

# BEST IN THE WORLD



**Strategies and tools for parent education and  
parent mentoring programs**

Club Excellence Conference  
Tuesday, May 13, 2014

# Club Orientation

## Strategies to Consider

- Hold separate meetings for new and seasoned parents
- Create parent mentoring structures (team mothers, phone lists, etc.)
- Get the right people to “present” in the right setting – don’t take individuals too far outside of their comfort zones
- Involve board and parent perspectives
- Be overt and proactive about club culture, values, roles and responsibilities



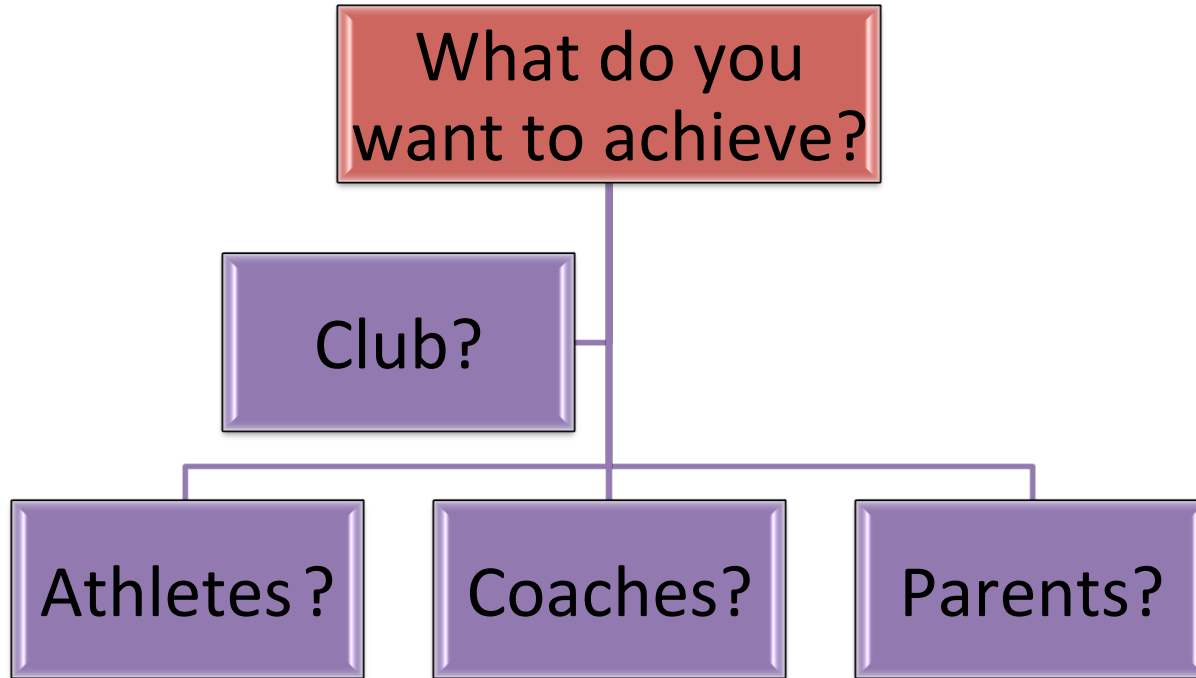
# Club Orientation - Be Positive!

With all the items on your agenda from the big picture to the minute administrative details

- ✓ be positive
- ✓ set the tone
- ✓ describe desired behaviors – not undesirable
- ✓ emphasize mission, vision and values
- ✓ provide just enough details to comfort and inform – follow up with clear written materials
- ✓ leave time and space to openly address questions



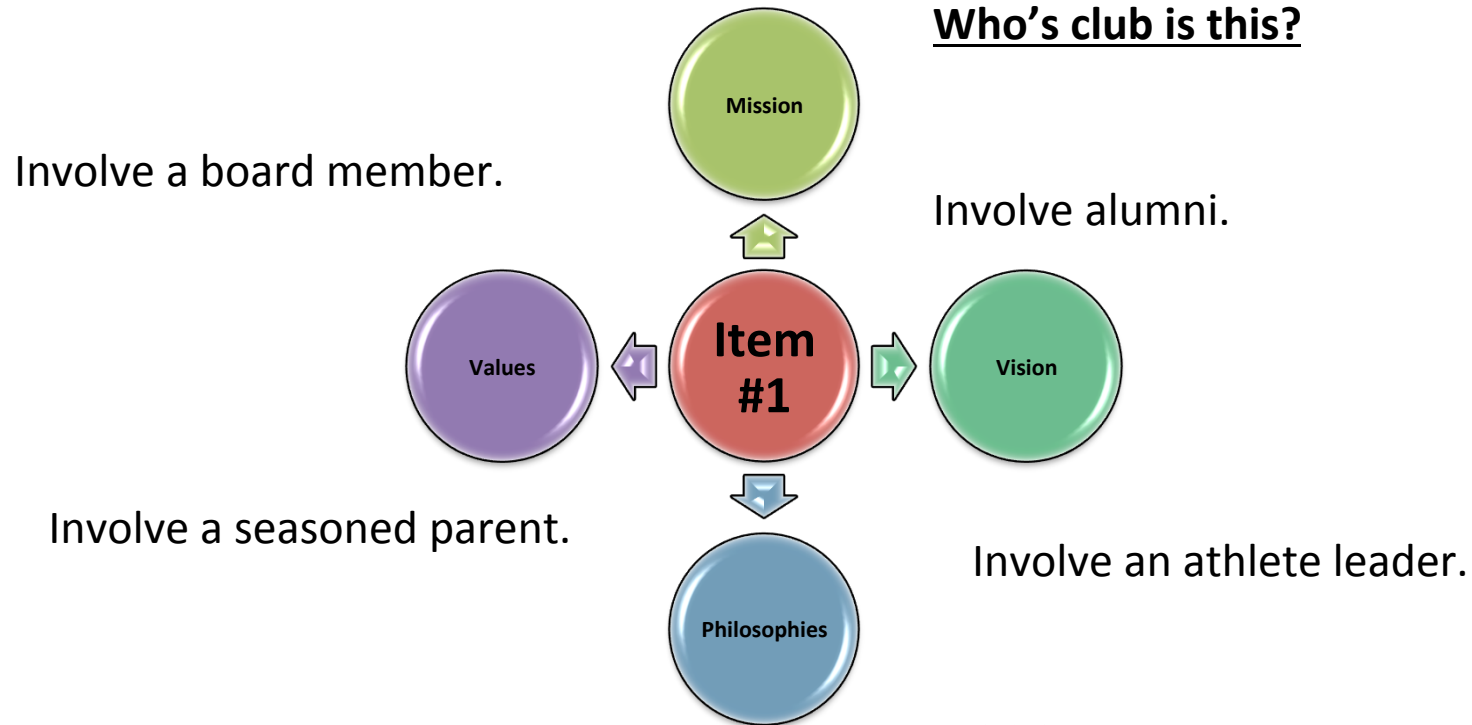
# Club Orientation – Desired Outcomes



**BEST  
IN THE  
WORLD**



# Club Orientation Agenda – item #1



# Club Orientation Agenda – Item #2

## Roles and Responsibilities

See USSA/USA Swimming handouts

Student-Athletes

Club/Staff

Coaches

Parents

Board

**BEST  
IN THE  
WORLD**



# Club Orientation Agenda – Item #3

## Club Policies and Procedures

*This will typically be more effective in small groups in more direct contact with staff.*

- ✓ Training policies – attendance, punctuality, length, purpose, location, etc.
- ✓ Competition policies
- ✓ Travel policies
- ✓ Concussion and Return to Sport policies
- ✓ Codes of Conduct
- ✓ Disciplinary policies (historical examples if possible)
- ✓ Financial Policies (timely payment of dues, competition entries and travel expenses, etc.)
- ✓ Team uniforms and other logistics



# Club Orientation Agenda – Item #4

OK, the parents are tuning out, the kids are restless, the room is getting very noisy...so this may be a good “breakout” of topics to further discuss with parents

- Communications plan
- Volunteerism (work deposit policies, main events and tasks, etc.)
- Parent Expectations / Code of Conduct
- SafeSport and background check policies
- Questions





# Spread it out...

The elements described in this power point should structure an ongoing parent involvement and education program that can be implemented throughout the season.

This may be a way to engage key veteran parents!

