

**INSIDE:**  
New seasons  
starting soon...  
are **you** ready?

# NAYS YOUTH SPORTS ADVOCATE

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## Mandatory coach and parent trainings help fuel quality programs at Jupiter-Tequesta Athletic Association

Earlier this year Adam Magun, executive director of the Jupiter-Tequesta Athletic Association (JTAA) in Florida, was speaking to a father who was new to the organization and volunteering to coach youth basketball for the first time.

He had been required to complete the National Alliance for Youth Sports' (NAYS) coach training before being granted a team, a long-standing JTAA policy that helps ensure quality experiences for its participants and gives valuable management tools to the association.

"He commented how great it was to get the training through the NAYS program," says Magun. "He mentioned that not only did he appreciate it as a coach, but he appreciated it as a parent."

The JTAA has been one of the nation's premier – and most successful – volunteer-based organizations since its inception in 1967. Nearly 7,000 children participate in 16 different sports, along with roughly 2,000 volunteers who handle everything from coaching to fulfilling board member responsibilities, among others.

And mandatory coach training has been as much a program fixture in recent years as grass-stained uniforms and smiling young faces.

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Adam Magun  
Executive director of JTAA

and knowing we are putting well-prepared coaches on the fields to teach the kids is not only reassuring to us as administrators but to the families as well," Magun says. "They have the peace of mind that they are getting a coach with specialized training."

Accompanying the training is a wealth of additional free resources – most notably online trainings for concussion awareness, protecting against abuse, coaching children with mental health challenges and bullying prevention, which JTAA had a hand in developing.

The more trained volunteer coaches are, and the more effective they are at handling those issues, the better the program looks in the public's eye. That translates to a sparkling community image, more participants, and more people willing to lend a hand and be a part of something special.

### CHILD FOCUSED

Volunteers involved in the JTAA programs don't waver from the end goal: providing kids with sports experiences that they will remember for the rest of their lives for all the right reasons.

"The goal is to have the young athletes of today enjoy sports and continue to play multiple sports through childhood and into their adult life," Magun says. "You have to do it right. You have to be a good communicator with the parents; you have to be structured; you have to have good policies and procedures; but the bottom line is the kids have

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**NAYS**  
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# Are YOU ready for your upcoming seasons?



As the summer months fly by and we head toward fall, that means new sports seasons will be getting started: football, soccer and basketball among them.

So there's no better time than now to begin preparing to train your coaches – and we've made it easy for you. Simply log in with your NAYS ID and password at [www.nays.org](http://www.nays.org) and take advantage of all the tools in your Member Organization Account Area.

## CONDUCTING LIVE TRAININGS

If you're gathering your coaches for an on-site training, take inventory of your supplies and double check that you have all the materials you need for your scheduled trainings.

You can order supplies through your Member Account at [www.nays.org](http://www.nays.org); by emailing [AccountServices@nays.org](mailto:AccountServices@nays.org); or by calling Member Services at (800) 729-2057.

## ONLINE ROSTER SUBMISSIONS

Remember, submitting rosters online is the best – and fastest – way to turn them in

to NAYS headquarters. NAYS representatives are available to help prep you for your upcoming trainings.

## USING THE ONLINE TRAININGS

The NAYS Online Training is available for coaches anytime that is convenient for them.

If your organization pays for coaches to complete the NAYS Online Training, log in to your Member Account to pre-register them through the Pre-Register Coaches feature.

If your coaches are responsible for paying, be sure to give them your Organization name so they can select the correct Organization affiliation when registering since that's the only way they'll appear on your Coach List!

## REMIND COACHES OF THE FREE TRAININGS

One of the many great benefits of becoming a NAYS Member Coach is the access to all of the incredible free online trainings that are available that can be accessed at any time.

Check out some of these:

**COACHING CHILDREN WITH MENTAL HEALTH CHALLENGES:** Volunteer coaches have a responsibility to meet the needs of all the kids on their teams, everyone from the super-talented and uncoordinated to those who may be dealing with a mental health issue that challenges their ability to function at the same level as their teammates. This training is a great resource for gaining a better understanding of the best ways to work with those kids who may have an attention-deficit/hyperactivity disorder (ADHD), Tourette syndrome or depression, among others.

**BULLYING PREVENTION:** Bullying is a raging epidemic, affecting the health and well-being of children everywhere. There's no room for bullying in today's society, and especially not in youth sports. Do your coaches know how to spot bullying during practices and games – and do they know how to handle these situations? This training provides valuable information on preventing bullying, recognizing it when it does occur and the appropriate steps to take to respond when it does happen so that a child's season isn't ruined by the behavior of another player.

**CONCUSSION AWARENESS:** Young athletes love playing games, so chances are when they sustain a head injury they aren't likely to admit it for fear of being removed from the game. Coaches have a responsibility to look after the safety and well-being of all their players, and these days that means being able to recognize when a child has sustained a concussion and needs to be evaluated on the sidelines. Send your coaches to this online training, which features information on recognizing the signs and symptoms of a concussion, the keys to minimizing the risks of young athletes sustaining concussions, steps for dealing with a suspected concussion, and more. ■



# Join us for the 16th annual NAYS Youth Sports Congress

Great sessions, speakers and networking opportunities on tap Nov. 8-11 in Orlando

A fascinating line-up of sessions is once again on tap for this year's Youth Sports Congress, the signature event of the National Alliance for Youth Sports. The 16th annual Congress will take place in Orlando, Fla., Nov. 8-11, and registration is under way.

The Congress is a four-day comprehensive educational experience designed specifically for youth sports administrators. This training allows attendees to participate in the Congress, the Athletic Business Show, and maintain or earn their Certified Youth Sports Administrator (CYSA) credential.

The Congress kicks off Wed., Nov. 8, with a motivational keynote focused on professionalism for youth sports administrators. Plus, the winners of the Excellence in Youth Sports Award as well as the NAYS Volunteer Coach of the Year and the NAYS Youth Sports Parent of the Year will be recognized.

Other sessions include: Building Your Shield Part 1: Screening and Protecting from Adults Who Bully; Building Your Shield Part 2: Emergency, Crisis and Conflict Readiness; Developing Character via Youth Sports; Coaching the Coaches on Mental Toughness; A Roundtable Discussion of Current Youth Sports Issues; A Moral Compass Guiding Youth Sports Programs; Embracing Youth Sport: Attack the Issues; Positioning Yourself as the Leader in Youth Sports - Creating Partnerships that Work!

Congress attendees also have access to Athletic Business' keynote address, Expo and welcome reception.

Charles Duhigg, bestselling author of "The Power of Habit: Why We Do What We Do in Life and Business," will deliver the keynote address. Duhigg, a Pulitzer prize-winning investigative reporter for the business section of *The New York Times*, will delve into the science of habit formation in our lives, companies and societies.



## Youth Sports Congress

The Expo features more than 250 exhibitors, where you'll meet product experts displaying every component for any of your needs. NAYS sponsors have their own pavilion where you can meet great supporters of NAYS programs.

The always fun Athletic Business welcome reception will take place at Lafayette's Restaurant and Bar. Known for great live music and tasty Southern-inspired dishes, Lafayette's is the perfect place to connect with AB Show conference attendees, exhibitors and speakers, as well as those attending the Youth Sports Congress.

Reserve your spot now to be a part of this incredible event! Questions? Email [yscongress@nays.org](mailto:yscongress@nays.org) or visit [www.nays.org/congress](http://www.nays.org/congress). ■



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to be the No. 1 focus. It can't be about the parents; it can't be about anybody else but the kids."

It's why JTAA requires one parent per family to complete the NAYS Parent Orientation program.

Youth sports these days requires a concerted effort on all sides to make those experiences rewarding for kids. Through the training, parents receive that important foundation of what youth sports is all about and that helps set a positive tone at the season's beginning.

Plus, the more aware parents are of their responsibilities, the less likely the chance of verbal disputes and physical altercations disrupting games and putting the program under the media's glare for all the wrong reasons.

Operating with that child-first mindset – always keeping the kids front and center – made the decision to go to mandatory coach and parent training an easy one.

"There is nothing wrong with mandating the training, you have to do what is best for the children participating," Magun says. "If coaches understand the benefits of the training and understand the positive impact it has on the organization they will continue with the trainings and the positive benefits far outweigh the slight 'inconvenience' of taking the training."

The trainings, along with the premium the organization places on communication, have enabled the programs to flourish.

Assistant coaches and parents interested in taking on a coaching role see the support coaches receive during the season and are more willing to step forward. Plus, the constant flow of communication, and season-long contact with its coaches, helps prevent a lot of time-consuming problems from ever appearing.

"It makes a new volunteer feel comfortable and gets them over that initial apprehension some have about committing to coach," says Josh Slaybaugh, JTAA's

president, who got started in the program when he volunteered to coach seven years ago. "Our sports programs strive to have a lot of communication with the parents. We also try to make it easy for the coaches to manage their team and want our coaches to feel like they have someone propping them up, giving them additional training and whatever assistance it might take to help them be successful."

JTAA has also integrated with the NAYS website for its coach and parent sign-ups, helping organize the process without creating headaches for volunteers.

"Being able to integrate the NAYS site with our current registration platform has given us the ability to mandate the training without severely impacting the workload of our volunteers," Magun says. "We were able to mandate that every coach be trained before they could register as a coach, and all verification is done on the front end of volunteer registration, which makes it very manageable." ■