



# Parents

## *Working With Parents*

**KEEP THE PARENTS INFORMED**

**GET THEM INVOLVED**

**WORK PARENTS INTO YOUR  
PROGRAM**

**SET THE LIMITS/BOUNDARIES**

## *Parents – A Key Ingredient*

**Your child's success or lack of  
success in sports does not indicate  
what kind of parent you are.**



**But having an athlete that is  
coachable, respectful, a great teammate,  
mentally tough, resilient and tries their best  
IS a direct reflection of your parenting.**

## ***Types of Parents***

Visionaries

Worker Bees

Company Man

Absentee – may meet them at Senior Parent Night

Arsenists

Coach Killers

## ***The 7 Deadly Sins***

Crippling Behaviors of Parents That Keep Kids From Growing

1. Don't let kids experience risk.
2. Rescue too quickly.
3. Rave too easily.
4. Let guilt get in the way of leading well.
5. We don't share our past mistakes.
6. Mistake intelligence, giftedness & influence for maturity.
7. We don't practice what we preach.

- Tim Elmore "Growing Leaders"

# ***Working With Parents***

Create a Family Culture

Create opportunities for family to have a role in the program

Calendar of Events/Practices

Communication is the key (facebook, twitter, constant contact, send info home)

MANDATORY Parent Info Night

Player/Parent Contract & Parent Manual

Home Visits

# ***Meetings with Parents***

Set up the parameters

1. Time

2. Reasons to Meet

Appropriate

- treatment of child physically, emotionally
- ways to help improve
- behavior concerns

Inappropriate

- playing time
- strategy, play calling
- other student athletes

Make sure the parents are aware of this & understand.

## ***Working With Parents***

Mom's Clinic – Include mom of past player as Guest Speaker

Dad's BBQ/Dad's Retreat

Mom's Tea

Helmet Striping Ceremony

Snack Committee

## ***Working With Parents***

Banquet Committee

Recruiting Info Night

Boosters

Boosters vs No Boosters – Both Ways Work

Be the Leader/Set the Example



# 5 Steps Dealing with Upset Parent



With no exaggeration, the single most important meeting you'll ever have as a coach is your pre-season parent-coach meeting.

This is your opportunity to set out your coaching philosophy (including your plans for the team as a whole and your approach to player development). This is also your chance to explain team rules in a non-confrontational setting (before any discipline is needed), and to recruit volunteers to help you with administrative tasks.

You'll also clearly establish the responsibilities of coaches, parents, and athletes, how you will decide playing time and any administrative issues that are important.

Establishing the roles and responsibilities of coaches, parents, and athletes up front will help you avoid the majority of the potential problems that could crop up throughout the season.

But even if you have an effective pre-season meeting and do your best to manage the expectations of your athletes' parents, it is not uncommon for a parent to approach you in an irate way at some point.

Below are 5 important steps for handling irate parent complaints and resolving these issues in a way that should preserve your credibility and leave the parent feeling satisfied with the interaction.

- 1 When first approached by an irate parent, try to set up a meeting for the next day in your office. This gives you time to prepare and provides a private location for discussion (dealing with an angry parent on the court or field is never advisable).

- 2 Prior to the meeting, take time to analyze why the parent might be upset (is their child not playing in games, was their an injury, etc) so that you can have a better understanding of the parent's viewpoint during the meeting.

It is also recommended that you try to find another individual (Athletic Director, Principle, another coach) who is available to sit in on the meeting.

- 3 During the meeting, allow the parent to voice their frustrations and concerns (be an attentive listener and do NOT interrupt them). When it is your time to speak, explain your point of view as clearly as possible as it relates to THEIR child.

Keep the conversation focused on addressing the parent's specific concern. Do not become involved in comparing their child to other athletes on the team.

At the end of the meeting, thank the parent for their concern and caring for their child, remind them that you will take their feelings into consideration.

- 5 After the meeting, discuss the exchange with whoever sat in on the meeting. Was their anything you could have done differently?

Is there anything you've learned that you can call upon the next time you face an irate parent. Is there a new topic that you should add to the pre-season meeting?

Few coaches look forward to dealing with an irate parent; however, the above tips will help you feel more confident and prepared when facing this inevitable challenge.

# Community

Redwood football on Friday nights is a special event that is entrenched in RANGER NATION. Our RANGER program will embrace these strong loyalties and traditions since many of the players brothers, fathers, uncles, and grandfathers played before us.

## ADMINISTRATION & FACULTY:

Nothing kicks a school year off like a successful football program that instills **school pride** by garnering the support of the students and staff. This cannot be accomplished unless everyone is proud of the players and feels like they are part of the team. The players will be good students supported by our **Academic Success** program. Faculty will be involved through **Adopt-a-Teacher** and **Honorary Coaches** programs, as well as being invited to all team functions.

## BOOSTER CLUBS:

The booster club will serve as the major conduit between the team and the community. **Parents deserve to be involved with their children's lives** and the community wants to support their team. While a primary purpose of the booster club is to help with fundraising, they also supply a volunteer force to help coaches with transportation and supervision. The team will embrace the booster club in all of its activities so that the booster club members will have 40 adopted sons. The players will **learn that the most valuable gift in life** is when someone does something and expects nothing in return. The head coach will attend booster club meetings.

## PARENTS:

Perception is the key here. Because we will have an open door policy, the parents will see that the coaches are genuinely interested in the welfare of their kids which will alleviate a lot of conflict. Many times, parents get upset without having all the facts. Communication is key, which will be done thru our website, e-newsletters, and three formal parent meetings in February, May, and August.

## PARENT NIGHTS

|           |   |
|-----------|---|
| February: | Expectancies regarding weight room and fundraising needs.   |
| Spring:   | Financial needs. Summer Help. Calendar. Player expectations |

## COMMUNICATION

If a parent has a concern, the head coach is always approachable. Many times problems are the result of miscommunication or misinformation and we encourage taking the following steps:

|             |  |
|-------------|--|
| STEP ONE:   | Player talks to position coach.                |
| STEP TWO:   | Player & parent can meet with coaching staff.  |
| STEP THREE: | Parent, head coach, and AD can meet.           |
| STEP FOUR:  | A meeting with the principal can be scheduled. |

*Obviously, very severe matters should circumvent certain steps.*

# **SPECIAL EVENTS & SCHOOL SPIRIT**

## **SPRING SCRIMMAGE**

At the conclusion of spring practice, we will invite staff and the community to come out and meet the team.

At the end of practice, all players will be treated to a Bar-B-Que by the booster club. Coaches & players will be introduced, philosophies explained, and our summer schedule announced. The booster club will have an opportunity to sign up volunteers for camps and summer competitions.

## **HOMECOMING & RALLIES**

Our players will be encouraged to participate in all school activities. The only limitations will be on activities on gamedays that involve physical exertion or food. For example, obstacle courses or how much you can eat contests.

The coaching staff will work very closely with the ASB activities director to minimize distractions during homecoming. Ideally, football players should not be required to miss pre-game or halftime talks from their coaches. Solutions include conducting the ceremony during JV halftime or having the players father sub for the player.

## **BAND & CHEERLEADERS**

The football program will assist both programs as much as possible. The head coach and the band director will meet to coordinate music selections and appropriate times during the game to play.

The football program will also support the cheerleaders by attending one competition and helping with one fundraiser. Hopefully the football program can help with costs of paint, paper, and spirit bags. The cheerleaders will be integrally involved with Thursday team meals, Bar-B-Ques, Lift-A-Thons, and awards banquet.

## **TEAM APPAREL**

We will wear the same shirts & shorts at practice and at competitions.

We will be very aggressive in selling RANGER apparel to alumni, teachers, and parents

## **EVENTS**

It is important to bring the community in to meet the team. The main events to accomplish this are the BBQ after the spring and August scrimmages. We will also solicit community service clubs, law enforcement, teachers, etc to feed the team on Thur nights. Another great way to connect with community.

The Booster Club will also be asked to feed the players during team camp in August and provide the nutritional breaks during August conditioning.

## **GAME PROGRAM**

Somebody will be recruited to put together the game program (computer club, local printer, parent). The goal is that the program will be professional looking and contain more than rosters:

Player of the week; Teacher of the week; History of the program; Synopsis of summer activities

Cheerleader profiles; Other Fall sports highlights

## **TEAMMEALS**

The team will be fed Thursday night, Friday morning, and Friday afternoon. If there is a home economics class on campus, they will also be recruited to decrease the workload.

# MEDIA

All contacts with media, proofs for the newsletter, and website approvals will only go through the head coach to maintain consistency. The website and newsletters are a source of pride for the players and motivates them to part of the program.

## NEWSLETTER

A newsletter produced by the coaching staff and captains will be sent to faculty, parents, boosters, sponsors, and interested community members. If the computer class on campus can perform the layout that is ideal. This newsletter is a bi-monthly publication.

## WEB SITE

The internet is a valuable tool to keep people informed about the football program. Parents can see dates and schedules, fans can read about how the team did and players can look up their stats. Other schools and media outlets can print rosters and schedules also. Once again the school's computer class will be recruited to maintain this website.

## STATS / MAXPREPS.COM

The maxpreps website links football programs from all over the country into one database. Teams can be grouped by league, section, state, or nation and is a great resource for rosters, schedules, and stats. Our players find great pride being able to measure themselves statistically against teams from other areas. The team manager in charge of stats will be asked to keep the stats current.



## SOCIAL MEDIA POLICIES FOR ATHLETES AND COACHES

**Assume nothing is private, ever.** If you are putting your thoughts on the internet, there is no "invasion of privacy."

Remember that your audience is vast, and unknowable. You have no idea who will ever see what you write on the internet. Anyone from your best friend on the team, to your head coach, to your biggest rival, to your teachers can see what you post. **Your microphone to the world is right at your fingertips.** Be wise.

- **It is against California Interscholastic Federation rules to engage and influence an athlete from another school to enroll at our school.** Do not use social media for this purpose. Refer anyone asking about our Athletic teams or department to the Athletic Director or Director of Admissions.
- **Never post pictures** from the locker room, practice or game without the permission of the AD or Head Coach.
- **Do not discuss injuries**, either yours or that of any of your teammates.
- **Complaining about your coaches or teammates will NOT solve anything. Talk to them directly** to solve problems.
- **Do not talk negatively about your opponents.** Stay away from trash talking your past, present or future opponents.
- **Your tweets and posts are permanent.** You can't take back what you put out on the internet for everyone to see.
- **If you retweet something, you agree with it and promote it.** Keep this in mind.
- **Play with your pads and your skills, not your mouth and your fingers on the keyboard!**

*Student-athletes who violate our REDWOOD Athletic Department Social Media Policy may result in disciplinary action – including temporary or permanent suspension from the team – as determined by the AD and Head Coach.*

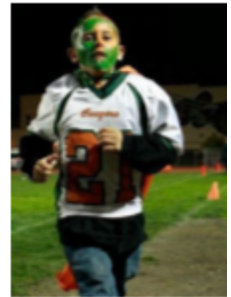


## 12th MAN YOUTH OUTREACH PROGRAM:

Any successful athletic program starts early and strong youth programs are the building blocks for a strong high school program. Our coaches & players will make ourselves **visible** and available to those youth programs.

Future RANGER Youth Camps  
Coaching clinics for youth coaches  
Attend as many events as possible

Youth Player of the Week as ballboys  
Embrace the youth at home games  
Elementary Reading Program



By involving our athletes in all of these activities it is a win-win situation. Our RANGER players will learn valuable **leadership** skills as well as the power of giving back to your community. Our future RANGERS have **role models** and a goal for the future. Showing these people that you care about what they do and not with a 'beneath us' mentality creates a strong sense of loyalty and cooperation.

The future of any program lies in the success of the lower programs. *"Winning Breeds Winning"* at any level, but more importantly, **they will know that our High School cares about them.**

As a coach who spent 8 years at the youth level in all capacities, I will be able to relate well to the needs of the youth feeder programs.

## YOUTH PROGRAMS

### ELEMENTARY READING PROGRAM

Varsity players will periodically visit elementary schools to assist teachers with whatever activities that they need. The younger students love the attention and become more motivated to do well. Our players connect with the community and develop a stronger sense of pride in what they represent.

### YOUTH NIGHT

The youth feeder teams are invited to a Friday night game as the team's guest. Admission is free, they are introduced at half-time, and they can take turns being water & ball boys. The team managers will be in charge of them while on the sideline. The youth coaches can also pick a player of the week that can be with the team on the sideline and come into the locker room with the team.

### FUTURE RANGERS YOUTH CAMP

The youth football players and incoming freshman will attend camps with instruction given by RANGER varsity football players. This instruction gives the varsity RANGER football players valuable **leadership** skills and a benevolent sense of giving back to their RANGER community.

### HIGH VISIBILITY:

In addition to the activities already listed, the youths will be motivated to play RANGER football because they will see that we **care**. Maintaining high visibility at youth games, visiting the middle school campus, and supporting the volunteer efforts will show that we care about their success more than them just putting on a jersey.





# Football Advertisement

| Poster                                 |         |       |
|--|---------|-------|
| <input type="checkbox"/> Business Card | 2"x3.5" | \$100 |
| <input type="checkbox"/> Quarter Ad    | 3.5"x4" | \$150 |

**HARD COPY REQUIREMENTS**  
 Photos: Color or black & white  
 Logos: Black & white (as large as possible)  
 Copy: Provide type written copy

**DIGITAL REQUIREMENTS (CDs or Email only)**  
 Photos: JPEG, 600 resolution or PDF  
 Logos: JPEG or high resolution PDF  
 Copy: Word (do not imbed photos in document)

| Souvenir Game Program                             |           |       |
|---|-----------|-------|
| <input type="checkbox"/> Business Card            | 2"x3.5"   | \$50  |
| <input type="checkbox"/> Quarter Ad (vertical)    | 3.5"x4"   | \$75  |
| <input type="checkbox"/> Half Page (horizontal)   | 5"x7.5"   | \$125 |
| <input type="checkbox"/> Half Page (vertical)     | 9.5"x3.5" | \$125 |
| <input type="checkbox"/> Full Page                |           | \$200 |
| <input type="checkbox"/> Full Page (inside cover) |           | \$300 |
| <input type="checkbox"/> Full Page (next to Team) |           | \$300 |
| <input type="checkbox"/> Back Cover               |           | \$600 |

| Game Field Sign   |       |   |       |
|---|-------|---|-------|
| These are 4 foot x 8 foot vinyl signs hung at every home game along the fence under the scoreboard. |       |   |       |
| <input type="checkbox"/> New Sign   | \$300 | <input type="checkbox"/> Annual Renewal | \$150 |

| Warrior Packages  |   |
|---|---|
| <input type="checkbox"/> <b>Championship Sponser</b><br>Full Page Ad (\$300 value)<br>New FIELD SIGN** (\$300 value)<br>POSTER Quarter Ad (\$150 value)<br>VIP Guest at Team Dinner & Banquet<br>Team Photo with Your Company | <b>\$1000</b><br>2 Fresno High Polos (\$50 value)<br>2 Adult WHS All-Sport passes (\$160 value)<br>Online Advertising<br>VIP All Access Sideline pass to 1 home game<br>Autographed mini helmet replica |
| <input type="checkbox"/> <b>Victory Sponser</b><br>PROGRAM Full Page Ad (\$300 value)<br>New FIELD SIGN** (\$300 value)<br>POSTER Quarter Ad (\$150 value)<br>Team Photo with Your Company                                    | <b>\$750</b><br>2 Fresno High Polos (\$50 value)<br>2 Adult Football passes (\$70 value)<br>Online Advertising<br>Autographed mini helmet replica   |
| <input type="checkbox"/> <b>Touchdown Sponser</b><br>New Sign** + Business Card Poster + Business Card Program + 2 Football passes +<br>Online Ad + Team Photo with Your Company  | <b>\$500</b>  |
| <input type="checkbox"/> <b>Field Goal Sponser</b><br>New Sign** + Business Card Poster + Business Card Program + Online Ad + Team Photo  | <b>\$400</b>  |

**\*\*Deduct \$100 from any package if vinyl sign is already made. All signs must be 4' x 8'.**