

# Handling Parent Expectations in a Positive Manner

December 14, 2022

NADC

Nashville, TN



## Quick scenario - Pair and share (5 min–2:30 each)

You receive this email:

Dear AD,

I would like to talk about Coach Phair, he does not see how good my daughter is. Her club coach reports she is one of the best players in her class and she should focus and work hard and she could be a Division 1 scholarship athlete. He offered her opportunities to participate at the national level and wants her to join his elite training group. Coach doesn't even start her every game. How will she ever get noticed? Coach has met with us but reports on things she needs to get better at and does not want to discuss other players on the team with us.

*What do you do?*



# Mission, Vision, Expectations

How can the AD develop & perhaps, change the parents expectations?

Mission Statement (LTC 501)

Vision for the Athletic Department

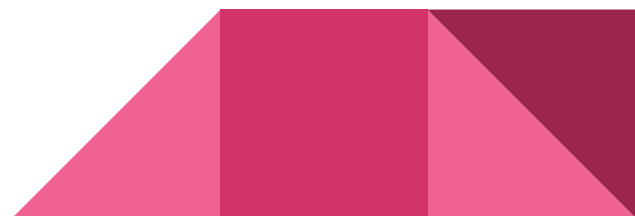
Clear & Defined Expectations for all Stakeholders

The Madison Metropolitan School District Athletics Program is considered an integral part of the secondary educational program. Our vision is that MMSD athletics provides equitable programming opportunities that support the District's vision to prepare all students for college, career, and community.

*POPE ATHLETICS* **MISSION** ”

*USING HIGH SCHOOL ATHLETICS TO FACILITATE, EMPOWER, & INSPIRE EXCELLENCE THAT DRIVES A LEVEL OF CONSISTENT, ELITE SUCCESS IN COMPETITION, CLASSROOMS, COMMUNITY, & IN LIFE.*

“ 





# Education-Based vs. Club/Travel Athletics

Why are the parent expectations sometimes different from the AD/school?

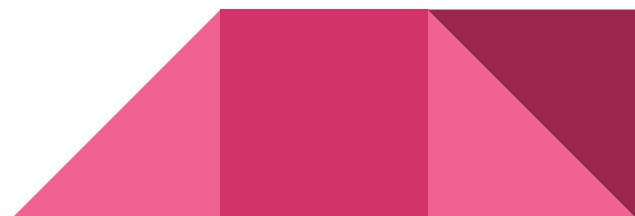
Purpose: provide unique educational experiences that will contribute to the development of better citizens. Emphasis is upon the teaching "through" athletics in addition to teaching the "skills of" athletics.

Goals - Student voice “Own your own experience”

Financial Restrictions - Equity and Title IX

Team Member Selection/Makeup - Participatory vs Preparatory vs Competitive

Academic Requirements





# Strategies for Handling Parent Expectations

What can be done to proactively address parent expectations?

Parent Meetings – Local School - [POPE 2022](#)

Parent Meetings - District Level - [MMSD](#)

[Parents are the biggest challenge facing high school sports today | Opinion | alexcityoutlook.com](#)



# Newsletter

What can be done to address expectations during the school year?

News letters

[POPE2022](#)

Video Messages





# Tone and Approach

Situational - timing, emotion, prior relationships, place and time

CYA

Written vs Verbal communications

Student vs Family vs Adversarial vs Supporter

- Sales pitch ideas for different situations



# Hiring

How do we address parent expectations of the coaching staff?

Surveys - receive input without impact

Hiring - who is in the room? Different models

Panels - feedback vs decision makers



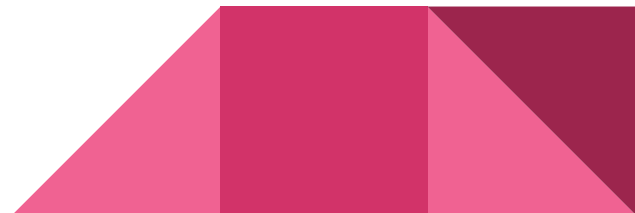


# Booster Clubs

What strategies can be employed to understand & influence parent expectations?

[Athletic Kickoff Night](#)..booster club Presidents with Athletic Staff

Single Booster Club setup/ PCN





# School/Student Traditions

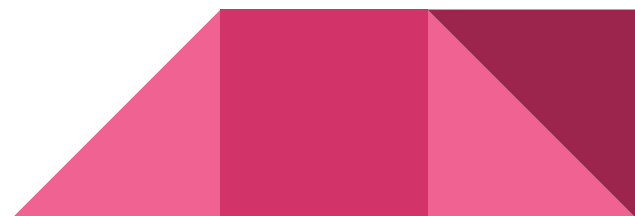
What if the parents expect different experience for their student?

Leadership Groups

Teaching Traditions

Feeder schools and families

Communication of Traditions vs. Wants





# High School Expectations, Before & After

What is our role in handling parent expectations of the pre-HS & post-HS experience?

College Athletics Liaison

Celebrations

Camps and Connections

Equity Guidance



# Handling Parent Expectations in a Positive Manner

## Contact-Presentation Info

Josh Mathews, CMAA  
Pope High School  
Marietta, GA

[joshua.mathews@cobbk12.org](mailto:joshua.mathews@cobbk12.org)

404-431-8485 cell

@popeathletics



Jeremy Schlitz, CAA  
Madison Memorial HS  
Madison, WI

[jschlitz@madison.k12.wi.us](mailto:jschlitz@madison.k12.wi.us)

608-213-4272 cell

@SpartanVPM



[Resource list](#)

