

Dealing With Coaches

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Establish a Game Plan with Coaches

- 1) Set your yearly schedule with deadlines based upon YOUR needs
- 2) Meet with the coach to establish a relationship
- 3) Explain to coaches what they can expect from your office for their program (not to them, but their program)
- 4) Explain to coaches what is expected from them

Teach Coaches

- 1) How to use the internet
- 2) How to download and use PDF files
- 3) How to create e-mail groups
- 4) How to retrieve opponent information

Statistics

- 1) Use NCAA Stats
- 2) Send stats to coaches by e-mail or show them where to retrieve them.

E-Mail

- 1) Create a coaches email list to distribute all releases.
- 2) Use e-mail to acquire proofs (PDFs).
- 3) Use e-mail to exchange information (great with part-timers).

Photos

- 1) Establish photo sessions based upon the SIDs budget, availability of photographer, SIDs schedule and athletic team schedules.
 - a) West Chester University utilizes four photo days a year where coaches must adjust practice schedules.
 - b) It is OK for you as the Director of Sports Information to direct.

Tom's Rules on Dealing with Coaches

- 1) It is never acceptable for a coach to scream or demean – especially in a public setting - any fellow employee. (SIDs should be held under this same statute).
- 2) It is incompatible for a coach to demand webpage updates but then refuse to retrieve information off of the web.
- 3) Deal directly with the head coach.