



# NIAAAA

# WORKSHO

## Proactive Strategies for Partnering with Parents



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# WELCOME AND INTRODUCTIO

In today's session, we'll explore actionable strategies to help you embrace the parents in your school community to address common challenges, strengthen communication, and create a positive, supportive environment for your athletic programs. Our goal is to leave you with tools and insights you can implement immediately in your role as athletic directors.



# WORKSHOP

## OBJECTIVE

- Equip ADs with practical tools to foster positive parent partnerships.
- Explore current challenges and proactive strategies.
- Empower ADs to create collaborative athletic environments.



# LET'S GET CRAZY

## PARTNERSHIPS MAT

- A [2022 survey](#) showed that about **73% of coaches are moderately to highly concerned about parent abuse**, mostly regarding issues like playing time or athlete roles on teams.
- Some [coaches report](#) resigning because of **overwhelming pressure from parents, who sometimes unite to escalate complaints to school boards**. The amount of stress is not worth it to many coaches and leads them to consider leaving the profession .
- Administrators often [face additional challenges](#), such as **bypassed communication protocols or public social media disputes** . These conflicts intensify feelings of frustration and burnout .



# WHY PARENT

## PARTNERSHIPS MAT

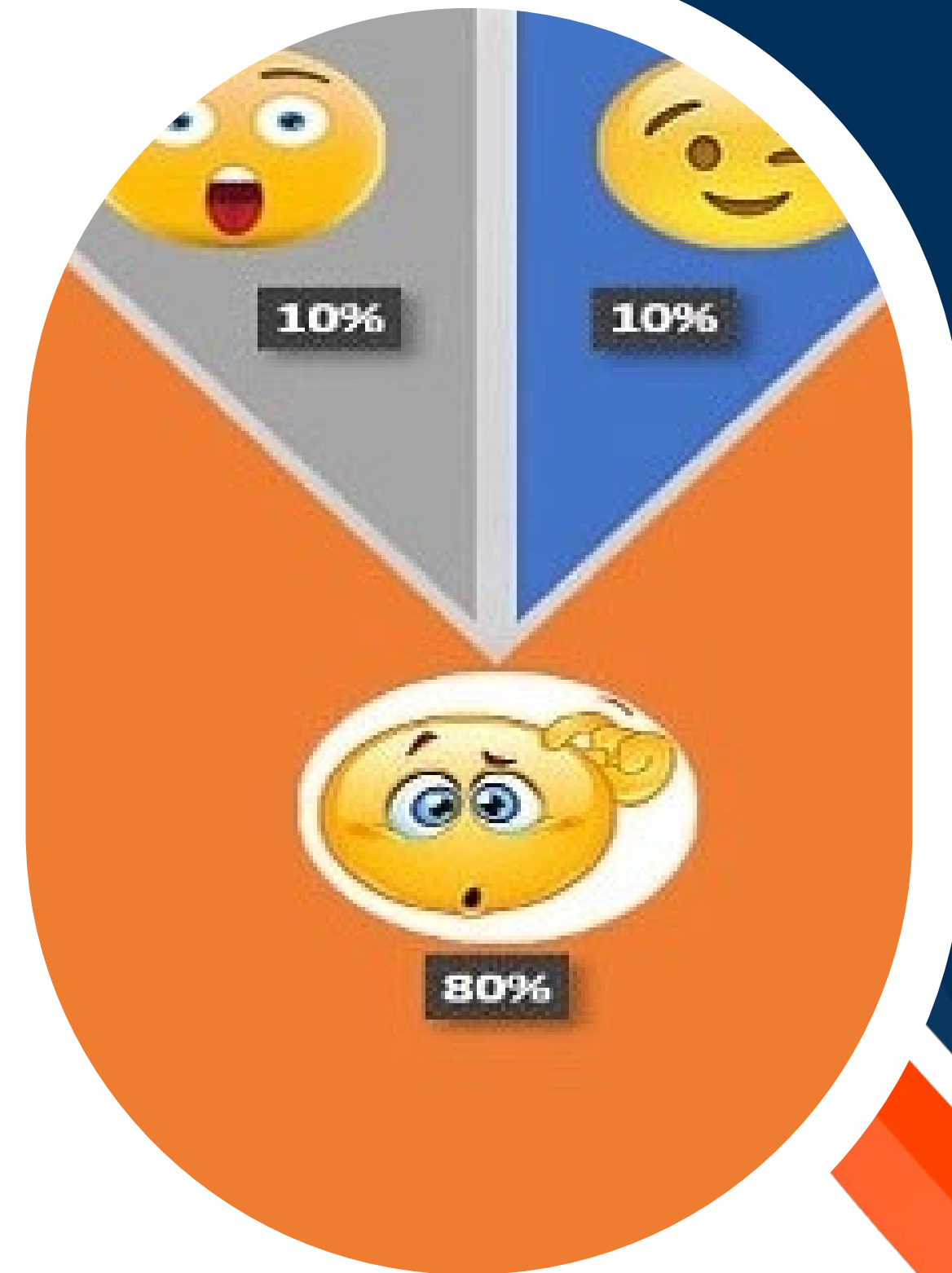
- Parents are stakeholders in student success, and success in the athletic program.
- Positive partnerships enhance student athlete experiences.
- Proactive engagement minimizes conflict and builds trust.



WHY PARENT

PARTNERSHIPS MAT

10-80-10 Rule





# CHALLENGES IN PARENT PARTNERSH

- Heightened expectations and over -involvement.
- Social media amplifying conflicts.
- Navigating cultural diversity in values.
- Impact of “transfer culture.”





# INTERACTIVE EXERCISE

## SCENARIO:

*What scenarios have you encountered?*

*“A parent posts negative comments about a coach’s decision on social media.”*

- Small group discussion: How would you address the situation?
- Share solutions with the group or neighbor







# CORE PRINCIPLES FOR SUCCESS

- **Communication:** Clear, proactive, consistent, and transparent.
- **Education:** Align parents with the mission of education based athletics PURPOSE vs. GOAL of interscholastic athletics.
- **Boundaries:** Establish professional and respectful interactions.
- **Inclusion:** Celebrate diversity and promote equity.





# PROACTIVE STRATEGIES

## Communication Protocols

- **Clear chain of communication** : athlete → coach → AD → admin.
- Use tech tools (newsletters, apps) for regular updates.
- Host in-person preseason parent meetings.
- Make an effort to use tools to communicate in predominant language
- Engage parents in two ways: yours and theirs



# PROACTIVE STRATEGIES

## Educational Initiatives

- Workshops on eligibility, rules, and balancing academics.
- Accessible resources (guides, videos) for parents.

## Relationship Building

- Attend events and engage informally with parents.
- Recognize parent contributions publicly.





# PROACTIVE STRATEGIES

## Conflict Management

- Role-play challenging conversations.
- Train staff on de-escalation techniques.



## Collaboration with Coaches

- Align coaches with your vision for parent partnerships.
- Provide professional development for working with parents.



# INTERACTIVE EXERCISE

## SCENARIO:

*A student athlete is suspended by a coach due to a violation of team rules. The athlete's parents arrive, unscheduled, and escalated and want to meet with you...*

- Small group discussion: how would you address the situation?
- Share solutions with the group.

*What other scenarios have you encountered?*







# KEY TAKEAWAY

- Proactive strategies prevent many common conflicts.
- Strong communication and education are essential.
- Build trust through visibility, consistency, and collaboration.

