

# **HOW TO BUILD A PROGRAM, PART I**

Recruiting, Motivating & Public Relations

Kevin S. Behmer  
Ann Arbor Huron HS

---

# **Why Do Kids Do Sports?**

- Fun
- Love of sport
- Friends did it
- Scholarship potential
- Physical goals

# Recruiting

- Incoming 9<sup>th</sup> grade students
- Students currently in HS but not team members
- Your current team members!

# Recruiting Incoming Frosh

- Before the school year starts
  - GO TO THEM!
    - Lunch hours
    - Gym class visit
    - All-school all-sport interest survey
    - Host a Middle School ‘clinic’
    - Athletic department / school mailing
- After school starts
  - Frosh classes

# Recruiting Incoming Frosh

## *Big Sis – Little Sis*

Pair 9<sup>th</sup> & 10<sup>th</sup> graders with upper class athletes. Sometimes in event groups, sometimes cross-groups. Captains select and coach confirms.

- ‘Daily’ affective contact.
- Encouragement during practice.
- Meet help – especially early in season.
- Possible academic help(peer tutoring).
- Locker signs, good luck cards, meet snacks.

# Recruiting Athletes from other Sports

- Go to other sports games
- Know the other coaches - explain to them the benefits of what YOU can do for them
- Encourage diversity vs. specialization

# Recruiting ‘Non-athletes’

- Physical education teacher recommendations
  - Write a track & field unit?
- Teachers of frosh classes
- Counselors for new enrollees
- Signs in classrooms (math, English, science)
- **WALK THE HALLS!** Don't take no for an answer!

The Best Recruiters for Your  
Team Are Your CURRENT  
Team Members...

Are You Still 'Recruiting' Them?

# Recruiting your Current Athletes

IE - Motivation

# Recruiting Current Athletes

- Web page
- Team cameras
- Sleep-overs
- Pasta parties
- Ice cream runs
- Breakfast runs
- Popsicle practice
- Bulletin boards
- E-lists (fan-outs)
- Birthday cards
- Valentines day
- Holiday cards / flowers
- Toss your cookies
- Rat of the week
- Off season reunion

# Recruiting Current Athletes, cont

- ‘Free’ stuff
  - Rat of the Week shirts & certificates
  - Shoe bags
  - Team t-shirt
  - Bumper stickers / locker signs
  - Pictures

# Recruiting Current Athletes, cont

- Meet result sheets
- Local papers
- School announcements
- School newspapers
- School (district?) newsletter
- Best of the Area listings?
- BANQUET – has to be SPECIAL !!!

# Recruiting Current Athletes, cont

Don't be afraid to celebrate excellence!

- Rats of the meet
- 'Gold Shirts' in CC
- State meet week

# Recruiting Current Athletes, cont

Don't only celebrate excellence!

- PR lists
- Individual progress graphs
- Rats of the meet

# Recruiting Current Athletes

## IE - Motivation

- Log books
- Email
- Meet feedback
- Workout feedback
- Captain for a day
- Rat of the Week
- PR pins (CC)
- Star Board
- Rankings sheet/board
- Records
  - School
  - Class
  - Relay
- “What is fast?”
  - PR?
  - Dual meet
  - Regional AQ
  - State AQ
  - Records

# Recruiting Tools

## Casual Fridays?

- YOUR team shirts.
- Track Staff shirts.
- Invitational shirts.
- ‘garage sale’
  
- Other staff members....

# Public Relations

For your kids & Your Program

# PR - the obvious

- In school PA  
Announcements
- Local papers
- School paper
- Webpages
  - Yours?
  - Schools?
  - Ath. dept
- Parking lot flyers
- School Newsletter
- Team cameras
- Parent photos
- Alumni updates
- E-updates
- Community access TV

# PR, continued

- How do you announce your meets?
- PA announcements in school?
- Banners & tents
- Free stuff for your kids! For your staff!
- Shirts to teaching staff (at least new staff)
- Discounts to department members on cloth

# PR, continued

- **HOST A BIG MEET** - see clinic notes...
  - Kids love to run at home
  - cheaper
  - Sleep in own bed
- Create a meet program even for duals
- Try to have a variety of personality types.

# A Final Thought - Evaluations

Are you as good as you think you  
are?

# Evaluations

- Of program
  - By kids & parents
  - By staff
- Of staff
  - By kids and parents
  - By staff
  - AD?

Don't forget the kids who quit!

# Random Closing Thoughts

- ‘Nice’ uniforms (more in Session II)
- Don’t keep lots of old shirts around. Give them away!
- Buy a banner & a Tents
- Showcase / bulletin board

# Suggestions

- Love your kids
- Get involved in MITCA = Ideas
- Involve your spouse / family
- Get some managers
- Keep receipts = tax deduction!
- Define jobs/roles & delegate!
- Remember-Your inbox will never be empty!

# Web Page

<http://huron.aaps.k12.mi.us/athletics/wtf/>

<http://huron.aaps.k12.mi.us/athletics/wxc/>

# **HOW TO BUILD A PROGRAM**

Recruiting, Motivating & Public Relations

Kevin S. Behmer

Ann Arbor Huron HS

[behmer@aaps.k12.mi.us](mailto:behmer@aaps.k12.mi.us)