

Parent Expectations and Realities

NIAAA National Conference
Washington D.C.
December 15, 2014

Parent Expectations and Realities

○ PRESENTATION GOALS / OUTLINE

1. Effective Communication Strategies with Parents / Examples / Handouts
 - Pre-season Coaches Meetings / Examples / Handouts
2. When Expectations and Realities Don't Mesh / Examples / Data / Handouts
3. Building Positive Relationships with Parents / Examples / Handouts

Parent Expectations and Realities

WHAT SPORTS PARENTS NEED TO KNOW

I'm sure the message you are about to hear is very similar to the message you and your coaches give to your parents and athletes.

Parent Expectations and Realities

○ Coach / Parent Meeting

1. Opening (5 min)
2. Objectives of Participation (5 min)
3. Details of the Program (25 min)
 - Required Equipment, Scheduling of Practices and Games, Transportation, Team Rules, Physicals, Insurance, Fundraising, Player/Parents Communication, etc.
4. Coaching Roles and Responsibilities (10 min)
5. Parent Roles and Responsibilities (5 min)
6. Coach / Parent Relations (10 min)
7. Closing with Q. & A. session (15-30 min)

Parent Expectations and Realities

MILLARD WEST PRE-SEASON MEETING CHECKLIST

- Discuss your team rules regarding attendance, behavior, appearance, grades, etc.
- Warn of potential injuries and methods to avoid injuries or death
- Review with all players and parents your cut policy and try-out process
- Read Hazing document on the first day before practice even begins.
- Inform parents of the Parent / Coach communication process
- Discuss care and use of all equipment and uniforms
- Share your Varsity lettering policy
- Discuss NCAA Clearinghouse and College Recruitment

Parent Expectations and Realities

CONTINUED

- Promote the MWHS Athletic Booster Club
- Discuss practice dates, times, locations, transportation, holiday schedule, etc.
- Share game schedules with players, parents and coaches
- Ask parents for positive support for every athlete
- Share your work email with parents
- Once teams are selected give parents ownership of the program by having them run team dinners, organize and assist with team fundraising, etc...
- Make sure you create an environment where parents feel that you are approachable
- Other ideas you may have

Parent Expectations and Realities

“Assessing Your Effectiveness”

On a scale of 1-5, with 1 being Strongly Disagree and 5 being Strongly Agree, please rate your effectiveness as a parent of a child in activities....

___ I model good sportsmanship at all competitions in the way I interact with other parents, athletes, coaches and officials.

___ I conduct myself in a manner such that my family and friends enjoy sitting next to me at competitions.

___ I encourage and allow my child to talk to the coach/sponsor if he/she has an issue with the them before intervening myself.

___ I do not criticize my child's coach or sponsor in front of my child.

___ I do not give technical or strategic instructions to my child or other students during competition.

___ I provide total and unconditional love and support for my child regardless of how he/she performs.

___ I conduct myself in a manner that makes my child proud to have me in attendance.

___ TOTAL

Parent Expectations and Realities

SCORE:

30-35 Excellent: You are a model activities parent

25-29 Very Good: Communicate with your child to maintain your current perspective.

20-24 Cause for Concern: Be willing to listen and make changes to regain a proper perspective.

1-19 Out of Control: You have lost perspective. You could be in danger of ruining your child's experience in activities.

Parent Expectations and Realities

Questions To Ask Yourself

- How do you respond when your child makes a mistake during a competition?
- Are you overly emotional when your child doesn't perform well?
- Do you treat your child differently when your child wins as opposed to when they lose?
- Do you build, rather than destroy, your child's confidence in the way that you interact with them?

Parent Expectations and Realities

Pre-season Meeting at Millard North

- Have a Theme every year
- Tell Parents what is expected of them
- Communicate to parents what is really important about athletics

Parent Expectations and Realities

“The youth sports culture is overly aggressive, and while the opportunity for an athletic scholarship is not trivial, it’s easy for the opportunity to be overexaggerated by parents and advisers,” Mr. Brand said in a telephone interview. “That can skew behavior and, based on the numbers, lead to unrealistic expectations.”

Instead, Mr. Brand said, families should focus on academics.

“The real opportunity is taking advantage of how eager institutions are to reward good students,” he said. “In America’s colleges, there is a system of discounting for academic achievement. Most people with good academic records aren’t paying full sticker price. We don’t want people to stop playing sports; it’s good for them. But the best opportunity available is to try to improve one’s academic qualifications.” The math of athletic scholarships is complicated and widely misunderstood.

Parent Expectations and Realities

There's a reason why your kids aren't playing – They are not good enough

An article in the Boston Globe this fall addressed the “win-at-all-costs” youth coaches and the “play-my-kid-or-else” parents at the high school level.

Parent Expectations and Realities

They're just not good enough
He/she just isn't fast enough
He/she just isn't strong enough
He/she isn't tall enough
He/she is too fat/too skinny

Good coaches, however, are not usually that blunt or honest.

How do you educate your parents on the reality of competitive athletics?

Parent Expectations and Realities

○ College Scholarship Facts:

- 2% of high school athletes receive a scholarship to an NCAA School
- The average dollar amount of the scholarship is less than \$11,000
- 6 sports can offer full ride scholarships
 - Football
 - Men's Basketball
 - Women's Basketball
 - Women's gymnastics
 - Volleyball
 - Tennis

Parent Expectations and Realities

- ◉ Men's Gymnastics – 14.8%
 - Division I
 - Students receiving aid – 138
 - Average award per student - \$21,601
 - Total aid for this sport - \$2,980,968
 - Division II
 - Students receiving aid – 0
 - Average award per student - 0
 - Total aid for this sport - 0

Parent Expectations and Realities

◉ Men's Lacrosse – 11.8%

- Division I

- Students receiving aid – 1335
- Average award per student - \$15,186
- Total aid for this sport - \$20,273,451

- Division II

- Students receiving aid – 1034
- Average award per student - \$7774
- Total aid for this sport - \$8,037,825

Parent Expectations and Realities

- ◉ Women's Lacrosse – 11.8%
 - Division I
 - Students receiving aid – 1967
 - Average award per student - \$16,338
 - Total aid for this sport - \$32,136,393
 - Division II
 - Students receiving aid – 1106
 - Average award per student - \$7,213
 - Total aid for this sport - \$7,977,844

Parent Expectations and Realities

◉ Women's Soccer – 9.5%

- Division I

- Students receiving aid – 2048
- Average award per student - \$14,037
- Total aid for this sport - \$28,748,024

- Division II

- Students receiving aid – 677
- Average award per student - \$9,293
- Total aid for this sport - \$6,291,309

Parent Expectations and Realities

◎ Football – 7.4%

- Division I

- Students receiving aid – 17,334
- Average award per student - \$30,589
- Total aid for this sport - \$530,237,400

- Division II

- Students receiving aid – 11,386
- Average award per student - \$8,075
- Total aid for this sport - \$91,945,398

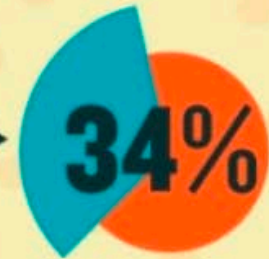
Parent Expectations and Realities



22x More academic
scholarships than athletic



of High school athletes
receive athletic scholarships



of College athletes
have an athletic scholarship

Parent Expectations and Realities

1 in 25

Student athletes
will become a
professional
in their sport



Parent Expectations and Realities

RECRUITING REALITIES

Do your coaches have these types of conversations with your parents and athletes? If not, they should!

Parent Expectations and Realities

So if my chances to earn an athletic scholarship are small, why play?

- WE play to create a place of belonging
- WE play to develop the inner lives of the students who participate
- WE play to give students something that will sustain them beyond their 4 years in high school
 - (according to Joe Ehrmann, author of Inside Out Coaching)

Parent Expectations and Realities

We use athletics to help teach kids the difference between **goals** and **purpose**.

- Definition of a Goal – The result or achievement toward which effort is directed or aimed, a destination
- Definition of **Purpose** – The reason for which something exists or is done.

Parent Expectations and Realities

What are some examples of **Goals**:

- **Dribbling Left Handed**
- **Throwing a Curve Ball**
- **Getting a win**

Parent Expectations and Realities

Goals compared to Purpose:

- Dribbling Left Handed
 - Overcoming Adversity
- Throwing a Curve Ball
 - Moving Outside of Comfort Zone
- Getting a win
 - Working Together with Others

Parent Expectations and Realities

“ **Goals** have a beginning and an end. **Purpose** doesn't. **Purpose** is what we live for.”

---- Tony Dungy

Parent Expectations and Realities

If we aren't intentional about
our **PURPOSE** and
If our **GOALS** aren't in alignment with
our
PURPOSE, then
Winning becomes our **PURPOSE** and
we will do anything to achieve it.

Parent Expectations and Realities

Our **GOALS** should be focused on our overall **PURPOSE** which is to use athletics to build:

- ◆ Self-confidence
- ◆ Risk-taking
- ◆ Self-motivation
- ◆ Responsibility
- ◆ Self-discipline
- ◆ Flexibility
- ◆ Working with Others
- ◆ Courage
- ◆ Commitment
- ◆ Focus
- ◆ Persistence

Parent Expectations and Realities

**Acquiring these skills
will help my child to
be successful in LIFE**

Parent Expectations and Realities

- **How to Build Relationships with Parents**
 - **Establish a communications plan**
 - **Share the plan with your community as often as possible**
 - **Build a foundation of trust**
 - **Allow parents a level of involvement in your program**
 - **Create an environment where parents see that you are approachable**
 - **Emphasize solution based problem solving methods within your program**

Parent Expectations and Realities

○ Parent Conduct at Sporting Events

- *Do* remain in the spectator area during the event
- *Don't* interfere with the coach
- *Do* express an interest, encouragement and support to all athletes
- *Don't* shout instructions or criticisms to any student athlete
- *Do* lend a hand if someone asks for help
- *Do* keep your abusive comments to yourself / remain positive

Parent Expectations and Realities

Effectively Supporting Your Children In And Out Of Competition

1. Build confidence rather than diminishing it
2. Avoid showing negative emotions while watching your children perform
3. Remember your child doesn't intentionally perform poorly. They are doing everything they can to be successful. Their performance is not a reflection of you as their parent. Don't make it about you!
4. Provide positive feedback! Tell them what they did well. 5 positive to 1 constructive criticism statements
5. Avoid sarcasm, belittlement and embarrassment
6. Provide love, healthy perspectives and wait time after poor performances

Communicating With Your Children

1. Make sure your children know that win or lose, scared or heroic, you love them, appreciate their efforts and are not disappointed in them. They need your positive reinforcement.
2. Try your best to be completely honest about your child's athletic ability, competitive attitude, sportsmanship and actual skill level.
3. Be helpful, but don't coach them. It's tough not to, but it is a lot tougher for the athlete to be flooded with advices and critical instruction.
4. Teach them to enjoy the thrill of competition, to be "out there trying", to be working to improve their skills and attitudes. Help them develop the feeling for competing, for trying hard and for having fun.

Parent Expectations and Realities

5. Try not to relive your athletic life through your child in a way that creates pressure.
6. Don't compete with the coach. Criticism of the coach to your child puts the athlete in a terrible "No Win" situation.
7. Don't compare your child's skill level with other members of the team.
8. Get to know the coaches.
9. Always remember that children tend to exaggerate both when praised and when criticized. Temper your reaction and investigate before overreacting. Many times athletes will define a coach's criticism as being "yelled at".

Parent Expectations and Realities

Communicating With Your Coach

Communication You Should Expect From Your Child's Coach

- Philosophy of the coach
- Expectations the coach for your child and for the team
- Locations and times of all practices and games
- Team requirements
- Procedures for injuries
- Discipline procedures, team rules, school rules, etc.

Communication Coaches Expect From Parents

- Concerns expressed directly to the coach
- Notification of any schedule conflicts in advance
- Specific concerns in regard to a coach's philosophy and/or expectations

Appropriate Concerns To Discuss with Coaches

- The treatment of your child, mentally and physically
- Ways to help your child improve
- Concerns about your child's behavior

Issues Not Appropriate to Discuss with Coaches

- Team strategy
- Playing time
- Play calling
- Other student athletes

Please encourage your child to visit with their coach should they have any concerns. If your child is not satisfied after meeting with their coach, parents should contact the coach and set up a face-to-face meeting.

Parent Expectations and Realities

Questions and Answer Session

Parent Expectations and Realities

Chris Loofe, C.A.A

Activities Director

Millard West High School

5710 S. 176th Ave

Omaha, NE 68135

cmloofe@mpsomaha.org

@Loofe33

Chad Zimmerman

Activities Director

Millard North High
School

1010 S. 144th St.

Omaha, NE 68154

crzimmerman@mpsomaha.org

Parent Expectations and Realities

**ADDITIONAL SLIDES of NCAA SPORTS and
ATHLETIC AID**

Parent Expectations and Realities

◉ Women's Rifle – 13.2%

- Division I

- Students receiving aid – 52
- Average award per student - \$12,111
- Total aid for this sport - \$629,750

- Division II

- Students receiving aid – 8
- Average award per student - \$2,150
- Total aid for this sport - \$17,200

Parent Expectations and Realities

● Men's Ice Hockey – 11.6%

- Division I

- Students receiving aid – 574
- Average award per student - \$34,908
- Total aid for this sport - \$20,037,370

- Division II

- Students receiving aid – 390
- Average award per student - \$19,586
- Total aid for this sport - \$7,638,667

Parent Expectations and Realities

◉ Men's Baseball – 11.2%

- Division I

- Students receiving aid – 6422
- Average award per student - \$14,402
- Total aid for this sport - \$92,486,810

- Division II

- Students receiving aid – 5706
- Average award per student - \$6003
- Total aid for this sport - \$34,255,019

Parent Expectations and Realities

◉ Women's Water Polo – 9.8%

- Division I

- Students receiving aid – 413
- Average award per student - \$15,552
- Total aid for this sport - \$6,423,149

- Division II

- Students receiving aid – 131
- Average award per student - \$5,733
- Total aid for this sport - \$750,995

Parent Expectations and Realities

◉ Women's Field Hockey – 9.5%

- Division I

- Students receiving aid – 0
- Average award per student - 0
- Total aid for this sport - 0

- Division II

- Students receiving aid – 0
- Average award per student - 0
- Total aid for this sport - 0

Parent Expectations and Realities

◉ Men's Rifle – 9.2%

- Division I

- Students receiving aid – 6
- Average award per student - \$7,755
- Total aid for this sport - \$46,531

- Division II

- Students receiving aid – 0
- Average award per student - 0
- Total aid for this sport - 0

Parent Expectations and Realities

◉ Men's Soccer – 8.7%

- Division I

- Students receiving aid – 6,656
- Average award per student - \$19,228
- Total aid for this sport - \$127,982,900

- Division II

- Students receiving aid – 4658
- Average award per student - \$7601
- Total aid for this sport - \$35,406,252

Parent Expectations and Realities

◉ Women's Golf – 8.5%

- Division I

- Students receiving aid – 1739
- Average award per student - \$21,338
- Total aid for this sport - \$37,109,385

- Division II

- Students receiving aid – 1032
- Average award per student - \$8,722
- Total aid for this sport - \$8,998,371

Parent Expectations and Realities

- ◎ Women's Swimming and Diving – 8.2%
 - Division I
 - Students receiving aid – 1787
 - Average award per student - \$19,003
 - Total aid for this sport - \$33,968,098
 - Division II
 - Students receiving aid – 1095
 - Average award per student - \$9,329
 - Total aid for this sport - \$10,214,971

Parent Expectations and Realities

◉ Men's Golf – 8%

- Division I

- Students receiving aid – 7120
- Average award per student - \$14,101
- Total aid for this sport - \$29,887,542

- Division II

- Students receiving aid – 1527
- Average award per student - \$6148
- Total aid for this sport - \$9,387,776

Parent Expectations and Realities

○ Men's Water Polo – 7.8%

- Division I

- Students receiving aid – 172
- Average award per student - \$14,344
- Total aid for this sport - \$2,467,233

- Division II

- Students receiving aid – 76
- Average award per student - \$6380
- Total aid for this sport - \$484,846

Parent Expectations and Realities

○ Men's Swimming and Diving – 7.6%

- Division I

- Students receiving aid – 3554
- Average award per student - \$17,633
- Total aid for this sport - \$62,667,094

- Division II

- Students receiving aid – 996
- Average award per student - \$7,911
- Total aid for this sport - \$7,879,549

Parent Expectations and Realities

- ◉ Women's Softball – 7.6%
 - Division I
 - Students receiving aid – 4637
 - Average award per student - \$19,531
 - Total aid for this sport - \$90,572,912
 - Division II
 - Students receiving aid – 4050
 - Average award per student - \$7,215
 - Total aid for this sport - \$29,221,296

Parent Expectations and Realities

◉ Women's Basketball – 6.4%

- Division I

- Students receiving aid – 4,318
- Average award per student - \$37,555
- Total aid for this sport - \$162,161,503

- Division II

- Students receiving aid – 3688
- Average award per student - \$15,404
- Total aid for this sport - \$56,808,383

Parent Expectations and Realities

◉ Women's Volleyball – 6.0%

- Division I

- Students receiving aid – 3,521
- Average award per student - \$32,720
- Total aid for this sport - \$115,216,958

- Division II

- Students receiving aid – 3471
- Average award per student - \$10,137
- Total aid for this sport - \$35,184,834

Parent Expectations and Realities

○ Men's Basketball – 5.8%

- Division I

- Students receiving aid – 4,048
- Average award per student - \$39,246
- Total aid for this sport - \$158,866,212

- Division II

- Students receiving aid – 3664
- Average award per student - \$16,595
- Total aid for this sport - \$60,802,696

Parent Expectations and Realities

- ◉ Men's Skiing – 5.5%
 - Division I
 - Students receiving aid – 82
 - Average award per student - \$26,012
 - Total aid for this sport - \$2,133,021
 - Division II
 - Students receiving aid – 39
 - Average award per student - \$11,152
 - Total aid for this sport - \$434,923

Parent Expectations and Realities

◉ Women's Skiing – 5.5%

- Division I

- Students receiving aid – 3,391
- Average award per student - \$18,842
- Total aid for this sport - \$63,892,765

- Division II

- Students receiving aid – 3317
- Average award per student - \$8,422
- Total aid for this sport - \$27,934,252

Parent Expectations and Realities

◉ Men's Tennis – 5.2%

- Division I

- Students receiving aid – 2,103
- Average award per student - \$31,041
- Total aid for this sport - \$65,278,751

- Division II

- Students receiving aid – 1406
- Average award per student - \$10,011
- Total aid for this sport - \$14,075,518

Parent Expectations and Realities

◉ Women's Tennis – 4.8%

- Division I

- Students receiving aid – 0
- Average award per student - 0
- Total aid for this sport - 0

- Division II

- Students receiving aid – 0
- Average award per student - 0
- Total aid for this sport - 0

Parent Expectations and Realities

◉ Men's Volleyball – 4.0%

- Division I

- Students receiving aid – 72
- Average award per student - \$13,364
- Total aid for this sport - \$962,242

- Division II

- Students receiving aid – 0
- Average award per student - 0
- Total aid for this sport - 0

Parent Expectations and Realities

◉ Women's Bowling – 4.0%

- Division I

- Students receiving aid – 0
- Average award per student - 0
- Total aid for this sport - 0

- Division II

- Students receiving aid – 0
- Average award per student - 0
- Total aid for this sport - 0

Parent Expectations and Realities

◉ Men's Wrestling – 3.2%

- Division I

- Students receiving aid – 1195
- Average award per student - \$14,543
- Total aid for this sport - \$17,379,391

- Division II

- Students receiving aid – 1025
- Average award per student - \$6,561
- Total aid for this sport - \$6,724,696

Parent Expectations and Realities

◉ Men's Bowling – 2.2%

- Division I

- Students receiving aid – 226
- Average award per student - \$14,137
- Total aid for this sport - \$3,201,718

- Division II

- Students receiving aid – 131
- Average award per student - \$5,489
- Total aid for this sport - \$719,066