

Positive Soccer Parents

Presenter:

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Why are parents important?

- Parents pay the bills “customer”
- Parents drive and go to every event “chaperone”
- Parents talk to the player(s) every day
- Parents are investing in their son/daughter for their happiness, college scholarship...



Why are parents important?

- Parents talk to other parents and rumors might spread
- They volunteer to help club programs
- Etc....



What is important for parents to know on the club side?

- Philosophy
- Curriculum
- Staff (ways to contact)
- Chain of command “flow chart”
- Policy on:
 - Tournaments
 - Number of practices
 - Coaches
 - License levels
 - Etc..
- Programs afford within club
- Volunteers (“BOD”, grounds crew, concession stand, parking, time/hours)



What is important for parents to know on the team side?

- Number / when are practices (day and times)
- Number of tournaments (dates, cost, travel)
- League(s) playing in
- Player development for child (long and short term)

What is important for parents to know on the team side?

- Number of players on team 14,16,22...
- Is this a team or academy (how does it work)
- Cost for the year (estimates or exacts)
- Player and parent expectation



Parents Role (club level)

- Know where to go on a website to get the correct contact info to call for questions.
- Know where to search on website for desired information.
- Knowledgeable in team and club direction.



Parents Role (player development)

- Getting players to practice and game on time
- Encouraging/supporting players to go play on their own with friends
- Stay in communication and understanding calendar
- Ask coach what they are working on and what can they do at home (remember they are paying customer)
- Asking players after practice on what they worked on
- Support son/daughter and enjoy what they can do



Coaches Role

How should a coach interact with players/parents/club and be a liaison for the club at the same time?

Other:

- Coach supports club philosophy and direction established from the DOC.
- Interacts face to face with parents. Having 2-3 meetings throughout year after practice to discuss teams direction and any updates.
- **Find a good manager that communicates well with parents.



Administration Role

- Keep website up to date and easy to read and search – Add something each week
- Have good contact info on website and answer phone calls and emails promptly
- Be on site and interact with parents
- Be as transparent and accessible as possible
- Post all info and keep calendar updated



Ways to communicate

Facebook

Box

Email

Phone service

People (face to face)

Calendar

Fuze

Registration

Newsletter

Mailing

Fliers

hotline #

YouTube

Website

Newspaper

Magazines

Schools

*Consistency

Best that I have found:

Email, Website, hotline #, People, Consistency



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Message Content/Timing

Messaging

- Concise: get to the point/no fluff
- Simple and bold or highlight important or unusual items
- Always use multiple ways to communicate for each message send out

Timing

- Immediately following events to help get them registered back. Teams, recreation...
- Depending on which event 2-3+ shout outs is needed to keep people in the loop (Depends on event)



Educating Players

Other means than through coaches:

- Websites have tones of info and can greatly improve your players and members. Having “club info” and “general info” is very important. Look to update at least once a week to keep parents checking back. “Consistency is key”



Educating Players

Other means than through coaches:

- Share and give parents the curriculum, club philosophy and who to contact for which question. Having a club parents/players meeting at the beginning of the season to pass this info along will help.



Conclusion

Parents want to help and be informed. If you don't continuously stay connected and answer questions that they have, they will find the answer (right or wrong) and go with it or make their own conclusion.

Keep them informed



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