

## **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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