

**USATF Coaches Workshop
10/30/2016**

Attendees:

USATF Board:

- Jim Walczyk
- Scott Tjeerdsma
- Eric Pingel
- Lynn Lindaman
- Janelle Coil
- Emily Hanson

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Club(s) Coaches:

- Missouri Valley
 - Ben, Rudy
- Westside
 - Chris, Reed
- Johnston Running
 - Britta,
- DC-G
 - Keri
- Iowa Speed & XC
 - Heather, Nate
- Webster City
 - Emily, Heidi
- Turbo (Ankeny)
 - Nate
- Ankeny Running Club
 - Alecia

Minutes:

Introductions

Review of Association election and announcement of positions

Club Philosophies

Iowa Speed (Heather)

- 220 athletes on roster
- Core group 40-50
- Importance of active participation

- Positive Environment
- ?? - Fee structures, Sunday only - \$150, Option 2 -\$450, Option 3 \$600, option 4 \$500 (Junior High), option 5 high school
- pay facilities, some coaches, equipment, trade out memberships
- training options
- leverage U Iowa facilities
- Older members as captains
- February start - indoor through April 1 x week
- Private sessions
- separate sessions based on age
- silver cord program utilized
- April move outdoor
- some athletes do indoor only
- Tues/Thurs - training, Wed S&C, Sun
- Parental requirements- early season meeting, respectful requests and expectations
- Coaches- larger staff available, parent in charge of registration (trade out membership)
- Host meet with volunteers, parents set up camp, and details.
- Team Snap
- high school & junior high buy in to club
- 2 year tier, competition
- break down age groups
- Facebook, twitter, local paper photos and stories, virtual backpack,
- waiver check box for photo and name

MVC (Ben) 1995

- 15 athletes on year 1
- 50-60 athletes was line for parent involvement
- all volunteers
- develop speed first, teach how to sprint
- parents are hard
- Senior athletes, same concept as captains, high school athletes
- Utilize Bettendorf High School to leverage students to develop website
- automated registration
- no support from High School coaches
- National mindset versus State mindset
- different structures over years, challenge in coaching and maintenance of schedules
- train to be 400m runners
- under 12 train as 400m, develop athletes first
- grouping by age first then ability

Johnston (Britta)

- 100 athletes, 3 core coaches
- struggle getting coaches, all volunteers
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DC-G (Keri)

- Cap memberships at 85
- 1st - 6th grade only
- separate sessions?
- 2 days per week

Webster City (Emily)

- rec only, sign-up through city rec department
- and usatf memberships,
- manage 120 athletes
- split practices by ages
- 3 rotations, jump, run, throw with all athletes
- each rotation chooses an option ex. running split dist or sprint, throw shot or jav
- break down by age groups
- administrative logistic parent, not coaching, just helping athletes get to different stations, encouragement
- facebook page, targeted ads
- communication with

Westside

- virtual backpack

Miscellaneous:

Long-term team concepts

Team Snap - website / app / registration /communication tool

Trouble getting high school athletes help — time commitment, attachment, utilize communication chair (February)

USATF brand name and understanding of what it is and opportunities, battling Iowa high school associations

Parent Kickbacks

- volunteers get memberships waived, USATF fees,
- background check for all volunteers working with athletes, liability

Registration Programs

- getmeregistered.com
- teamsnap
- redpodium

Marketing of USATF - communication chair

- utilize usatf-iowa website
- paid ads on Facebook
- twitter
- social media, snapchat filter
- internship offering
- get sanctioned early
- #usatfiowa

Donations

offering opportunities

grants

AD, facilities, taking care of it

Website:

- usatf handbook rules
- up to date info
- starting a club common questions
- mentorship program for beginning clubs
- FAQ
- I want to start a club - tab
- link, how do I volunteer?, link to background check
- no club?, no problem!
- interactive youth page
- athlete features, monthly, Facebook page
- newsletter addition
- nomination of athletes - success versus achievement,
- opt in versus opt out
- utilize facebook at tie back to website
- accreditation
- Emily membership contact

2017 Season:

Meets

- Hershey national indoor meet @ staton island
- JO XC Champ, tallahassee, florida
- Hershey outdoor championship no yet awarded
- JO National track @ Lawrence KS
- Iowa Indoor - Grinnell , TBD March 14th
- Combined event meet, Pella, June 11th
- Iowa State Meet, ISU, June 17th-18th
- Regional Meet, WI host city ??
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- Promote masters and open events into meets
- add club scoring to state meet, specific events,
- later starting time for des moines meets, to allow for travel time from MVC (12:00)
- Partial meets, sprints, throws, or jumps only, relay only meet, split between clubs??
- Developmental meet, not full schedule, combined event
- extra events in relay, combine club athletes, developmental meets are flexible in schedule and limitations
- registration form information regarding extra events
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Running Meet Best Practices

- MVC, format for volunteer help, provide parent volunteers for other meets
- Timing of meets,
- automatic pre registration
- established how to for managing meet registration and timing
 - heat reseeding
 - non registered
 - pre register or not to pre register
 - tips and tricks for getting timing info efficiently
 - aspi meetz, directathletics, redpodium ??, club fee for aspi,
 - usatf club registration / roster on usatf website for sharing entries to other clubs
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Clinics

- traveling clinic
 - to clubs, learn by doing, non standard events
- coaches clinic, usatf based, developmental level material.
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