Sideline Behavior

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Soccer Parenting Association
804-467-7041
What have we historically done?

- Silent Days (or months!)
- Lollypops
- Emails of reprimand
- Code of Conduct for parents to sign
Is this working?
This is a (largely) solvable problem
Intervention Is Most Effective with Education & Follow Up
What is the objective?

- Change Parent Behaviors
- Change Coaching Behaviors
- Improve Experience for Players
- Improve Experience for Referees
- Improve Experience for Coaches
- Improve Experience for Parents
- Inspire Families
What are the problems

• Lack of Perspective from Parents
• Lack of Understanding of Laws of the Game from Parents
• Crazy Soccer Parents
• Too Much Emphasis on Winning
• Coach Lack of Connection
• Referee Issues
• Lack of Understanding about Communication
• Culture Issues

✓ Parent Education
✓ Parent Education
✓ Policies
✓ Culture
✓ Coach Education
✓ Mass Comm.
✓ Parent/Coach Ed.
✓ Culture
Focus Areas for Clubs

- Parent Education
- Club Policies
- Culture
- Coach Education
- Mass Communication
Parent Education

• Their Sideline Behavior
• Education about Types of Communication
• Education about Results of Communication
• Club – Wide Communication
• Coach Communication
• Process for Handling Stressful Situations
Club Policies

- Parent Behavior Expectations
- Coach Behavior Expectations
  - Club Guidelines
  - Club Values
- Complaint Process
- Documented “Discipline” Process
Culture

- Focus on Inspiring Players
- Focus on Parent and Club Values
- Gratitude
- Team and Parent Awards
- Focus on the Right Parents
Coach Education

- Their Sideline Behavior
- Parent Engagement
- Education about Types of Communication
- Education about Results of Communication
Club-Wide Communications

- Regular and Systematic
- Focus on Culture
- Discuss Referee Issues
- Discuss Sideline Communication
- Social Media Strategy Overhaul
THE SIDELINE PROJECT

• A free program from the Soccer Parenting Association
• Coach facilitated
• Builds coach-parent relationship
• Parent education intervention
• Consistent follow up
<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Link</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Coach takes Pre-Project Survey.</td>
<td>Link to Pre-Project Coach Survey</td>
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<tr>
<td>2</td>
<td>Coach watches 20 minute online training video. Grab a piece of paper and a pen for some notes! See <strong>DOWNLOAD 1</strong> for The Sideline Project overview</td>
<td>Link to Coach Training Video</td>
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<tr>
<td>3</td>
<td>Coach holds Parent Meeting. See <strong>DOWNLOAD 2</strong> for the Parent Meeting Outline See <strong>DOWNLOAD 3</strong> for the Parent Meeting Handout</td>
<td><strong>DOWNLOAD 2 &amp; 3</strong> Parent Meeting Outline Parent Meeting Handout (will download together)</td>
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<td>4</td>
<td>Coach follows up Parent Meeting with Email. See <strong>COACH EMAIL 1</strong> - Parent Meeting Follow Up</td>
<td><strong>COACH EMAIL 1</strong> Parent Meeting Follow Up</td>
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<td>5</td>
<td>Parents take Pre-Project Survey.</td>
<td>Link to Pre-Project Parent Survey</td>
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<tr>
<td>Step</td>
<td>Description</td>
<td>Link/Resource</td>
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<tr>
<td>6</td>
<td>Parents watch 20 minute online training video.</td>
<td>Link to Parent Training Video</td>
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<td>7</td>
<td>Follow up Email sent to parents after training video directly from The Sideline Project. (you can ask parents to forward to you to track participation)</td>
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<td>8</td>
<td>Coach sends reminder Email to parents for Survey &amp; Video.</td>
<td>COACH EMAIL 2 Reminder</td>
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<td>See COACH EMAIL 2 - Reminder</td>
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<td>9</td>
<td>Coach institutes Pre-Game Huddle or Pre-Game Email.</td>
<td>DOWNLOAD 4 &amp; 5 Pre-Game Huddle Outline&lt;br&gt;Pre-Game Email Outline&lt;br&gt;(will download together)</td>
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<td>See DOWNLOAD 4 - Pre-game Huddle Outline&lt;br&gt;See DOWNLOAD 5 - Pre-game Meeting Template</td>
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<td>10</td>
<td>Coach sends Email two weeks into season.</td>
<td>COACH EMAIL 3 Checking In</td>
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<td>See COACH EMAIL 3- Checking In</td>
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<td>Step 11</td>
<td>Coach works to acknowledge positive behaviors of parents throughout season. See DOWNLOAD 6 - Positive Feedback Suggestions</td>
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<td>Step 12</td>
<td>Coach sends reminder Email six weeks in to season. See COACH EMAIL 4 - Sideline Communication Follow Up</td>
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<td>Step 13</td>
<td>(ongoing) The Sideline Project Emails parents periodic updates.</td>
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<td>Step 14</td>
<td>(ongoing) Coaches continue Pre-Game Huddle or Pre-Game Email and Positive Feedback.</td>
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<td>Step 15</td>
<td>Coach sends Post-Season Email to Parents. See COACH EMAIL 5 - You Did It!</td>
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<td>Step 16</td>
<td>Parents take Post-Project Survey.</td>
<td>Link to Post-Project Parent Survey</td>
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<td>Step 17</td>
<td>Coach takes Post-Project Survey.</td>
<td>Link to Post-Project Coach Survey</td>
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<td>Step 18</td>
<td>The Sideline Project sends Thank You Email.</td>
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How Do Parents Feel Before a Game?
PARENT ENGAGEMENT AT GAMES

• EMAIL FROM COACH
• YELLING ACROSS THE FIELD!
• PRE-GAME HUDDLE
Pre-Game Huddle

• 30-60 Seconds
• Training Update
• Game Specific Update
• Communication Reminder
• No Questions
Intervention
Is Most Effective with Education & Follow Up
PARENT AND CLUB VALUES
VALUES DETERMINE BEHAVIORS
SIDELINE BEHAVIOR ISSUES ARE SOLVABLE
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