



FIS Youth Seminar

26. September 2007

Recruiting – Retention – Development

Parents – Coaches – Clubs

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Overview

- Athlete pipeline - orientation
- Development Progression - training
- Recruiting observations
- Retention strategies
- Development partnerships
- Leadership solutions

Parents – Coaches – Clubs

Athlete Pipeline

ATHLETE

**MASTER
Contenders**

**DEVELOP
Competitors**

**RETAIN
Athletes**

**RECRUIT
Children**

**ATHLETE - PEAK
PERFORMANCE**

COACHES - INTENSITY

CLUBS - COMMITMENT

PARENTS - FUN



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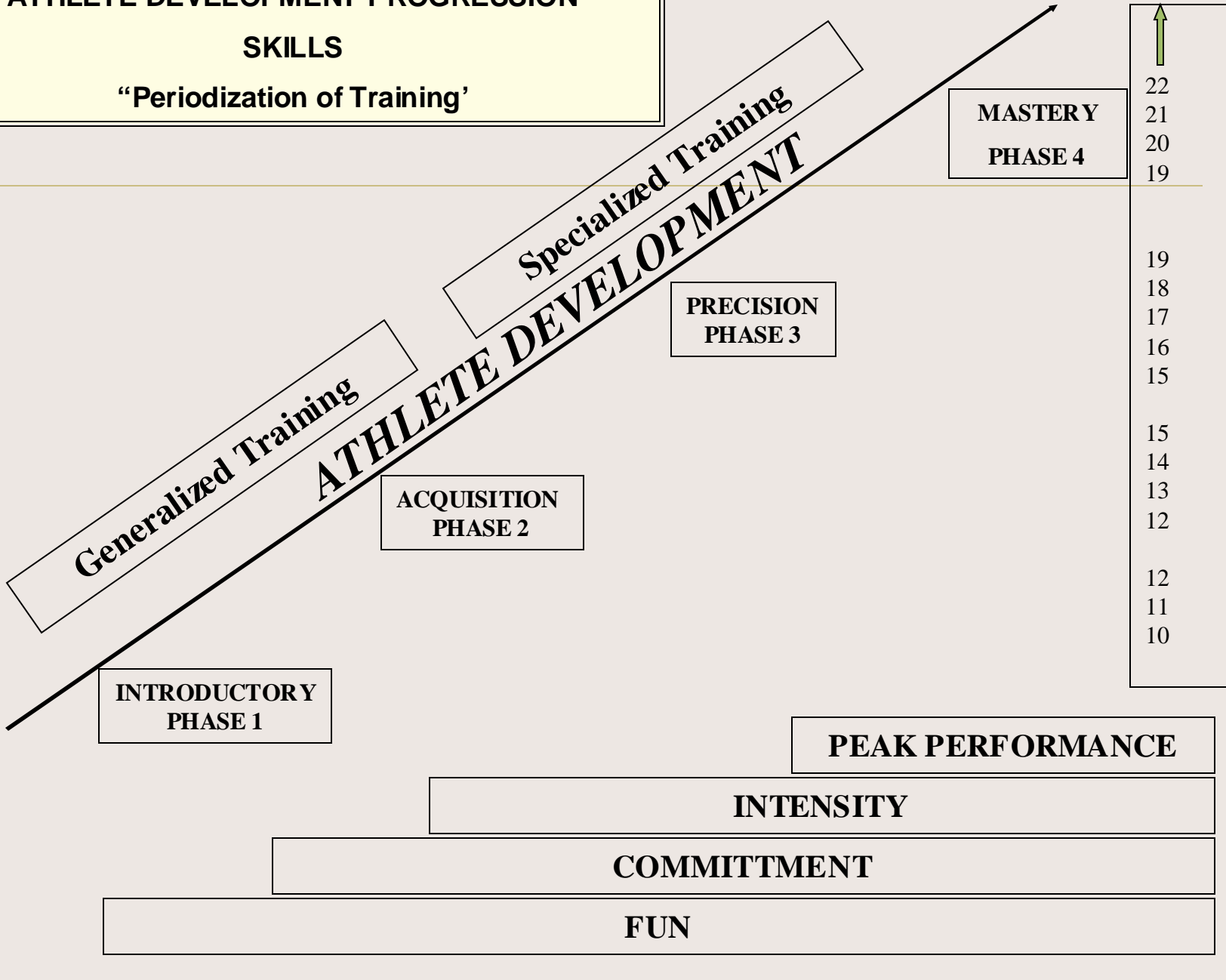
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ATHLETE DEVELOPMENT PROGRESSION

SKILLS

“Periodization of Training”



Generalized Training

Specialized Training

ATHLETE DEVELOPMENT

**INTRODUCTORY
PHASE 1**

**ACQUISITION
PHASE 2**

**PRECISION
PHASE 3**

**MASTERY
PHASE 4**

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PEAK PERFORMANCE

INTENSITY

COMMITTMENT

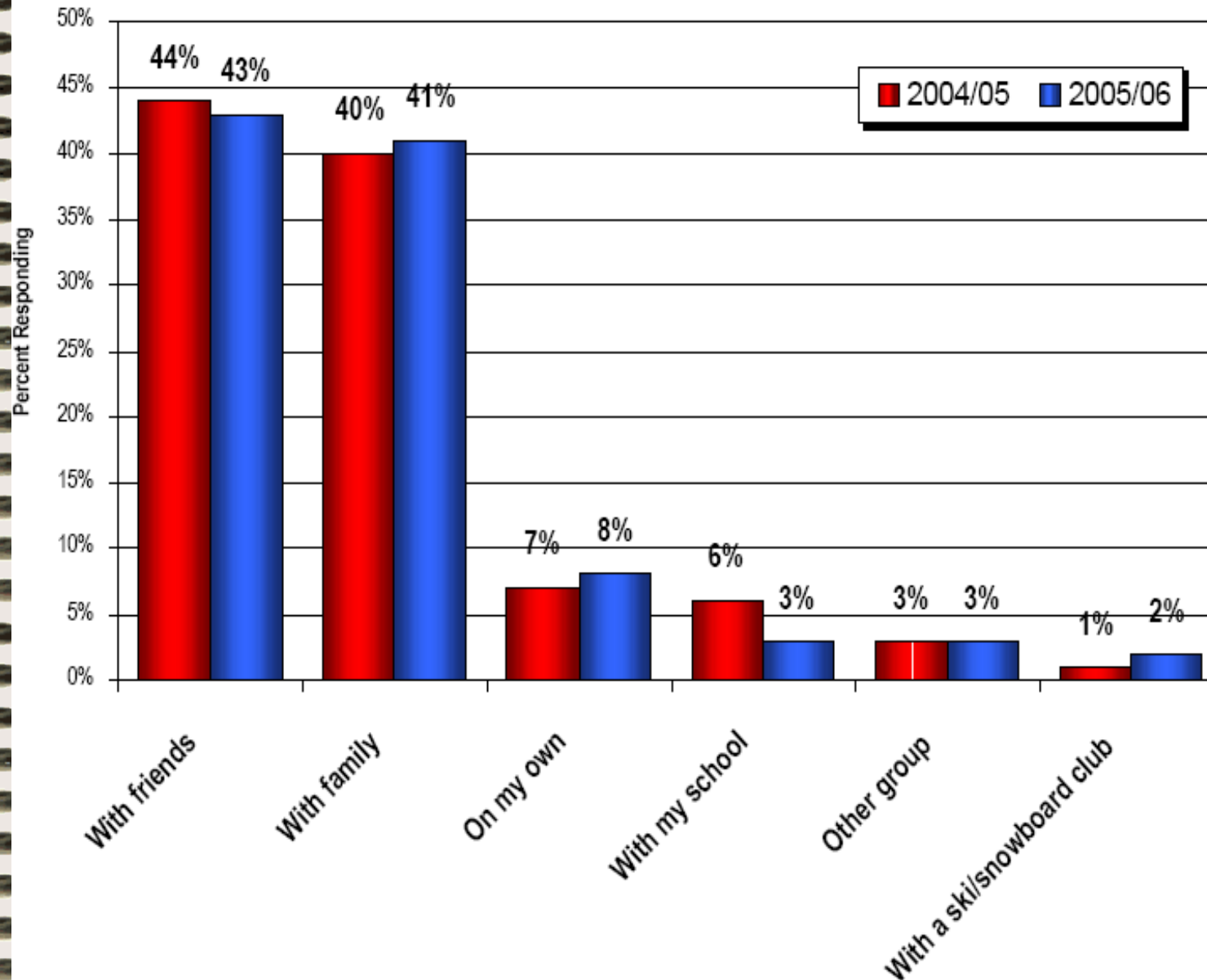
FUN

Why Children Participate

- • Enjoy / Fun 28%
- • Fitness 15%
- • Be with Friends 13%
- • Compete 13%
- • Improve 8%
- • Meet New People 8%

Recruiting observations

FIGURE 2
HOW DID YOU FIRST GET STARTED IN SKIING/RIDING?



Recruiting observations

Why Children Drop Out...

- • Takes too much time 18%
- • Coach was negative 15%
- • Enjoy other activities more 15%
- • Lack of fun 8%
- • It was boring 9%
- • Parents' emphasis on winning 6%

Retention strategies

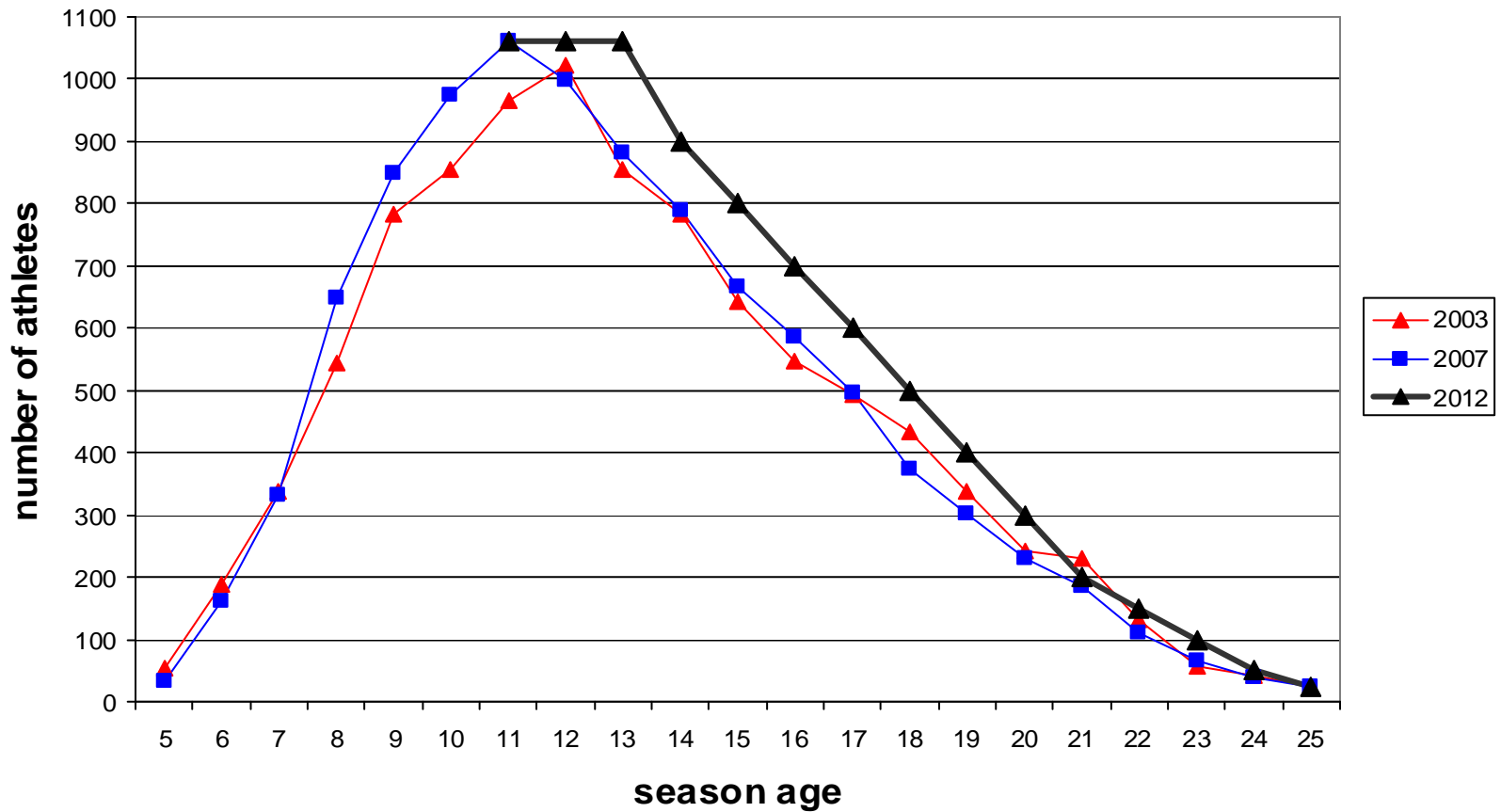
A graphic of a spiral-bound notebook with a brown cover and a light beige page. The spiral binding is on the left side. The text is written on the page.

What kids want from sport:

- Have fun
- Learn and improve
- Be with their friends

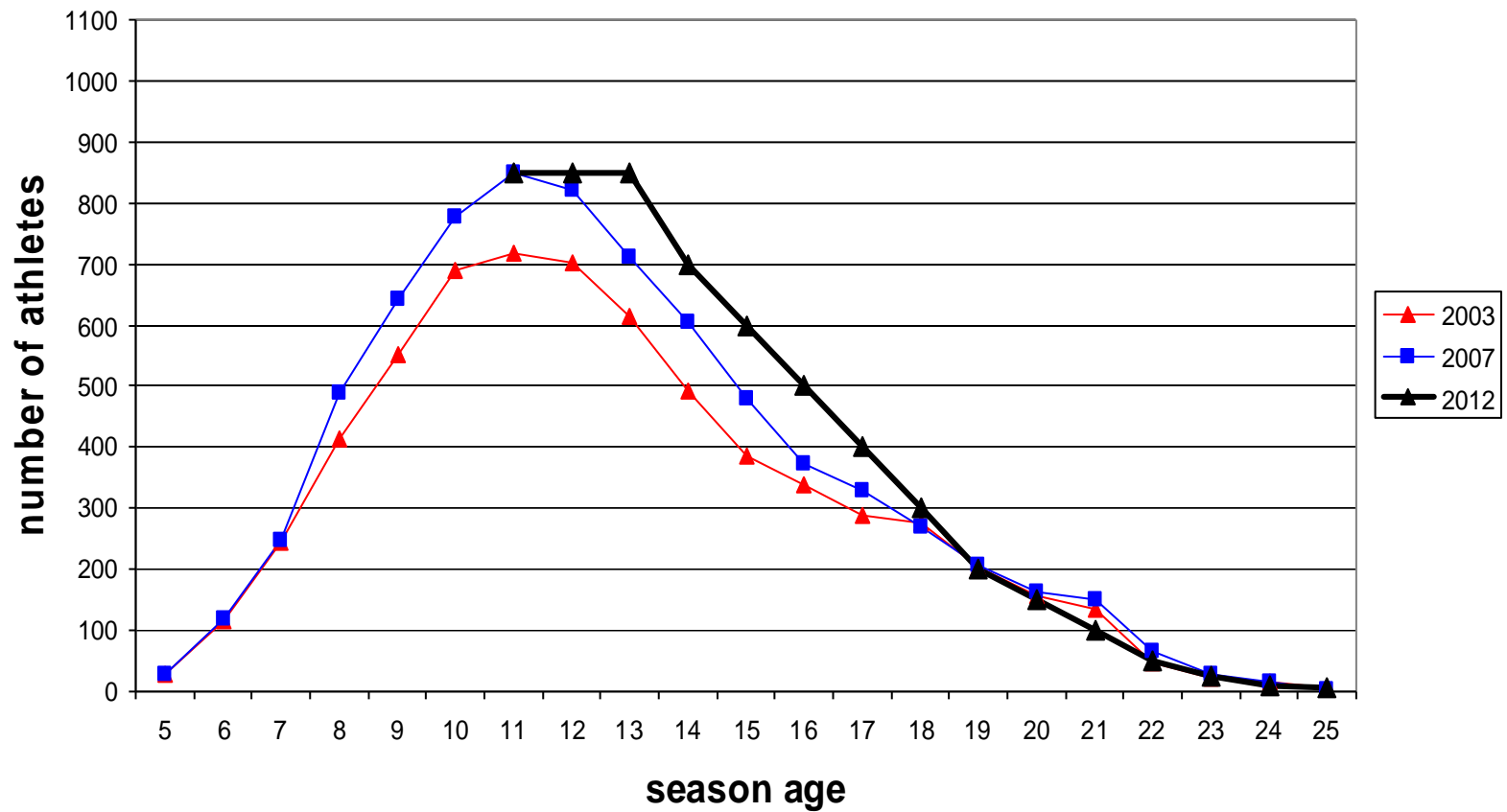
Retention strategies

Men Alpine - RETENTION GOAL



Retention strategies

Women Alpine - RETENTION GOAL

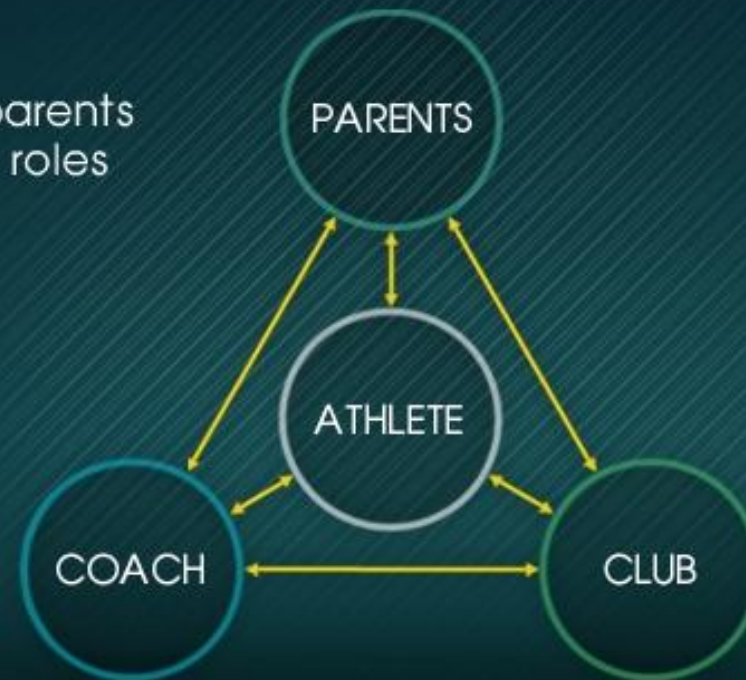


Retention strategies

SUCCESSFUL SPORTS *Parenting*

INTRODUCTION TO SUCCESSFUL SPORTS PARENTING PARTNERSHIPS

- To foster a positive sporting experience, clubs, coaches, parents and athletes all have specific roles and responsibilities.



Development partnerships

Strategies for Coaches

view parents as partners not adversaries

- The coach who establishes a positive relationship with parents will find that the program will run more smoothly with fewer confrontations.
- Ultimately the athletes benefit from the positive relationships between the parent and the coach.
- Coaches have a responsibility to build a positive relations with parents.

Development partnerships

Strategies for Parents

information and strategies for parents

- YOU are your child's primary role model
- YOU play a crucial and significant role in your child's athletic development

Development partnerships

Strategies for Clubs

establishing parent expectations and boundaries

- Provide educational materials and documentation to engage parents.
- Create, educate and distribute ethical behavior guidelines for all members within the club.
- Establish a neutral forum for mediation to handle potential issues and conflicts.
- Clearly identify volunteer tasks and requirements, match the volunteer to the task and provide training.

Development partnerships



Leadership solutions!

Through improved education and communication, the partnerships between the parent, club and coach can be enhanced, culminating in nurturing sports environments for children while fostering life long participation and a healthy life style.

Leadership solutions