaches in order to play, and our coaches need an administrator to coordinate activities. The regional coach administrator's primary role is the oversight of the training and organization of the coaches in the region. This workshop is designed to familiarize Coach Administrators with the needs and demands of the coaching program for your region

B) History and Importance of Coaching Program

Transitional Statement: This leads us into our discussion of the history and importance of the AYSO coaching program.

The AYSO Coaching program is established on the national level based on research and development conducted by the AYSO National Coach, an appointed Coaching Technical Committee, the Programs Department, and professional and volunteer task forces, all of whom take into consideration the current and future needs of the organization, its coaches and players.

Of all the volunteer positions in AYSO, coaches have the most direct contact with and the most influence on the players, which is why the job of ensuring that our coaches are properly trained and certified is so important.

***Share a good coaching story with the group at this point.*

C) RCA Position Description

Transitional Statement: Now that we all know how important we are, let's go in to the actual duties and responsibilities that make us so vital. This next portion will cover the position description of Regional Coach Administrator.

***Read through and explain RCA Position Description Summary.*

D) Communication Matrix

Transitional Statement: Despite all of our best efforts, there are bound to be bumps in the road...problems along the way. You may need to turn to someone.

- Explain the chain of communication – Region – Area – Section – NSTC...
- If need more help/info, call the NSTC at 800-USA-AYSO and ask for the Coaching Coordinator.

E) Coaching Budget

Transitional Statement: Every member of the Regional Board needs to supply input into the development of the annual regional budget. The Regional Coach Administrator must evaluate the program to determine the amount needed to meet the goals of the region in relation to coaching.

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Goals: The Coach Administrator working with the Regional Board must establish goals and objectives for the coaching program in order to improvement.

Funding: The Coach Administrator must develop a realistic budget to achieve the goals and objectives of the Region. The Coach Administrator must play a key role in the development of the total Regional budget so that the coaching program has the resources necessary to accomplish key objectives in achieving goals.

Possible program costs to consider in creating a budget:

- Communication
 - Phone
 - Newsletters
 - Mailing costs
- Staff
 - Above costs
 - Recruitment and retention costs
 - Special training
 - Section Meeting costs
- Training
 - Coaching clinics for region coaches
 - Section Meeting
 - Attending coaching clinics outside region, self, staff and region coaches
 - Advanced and National Coaching Course
- Equipment and materials
 - Balls and nets
 - Coaches shirts
 - Equipment bags
- Special costs associated with goals and objectives
- Other

F) Regional Planning Schedule

Transitional Statement: Although your season may be only a few months long, your job as coach administrator never truly ends once it begins, but cycles through different stages throughout the year. This is why planning ahead is of the essence.

****Show and explain the RCA Planning Schedule.**

G) Recruiting, Training, Coordinating and Retaining Coaches

Transitional Statement: Lastly, we will cover the most integral, difficult, yet fun part of being a coach administrator...making sure you have coaches!

- Explain that this section will cover who, what, when, where and why and how of holding coaching courses.

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Instructor Note: This part of this section will cover how to register a course, have the roster filled out and returned to the AYSO National Support and Training Center. The importance of this must be emphasized.

Explain that currently less than 75% of all rosters requested are either processed or sent to the NSTC for processing. This translates into many thousands of people who do not have the certifications they have earned listed in the national database.

Transitional statement:

Ask the question: How many of you think that one of the roles you have as a coach administrator is one of coach recruitment?

Now explain that they should have a hand in the coach recruitment process however their primary focus should be one of coach retention.

Talk about how:

Success sells.

People want to be a part of something that is successful.

That a region with its act together will have an easier time retaining its best people.

How important it is to have a regional board connected with their coaches and not just on game day.

Explain that the coaches in their program must be the ambassadors for coaching and their AYSO region.

Explain why it is important to buy shirts for their coaches (so that they can form a bond with the other coaches in the region).

On game day (or practices) coaches shake hands before and after every game.

The region should provide coaches in their region with a pin, patch, shirt, jacket or hat and why that it is important.

It should never be overlooked that volunteer's desire need these rewards, if only to recognized their efforts.

Just remember any gift unless accompanied by a sincere "look them in the eye" thank you loses its effectiveness. Parties, special events, and other ceremonies are often just the right finishing touch to a major regional effort.

Restate that a coach administrator should not give up on recruiting volunteers but their primary goal should be one of retaining coaches.

Explain that the process is a challenging one, but that they can be successful. People need to feel welcome and appreciated.

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H) Question and Answer Session

After the summary conduct an interactive question and answer session.

I) Conclusion

Review the key points of the course and reinforce the responsibility of the Coach Administrator in returning rosters to the NSTC to insure that coaches receive credit and certification.



PowerPoint Presentation Preview Slides

2009 Section Conference Coaching Track

Coach Administrator Training

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Coach Administrator Training

Overview:

- Understand the history and importance of the AYSO coaching program.
- Understand duties and responsibilities of being a coach administrator.
- Understand the coaching communication chain.
- Know how to plan and implement a regional coaching budget.
- Know how to use a regional, area and sectional planning calendar.
- Understand how to recruit, train, coordinate and retain coaches within the region...

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History and Importance of Coaching Program

The AYSO Coaching Program is established on the national level based on research and development conducted by:

- The AYSO National Coach
- The appointed Coaching Advisory Commission
- The Programs Department
- Professional and volunteer task forces

All of whom take into consideration the **current and future** needs of the organization, its coaches and players...

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AYSO Coach Administrators

Of all the volunteer positions in AYSO, coaches have the most **direct contact** with and the most **influence on the players**, which is why the job of ensuring that our coaches are properly trained and certified is so important...



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AYSO Coach Administrators Position Description

Highlights of the position description:

Provide leadership and be an active role model exemplifying the AYSO culture and philosophies.

See that coach courses are available for all new and existing coaches.

Provide in-season training opportunities and special events for coaches.

Develop a coach calendar/budget...



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All Coaching Position Descriptions can be found on-line and in the AYSO Coach Administrator Manual...

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Communication

The chain of command – Region – Area –
Section –

NO!

The Chain of Communication!

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Chain of Communication

Role of the:

Region:

To train

Area:

To support training

Section:

To communicate

National:

To develop and update...

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Coaching Budget

Goals:

The Coach Administrator must establish goals and objectives for the coaching program in order to improve the program and, that takes money.

Funding:

The Coach Administrator must develop a realistic budget to achieve the programs goals and objectives.

The Coach Administrator **must** play a key role in the development of the total budget...



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Coaching Budget

Possible program costs to consider in creating a budget:

- Communication

- Phone
- Newsletters
- Mailing costs



- Staff

- Special training
- Section Conference (trainers, division coordinators)

- Training

- Coaching clinics for you
- Instructor courses



- Equipment and materials

- Balls and nets
- Coaches shirts



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Holding AYSO Coaching Clinics

Checklist for conducting a coaching clinic:

- Establish a need
- Clinic organization
- Clinic implementation
- Registering a coach course
- Attendees receive credit...

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Holding AYSO Coaching Clinics

Establish a need

- The purpose
- Determine the number of people needing or wanting the course.
- Determine suitable dates and accommodate participants' schedules (GOOD LUCK)
- Determine level of clinic needed ages/division.
- Sponsorship...

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Clinic Organization

Administration:

Delegation of Responsibilities

- Publicity director
- Registrar
- Equipment manager
- Facilities coordinator
- Locate additional qualified, certified instructors on an "as needed" basis – in case the number of participants increases...

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Clinic Organization

Participants will need (or bring):

- Lunch (brown bag, etc., or may be provided by region)
- Paper and pencil
- Suitable clothing (coaches do not play)
- Water, suntan lotion, towel, chair etc...



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Clinic Organization

Materials/Equipment

- Field aids – nets, cones, stakes, grids
- Books or course manuals
- Handouts
- First aid kit and a medical person, if possible
- Sun screen
- Extras – course T-shirts, liquid refreshments, snacks, etc...

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Clinic Organization

Budget

Typical expenses include:

- Facilities
- Staff (travel, honorariums)
- Manuals, certificates, pins, etc.
- Accommodations for visiting instructors (if traveling, hotel may be necessary)
- Advertising
- Equipment...



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Clinic Organization

Publicity

- Publicize well in advance
- Emphasize the clinic's goals or objectives
- Personal items to bring
- Where, when and what time (for credit)
- Contact number for questions
- Pre-requisites
- Registration – in eAYSO, by mail, email, etc.

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Clinic Organization

Site Acquisition:

- Determine suitability for course/clinic
- Utilize a central location if possible
- Acquire necessary permits
- Consider inclement weather (field location adjacent to an available gym is always useful)
- Orientation (seating capacity)
- Location of refreshment facilities, bathrooms, etc...!



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Clinic Implementation

Eight to ten participants per staff member.
Players to demonstrate.
Qualified coach instructors certified at the appropriate level.
Assistance from neighboring regions.

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Finishing a Coach Clinic

Evaluation and review (important)

Review the evaluation forms

Enter roster of graduates into eAYSO – preferred method

In the alternative, submit roster to the AYSO National Support & Training Center—Programs Department

Roster submission is to be done within 60 days of the course being held, pursuant to the AYSO Roster Return Policy...

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As the coach administrator, it is your responsibility to make sure your instructors know and understand the proper procedures for registering courses and making sure that the attendees receive credit...

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Coaching Calendar

Coaching calendars are vital to achieving success in a region. It provides a timeline of events to achieve coaching goals and objectives.



By having a timeline to follow, volunteers have a greater opportunity to complete the tasks of their responsibilities...

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Coaching Calendar

Developing a detailed and well thought out calendar offers any successor a how and when to timeline of accomplishing their job responsibilities, making it easier to recruit new volunteers.

To ensure that there is no miscommunication about events that will occur and any planning that needs to take place.

Putting it on a calendar serves as a reminder of tasks that need to be completed by whom, and creates a permanent history for future regional planning...

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Coach Recruitment/Retention

Role of the Coach Administrator:

One of retention and not one of recruitment!...

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Coach Retention

People (coaches) want to be a part of something that is successful.

The region with its act together will have an easier time retaining its best people.

Have your regional board connect with their coaches (not just on game day)...

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Coach Retention

Treat your coaches like they are the ambassadors for our coaching program (because they are).

Buy shirts for all your coaches so that they are easily identified.

On game day (or training/practice) encourage all of them to shake hands...



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Coach Retention

Think about this:

What will people do for a pin, patch, shirt, jacket or a hat?



Honestly it is **BEYOND** reason.

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Coach Retention

Recognizing their efforts.

Parties, special events, and other ceremonies

Coaches need to feel welcomed and appreciated...



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Summary:

- Understand the history and importance of the AYSO coaching program.
- Understand duties and responsibilities of being a coach administrator.
- Understand the coaching communication chain.
- Know how to plan and implement a regional coaching budget.
- Know how to use a regional, area and sectional planning calendar.
- Understand how to retain coaches...

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Any questions?



Thank you!...

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