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Coach Administrator Training

Identifier	C - 112
Revision	3
Origination	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
December, 2010	Reviewed and Revised for Year 2011

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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 – available on www.ayso.org/instructors
- Lesson Plan – available on www.ayso.org/instructors
- Coach Administrator Manual

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8. Equipment

- LCD Projector and screen
- (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 and will be more interested in looking through the book than listening to the speaker – pass the manual out at the end of the course.***

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.
- Understand the changes to eAYSO
- Coach Administrator webinars (will be available summer of 2011)

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.

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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.

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 AYSO Coaching 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 Department.

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!

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

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 85% 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 need these rewards, if only to recognize 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

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successful. People need to feel welcome and appreciated.

H) eAYSO

State that all Coach Administrators should be very familiar with the workings of eAYSO to include:

- Coaches can now sign up for coach courses after making a profile
- During the eAYSO volunteer process, coaches can indicate which child they wish to be assigned to as the head coach or assistant coach.
- They can also indicate if they wish to be a team parent or referee.
- Division Coordinators can be assigned “rights” by the Region to access information for the coaches and players within their designated division
- Regions can allow coaches to enter player ratings online.
- The RCA or the Division Coordinators can export & review them, hopefully making regional team balancing quicker & easier

Recommend that Coach Administrators all take an e-AYSO webinar!

I) Webinars

Coach Administrators will be able to be trained by use of the Coach Administrator Webinar (available summer 2011).

Have students check the National Webinar calendar for the schedule.

The webinar is a great refresher for all Coach Administrators.

J) 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. Make sure your instructors know that if rosters are not processed (either on the Region level or by sending them to the NSTC) within 60 days, the instructor’s credentials will be placed on HOLD until a satisfactory disposition of the roster in question.