

Recruiting New Coaches to your Program

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Building Your Coaching Community

Your investment in recruiting, supporting, and empowering coaches creates lasting impact.

A strong coaching community elevates all aspects of your athletic program.

Remember: great programs don't just happen.

They're built through intentional leadership and continuous cultivation of coaching talent.





Empowering the Next Generation of Coaches

Recruiting new coaches has become increasingly challenging in 2025. Athletic programs face shortages of both coaches and volunteers.

This presentation offers strategies to recruit new coaching talent, ensure volunteer retention, and empower coaches to elevate your program.

RECRUIT

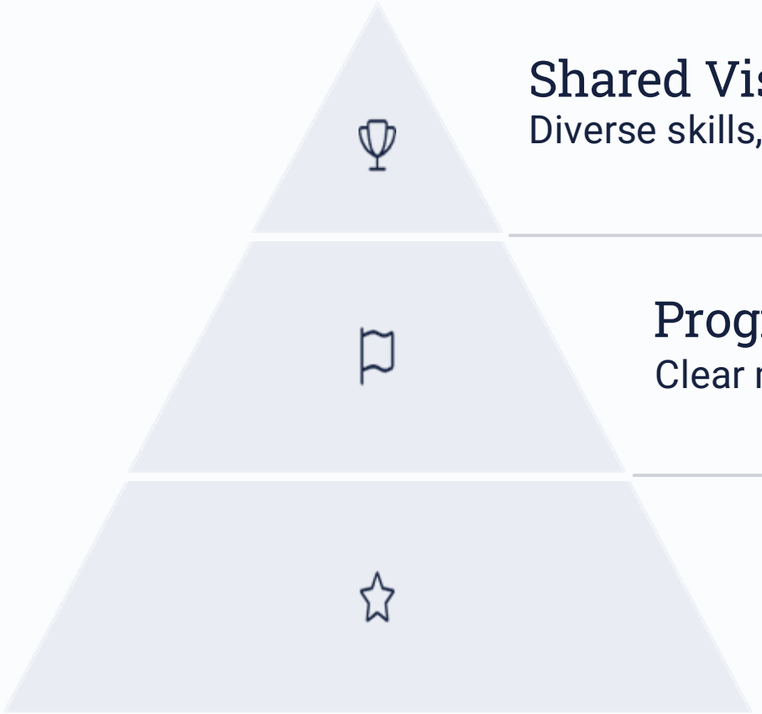
RETAIN

EMPOWER


G.W. GRAHAM
Athletics Banquet
RECRUIT

Who Do You Want to Recruit?

Establish what matters most to your program. Identify both short and long-term goals. Recruit people who share your vision but bring different skills and experiences.



Shared Vision

Diverse skills, common goals

Program Values

Clear mission and values alignment

Essential Qualities

Must-have attributes for your program





Different Ways to Contribute

Respect that every coaching candidate is unique. Learn about their life circumstances. Not everyone needs to be a head coach.

Time-Flexible Roles

- Assistant coach (one day per week)
- Co-head coaching positions
- Team management roles

Specialized Support

- Team film coordinator
- Social media manager
- Merchandise and sales

Event Coordination

- Team dinners
- Senior night planning
- Team parent coordinator



How to Recruit Great People

Every day presents opportunities to find new team members. Make recruitment a constant mindset, not just a seasonal activity.

School Environment

TOC Board, staff meetings, engage with visitors

Community Engagement

Local events, personal connections

Communication Channels

Social media, family newsletters

Athletic Presence

Attend games, show dedication to programs

Student Athletes as Future Coaches

Challenge your student athletes to become leaders. Former athletes often make the most passionate and dedicated coaches.

Early Leadership

High-performance PE classes build foundation skills. Students support middle school programs through mentorship.

Coaching Experience

Students serve as assistant coaches for younger teams. Take Action Day provides hands-on leadership opportunities.

Officiating Roles

Minor officiating in volleyball and basketball teaches rules and builds confidence in leadership positions.




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Let Coaches Focus on Coaching

Remove administrative burdens from coaches. Let them focus on athlete development. Giving coaches time to grow builds confidence and longevity.

Scheduling Support

Handle bus bookings, athletics calendar, and gym scheduling centrally.

Facility Management

Coordinate field preparation and maintenance without coach involvement.

Equipment Coordination

Manage uniform distribution and equipment needs administratively.

Fundraising Assistance

Provide institutional support for necessary fundraising activities.



Don’t allow your team to get Overwhelmed

Support your coaches through challenges. Prevent burnout by creating systems that enable balanced workloads and open communication.

Set Up for Success

Ensure coaches feel confident with responsibilities.

Balance Workload

Share responsibilities appropriately across staff.

Regular Check-Ins

Don't assume coaches are fine without verification.

Embrace Growth

Encourage risk-taking and learning from mistakes.

The Power of Communication

Ensure coaches know they have full support when challenges arise.

Communication flows in multiple directions, creating a network of support.

Coach with Athletic Director

Daily, weekly, monthly, and seasonal check-ins.

Coach with Coaching Staff

Mentorship, support, and professional friendship.

Coach with Student Athletes

Academic progress reports

WhatsApp Group chats

Coach with Families

Pre-season meetings and clear communication channels.

Coach with School Staff

Building relationships with teachers and administrators.



Systems for Overcoming Challenges

Have established systems with clear guidelines. Well-structured protocols ensure safety for both student athletes and coaches.

Communication empowers everyone to overcome obstacles effectively.

Identify the Challenge

Assess severity and appropriate response level

Determine Solution Team

Involve right stakeholders for resolution

Follow Clear Protocol

Coach → AD → VP → Principal →




EMPOWER

Provide Opportunity for Growth and Confidence

Remember: 1% better every day leads to transformative improvement over time.

Encourage Idea Sharing

Teach coaches to find mentors they admire. Encourage them to study successful programs.

Invest in Development

Support conference attendance, certification training, and guest coach visits.

Foster Mentorships

Implement co-coaching arrangements. Provide quality resources for learning.





The Power of Positive Interactions

Offer Genuine Compliments

Recognize specific efforts.

Highlight the impact of their work.

Support During Struggles

Send encouraging texts. Have meaningful conversations regularly.

Simple Gestures Matter

A coffee gift card shows appreciation. Small tokens build loyalty.



Be a Good Listener and Be Available

Carve Out Time

Schedule dedicated support time. Be proactive with check-ins.

Listen Fully

Sometimes coaches just need to be heard. Practice active listening.

Be Accessible

Availability looks different for everyone. Find what works for you.



If You're Not Failing, It's Not Hard Enough

Normalize Failure

Failure is essential for growth. We improve through learning from mistakes.

Celebrate "Oops Moments"

Acknowledge missteps openly. Share what was learned as a result.

Create Cross-Program Themes

Build resilience culture across all teams. Apply at all competitive levels.

Coaching is Both Fulfilling and Challenging

Share Your Journey

Be vulnerable about your coaching experiences. Include both successes and struggles.

Invite veteran coaches to share their stories too. This builds community through shared experience.

Normalize Difficult Emotions

Talk openly about stress and anxiety. Coaches need to know these feelings are normal.

Let them see you experience these emotions too. Assure them of your support.



Showing Gratitude

Tangible Benefits

Program-branded clothing. Travel subsidies when possible.

Team Bonding

BBQs and social gatherings. Tournament of Champions events.

Daily Appreciation

Consistent positive interactions. Small acknowledgments of effort.

Formal Recognition

Season-end celebrations. Athletic banquet acknowledgments.



We Are Family

We're in the business of creating opportunities for student-athletes to be GREAT!

This mission unites us as a true athletics family.

Equal Stake

Every program matters equally

Mutual Support

Through highs and lows

Belonging

Everyone feels part of something special



Final Thoughts

When you provide opportunities, your team will achieve great things.

Our pride, passion, and spirit show in everything we build together.





Questions, Feedback, Thoughts?

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Thank you for your attention! I welcome your questions and insights about empowering coaches in your programs.