



Illinois Athletic Directors Association

Communication - Staff, Booster Clubs and Parents

Presenters:

Steve Gertz, CMAA - Dundee-Crown High School

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Greatest advice given to me as an Athletic Director -

NEVER SAY NO!

Best Response:

- What a great idea, let me check into it!



PARENT COMMUNICATION: CREATE A WELCOMING ENVIRONMENT

Often parents and adults do not feel welcome at school. Welcome and invite at every opportunity to encourage and facilitate parent's involvement.

"Your smile is your logo, your personality is your business card, how you leave others feeling after having an experience with you becomes your trademark." ~Jay Danzie



PARENT COMMUNICATION: ESTABLISH POSITIVE COMMUNICATION EARLY & FREQUENTLY

It is much easier to deal with challenging situations if positive communication with the family has been previously and regularly established.

No one likes to be surprised!

If you are interested in professional development on this topic you can take LTI 714: Dealing with Challenging Personalities



PARENT COMMUNICATION: ESTABLISH MUTUAL TRUST AND RESPECT

Recognize that both parties have expertise. The coaches have expertise about teaching and learning gained through education and experience. Family members have expertise about the student and past experiences.

Coaches expect trust and respect as do family members.

Parents want answers! Coaches want control!



PARENT COMMUNICATION: ANXIETY EXIST ON BOTH SIDES

It is not uncommon for coaches to have anxiety when communicating with parents. Anxiety is sometimes disguised in aggressive or passive behavior, which can lead to miscommunication.

Explore ways to deal with anxiety effectively.

This reduces the tension for the observer and allows for more meaningful dialogue.



PARENT COMMUNICATION: DEMONSTRATE AN INTEREST IN AND DEVELOPING A WORKING PARTNERSHIP

Listen carefully and hear what they are saying!

Maintain eye contact, but take good notes.

Be aware of body language and it communicates.



PARENT COMMUNICATION: BE PROFESSIONAL AND PREPARED

- Parents have the right to be treated with courtesy by all of the coaching staff.
- Be sensitive to cultural and linguistic backgrounds.
- Be prepared before you make contact and address only the specific items.
- If a difficult situation, have all the information in hand.
- Remain focused on the specifics.

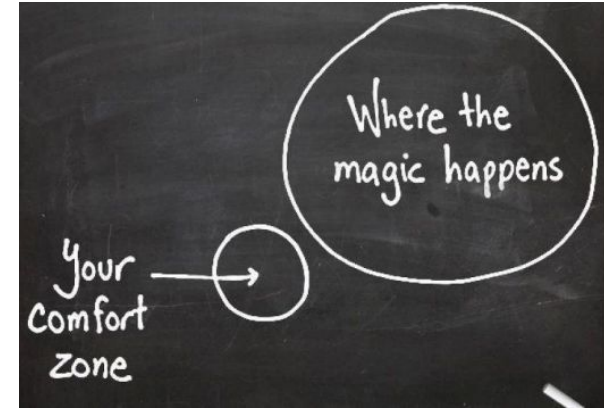


PARENT COMMUNICATION: BREAK-OUT SESSION - WHAT IS WORKING FOR YOU?



BOOSTER CLUB COMMUNICATION: BOARD SELECTION AND GOAL SETTING MEETING

- Each year it seems like we have a new board - kind of like starting new each year.
- Selecting the right booster club president is just as important as hiring the right head coach.
- Goal Setting Session (Summer)
 - Review Constitution and Purpose
 - Review roles and responsibilities
 - Goals for the school year
 - Involvement
 - Request (Process)
 - Relationship with the school/Financial Support



BOOSTER CLUB COMMUNICATION: MEETINGS

- I meet with the President of my booster club one week prior to our monthly meeting.
 - How are things going?
 - Is there anything we can help with or do better?
 - Review upcoming agenda and request
- At the booster board meeting: Your Role
 - Review upcoming events
 - State of the state (What's going on)
 - Discuss coaches and Athletic Department request.



BOOSTER CLUB COMMUNICATION: COMMUNICATION

- Remember that the booster club members are parents and they are volunteering.
- Listen to their concerns and praise them for what they do!
- Be open with them and over communicate with them.
- Thank them every time you see them! Appreciate them!

Remember...

The most successful people and programs do what lesser successful people and programs don't and aren't willing to do



BOOSTER CLUB COMMUNICATION: COMMUNICATION

Think and Share Discussion:

What has worked with your Booster Club?

Does anyone have any issues with their Booster Club they would like advice from the panel or other AD's on.



BOOSTER CLUB COMMUNICATION: COMMUNICATION

The better and more productive relationships that you can create with your booster clubs, the more money, students and success you'll attract to your programs and school.



COMMUNICATION WITH COACHES:

- Coaches need to know and follow your vision!
- Expectations must be consistent for each program
 - Vision
 - Branding (School Colors)
 - Meeting
 - Pre, Mid: Weekly, Post
 - Practice plans
 - Social media
 - Reporting scores, Updating websites, Signing days
 - End of the season awards

“SUCCESS IS INTENTIONAL...It does not just happen!”



COMMUNICATION WITH COACHES:

- Open and honest communication is a must!
 - Pre-Season Meeting and Goals
 - Weekly Meetings:
 - How are you doing?
 - How is everything with your family?
 - How is everything going in your program?
 - What can I do to help you?
 - Post Season
 - Self-Evaluation
 - Student Surveys
 - End of the Season Meeting / Evaluation
 - Review Survey Results
 - Self Evaluation

FOLLOW UP



IADA Professional Development - Communication

Questions

Please do not talk over each other. You can always type your question in the chat box.

IADA Professional Development - Communication

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