



COACHES PACKET & MEETING AGENDA

- I. Introductions
- II. Mission & Goals
- III. Coach & Family Resources
- IV. Coaching 101 - Recommendations & Best Practices (attachment)
- V. Rules, Policies, Terms & Conditions
- VI. Team Items
 - a. Communication – **sportsYou app**
 - i. Provides Important Info & Alerts via Text Message
 - 1. Signup instructions for each league (attachments)
 - b. Rosters - ****Call Parents ASAP****
 - c. Recruitment – Coaches, Assistant Coaches, Refs
 - d. Secure Help for Scorer's Table (n/a for Soccer & Futsal)
 - e. Roster Sizes (who needs players? / who will give players?)
 - f. Self-Evaluations of Team's Skill / Competitive Level for Possible Division Splits
- VII. League Items
 - a. Backgrounds & Badges
 - b. Uniforms / Jerseys
 - i. See "Coach & Family Resources" Section for Recommended Vendors
 - c. Schedules
 - i. Practices
 - ii. Games
 - d. Q&A / Game Day & Practice Day Walkthrough
 - i. Warm-Up Areas (if/when available)
 - ii. Equipment / Requests for additional equipment
 - e. Adjourn



Mission:

The mission of Terrell ISD ExCEL is to enhance student development, promote staff wellbeing, and support its senior community by providing access to programs and resources that strengthen the mind, body, and character.

League Goal & Values:

The overall goal of every *ExCEL* Youth Sports League is to positively impact the lives of our student-athletes through the physical, social-emotional, and educational growth opportunities that accompany participation in sports.

In order to accomplish this goal, it takes commitment, great effort, and “buy in” toward the following key values:

- **Players Have a Great Experience:**

All of our student-athletes should get to play in a safe & positive environment. Remember, they are just kids that want to play a game.

- **Adults Focus on the Development of Young Men & Women:**

We should prioritize and support the development of both hard and soft skills:

- Good character, problem solving, teamwork, leadership, communication, resilience, work ethic, and the skills for their sport.

- **Everyone Takes Responsibility:**

We all contribute to the success of the league.

- Being Present, Prepared and On Time
- Being Cooperative, Supportive, Knowledgeable, and Respectful
- Being your Best

Final Note for Parents & Coaches:

Always remember that our players are impacted by all that we say and do; whether at practices, games, in the car, or at the dinner table.

So, before saying or acting upon what may be on our minds...

Let's ask: ***Is what I'm about to say or do going to make my Player or Team better at this sport? Will it make them better as a person?***

If not, we should move on to more important things so we can make sure, to the best of our abilities, that these athletes are developing as players, and young men & women.

Together, through our combined efforts, we can maintain these values, accomplish our goal, and fulfill the mission.

Thank you for being part of the ExCEL, and thank you for the investments you have decided to make toward the success of our youth.

Respectfully,

A.J. Knight
ExCEL Director



COACH & FAMILY RESOURCES

I. MAIN WEBSITE

- www.terrellexcel.com
 - i. Sports & Programs Tab
 - 1. Coaches Background Screening
 - 2. League Details
 - 3. Registration / Sign Ups
 - 4. League Schedules & Rule Books
 - ii. Resources Tab
 - 1. Facility Rules
 - 2. Coaching Resources (Videos / Drills)
 - 3. League Schedules

II. TEAMSIDELINE - REGISTRATION SYSTEM

- Click the TeamSideline Logo from our main site to log-in to your TeamSideline account
- Site – www.teamsideline.com/excel
 - i. Current Programs (Sign Up Now!) Tab
 - 1. Current Programs = Programs with Open Registration
 - ii. League Schedules Tab
 - 1. Find Your team by clicking the appropriate division
 - 2. Use the dropdown menu to narrow down to any team
 - 3. Optional Features: Customized View, Print, & Subscribe to Calendar
 - iii. My Account Login / Sign Up Button (Top Right)
 - 1. Log In:
 - a. View & Manage Rosters
 - b. Update Your Account Info
 - c. Register for other seasons & programs
 - 2. Sign Up:
 - a. For families / players that are “new” to ExCEL
 - b. Click “Create New Account” Link



COACH & FAMILY RESOURCES (cont.)

III. ExCEL Contact Information

- Main Phone # - 972-551-5716
- Main Email – excel@terrellisd.org
- ExCEL Admin Assistant - Ashley Antee
 - i. Ashley.Antee@terrellisd.org
 - ii. Front Desk, Registration, Customer Service
- Facility Manager – Mathew Nelson
 - i. Mathew.Nelson@terrellisd.org
 - ii. Events, Evenings & Weekends
- Sports League Coordinator – Hunter Williams
 - i. Hunter.Williams@terrellisd.org
 - ii. Events, Evenings & Weekends
- Director – A.J. Knight
 - i. Anthony.Knight@terrellisd.org

IV. Uniforms & Awards Resources

- All-N-One Sports
305 W Moore Ave, Terrell, TX 75160
(972) 524-8084
- Rockwall Sports Center
579 I-30, Rockwall, TX 75087
(972) 772-3054 – Ask for Shawna



COACHING 101

Establish Routines

- Examples
 - Run to Start Every Practice!
 - Consistency – Same Warm-Up & Initial Drills (Focus on Fundamentals)
 - Players should be able to lead the beginning of practice quickly
 - Coaching Cues
 - Whistles
 - 1 = Go or Switch (if in the middle of a drill)
 - 2 = Stop & Look (players stop & direct attention to Coach for instructions)
 - Verbal
 - “Everybody Up” / “10 Toes-2 Eyes” / “Energy Check”
 - Hand Signals
 - End Practice with Play and/or Game Situations (last 10-15 minutes)

Set Expectations

- Examples:
 - 3-B’s – Be on Time / Be Responsible / Be Respectful
 - Huddle Rules – When Coach is talking, Team Breakout, etc...
 - Team Rules – Players & Parents
 - Share / Discuss @ 1st Practice (not after the fact)
 - Firm but Fair
 - Consistent Consequences
 - Hold Accountable & Make Responsible
 - Stress & Address Effort, Behavior, Attitude, & Language

Maximize Time

- Recruit Parent Help (Assistant Coaches, Team Communicator, “Kit-Person”, etc...)

Remember & Consider What Else is Going On

- Seek First to Understand - We all have bad days
- This time with you & the team can be the best part of any player’s day, week, season, etc...
- Consider the priorities of a child & add other possible factors
 - Full Moon, School Event, Birthday, Holiday, New Video Game, New Movie Release, etc...

Lead by Example & Have a Game Plan

- Mission Statement - Refer to Mission and use it as your guide in decision making.
- Determine what it is that you want to measure this practice, game, season, etc...
- Inspect what you expect - Follow through and be consistent.



COACHING 101 (cont.)

“What ifs”

- Parent Issues
 - Invite / Involve player in conversation
 - Ask Questions to find out if this is a kid issue or adult issue
 - How did your son / daughter respond? (after game or practice)
 - What did they say? / What did they do? / How long did this go on? / How long has this been going on?
 - One-Sided Games / “Blow-Outs”
 - Losing Team
 - Be able to recognize when the game is lost
 - You don’t have to accept / be OK with losing but you can:
 - Focus on Positives / Praise Effort / Distract from Scoreboard / Highlight Teachable Moments
 - Winning Team
 - Be able to recognize when the game is won
 - Never ask for anything less than 100% effort
 - *100% effort doesn’t equate to scoring more points / goals
 - Objective: Find a way to make your players better without running up the score
 - Volleyball Examples:
 - Give weaker players more playing time
 - Try Different Positions / Rotations / Opposites
 - Require 3 hits
 - Require Spot Serves
 - Soccer Examples:
 - Challenge team to possess the ball for set amount of time
 - Minimum # of passes before they can shoot on goal
 - Switch to off-foot shots only
 - Shots can only be taken from a set distance
 - Must pass back and switch fields before shot attempt
 - Basketball Examples:
 - Minimum # of passes before they can shoot on goal
 - Run Set Play, Kick-Out, Repeat (can switch to opposite side)
 - Off-Hand Layups Only
 - Drive, Get Fouled, Make Free-Throws
 - Switch Positions / Players to Guard

Final Notes:

**Be a Great Sport, Ask Questions, Help Others, Steal From Others, Give & Expect Great Effort,
Get Better at Something Every Day!**



24-Hour Rule for Communication

As a common best practice for all youth and interscholastic athletics, the *ExCEL* endorses a **24-Hour Rule** in regard to Parent-Coach Communication. This practice proves to be extremely beneficial in order to achieve more positive and constructive outcomes in certain types of conversations.

During the course of any athletic season, it is understood that issues regarding coaching decisions, performance, playing time, etc. have the potential to cause frustration or concern.

Most of the time, these issues present themselves during the heat of competition or training. Because of this, emotions are usually elevated for those involved and when the choice is made to address these matters during or immediately following the event, the outcome of the conversation tends to be negative.

By adhering to the 24-Hour Rule, you are not only able to address your concerns, you are also more likely to be heard, understood, and able to work collaboratively in order to improve the situation at hand.

Steps to implementing the 24-Hour Rule:

1. **"Sleep on it"** – Wait 24 hours before starting the conversation.
2. **Find out more** – depending on the issue, it may be beneficial to consult the rulebook, speak with your player and/or others involved in order to better understand the situation.
3. **Determine the Main Issue** – make sure to address and stick to the main issue or concern and plan out what you would like to say in order to have it resolved.
4. **Schedule a Time** in advance to have a conversation.
5. **Have a Respectful Conversation** – stay professional and productive by focusing on the main issue, listening to the other person's side, and working toward a resolution.

Important Notes:

- This policy works both ways and should also be practiced by all who would like to address coaches, parents, officials, and ExCEL Staff.
- The 24-Hour Rule applies to **all** forms of communication including text messages, social media posts, etc...
- If your issue or concern is not able to be addressed or resolved after the conversation, please schedule a time to meet / speak with the ExCEL Staff or Director.
- If there is a serious concern regarding player health or safety, or if the issue is related to any actions viewed as illegal, immoral, or unethical, the 24-Hour Rule **does not** apply – Contact ExCEL as soon as possible.
- Please Remember:
 - In our current leagues, the coaches are **NOT** paid professionals.
 - Without our Volunteer Coaches, we would not have these programs or opportunities for your player(s).
 - Our Focus should be kept on Player Development & Enjoyment.
 - Ask yourself - Is my player getting better and are they having fun?
 - If the answer is "yes," we should probably move forward positively.
 - Always remember that players are impacted by all we say and do.
Whether at practices, games, on the drive home, or at the dinner table; speaking negatively or complaining about a Coach, Referee, Player, or Parent will not help them become better players.

**Thank you for all that you do and the investments you make to positively impact the lives of our youth.
With your support, we can all look forward to many positive seasons to come.**



FACILITY RULES

PROHIBITED ITEMS

(Items NOT allowed in facility)

- **Outside Vendor Food or Drinks**
 - Players may have a sealable water or sports drink,
 - Non-Players may have a personal beverage container from home (Yeti, Stanley, etc.) and we also allow baby bottles, formula, and baby food.
 - **Personal Sports Equipment & Balls**
 - **Personal Chairs & Coolers**
 - Bleacher Chairs or Pads (seats without legs) are allowed.
-

POLICIES & PROCEDURES

ONLY park in designated parking spaces.

All Guests should Enter the building through the main entrance (Lobby).

ONLY Trained & Verified Service Dogs are permitted in the facility.

No other animals should be brought in.

Balls & equipment are ONLY to be used by league players and coaches.

Balls and equipment are to remain at their designated court or turf areas.

ONLY players, coaches, referees, and volunteers should be on the courts & turf.

Empty Courts / Turf areas are NOT available for open play.

Thank you for your understanding and cooperation.

Our rules are in place so we may provide the best possible environment for your player and all of our guests.

**If you have any questions or concerns about these rules, please visit the front desk.
We would be happy to provide you with further details and explanations as needed.**

CLEAR BAG POLICY

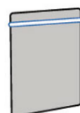
APPROVED BAGS



Clear Plastic Bag



Clear Backpack



1- Gallon Plastic
Freezer Bag



Clear Purse



Clear Fanny Pack



Clutch with shoulder strap
(No larger than 4.5" x 6.5")



Clutch with wrist strap

Exceptions may include:

- Equipment/Wardrobe Bags for Participating Players, Coaches, & Officials
 - Medically Necessary Items
 - Camera Bags for Credentialed Media
 - Diaper Bags with accompanying child or infant
-

NON-APPROVED BAGS



Purse



Backpack



Binoculars Case



Camera Case



Tinted Plastic Bag



Oversized Tote Bag



Printed Pattern
Plastic Bag



Fanny Pack



Mesh Bag

***Any bag may be inspected at any time at the sole discretion of District staff or contracted security.**



Practice Policy for Multi-Team Coaches

The ExCEL League provides each and every team a consistent practice slot each week throughout the season. We do our best to accommodate team requests and to be as considerate as possible to the coaches' personal time and needs. We also take the time to consider families commuting, the age of players, etc... when making the schedule.

When multiple teams have the same Coach(es), there is the potential for some to try and manipulate the schedule to gain more practice time by combining multiple teams into the multiple practice slots provided. If this were to happen, it would create an equitability issue for the other teams in the league.

Please be advised that our practice policy allows for 1 Team Per Practice Allocation.

We ask that you simply abide by the schedule. Please DO NOT modify your assigned practices to have any team or player get more practice time than the others in the league.

Violation of this policy will result in disciplinary action which may include the loss of practice privileges or removal from the league.

FAQ's:

Q1 – What if I want my teams to scrimmage each other?

A1 – The team who leaves their original practice slot to scrimmage at a different time will forfeit their original slot.

Q2 – Can I scrimmage other teams?

A2 – Yes, you can arrange a scrimmage with a team that is practicing at the same time and day as your team.

If the team you wish to scrimmage practices on a different day or at a different time, one of you will be the "host" and one of you will forfeit your original slot – Please communicate with us in writing if/when this occurs (via Remind or email).

Q3 – What if I have a player that misses a practice but can make it up at another?

A3 – This will be allowed as long as the request is made to ExCEL beforehand and does not become habitual.

Q4 – What if I have an entire team that cannot make their practice? Can I combine then?

A4 – No, the schedule has been made with consideration to all requests and has been available long enough for everyone to make arrangements.

If you have any other questions or concerns, please don't hesitate to reach out.

Thank You Coaches, for all that you do. We understand what it takes to coach just one team and we truly appreciate what you are doing for these players on multiple teams. We also understand and respect the fact that you want to invest even more time in order to develop your players.

Please know that if there was a way for us to give more practice time to everyone, and keep it fair, we definitely would.



PARENT CODE OF CONDUCT

Parental support is critical to the success of any sports program.

With this fact and responsibility, we want to make sure that there is clarity regarding the following expectations of the parents' role and involvement in all ExCEL programs.

As the Parent(s) / Guardian(s), I/we will set a good example to my/our child in his/her development by acknowledging and adhering at all times to the following:

- You are your child's number one role model.
- Allow the coach to coach the team. Keep your sideline comments to supportive ones only. Do not yell instructions to the players, coaches or officials.
- Relieve the pressure of competition by helping players enjoy practices and games.
- Help the coach and your player(s) by making sure they are on time and properly equipped for all practices and games.
- Treat all participants (players, coaches, officials and spectators) with the same respect that you would want for your own child.
NEVER YELL AT OR ENGAGE IN ANY ALTERCATIONS, VERBAL, PHYSICAL, OR WRITTEN, WITH ANOTHER PARTICIPANT
- Learn all you can about the game. Before you attempt to interpret the rules of the game, be sure you know and understand them.
- Show your appreciation for good play, no matter who makes it.
- Remember the game is for the players and no one else. Do all you can to support them.
- Remember that disrespect, sarcasm, negative remarks and unsolicited advice have never helped a child enjoy his or her sporting experience.
- Take an active interest in how participation in sports affects your child. Help them know that good sportsmanship is as important as winning.
- Support the team, club, and league, as they strive to give your child a positive experience. Volunteer when you can. Say "thanks" to those who give their free time.

Together we can build the best possible sports experience for our children.

Any Violation of the ExCEL Parent Code of Conduct Agreement may result in a suspension or revocation of a Parent's and/or their Player's ability to participate in any ExCEL program.

I have read this document and I understand and agree to all of the terms, process, and consequences stated herein, including the discretion afforded the TISD ExCEL administration and sports officials in determining the consequences assigned under this Agreement.



COACH'S CODE OF ETHICS & CONDUCT

A primary goal for the Terrell ISD ExCEL is to ensure every child's experience is rewarding and enjoyable.

All parties involved; coaches, volunteers, officials, parents, and staff, are expected to collectively work together to accomplish this goal and provide the best possible experiences for the children through cooperation, support, and respect for their individual roles and responsibilities.

This code of ethics and conduct is in place to uphold approved and acceptable behavior.

The term "Coach" shall include, but is not limited to: Head Coach, Assistant Coach(s), Manager(s), Trainer(s) and/or Team Representative(s).

Health and Safety of Players:

The health and safety of the players that I coach and/or instruct will be my number one priority.

I will never place the value of winning over the safety and welfare of players.

I will ensure that the players I coach and/or instruct have and wear proper safety equipment.

I will not, under any circumstances, authorize or encourage the use of medicinal or performance enhancing drugs.

I will encourage athletes to seek proper medical attention and advice when required and follow all physician's instructions regarding treatment and recovery.

I will maintain the same interest and support toward all players, including those who are sick and injured.

Respect and Responsibilities to Others:

I will respect the rights, dignity and worth of all players, coaches, volunteers, officials, spectators and ExCEL staff.

I will treat everyone equally regardless of sex, ethnic origin, religion or ability and will refrain from all manners of personal abuse and harassment of others, whether verbal, physical, or emotional, and I shall oppose such abuse and harassment at all levels.

I will be a positive influence and will not, at any time, demean, degrade, humiliate, and/or engage in altercations with any player, parent, spectator, official, team or other coach or volunteer, or staff member. (This includes off-site occurrences such as social media forums).

I understand and agree that my team is not guaranteed any specific schedule and that all scheduling assignments are at the sole discretion of ExCEL. I will do all that I can to ensure my team is able to adhere to the schedule provided.

Professionalism and Responsibility for Actions:

My actions, language, manner, punctuality, preparation and presentation will demonstrate high standards.

I will refrain from using foul language, possessing or being under the influence of alcohol or illegal drugs while coaching, volunteering, supervising and/or instructing participants.

I will display control, respect, dignity and professionalism to all involved in the activity (athletes, coaches, opponents, officials, administrators, parents, spectators, media, etc.).

I will encourage athletes to demonstrate the same qualities.

I will keep my registration and/or application current with the ExCEL and I will wear any required credentials (i.e. badge) and/or apparel at all ExCEL events.

I will be responsible for Parent and Spectator conduct at sporting events of which I am coaching.

I will abide by and help to ensure the adherence to all policies, procedures, and expectations set forth by the ExCEL.



COACH'S CODE OF ETHICS & CONDUCT (Cont.)

Quality of Service to the Players:

I will be knowledgeable about the rules and skills of the sport(s) I coach and/or the subject(s) I instruct.

I will follow the rules for my sport(s) as determined and instituted by the ExCEL.

I will instruct players to play within the rules of the game and within the spirit of the game at all times.

I will not seek unfair advantage by teaching deliberate unsportsmanlike behavior to players.

I will never determine or make changes to a player's role or playing time due to financial reasons or fundraising participation.

I will be responsible for my players' actions on the field/court and will not permit them to perform with the intent of causing injury to opposing players.

I will never leave a participant unsupervised while involved in a game, practice or other activity at the ExCEL and will remain at the location following the completion of the activity until all children under my supervision have been picked up by a parent or responsible adult.

Poaching Policy:

Poaching of players and coaches is considered a serious offense by ExCEL, and any club or individual found to have committed a poaching violation shall be subject to immediate removal from the program with no form of refund nor guarantee of future participation.

Any club, team, individual(s) which through its responsible officers, coaches, parents or representatives:

1. Has direct contact with a player or coach to promote their club, team, recreational team, or service and solicit the player's participation will be considered a poaching violation. (Player contact includes, but is not limited to text messages, phone calls, emails, social media, and other written communication and/or in person conversations.)

2. Attempts at any time to induce a registered ExCEL player or coach (or their parent/guardian) to leave their current affiliation at any point will be considered a poaching violation.

3. Attempts to undermine, belittle, gaslight or suggest an alternative option to the ExCEL program in which they are currently registered or participating, regardless of the medium or location of such attempts, will be considered a poaching violation.

Any recommendation for a player or family registered to a team other than one's own to attend training, events, or any other services of a different team or individual would be inappropriate and considered an attempt to induce a player or coach to leave their present organization.

If any club, team, or individual(s) wish to acquire new players or coaches, they shall hold an open tryout that is communicated publicly and made available to everyone. Hosting "Open Tryouts" that are publicly advertised and made available to everyone would not be considered a poaching violation and any players or coaches acquired through this method would be allowed.

Parents / Guardians may also submit a request to ExCEL for their player to be placed on a different team. ExCEL will review all team change requests and provide either approval or denial at its sole discretion.

I recognize the importance of my role as a Coach and accept the responsibilities that it comes with. I pledge myself to observe, practice, and maintain this ExCEL Code of Ethics and Conduct as a condition of membership and participation in ExCEL Sports Programs.

I understand and agree that ExCEL Administration has the right and ability, in its sole discretion, to deny or remove any person, team, or organization from participating in an ExCEL program at any time for violation of policy or upon determining that participation by a person or team is not in the best interest of the person(s) nor the program.



SOCCKER COACHES & MANAGERS

sportsYou



You've been invited to join

ExCEL Soccer Coaches

Use your **unique access code** below and follow the instructions.

Access Code
2DG4-9JSQ

Join via Website

New Users

1. From your computer, phone, or tablet, visit **sportsyou.com**
2. Click **Get Started** and enter your email
3. Go to your email and click **Confirm Your Email**
4. Click **Enter Access Code** to enter code, then finish setting up your account

Existing Users

1. From your computer, phone, or tablet, go to **sportsyou.com** and log in
2. In left column, click **Join Team/Group**.
3. Click **Enter Access Code** to enter code, then **Join Team** or **Join Group**

Join via App

New Users

1. On mobile device download **sportsYou app** from the **App Store** (iOS) or **Google Play Store** (Android)
2. Open the sportsYou app and tap **Create Account**
3. Tap **Enter Access Code** to enter code, then finish set up

Existing Users

1. On mobile device log in
2. In bottom tray, tap **Teams/Groups**
3. Tap **blue +** button, then tap **Join Team/Group**
4. Enter access code and click **Join**



visit us at **www.sportsyou.com**
or in the app stores





BASKETBALL COACHES & MANAGERS

sportsYou



You've been invited to join

ExCEL Basketball Coaches

Use your **unique access code** below and follow the instructions.

Access Code

5JAD-PSBF

Join via Website

New Users

1. From your computer, phone, or tablet, visit **sportsyou.com**
2. Click **Get Started** and enter your email
3. Go to your email and click **Confirm Your Email**
4. Click **Enter Access Code** to enter code, then finish setting up your account

Existing Users

1. From your computer, phone, or tablet, go to **sportsyou.com** and log in
2. In left column, click **Join Team/Group**.
3. Click **Enter Access Code** to enter code, then **Join Team** or **Join Group**

Join via App

New Users

1. On mobile device download **sportsYou app** from the **App Store** (iOS) or **Google Play Store** (Android)
2. Open the sportsYou app and tap **Create Account**
3. Tap **Enter Access Code** to enter code, then finish set up

Existing Users

1. On mobile device log in
2. In bottom tray, tap **Teams/Groups**
3. Tap **blue + button**, then tap **Join Team/Group**
4. Enter access code and click **Join**



visit us at **www.sportsyou.com**
or in the app stores

