

Communicating Expectations with Coaches

- Josh Price, CAA – Olathe North High School, Olathe, KS – jpriceon@olatheschools.org
- Brent Bechard, CAA – Mill Valley High School, Shawnee, KS – bbechard@usd232.org



Agenda

- Why communication matters
- Beginning-of-year all-coaches meeting
- Pre-season meetings (Winter & Spring)
- Ongoing communication systems
- Scenario Activity



Why Communication Matters

- Builds trust and consistency
- Reduces confusion & prevents conflict
- Ensures alignment with school/athletic mission
- Supports athlete experience



BOY Meeting: Key Topics

- Mission & vision
 - C.O.R.E.
 - **Commitment** – dedication to both individual and team success, striving to improve
 - **Organization** – Structuring time, resources, and strategies for top performance
 - **Responsibility** – Taking ownership of actions, decisions, and performance, on and off the field
 - **Excellence** – Pursuing the highest level of achievement in every aspect of athletics and sportsmanship
 - https://youtube.com/clip/UgkxiuE0BsSa_pPHV7KFXa_xlAInFlw0hPqh?si=dLG_NL5hAcnHlO5-W
- Policies & procedures
 - Athletic handbook – provide copy each year



BOY Meeting: Key Topics

- Emergency action planning
 - Athletic Trainer – walk through with each program
- State association updates
 - KSHSAA – changing for the better
- Sportsmanship
 - Focus on player conduct – big plays
 - Cheer Team
- Social media policy
 - Coaches and players



Pre-Season Meetings: Purpose

- Winter & Spring-specific updates
 - Touch base, highlights from BOY meeting
- Tryout communication
 - BOUND announcements
- Address new-season issues



Ongoing Communication Systems

- Weekly updates – KSHSAA Newsletter
- Frequent Check-ins – Simple text message
- Classroom visits



Coach Evaluations

- Formal evaluation system
- Observations & feedback
- Align with expectations
 - C.O.R.E
- https://youtube.com/clip/UgkxuxrAWUyG_O4iJNd1MOgAekq4mZgG2i-q?si=D8VxKVSEBx



Handling Tough Conversations

- Address early
 - Get parents involved early
 - Give them a responsibility
- Stay factual
- Follow up in writing



Celebrating Coaches

- Weekly Newsletter
- Years-of-service recognition
- Promote a positive coaching culture
 - Giving examples when observed
 - Staff meeting recognition



Head Coach Scenario Activity

- All participants should have their own unopened envelope
- In a minute, you will each open your envelope and read through the scenario included.
- Your task is to process through the steps you would take to best meet the needs of the stakeholder involved. (3 min)
- Find a shoulder partner (or two) and read aloud the scenario you were given, and share with your partner the steps you would take given the situation presented.

Scenarios

1. During a sub-varsity game one of your athletes was injured. A trainer is on duty to assess the athlete and determines they need to visit an emergency room. Coaches inquire about parents or family being at the game, but it is determined none are present.
2. You are coaching a group of athletes when one of your top varsity hurdlers catches a foot on the 4th hurdle and goes head over heels. You are the only coach who saw the incident. There is a trainer in the building.

Scenarios

3. You are loading a bus after a long competition and recognize some students from the school are on the bus, but they are not on your team and did not ride with you to the competition. They say that they don't have a ride home.
4. After practice you notice one of your athletes acting a little unusual. Not themselves for sure. You have an opportunity to open up a dialogue in private away from the rest of the team and she reveals to you that she had been sexually assaulted by a friend the weekend prior. It is 6:00pm and nobody else is in the building after school.

Scenarios

5. You are at an out-of-town tournament with the varsity team. After team dinner you head back to the hotel. As the night rolls on word gets back to the coaches that one of the players has alcohol and has been drinking.
6. You are driving a school vehicle to an out-of-town tournament. A couple of hours into the drive the weather starts to turn on you. The weather gets bad. The wind and ice take over and push the vehicle off the road.

Scenarios

7. On a hot day early in the season on the turf an athlete starts complaining that they don't feel well. They complain of having a headache and stomach cramps and feel like throwing up. They just want to go inside. You try and find the trainer but are unsuccessful. When you return to the field you are told that the athlete went inside to the locker room to cool off.
8. Any situations you have encountered that you want to share with the group?



Closing Thoughts

- Clear expectations = strong programs
- Communication is ongoing
- Thank you & Q&A

