



The Way Youth Sports Should Be



SPORT COORDINATOR GUIDE

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Each franchised location is independently owned and operated. Each i9 Sports franchised business is solely and exclusively responsible for determining local hiring decisions, compensation, benefits and other terms of employment.

What Makes a Great i9 Sports Sport Coordinator?

The Sport Coordinator will lead a team of volunteer coaches to provide expert instruction in a specific sport. The ideal candidate will be customer-centric and provide leadership that results in raving customer experiences.

Sport Coordinators are responsible for the implementation of initiatives, assisting with parent and/or coaches meetings, coaching and providing skill instruction, executing processes and routines, upholding i9 Sports brand standards, driving exceptional culture at the field with coaches/parents, reporting on the customer experience and recommending program improvements.

Your ideal Sport Coordinator will not only be an expert on their sport, but will be a culture cultivator, an impartial on-field coach, and an advocate for your programs. When your Sport Coordinators are out having fun, so will the parents and players.

A great i9 Sports Sport Coordinator should possess the following traits and characteristics:

- Enthusiastic
- Punctual
- Professional
- Confident
- Communicator
- Energetic
- Strong Willed
- Alert
- Fun
- In shape

The more effort that is put into finding the right people to work in your leagues before the season starts, the smoother things will go as your program progresses.

Securing Sport Coordinators

We now know what to look for in an i9 Sports Sport Coordinator and must now find them. In addition to your typical recruiting sites (LinkedIn, Indeed, Craigslist, etc.), below are good starting points in your search for new Sport Coordinators.

Student Employment/Job Opportunity Boards

Colleges and universities often have several activity boards for student employment across the campus. Posting flyers in between terms is a fantastic way to reach a large audience and is very cost effective.

Area Varsity and Club Sport Teams

The local High School/College coach may have current or former players from his/her team that they would be comfortable recommending as possible Sport Coordinators. If going this route however, you want to ensure that these kids are:

- Old enough to be an authority figure for the kids (not just a couple of years older than the kids they'd be working with).
- Able to serve as an authority figure with parents and coaches.
- Reliable (you don't want the kid that is just going to be out there when they feel like it, going through the motions).

Current Staff Members

Any good and reliable Site Managers or officials that you currently have working at your fields are an excellent resource for new Sport Coordinators. Friends and family members of your current staff often possess similar qualities. The likelihood of your proven employee putting their name on the line for an unreliable person is small.

Parent/Member Database

Some of your league's biggest promoters are going to be parents of current or former players. This is an excellent source for finding enthusiastic Sport Coordinators that are familiar with your leagues. Likewise, your member base is continually growing and serves as a great database for "Help Wanted" targeted emails.

The i9 Sports Website

As you are continually updating the website and urging parents to retrieve league information there, adding a posting to the "Employment Opportunities" section of the website has shown to bring in numerous quality employees across the network.

Local College Physical Education or Recreation Majors

When available, soliciting sport related programs at a college or university provides an excellent source of young and enthusiastic students to utilize as Sport Coordinators. In some cases, programs will require students in these tracts to attain jobs or internships within the field of sports making this a viable option.

Newspapers/TV Station Websites

Community calendar features can usually be found on the websites of local newspapers and television stations. Some local media outlets will contain features within publications regarding community leagues and events. When promoting your league regarding your season dates and registration periods, including a blurb regarding the fact you are looking for Sport Coordinators may also lead to some interest from people in your community.

Word of Mouth

As with many aspects of the i9 Sports business model, word-of-mouth can be a very powerful tool. Members of your programs may have friends or relatives that would be interested in working with you, making the search process much simpler and less expensive than some of the other options. To enhance word of mouth, make sure to communicate with your members via email or out at the fields that you are hiring!

Current or Former Coaches

There is no better place to find people to give instruction to players than people that have already proved to you they can do it. Keep an eye out for coaches who are doing an exceptional job and approach them to see if they would be interested in a paid position.

What to Do and When to Do It

One of the most important components of the i9 Sports Experience is the Sport Coordinator as they are likely to be the prime contributor to the child's experience. This is a key reason why the process of sourcing, hiring, scheduling and training needs to be taken seriously. The following timeline will allow you to accomplish this while not stringing things along for your new potential employees.

Note that "Day" refers to the number of days away from your Opening Day.

Day 90 – Begin sourcing your Sport Coordinators

Around 90 days prior to opening day you should begin getting the information on the Sport Coordinator position out to the public, whether that be via Craigslist, website posting, college flyers, emails, etc.

Day 60 to 30 – On-field training session (if possible)

If you are able to secure your future Sport Coordinators while your current season is still taking place, bringing them out to the venue to see how everything works first hand can be a great training tool. Let them shadow your current Sport Coordinators (if applicable) so they are prepared when they need to perform the role on their own.

Day 14 – Classroom training session

As you get closer to the season start date, you will want to hold a training session with your Sport Coordinators to explain their roles and responsibilities for the season. *See the Portal for a Sport Coordinator training PowerPoint template.*

Day 7 – Coaches Meeting or Clinic

Attending the coaches meeting should be a mandatory part of your Sport Coordinator training. During the coach clinic, you will be leading volunteer coaches through easy drills to help them become more comfortable with coaching their own team. This is a time to show coaches your sport-specific expertise so they see you as a resource, but also a time to empower the coaches so they can coach to the best of their abilities. It is important that your coaches see who will be working with them throughout the season and what their role will be. *See Coach Meeting slides in the Resource section of the Portal.*

Ongoing - Throughout season

You will want to have weekly communication with your Sport Coordinators. Try to find a time to schedule a call where you can speak with all Sport Coordinators at one time. Discuss what is and is not working, things they are observing at the field, any challenges they are facing, and what they can do to improve the experience moving forward. It is also important to consistently remind them why they are out there and what their role should be.

A Day in the Life of a Sport Coordinator

Sport Coordinator Arrival

The Sport Coordinator should arrive at least an hour before any of your customers arrive at the field. This will give them ample time to check in with the Site Manager and complete any set up that needs to be done.

- Putting out field signs, organizing equipment, or setting up fields and practice areas, etc.
- Discuss the plan for the day with the Site Manager. It is important that they work together and stay on the same page regarding any events or issues that could come up at the field that day.
- Review the practice plan and sportsmanship value for the week so they are prepared to help coaches and parents with any questions.

This should all be completed before the first customer arrives.

Customer Arrival

As customers begin to arrive, the Sport Coordinator should be greeting them at either the i9 Sports canopy, the practice area, or the field. You want your Sport Coordinator to be on a first name basis with the coaches they will be working with. Have them take a few minutes to review the day's practice plan with the coach and see if they have any questions. They can also review the plan with any parents they may greet, letting them know what they will be concentrating on that day and what to look out for.

Practice Time

The Sport Coordinator should be moving from practice area to practice area ensuring the coaches are conducting a practice that is safe, fun, instructional and age appropriate for the kids. If there are substantial number of practices going on at once, have them concentrate on a few coaches per week.

After the first few sessions, they should have an idea which coaches are succeeding on their own and which may need a little more guidance. For coaches who need more guidance, have the Sport Coordinator encourage them to use the i9 Sports provided practice plans and explain how it can help them run a more organized practice.

The Sport Coordinator is encouraged to step in and help with some drills from the practice plan to show the coach how easy it is to use. Make sure the parents can see and hear what the Sport Coordinator is doing so they see the value the Sport Coordinator and practice plans add to the instructional experience of the child.

Game Time

Although most of the Sport Coordinator's time will be spent concentrating on practice, it is important that they also spend some time observing the game. Some responsibilities during game time could include:

- Ensuring that games start on time. They can do this by having teams leave the practice area with enough time to move to their field.
- Following up on how coaches are managing the games. The Sport Coordinator should step in, advise the coach, and offer tips to help things run more smoothly.
- Observing the referee to make sure they look comfortable on the field, know and apply the rules, and have control of the game.

Post-Game

Once the game has concluded, the Sport Coordinator should check in with the coaches to see if they have any questions or comments for the day. The Sport Coordinator should also ensure that the coach is handing out the weekly Sportsmanship Award in front of the team.

NOTE: *Make sure the Sport Coordinator moves the teams off the field to hand out awards so the next game can start on time.*

End of the Day

The Sport Coordinator should assist with any take down responsibilities (field, practice areas, signage, etc.). They must also check in with the Site Manager to review the day and discuss any needs or changes for the following week.

90/10 Rule

On occasion, the Sport Coordinator should be comfortable stepping into a different role for game day in order to provide coverage in case a staff member or volunteer is absent. For instance, if a referee is having car troubles and is incapable of making it to games, the Sport Coordinator can referee while a replacement ref is called in.

In order to maximize the benefits of the Sport Coordinator role, this “cover down” role should only be used 10% of the time, or when necessary. For the other 90% of working hours, the Sport Coordinator should be performing tasks specific to that role.

Resources

Sport Coordinator Job Posting *(Posting is also available in Franchise Manager)*

Introduction: Looking for a part-time position working with kids and sports? We have the perfect opportunity for you! We are seeking a high potential individual to aid in the implementation of our youth sports leagues.

About the Brand: Founded in Tampa, Florida, i9 Sports® is the nation's first and largest youth sports league franchise business in the United States with over 1 million registrations in more than 500 communities from New York to Hawaii. We were established in 2003 by Frank Fiume on the principle that the number one reason kids play organized sports is to have fun, not to become the next draft pick.

i9 Sports offers youth sports leagues, camps and clinics for boys and girls ages 3-17 in today's most popular sports such as flag football, soccer, basketball and baseball. With our focus on fun, safety, convenience, good sportsmanship, and age appropriate instruction i9 Sports is reinventing the youth sports experience for families across the country. i9 Sports is a 100% employee-owned company.

About the Job: Under the direction of the Site Manager, the Sport Coordinator is responsible for enhancing the i9 Sports Experience for players, coaches and parents. The Sport Coordinator will need to build relationships with players, parents, and coaches while making sure that the instructional aspects of the i9 Sports Experience are delivered. Observing, assessing, and assisting our coaches is paramount. The position entails hands on involvement with practices and games among all age groups and skills levels.

List of Requirements:

1. Sport specific expertise in Flag Football, Soccer, Basketball or Baseball
2. Excellent communication skills
3. Ability to efficiently solve problems
4. Highly motivated self-starter
5. Ability to motivate and manage others (i.e. coaches)
6. Extremely reliable and responsible
7. Ability to take charge of any situation that involves the safety of players
8. Superior customer service skills
9. Ability to work Saturdays for the entire season and occasional evening meetings
10. Must be 18 years of age or older

Sport Coordinator Checklist *(Checklist is also available in Franchise Manager)*

Punctuality and Appearance

- Wear your i9 Sports shirt, lanyard, khaki shorts, and i9 Sports hat.
- Arrive one hour before practice session begins.
- Pick up and review the day's practice plan and sportsmanship value.
- Discuss the day's plan with the Site Manager.

Set Up

- Set up practice areas and fields (cones, flag, goals, bases, benches, etc.).
- Set up designated signage for the practice areas and fields.
- Get equipment needs from Site Manager, including balls, goals, cones, etc.

Customer Arrival

- Greet children and coaches by name at canopy or practice field.
- Review the practice plan with each coach.
- Review the skill's checklist in the practice plans with parents.

Practice Time

- Ensure coaches run fun, safe, instructional and age appropriate practices.
- Ensure inexperienced coaches use i9 Sports practice plans.
- Step in and assist coaches as needed.

Game Time

- Ensure games start on time.
- Step in to provide assistance to coaches as needed.
- Ensure referees have control of the game.

Post Game

- Ensure Weekly Sportsmanship Award is presented in front of team and parents.
- Check in with coaches for any questions or comments for the day.

20-10-1 Customer Service

- Have 20 kid interactions, 10 parent interactions and 1 WOW, extraordinary customer service interaction.

Cleaning Up Fields/Courts

- Take down all signage.
- Remove equipment and debris from fields and practice areas.
- Organize all items and have them ready for next week.

Issues

- Let the Site Manager know of any issues to be logged for the Program Director to review.

Let the Site Manager know of any equipment needs for the following week.

Sport Coordinator Coach Meeting Slides *(Slides are available on the Portal)*

You will want to include a slide in your Coach Meeting to let your volunteers know they will have assistance out at the field. An example is provided below. Talk through the Sport Coordinator role and explain the benefits of having this extra help.



Sport Coordinator

How will they help you drive the i9 Experience?



The i9 SPORTS logo features a stylized 'i9' in blue and red, with 'SPORTS' in red below it. A tagline 'The Way Youth Sports Should Be' is written in small text underneath.



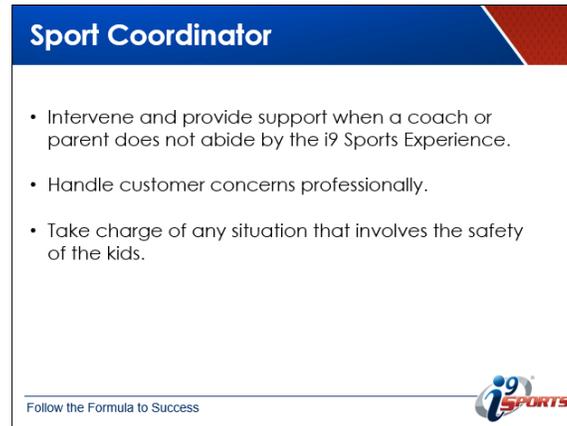
Sport Coordinator

- Build relationships with every coach. Be a resource for any questions, an expert in the sport. Think mentor.
- Proactively engage in practices and games to drive instruction and the overall i9 Sports Experience of fun, safety and convenience.
- Observe needs of coaches, players and parents
 - Be the brand ambassador
- Monitor referees' knowledge & execution of rules.
- Ensure practices and games start and end on time.

Follow the Formula to Success



The i9 SPORTS logo is located in the bottom right corner of the slide.



Sport Coordinator

- Intervene and provide support when a coach or parent does not abide by the i9 Sports Experience.
- Handle customer concerns professionally.
- Take charge of any situation that involves the safety of the kids.

Follow the Formula to Success



The i9 SPORTS logo is located in the bottom right corner of the slide.