

The Art and Science of hiring your coaching staff

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Hiring your best coaching staff is both an art and a science



What is art and what is science?

Science

- What is known about the process
- Timeline
- Job description
- Process
- Advertising
- Teaching a part of this job?
- Interview team/process
- Check references
- Decision

Art

- Creative piece of the process
- Short list you keep
- Who do we know that might know someone?
- Interview questions (offbeat)
- Knowing all you can from a variety of sources
- Create ownership in the hire
- Don't "settle" get the best for your program

Hiring coaches is a critically important skill/responsibility/opportunity

- You are building **YOUR** team
- Choose wisely!
- Often wish you had more control here is one area you do have some control, in a critically important area.
- “Sell out” to get the best person, do everything necessary
- Jim Collins in his book, Good to Great, “Right people on the bus, wrong people off the bus, right people in the right seats on the bus”
- Some things we do in this profession are a pain, this is a **HUGE OPPORTUNITY** to make your program better

What are you really looking for?

- **NFHS says the best coaches are:**
 1. Technically expert
 2. Tactically expert
 3. Relationally expert
 4. Organizationally expert
 5. Deeply love high school kids.
 6. Highly value character
 7. Passionate about the sport they are coaching



Of these qualities which are most important to you and your school?

Character Development is Job #1

Wooden—"Sport does not build character it reveals it"

MORAL CHARACTER

- Wisdom
- Honesty
- Fortitude
- Respect
- Humility

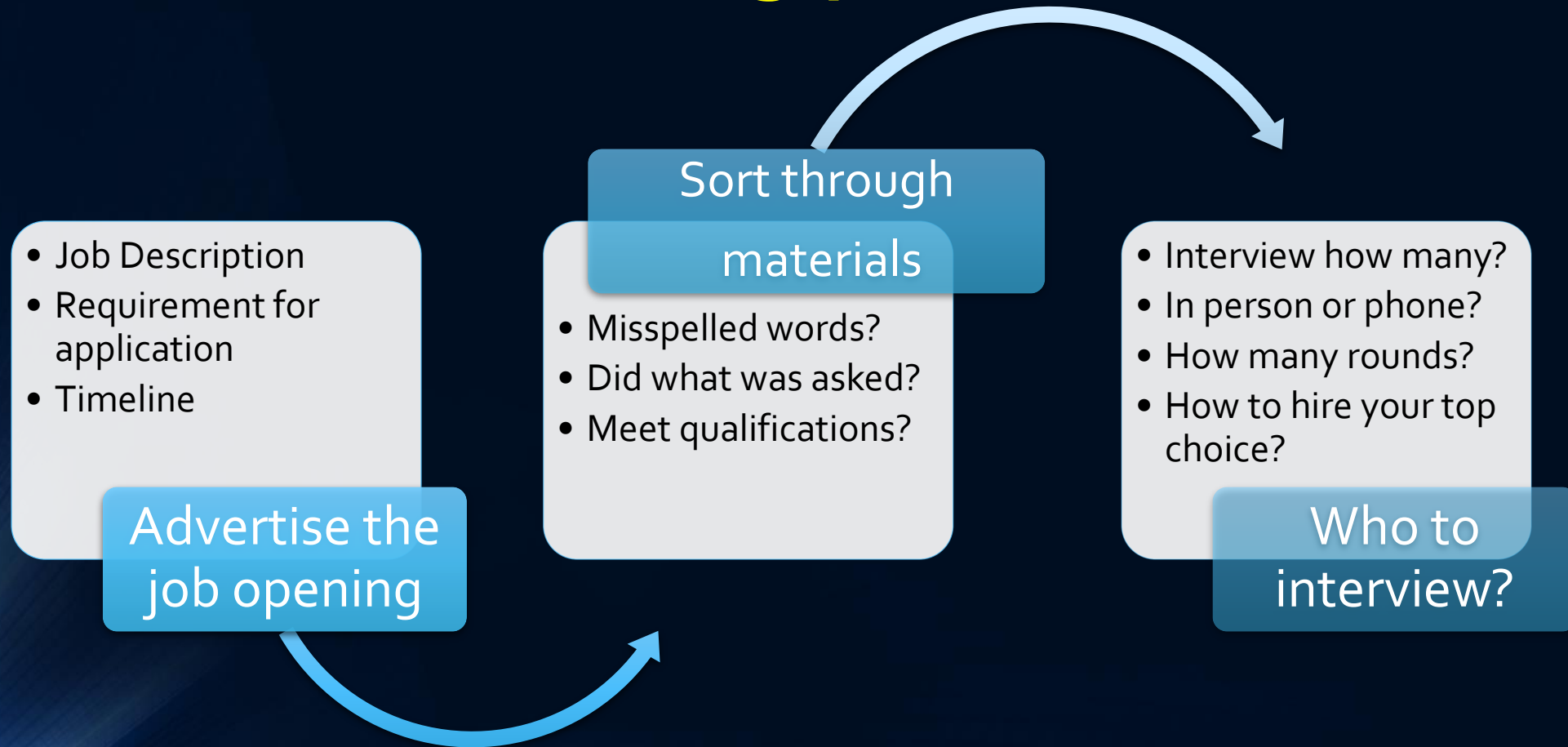
PERFORMANCE VALUES

- Commitment
- Team oriented
- On time
- Fitness
- Work ethic

Athletic Director Modeling

- Work ethic
- Joy/Passion for the opportunity of leading
- Vision
- High Character
- Organization
- Communication ability
- Must demonstrate these on a daily basis to our community.

Science of hiring your best coach



Questions with specific measurement values

- For instance:

1. Please get us started by describing your professional background and training. How are you prepared at this time to take on the head coaching job of.....?

Listen for:

- Education and relevant credentials
- Variety of experience
- Enthusiasm and knowledge of our district

Low

1

2

3

4 High

Confidentiality and Security of Evaluation Information

Head Coach Interview Process

A. Statement regarding security of evaluation information

All information and materials provided on candidates who are considered for employment, ***MUST BE KEPT CONFIDENTIAL***. Exceptional care must be exercised to insure that no action by a member of this committee will jeopardize this security or give anyone the impression that this security is being jeopardized.

B. Committee Member Agreement

I understand and agree that:

1. I must make all decisions regarding selection or rejection of applicants entirely on the basis of the applicant's ability to perform the duties and functions of the position.
2. I must not reveal information about candidates, committee members or evaluation results to anyone.
3. I will not duplicate materials or allow materials to be viewed by unauthorized persons.
4. I must call to attention of Kevin Bryant, District Athletic Director any situation or incident that might indicate the security of this search is being jeopardized.
5. My signature below indicates that I have read the statement on security of evaluation Information and that I agree to abide by all provisions contained herein.

Committee Member Name Printed

Committee member signature

Date

Science of hiring your best coach

- **Timeline**

- When are application materials due through the hiring date (work backward)

- **Process**

- How will this work, who is involved in the process? Interviewing? Combing through the resumes.

- **Job description**

- Make sure the job description is realistic and approved. Is teaching part of the this position?

- **Advertising**

- District website, AD and State Coaches Association, Other states AD/Coaches list, Craig's List, AD List Serve (Oregon).

Science of hiring your best coach

1. Interview team/process

Your choice, HR or your principal as to who will be a part of this process?

2. Check Resumes

Give interview team what is most important qualities/experience on the resume you are looking for.

3. Choosing Candidates

Interview 5-8 depending on the position and quality of applicants

4. Check references

Regular and behind the scenes. Do not share this duty. What to ask each reference. Take copious notes . Ask each reference similar questions. Background check by district.

5. Decision

How is the decision made? Who is most responsible? You? Principal? Superintendent?
Does it change with the job that is being hired? (FB vs. Tennis for instance)

The Art of hiring your best coach

- **Short list you keep of potential candidates**
 - Who do **YOU** want on your staff ?
- **Who do we know that might know someone?**
 - Keep that list close too.
- **Interview questions (offbeat)**
 - What do you really want/need to know?
- **Knowing all you can from a variety of sources**
 - Ask people you know who know the candidate

30 Search Strategies for your next coach

- 1. Current coaches that are on your staff that may know someone.
- 2. A former coach looking to get back in
- 3. Essential services in your community (police, fire, ambulance) who may have interest
- 4. Former athletes now ready to take on this challenge
- 5. Your short list of candidates. Should have one for every sport on paper.
- 6. Coaches from other schools that you like when you have observed them.
- 7. Admin team at your school or district who have contacts and connections
- 8. Other schools in your area or Classification that just hired and may have quality candidates in their pool left over
- 9. Relatives of current coaches, teachers at any of your district schools
- 10. Other AD's that you are close to that may know someone for your opening
- 11. Advertise league, state and AD website
- 12. Put together a brochure and email out (see attached flyer)
- 13. Parents in your area that have a school first mindset and the requisite knowledge
- 14. Schools in your area (CC, Private four year, Public four year) Make contact with the coaches in this program so you are developing relationships
- 15. Retired teachers in your community
- 16. Club sports in driving distance of your school
- 17. Elementary or Middle School PE people
- 18. Larger companies in driving distance of your school who might allow their employees to coach
- 19. County government people who might have backgrounds you are unfamiliar with

30 Search Strategies for your next coach

- 21. Camps that are going on around you that may have staffing you could look into.
- 22. U.S. Mail people and other government workers in your area
- 23. Who are people in your community that know people.
- 24. People who are from your area, have a great background but live elsewhere.
- 25. Youth coaches in your community
- 26. Larger farm operations or other entities like this that have a populace to connect to.
- 27. College coaches /former college coaches
- 28. People you coach or coached against previously
- 29. People that belong to golf clubs, tennis clubs, fitness facilities etc. that are in driving distance of your school
- 30. Fed Ex, Food salespeople and other delivery people that service your area

The Art of hiring your best coach

- **Knowing all you can from a variety of sources**
 - Your current head coach involvement. Call references and around the references.
- **Create ownership in the hire**
 - Secretary, Custodian, head and assistant coaches
- **Don't "settle" get the best for your program**
 - Never settle, "it is only tennis"
- **School tour or other pieces of the process that make your process complete.**
 - You are selling your program too. Make sure you do your best to do so.
- **Student athlete involvement in the process?**
- **Keep the process tight and secure**
 - Confidentiality important depending on the hire

The hiring of your new coach

- Get back to those that did not get the job asap
- **Make it clear to your new coach**
 - Why they got hired.
 - Your expectations of them
 - Next steps
 - Equipment
 - Uniforms
 - Assistant coaches
 - Program checklist and New HC Orientation
 - Media/Social media announcement
- **How and when to introduce them to your program**
 - Parents and student athlete meeting
 - Materials to hand out



Onboarding your new staff member

If you were starting over what would you want and need to know?

- Academic Improvement/Grade checks
- Coaches Training
- Awards Night
- Bills
- Budget
- Eligibility
- Emergencies
- Equipment
- Facilities
- Fundraising
- State Athletic Association
- Coaches Association
- Coaches clinics
- Coaches Meetings/Hiring Assistant Coaches
- Communication (voice mail, email)
- Coaches Handbook
- Contest Cancellation
- Discipline
- Hazing
- Inventory
- Lettering policy
- League SOP's
- Parents

Quick Review



- **HUGE** opportunity
- It is about **KIDS** beginning to end.
- Have a clear process
- Decide who is involved in the process
- Background check like a champ
- Who makes the final decision?
- Win the day with your process
- Onboard well with clear expectations



Questions?

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