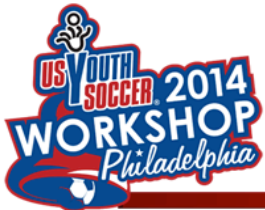


Implementing a Club-Wide Parent Education Program

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The discussion centers around

1. **Why**...do we need it
2. **What**....to deliver
3. **How/when**...to deliver and assess



Goal of today – I want to make you think



Parent education frequently is..

- A Handbook outlining fee structure, games, tournaments and expectations
- Periodic email blasts or face to face about reminders of what to do and not to do
- Sometimes a college program
- ...A this and a that telling them what to do and when to do it and please sign checks



- But is it a well thought out endeavor?
- With goals and outcomes in mind?
- ...should it be?

1. Why?

So...why do we need it?



Why

Because

1. They spend Approximately 93% of the time with your client
2. If not done, or done poorly, parents are left to *their own devices* during that 93%



Why?

So...bigger question is what is a parent that is left to their own devices?

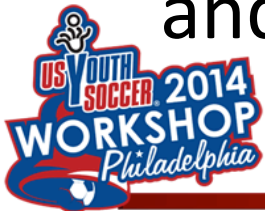
..or what is an uneducated parent?

- Lets get a picture of a parent and what they do..



How can we assess the effectiveness of this un-education process?

- Use a “program analysis” approach
- Lets chat about their
 - Reaction to the education/information
 - Learning based on what they are getting
 - Behaviors as a result of learning
- This will give us a way to frame how parents essentially take the information you provide and use it



Reactions

- How do they react to emails, handbook, etc... telling them what they can do and when they can do it?
- Do they respond?
- What do they say to you?



Learning

- What knowledge are they getting?
- What skills are they getting?
- What attitudes are they adopting?



Behavior

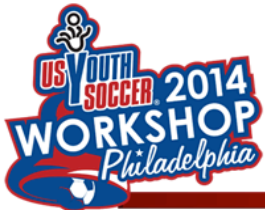
What behaviors are they exhibiting?

This is by far the easiest thing to assess....just go to a field



Thoughts

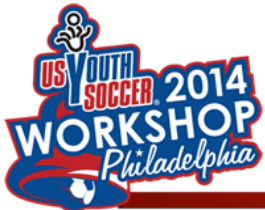
- The goal cannot be to create perfect parents
 - Its impossible
 - like every “-oholic” there is relapse!!!
- So what is the goal?



Thoughts

The goal – as I see it – is to create informed and educated parents by

1. Improving self awareness
2. Creating an understanding of what things are going on
3. Creating an understanding of what's important



Thoughts

- I have come to this realization based on my own development and parenting
 - In school with my sons
 - In soccer with my sons
- So the question remains on what do we educate them?



2. What



What can you give parents?

Information to build behaviors

So goal is to build

- Knowledge
- Skills
- Attitudes



What can you give parents?

This “information” should be about

- A. What there kids might be experiencing/
feeling
- B. What is in store for their kids and when
- C. What things they can do to help their kids be
successful



A. What there kids might be experiencing/feeling

Provide information on what their kids may be feeling and going through during games, practices, tournaments etc...

- Anxiety when learning something new
- Joy when doing it in front of a peer in this type of game
- Sessions early in the year when just getting their legs
- Etc...

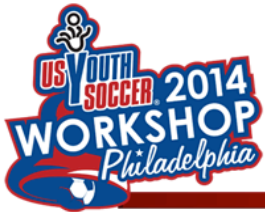
B. What is in store for their kids and when

Provide ideas on what different age group kids may be experiencing/going through relative to their sport and their age

- Youngers
 - base it on things like piagetian stages of development
 - how kids think and solve problems
- Olders – base it on what players are thinking now like
 - planning for hs,
 - ..and college soccer
 - ..and dates
 - etc...

Provide a calendar outlining some of these things over time – short and long

C. What things parents can do to help their kids be successful



POTENTIALING™ YOUR CHILD IN SOCCER

A parent's guide for helping
kids maximize their potential
in soccer and in life



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The book takes performance psychology concepts like confidence, motivation, etc... and provides parents with a way to *assist* them in building these at the right times



Potentialing goes beyond the normal things we may say to parents to be “helpful”

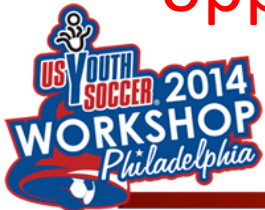
- “Get your kids something to eat after the game”
- “Be positive and cheer”
- “Stop coaching from the sideline”
- “Sit down and shut up” (extreme but it happens)

The ideas in the book provide actual ways that potential and talent can be developed...from a parental perspective...through the BIG 5



Big 5

- The Big 5 are:
 - Play
 - Motivation
 - Persistence
 - Confidence
 - Communication
- These same constructs are used by coaches to improve player performance but when used (differently) by a parent **nurture potential as opposed to teach it**



As you can see...

The purpose is really two fold

1. To educate parents and give them the “What to do” ...and as a result...
2. ...let you/help you do your job of developing players

Each club, team and player faces unique challenges

So, each club will likely use the book and its ideas a bit differently

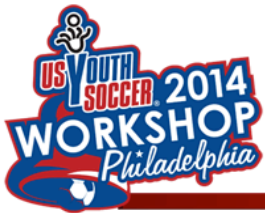


3. How...



How...

1. In Context
2. Center it around
 - A. Adult learning principles
 - B. Adult motivation principles
3. At appropriate times and innovative ways

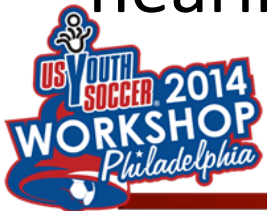


1. Context

You – club, team, player

Them – player, team, club

The parent will ALWAYS have a different starting point than you and as a result their “context” for hearing is different...so know this



1. Context

You must learn to be aware of

- your self
- their self

Empathy and listening are key



2A. Add adult learning principles

Knowles principles of adult learning

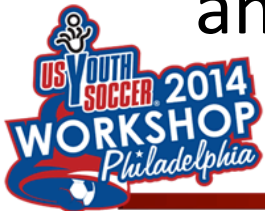
- Self concept – strategies to include adults in planning & evaluation of practices/games
- Experience – strategies to include more hands on experience
- Readiness to learn - strategies to include subjects that are relevant to them
- Orientation to learning - strategies to include problem centered vs content oriented
- Motivation to learn - strategies to motivate



2B. Add ARCS

ARCS model of motivational instructional design for adults:

- Attention – strategies for arousing curiosity and interest
- Relevance – strategies that link learners needs interests and motives
- Confidence – strategies that help parents develop a positive expectation for successful achievement
- Satisfaction – strategies that provide extrinsic and intrinsic motivation for effort



3. At appropriate times and innovative ways

Practical ways to use these ideas

- Before season
- During season
- Conclusion of season



Before season

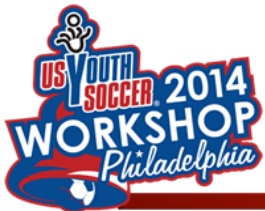
Use the website

- Up to date info and links
- Create a Parents page
- Add items like
 - Everything you need to know sheet
 - People to contact with issues
 - Costs
 - Education websites
 - Current topics

Before season

Town hall meetings

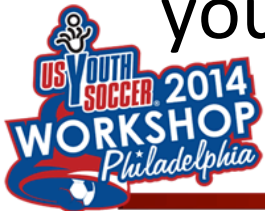
- About what's coming and any changes
- Opportunities for parents to express themselves



Before season

At tryouts

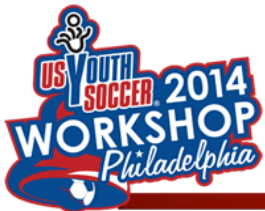
- Handout explaining everything that will come in the season
- Explanation by not just the coach
- Be transparent
- Tell them what you are going to do, why you are going to do it and how it will improve their son or daughter
- ...keep in mind its not what you say but how you say it...



Before season

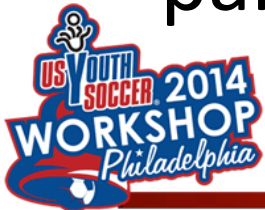
After tryouts

- An email very quickly explaining best place for son or daughter
- Be available for communication



Before season - Once team is selected

- A discussion of goal of the season
- A discussion of ways parents can help and what they can say at games
- An introduction to the “parent education nights”
- *A Potentiaing* book in the hands of every parent



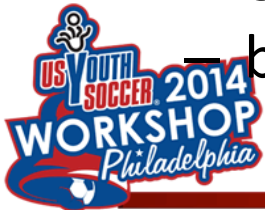
During season

- Manage the group and the individual
- Educate



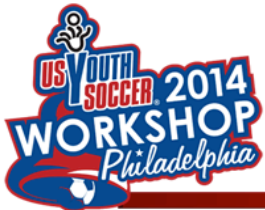
Club wide parent education sessions

- As follow up to support the concepts in book
- And on things kids are feeling/experiencing
- Specific to unique issues of the club
 - as a leading club/ chasing club
 - building/established club
 - low/high SES
 - lots/minimal parental involvement, etc...
- Specific to unique times of the year
 - before pressure tournaments
 - beginning of the season
 - end of season
 - before an extended break



Periodic emails

- To the group communicate certain expectations
- To individuals
- Not just the manager



During season

Club-wide events that

- Involve parents and families
- Are fun and tout successes of teams and players
 - Based on process not product
 - Based on community service
 - Based on long term growth



During season

Evaluations with player and parent



During season

Educate coaches to educate parents

- Ideas for team meetings on certain topics
- Ideas for emails here and there on certain topics/concepts
- Suggestions on ways to deal with problem parents
- Help create expectations vs. rules - documents that aren't contracts for parents but rather development ideas and “this is what you are expected to do” statements



At the end of season

Closing the season is critical

- Individual evaluations
- Team get together
- Club function



Assess the effectiveness of the program



How?

1. Use questions for program analysis as guiders
2. Assess
 1. Informally
 2. Formally



Assessment guides

Reactions

Learning

Behaviors



Reactions

- How do they react to information received?
 - Feel engaged
 - Feel they are receiving value-added information
 - Feel like they are missionaries of the program
 - Feel passionate, motivated and inspired to inspire others?
 - Feel they have the ability to become a good and effective “assistant” in the learning process?



Learning

- What knowledge did you want participants to learn?
- What skills did your participants learn or improve?
- What attitudes did your participants change ?



Behavior

- Quality behavior towards their own son or daughter
- Quality behavior towards other children
- ...in times of “crisis”



How to assess?

Informal:

- Coaches and DOCs ask
- Board members ask and chat

Formal

- On-line survey with questions (I have some of these)
- On-line evaluation sent through email



Conclusion

Ensure you

- think about what happens if you do nothing
- think about what is important to your club
- think about what parents are thinking and where they are coming from
- Create an approach and set of information pieces that can be delivered
 - In different ways
 - And during various phases of your year
- Assess the effectiveness of your program to involve and grow an change

Rinse and repeat

