

IOU Coaching Certification

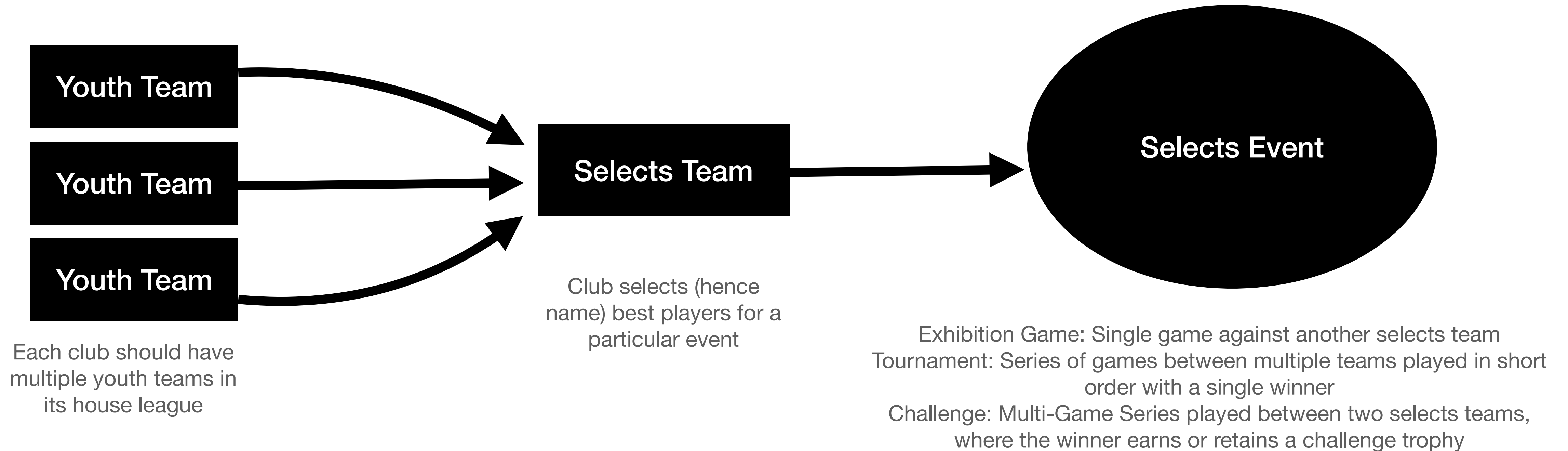
Level 2: Competitive

Section 1: Competitive Management

Selects

Selects Structure

Selects teams are independent, not participating in any leagues. The closest equivalent to leagues is tournaments



Building a Selects Roster

- Players must be eligible to participate
 - In correct age group
 - Not suspended (foul play, academic, etc)
 - Registered for a youth program
- Look for character first
 - Good sports (hard workers, good sportsmanship, want to
 - Good teammates (look after teammates, think about others first)
- Never completely close doors on any player- players will improve, and you want to build a positive culture at your club
- Bring a full roster to all games
- Be conscientious about use of reserve roster
 - Can be a good tool to work more players into the selects level
 - Talented players as reserves can improve chances of winning
 - Being a reserve should never be required for future participation- players want to play, not watch

Planning Ahead With Selects Teams

- Don't pick players who are likely to be unavailable without a backup plan
- Have a schedule planned in advance, provide it to players and parents
- Have every aspect of logistics planned
- Run one practice as a team before any event

Selects Development

- Don't be scared to play players out of position- they may have untapped potential there
- Teach systems and tactics to selects players
- Teach positional skills to selects players
- Players are never in their final form. Do not pigeonhole selects players into a certain role or playing style
 - A player who is big and strong for their age may not be that way once they are older
 - Players can always improve ball skills, so “raw” players may become offensively gifted if given opportunities

Road Trip Logistics

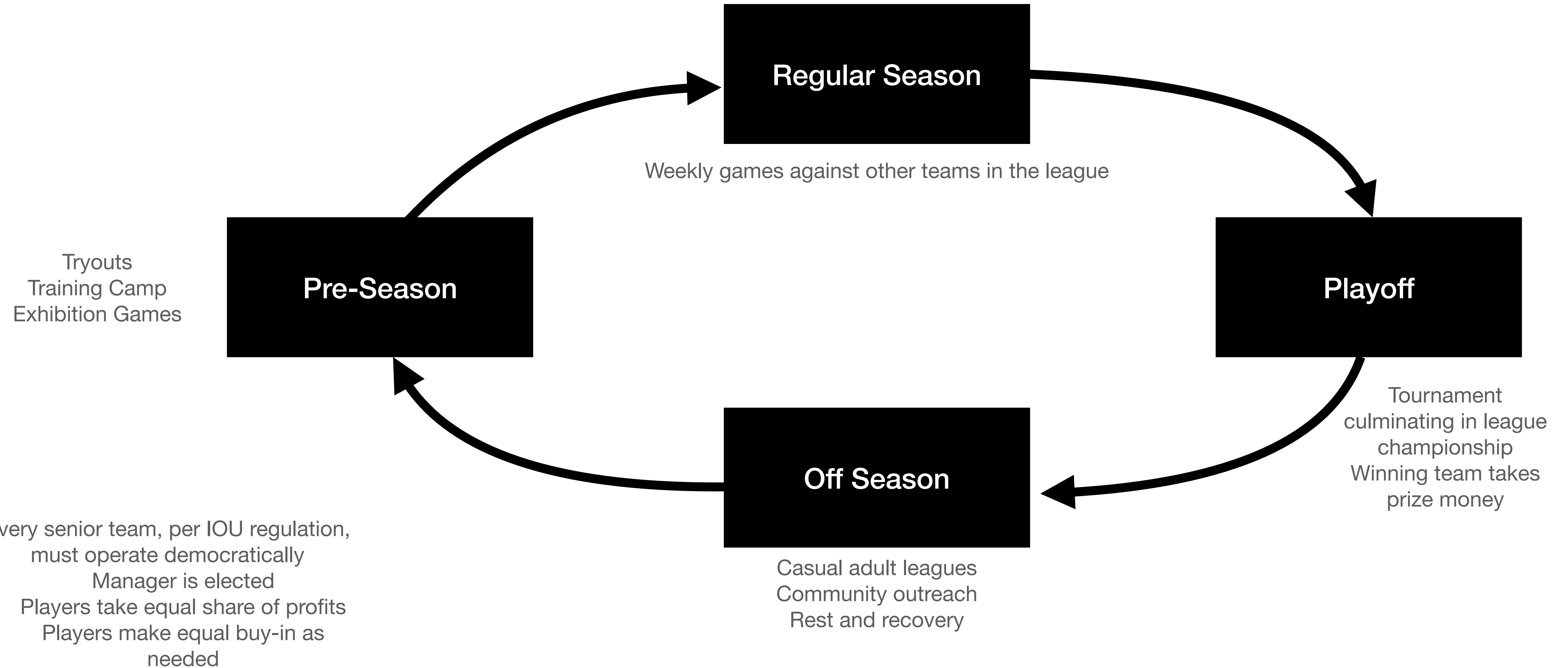
- How will players get to the game?
 - Renting a bus? Have an itinerary for the bus driver and provide a tip
 - Cars? Provide carpool assistance to cut costs for families
- Does the trip overlap with mealtimes?
 - Stopping at a restaurant? Call in advance to ensure they can handle a large group, and have a budget in mind- players should not pay to eat on trips
 - Bringing food? Be sure to bring enough for everyone. Be aware of allergies.
- Be sure the team has all its equipment
 - Jerseys
 - Sticks
 - Water bottles

Selects Finance

- Players should never be required to pay to participate in selects games
- Have an expense plan before each season, identifying how much each trip will cost
- Itemize expenses
 - Transit cost (bus/van rental if necessary, hotels if necessary, food). Travel distance should be minimized to reduce costs- stay as local as possible except for major events (1 per year)
 - Equipment costs (replacing broken equipment, uniforms)
 - Hosting costs (field rental, officials, lights, balls, locker rooms)
- Revenue comes from club program's house leagues, available budget will be slim

Senior Structure

Senior team schedules are defined by the league schedule



Senior Management

- Requires input from senior players
- Need to figure out where on the spectrum of casual to semi-pro your team lands
- Need to identify the future goals of the team

Pay-to-Play Senior Finance

- In this model, teams minimize costs as much as possible and are funded primarily by player fees
- Every player pays an equal fee
- Requires little overhead
 - Use cheapest possible field
 - Minimal advertising
- Can be burdensome on players
- Very low revenue
 - Minimal to no ticket revenue (0 to few fans, may or may not charge admission)
 - Minimal concessions/merchandising
- Easier to start up

Senior Roster Construction

- Have an identity and recruit players who match that identity
- Three options for bringing players onto your team
 - Signing free agents. Look for players with oarball experience who you have seen play
 - Signing players from tryouts. This gives you the option to bring in local athletes who may not have oarball experience but who have raw talent
 - Trading players. If both teams' managers agree and all players involved also agree, players can trade teams
- Look for consistency
 - Players who travel for work are a poor choice unless they are expected to fill a reserve role
 - Players who are not able to consistently attend practices or games are a poor choice
- Have players to fill important roles
 - Don't need 6 halfbacks- need depth at every position
 - Have role players (agitator, face-off taker, etc) to suit your team
 - Look for utility substitutes who can play multiple positions

Senior Player Development

- Players' speed and agility tends to peak at age 22-23, and may fall off drastically after that
- Players' ability to gain physical strength tends to peak at age 25-26, but players can continue to gain strength until well into middle age with a strict regimen
- Senior players should focus extensively on their positional skills, with very specialized training
- Watching game film is extremely helpful for top-level players

Tryouts

- Game situations are the ideal way to evaluate players for tryouts
- Film tryouts as much as possible
 - Makes objective review easier
 - Allows more thorough checking
 - Can be a good chance to test presentation techniques, statistics, or film equipment
- Be clear to players attending tryouts what positions are actually available
 - Make sure you have openings before hosting a tryout
 - Never lie to a player about their prospective role on the team
- “Open” tryouts are a good way to bring in talent- you never know who is out there
 - Be sure to advertise tryouts
 - Save spots for players who you have personally invited
- Tryouts can be an opportunity to raise money
 - A nominal fee (\$10-\$20) for players to try out
 - Selling concessions and merchandise to fans who attend

Training Camp

- Before the season, all players on the roster should train extensively together
- Training camp is a good way to make sure every player is fit for the season and to install systems
- If you use set plays, training camp is the time to provide players with a playbook
- Between 5-15 practice hours over 1-2 weeks is a good length of training camp

Semi-Pro Senior Finance

- Self-sustaining model, may require small contribution from players at start of season
- Every player takes an equal share of profits
- Some players can have performance bonuses attached to their contracts
- Relies on multiple sources of revenue
 - Gate (use reduced prices for children to attract families)
 - Concessions (pre-packaged snacks and drinks, near-field kitchen, fees from food trucks or street vendors, beer keg)
 - Parking
 - Game programs
 - Merchandising (selling few wearable, sturdy, ethically made products that people will actually use will do more for brand than cheapest possible product en masse)
 - Sponsorship (be aware of IOU regulations on what sort of businesses may be sponsors and what sort of sponsorship is acceptable)
- Higher operating costs
 - Field with stands
 - Purchasing concessions
 - More equipment provided to players
- Makes recruiting talent easier
 - Players want to get paid
 - Good players like the semi-pro atmosphere
 - More finances allows for better equipment, food, or facilities, any of which can draw in better players

Gate-Driven Revenue

- Keep prices as low as possible
- Children and students are the future, reduce prices for them
- The experience must be worthwhile, consider ways to improve fan experience
 - Seat Comfort (shade, cushions, complimentary water)
 - Music
 - Meet and greet with players
- If your team struggles to draw fans, consider alternative sources of revenue

Concessions-Driven Revenue

- Look for ways to create value for fans
 - Buy concessions in bulk to reduce costs
 - Bring in high-quality food trucks, take a percentage of sales or a flat fee
 - Sell cold drinks
- Make sure to comply with local laws about food safety and licensing
- Stockpile things which don't expire quickly (canned drinks, packaged snacks)
- Provide adequate garbage and recycling options for fans at games to avoid litter

Building a Fanbase

- Financially efficient advertising
 - Yard signs
 - Schedules at local businesses
 - Posters
- Stand out from other local events
 - Lower cost: affordability draws fans
 - Locality: neighborhood team has a draw for a particular neighborhood in a way that a city or regional team could not
 - Identity: have a brand, stick to that brand. Is your team fast? Tough? Creative? Build on that.

Maintaining a Fanbase

- Provide quality
 - Sell high-quality merchandise
 - Provide best possible in-game experience
 - Exude professionalism
- Stay in fans' minds
 - Host events year round
 - Get people involved with oarball
 - Do good in the community

Sustainability

- It's easier to cut costs than to raise more revenue. Keep budget on a tight leash
- Save up money and buy everything in cash
- Major expenses should be justifiable
 - Shuttle bus for road trips = good, Stretch limo for events = bad
- Avoid excessive bulk orders

Practice

- Senior teams should practice once per week on every game week
- Practices can be structured skill sessions or just scrimmages depending on team culture and preferences
- Not every player needs to attend every practice, but it should be expected that players are committed to the team and to practice
- Practices can be scheduled different ways
 - Weekly team practice as its own event during the week
 - “Morning Jog” practice morning of a game
 - Separate practices for different units, each focusing on positional skills and catered to their schedule

Senior Team Outreach

- Identify problems in your community, big or small
 - No benches at bus stops
 - Dangerous bike lanes
 - Families having trouble making ends meet
 - Dirty parks
 - No support for local homeless
- Take concrete action to tackle those problems, however small
- Do not make publicity events out of outreach- people will appreciate when you have done good and spread the word on their own

Supporting Youth Teams

- Host fundraiser events to funnel money to house leagues and selects teams
 - Activities: 5k races, makeshift skating rinks, inflatable theme parks, equipment auctions
 - Food: cookouts, sale drives, cooking contests
 - Spectator events: charity exhibition games, concerts, outdoor movie showings
- Advertise well in advance