

## COMMUNITY BUILDER: THE UNANTICIPATED ROLE OF THE SPORT COACH

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### COMMUNITY BUILDING

- Develop Common Goals, Strategies, & Action Plans
- Commitment to the Community
- Build Relationships
- Practice Effective Communication
- Provide Clear Expectations & a Positive Role Model
- Give Opportunities to Develop Initiative & Decision Making

### COMMUNITY BUILDING

“Good community development is action that helps people to recognize and develop their ability and potential and organize themselves to respond to problems and needs which they share. It supports the establishment of strong communities that control and use assets to promote social justice and help improve the quality of community life.”

<http://www.scdc.org.uk/who/what-is-community-development/>

### POSITIVE YOUTH DEVELOPMENT: 5 C'S OF PYD

- Confidence
- Character
- Competence
- Connection
- Compassion/Caring



Lerner, Fisher, & Weinberg, 2000

### COMMUNITY BUILDERS

- Family
- Coaches
- Teachers
- Administrators
- School Staff
- Community Members



### POSITIVE YOUTH DEVELOPMENT: TEACHING PERSONAL & SOCIAL RESPONSIBILITY (HELLISON, 2011)

- Respecting the Rights and Feelings of Others
  - Self-control
  - Right to be included
  - Right to peaceful conflict resolution
- Effort and Cooperation
  - Participating and getting along with others
  - Exploring effort and new tasks
  - Self-starter
- Self Direction
  - On-task independence
  - Goal setting
  - Courage to resist peer pressure
- Helping Others & Leadership
  - Caring and compassion
  - Sensitivity and responsiveness
  - Inner strength
  - Transfer into Life

## DEVELOPING STRATEGIES

- Awareness Talks (Hellison, 2011)
- Relational Time (Hellison, 2011)
- Dialogue about Events
- Praise and Rewards
- Set Team Goals



## INCORPORATE THE COMMUNITY IN DEVELOPING PYD



## DEVELOPING STRATEGIES

- Understand your WHY of coaching . . .

"I coach to help boys become men of empathy and integrity who will lead, be responsible, and change the world for good."

~Joe Ehrmann, InSideOut Coaching

## COMMUNITY SERVICE: ANOTHER KEY TO BUILDING COMMUNITY & PYD

- Types of Community Service
  - Special causes that are either short or long term
  - Projects created to help the less-fortunate
  - Projects that address current or emergency situations
  - Projects that provide or teach the youth within the community to be involved



Bryan Masi, Athletic Director for Northville Public Schools

## DEVELOPING STRATEGIES

- Develop Season Lesson Plans
  - Define humanity based on contributions you make to society
  - Develop relational skills
  - Develop empathy
  - Practice good sportsmanship
  - Act with integrity
  - Become an advocate for justice
  - Refrain from violence or acts of injustice
  - Develop a coherent life narrative

Ehrmann, 2011

## ACTION PLAN FOR COMMUNITY SERVICE

- What actions or changes will occur?
- Who will carry out these changes?
- By when they will take place, and for how long
- What resources (i.e., money, staff) are needed to carry out these changes?
- Communication (who should know what?)



<http://ctb.dept.ku.edu/en/toolkits>

## COMMUNITY THE BENEFITS OF SPORT TO THE COMMUNITY: FAMILY & FANS

- **Parent Meeting**
  - <http://multi-science.metapress.com/content/3077k4q5g0162181/fulltext.pdf>
- **Making Connections throughout Season**
  - <http://www.teamsnap.com/features/index.php>
- **Statement Read Before Games Concerning Purpose of Sport or Mission of Program**
- **Posting the Mission in Game Programs or at the Facility**
- **Keeping Team Stats related to PYD**
- **Involve Families in Community Service Project**

## CONCLUSION

Above all we need, particularly as children, the reassuring presence of a visible community, an intimate group that enfolds us with understanding and love, and that becomes an object of our spontaneous loyalty, as a criterion and point of reference for the rest of the human race.

~ Lewis Mumford



## EDUCATING ADMINISTRATORS

- **Identify alignment with organizational objectives**
- **Discuss potential outcomes of community involvement**
  - Increased fan base, increased revenue, etc.
- **Encourage having an organization-wide commitment to community service**
- **Encourage Provide recognition/award for teams who are actively engaged in service**
  - Similar to the Arthur Ashe Courage Award

## CONCLUSION

A child is not a vase to be filled, but a fire to be lit.

~ Francois Rabelais



## MEDIA RELATION STRATEGIES

- **Develop a good rapport with media**
- **Ask to broaden an article following a game**
  - Focus on areas of improvement for players or the team both physical and psychological
  - Avoid saying a win is a win – focus attention on reaching potential
  - Promote upcoming community service events
- **Share great cover stories regarding your athletes overcoming adversity or being good citizens**
- **Provide advance notice of when you go out into the community for an activity**

## THANK YOU!

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