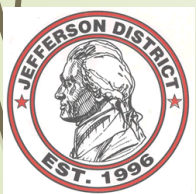
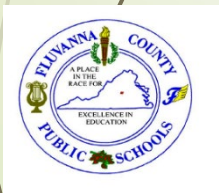


“Methods of Finding Quality Coaches for Hard to fill Positions”

Scott Morris and Scott Sugar
2021 National Athletic Directors Conference
Denver, Colorado
Tuesday, December 14, 2021



Presenter: Scott Morris

Fluvanna County High School

“Flying Flucos”

Director of Student Activities

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Support starts at home...

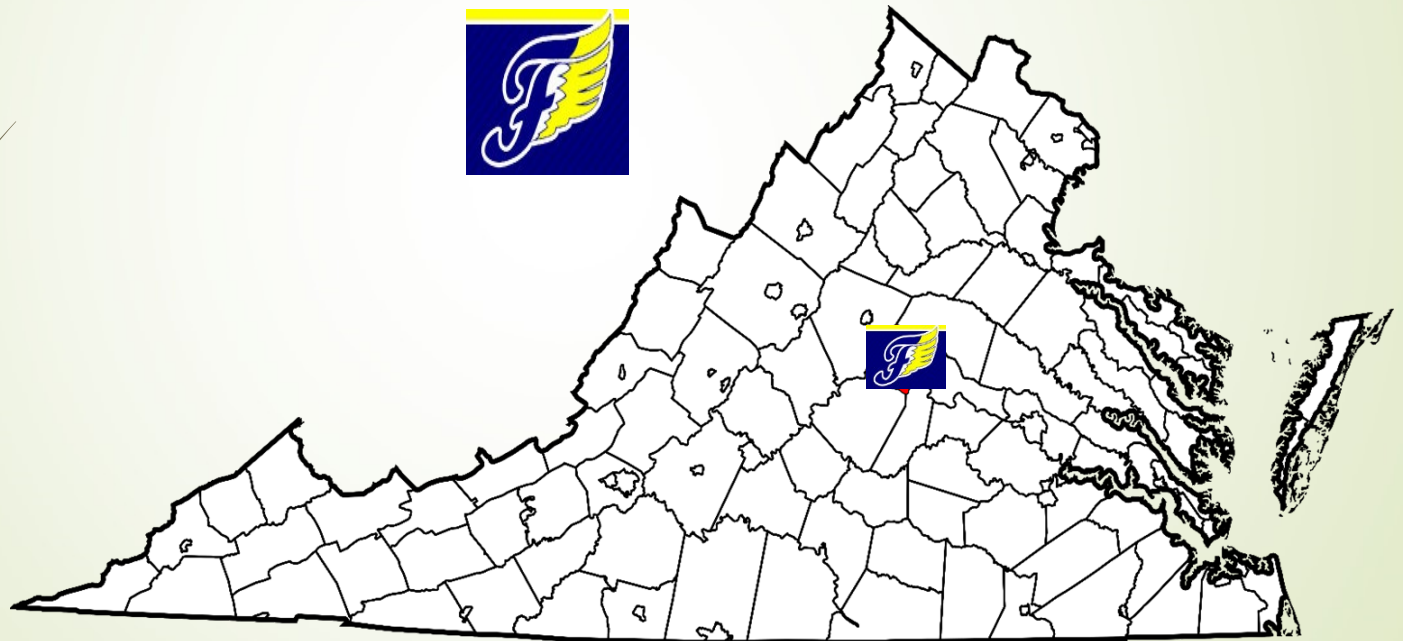


What Positions are Hard to Fill?

1. Depending on where you are from could be different from school to school and state to state.
2. - For Me in Rural VA, it would first off be what we call the “Country Club” Coaching Positions.
3. - Where is Fluvanna County



"The Flying Flucos"



Those Positions

- ❑ 1. Field Hockey
- ❑ 2. Boys and Girls Tennis
- ❑ 3. Boys Lacrosse
- ❑ 4. Girls Lacrosse
- ❑ 5. Boys and Girls Swimming
- ❑ Possibly
- ❑ 7. Wrestling



Others

8. Indoor and Outdoor Track

*** Golf: Seems odd but!**

Activities

☐ Scholastic Bowl

☐ Forensics

☐ Debate

☐ Esports

☐ Theater





Activities are co-curricular.

Do what works for
your community!





Other Issue Here!

- ❑ - You might have a coach interested that is really just not the right fit.
- ❑ Or people might have no interest.
- ❑ - People may want to do it just for the money. Not going to get rich
- ❑ Or some could think that it doesn't offer enough money.
- ❑ - What are the goods, the bad and the trade offs for this?



10 Things Every New Coach Should Know in the 21st Century

Article: “coffee with coach newsletter”

1. Be Passionate
2. Be Comfortable being Uncomfortable
3. Possess Integrity
4. Be Relentless
5. Respect Authority
6. Have Meaningful Relationships





Cont.

7. Be held accountable
8. Win without bragging and lose without whining
9. Be patient
10. It's about others not just you, be dependable.

Coach Rod Olsen





We have an opportunity to blow the lid off school attainment, dramatically and swiftly reduce the achievement gap and enhance the “life chances” of all children, regardless of their economic or social circumstances.

Schmoker, Results Now, 2006





Educate Our Community on Need

- ❑ - Right Now with these trends we also know teachers and becoming more and more less involved with wanting to stay after school and coach.
- ❑ - COVID!
- ❑ - How do we entice those to coach, for not that much money and sometimes a lot of headaches.
- ❑ COVID!
- ❑ Its just needed



So What Can Have An Impact?

- ❑ - Pressure
- ❑ - Time Commitment
- ❑ - Extra Red Tape
- ❑ - Public Scrutiny
- ❑ - Pay
- ❑ - Bad incidents
- ❑ - News “what people see”!

How do we do that, what can we do?

- ❓ Some people would say maybe pray and hope?
- ❓ Others might say, get the word out as many ways as possible. (School website might not always work for filling positions)
- ❓ Make the positions more attractive. (Coaching Gear, Make them feel a part of the entire athletic program)



What is your program philosophy?

Your goals and objectives should align with your school's mission and vision:

Mission

Is what you do on a daily basis

Vision

Details why you do what you do and what things will look like as you realize your mission.



Education based athletics – Program Objectives

- ❑ Education > Entertainment
- ❑ Team > Individual
- ❑ Scholarship > Scholarships
- ❑ Graduation % > Shooting %



Hiring Process – Three Phases

- ❑ **Recruitment** – identify applicants?
- ❑ - Beat the bushes, local colleges, work with administration to entice teachers.
- ❑ AAA, Travel Teams, Dads/Moms, Retired
- ❑ Selection – candidates **interviewed** based on credentials, what does this mean, coaching experience, life experience, experience with students, teachers, etc
- ❑ Employment – an offer is made to the **desired** finalist



How & What ... is your process?

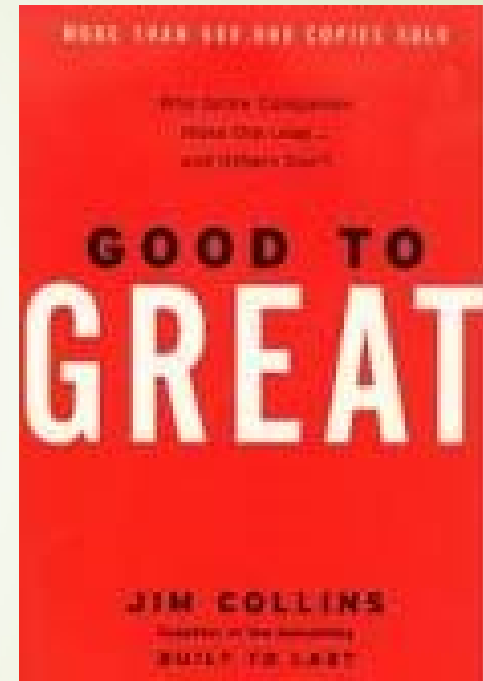
- ❑ What are you looking for in an applicant?
- ❑ How will you know when you find the person your looking for?
- ❑ On what basis will you make a decision?
- ❑ Consistency between sports and levels?



“First who, then what...”

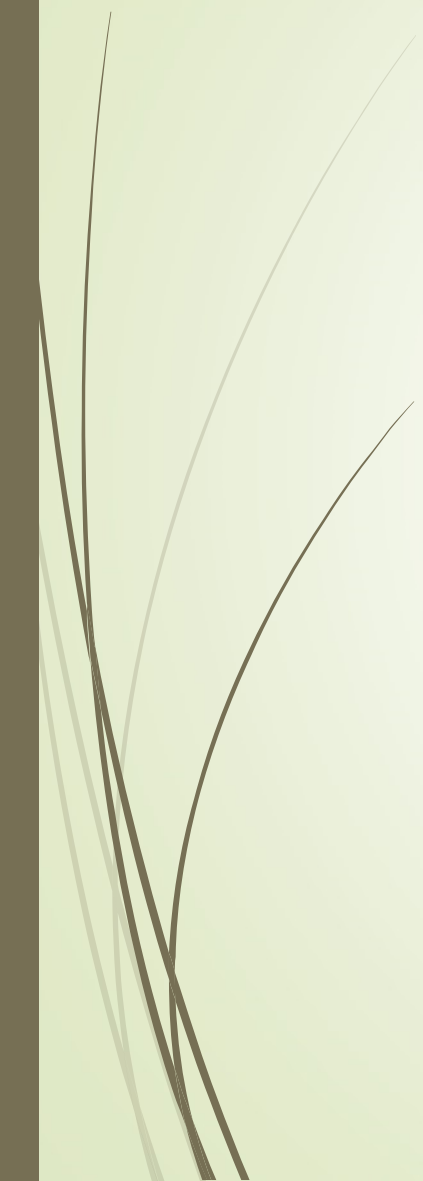
Jim Collins on great leaders

“We found that they *first* got the right people on the bus, the wrong people off the bus, and the right people in the right seats – and *then* they figured out where to drive it.”





Job Analysis



- ❑ Meet school division and state requirements
- ❑ Align with philosophy, mission, and vision statements for their program
- ❑ How to communicate to parents and student athletes expectations and guidelines for their program
- ❑ Performance expectations
- ❑ Identify the pay scale

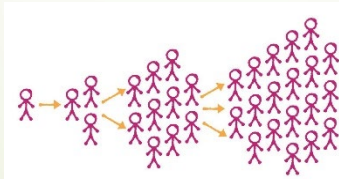


Perform a Job Analysis

- ❑ When hiring a coach it is important to know and think about what that really entails.
- ❑ Are teachers willing to stay late and coach?
- ❑ We are in education because of our first love, Coaching...
- ❑ For many of us, we were year round coaches, but now....



Use Social Media to
increase your visibility and
expand reach for
applicants.



What to do when... ?

- ❑ When time is running out, when no one has applied for the job, or the wrong candidates have applied, where do you go from there?
- ❑ You want to make the job more attractive
- ❑ AAU, travel and parent applications
- ❑ How do you involve the School Administration?
- ❑ Parents?
- ❑ Teachers ?



Quality Coaches for Hard to fill Positions

Great coaches, but not professional educators and need training.

Coaches Ed

Meaningful PD

Literary Resources

Digital Library



Final thoughts

1. How to reduce stress?
2. Assess potential by budgeting enough time.
3. Take the extra steps to do your due diligence
4. Is the candidate out of their comfort zone.
5. We all know that coaching on the court or field is only half the battle.
6. Cultural fit



Presenter: Scott Sugar



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Fayetteville-Manlius Central Schools



Facts about F-M

- K-12 population of 4,100 students
- 3 Elementary Schools, 2 Middle Schools, 1 High School
- 9-12 HS population roughly 1,400 students
- 86 Teams
- 122 coaches
- 10 Miles from Downtown Syracuse
- Onondaga County population – 460,528
- 8 Colleges within an hour of FM
- Highly ranked academic school
- High achieving extra-curriculars
- Sports Offered
 - Rowing, Ice Hockey, Field Hockey, Lacrosse



Challenges with Hiring Coaches

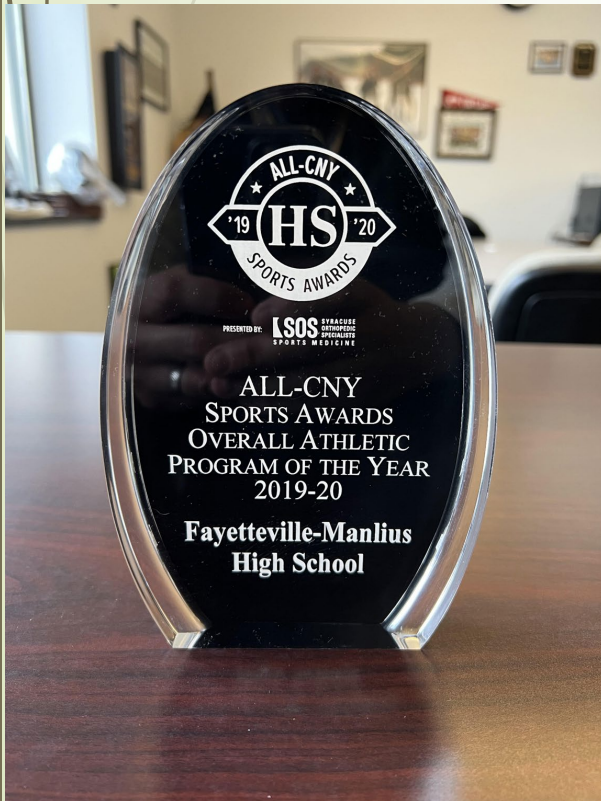
- Teacher Contracts/NYSED Regulations
 - 75-100 High Schools within 1 hour of my school
- Limited supply especially for specialized sport
- Extremely high expectations from community, parents, athletes



Tools I use to fill vacancies

1. Culture

Build a culture people want to be a part of





[Done](#)

FMHS_V4.pdf



FAYETTEVILLE-MANLIUS HIGH SCHOOL
ATHLETIC IMAGE CONCEPTS_V4



LOGO FAMILY CONCEPT



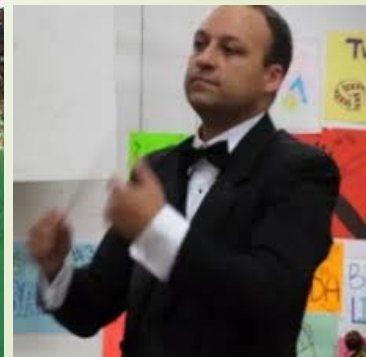
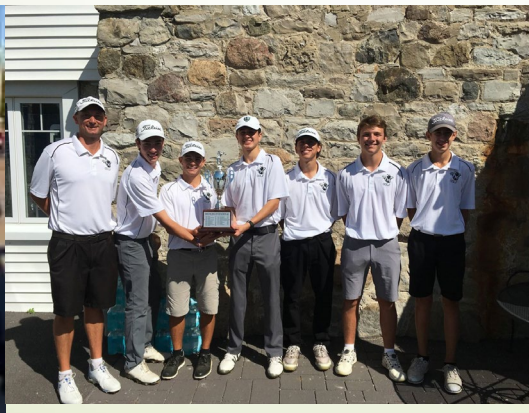
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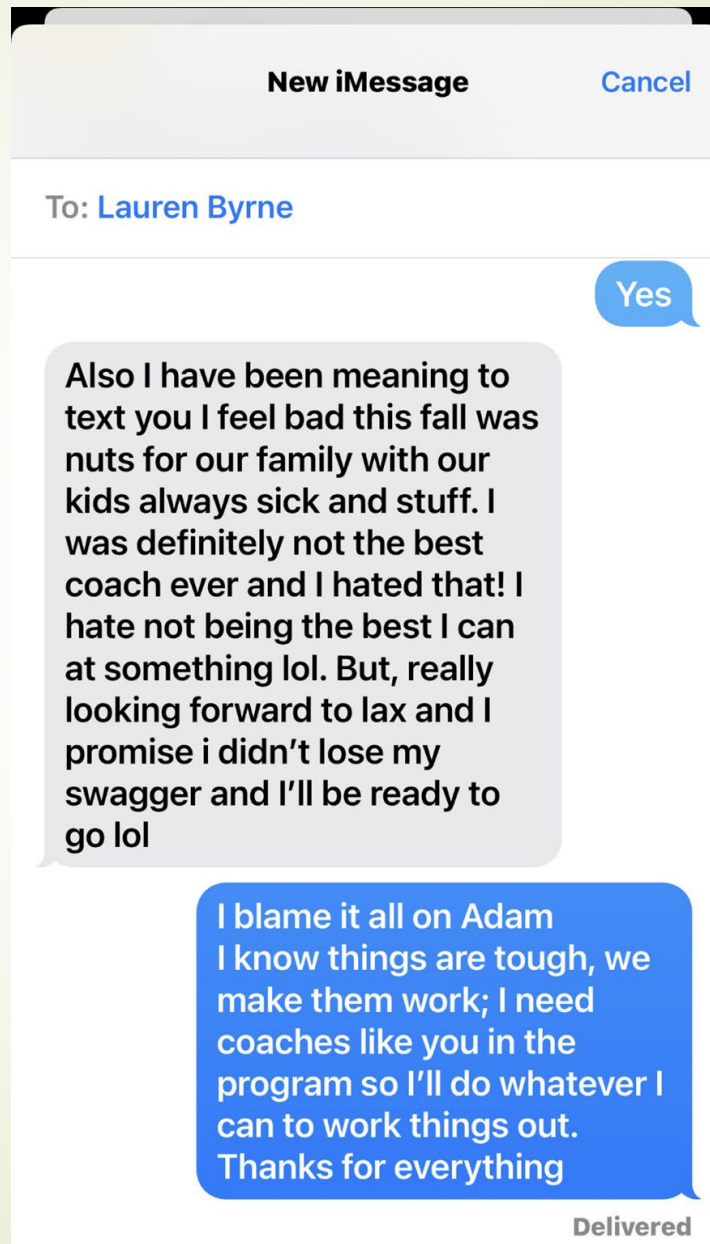
FAYETTEVILLE-MANLIUS

2. Teachers

New hires, work with principals
when making new teacher hires
(76%)



SUPPORT, SUPPORT, SUPPORT



3. Alumni



Tools I use to fill vacancies

4. Coach/Community/College contacts





5. Neighboring Schools

Coaches from neighboring schools who might want to move up

6. Media -

Questions?

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