



Athletics & Activities Communication Policy

Athletics & Activities offers student-athlete opportunities to grow in a variety of realms through experiences both on and off the field. One lesson we hope to continually teach is the need for appropriate, honest, and clear communication. Throughout the course of a season, many opportunities arise that create a need for transparent communication for all parties involved (coaches, students, parents, and fans). This document addresses the procedures, expectations, and guidelines for all Athletics & Activities at New Berlin West Middle-High School.

Athletic Department will communicate:

- Building and Team Schedules w/ locations (via website)
- Participation forms and requirements
- Code of conduct updates
- Monthly newsletters with updates pertaining to our department

Coaches will communicate:

- Program Philosophies and Protocols
- Expectations and commitment of athletes
- Locations, times, and transportation for all activities
- Notification of schedule changes/cancellations

Athletic Trainers will communicate:

- Training Room procedures/times
- Treatment recommendations for specific injuries
- Notice of injury and further treatment options to parents/athletes

Athletes/Parents will communicate:

- 48 hour notice of conflicts related to scheduled activities
- Injury or illness prohibiting the athlete from participating in a given activity
- Coaches should expect and embrace feedback from athletes

Fans of Viking Athletics will:

- Support our activities in a positive manner
- Use sportsmanship and proper judgment when attending athletic events
- Respect the game by following all rules and regulations at both home/away events

(Over)



When questions and concerns arise:

There will be situations that require conferences between player and coach and sometimes parent and coach. It is expected that student-athletes should make every attempt to speak with coaches before parents request a discussion with members of the athletic department. However, there are conversations in which parents and student athletes should be aware of throughout the course of participation. Please see the following as it relates to appropriate topics of discussion and procedures for communication:

Student Athlete & Parent Concerns to be Addressed

Appropriate concerns to discuss

- Areas of improvement
- Mental/Physical stresses
- Athletes role on the team
- Athletes/team behavior if deemed necessary
- Mentoring & Academic Support

Inappropriate concerns to discuss

- Playing time
- Team strategy
- Play calling

When issues of concern arrive the athletes should follow these steps:

- 1.) Athlete may identify and speak concerns with parent, parent should listen and help in problem solving
- 2.) If no resolution reached, athlete should talk with advisor/coach. Parent should allow the athlete an opportunity for this learning experience.
- 3.) If no resolution reached, the parent may contact coach via email/phone call to setup a meeting for discussion with the athlete present.
 - a. Parents should avoid approaching a coach after a practice/game
 - b. Upon completion of the meeting parent and athlete should discuss outcomes
- 4.) If no resolution reached, the parent, coach, and athlete should alert the Activities Director of the issue and setup a meeting.
- 5.) If no resolution reached, all parties can setup a meeting with the Principal for potential resolution.

(Over)



Strategies & Guidelines for Approaching Your Advisor/Coach with a Problem:

- Approaching a coach/advisor after a specific event can result in high emotions and stress. Please refrain from addressing specific concerns until 24 hours after the event occurs.
- Before meeting with your coach/advisor it is best to alert them and setup a specific time to discuss matters so all parties can prepare for the meeting. Prior preparation allows for clearer communication and helps avoid emotional instantaneous reaction.
- Resolving conflicts on game days are specifically prohibited
- Upon meeting it is suggested that you bring notes, use proper and positive communication skills (eye contact, emotional control, and respect to all parties)
- Please allow all parties the opportunity to express their opinions and concerns. Be an active listener and avoid interruption at all costs.
- Remember that listening does not necessarily mean agreement. If no resolution is agreed upon please follow the protocols listed previously.

It is imperative that all parties involved follow the communication policies as outlined throughout this document. The adherence to these guidelines creates a clear, concise, and respectful procedure which allows all parties the opportunity to prepare for a proper resolution to conflict. Please understand that New Berlin West is making the attempt to give our students real world experiences and life lessons in helping them grow through proper communication with coaches and advisors.

Please be reminded the Director of Athletics & Activities will not discuss a coaches decisions relating to playing time, coaching strategy, or other student athletes. By virtue of their position, the head coach is given authority to determine a student-athletes role on the team.