

# PARTNERING WITH PARENTS

PAIRADOCS – Dr. Mark Rerick, CMAA; Dr. Dustin Smith, CMAA

# MEET YOUR PRESENTERS!

- Dr. Mark Rerick, CMAA – Director of Athletics at Grand Forks Public Schools in Grand Forks, North Dakota.
- Dr. Dustin Smith, CMAA – Athletic Director at Greenwood Public Schools in Greenwood, Arkansas. Recovering collegiate Director of Athletics. Spent 17 years in higher education and the last 6 years at Greenwood Schools.

# PARTNERING WITH PARENTS

- How many of you are the product of parents?
- How many of you deal with parents?
- How many of you deal with crazy parents?
- How many of you are parents?
- How many of you are crazy parents?

IF YOU  
ASKED ME  
TO  
BORROW....

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A gas can or my lawn mower so you could mow your lawn....

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Flour, milk or eggs so you didn't have to make a run to the store...

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A bicycle to get to and from work, my kid's gaming system for a family get together, heck even my kids...ha

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Or if you needed some cash to get through the month, we could work out a deal

NOW IF YOU ASKED TO BORROW...



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Easy to sacrifice things are easier to let go of. Is that really sacrifice?

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I was born and grew up poor...so I didn't have a lot to worry about people borrowing stuff.....

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We all have lists of things we can part with or can easily replace (garage sales, new has worn off, etc)

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Who determines the value of things? The owner? The person in need of it? The interweb?

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As the value increases, the reluctance to part with it increases as well.

WHY DOES  
OUR/MY  
RELUCTANCE  
CHANGE?

# PARENTS ARE TRUSTING US WITH THEIR MOST PRIZED/VALUABLE POSSESSION

- They have invested a lot into their child
- They, at heart, want what is best for their child
- Sometimes they are so invested they are blinded to the truth
- They feel they know what is best for their child
- Chances are, our coaches spend as much time with their child a day as they do – thus the partnership.

# PARENTS ARE TRUSTING US WITH THEIR MOST PRIZED/VALUABLE POSSESSION

- Kids don't get to choose their parents...well, my son did
- Conversely, parents don't get to pick their kids
- Parenting is difficult
- There is no manual for how to parent kids
- Parents are operating in a world they don't understand
- The (perceived) pressure to compete in the world of social media is real

# HOW DO WE PARTNER WITH PARENTS?


- Clear and honest communication – sometimes that is listening more than talking.
- Parent/coach meeting to begin each sport season.
- Emphasize the process – student-athlete to coach, parent to coach, parent to principal, parent to AD.
- Bulldog Handbook the athlete and the Parent signs.

# HOW DO WE PARTNER WITH PARENTS?


- Don't meet on Gameday but also don't avoid meetings.
- I let them know I am a parent as well, and I understand their desire.
- Won't discuss another athlete. Their child only – No playing time discussion – HA!

# HOW DO WE PARTNER WITH PARENTS?

- Work WITH parents.  
Help them see the end goal.
- Parents can and should be allies. That doesn't mean they will always agree with every decision.
- Treat each parent as a human, not a crazy parent....unless they prove otherwise...ha!



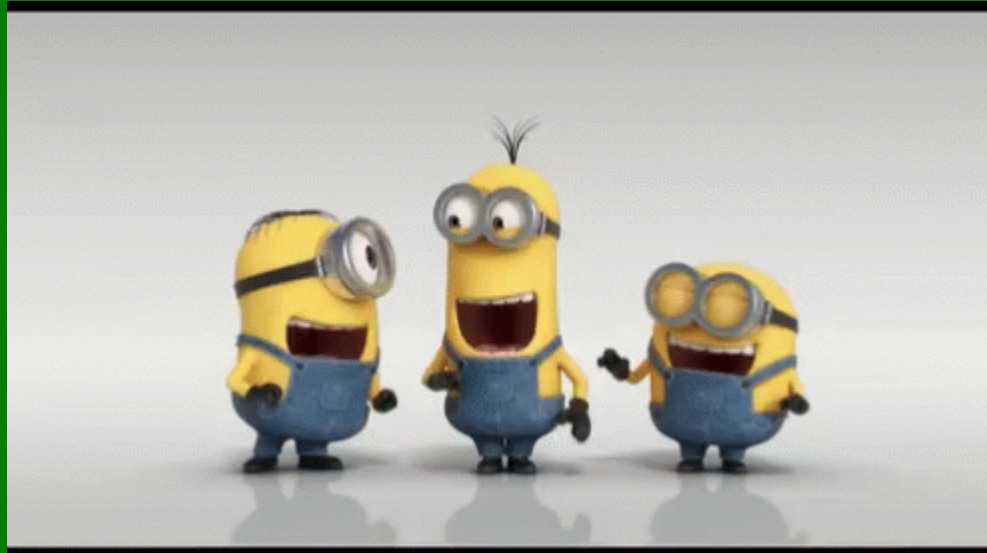
IT IS NOT A GAME OF TUG-OF-WAR  
WITH PARENTS. IF WE DO THAT,  
THE STUDENT-ATHLETE IS IN THE  
MIDDLE. INSTEAD, LET'S WORK  
TO FIND WAYS TO PULL ON THE  
SAME ROPE IN THE SAME  
DIRECTION.



“A coach will impact more people in a year than most people will in a lifetime.”

Billy Graham

# How to Get All Parents to Do Exactly What You Want Them to Do



# Using Core Values to Refocus Your Focus

- Coaches' Focus
- Administrators' Focus
- Public's Focus
- PARENTS' Focus

If you're going to fight a crocodile...



- What do parents want to vent about? What do you have on your “Will not discuss” list?
  - Team Selection
  - Playing Time
  - Play Calling
  - In-game Strategy
  - Someone else’s kid
- REDEFINE THE SCOREBOARD

**Assess the things you  
value; don't value the  
things that are easiest to  
assess.**

(Paraphrased from Mitchel Resnick)

# Easy to Assess



## Core Values

- Identify what kids will learn
- Articulate what kids will learn
- Define how coaches will coach
- Not Generic
- Not the Scoreboard
- **Common assessment [for guarantees] for all stakeholders**

# Core Values in Action

- Golf Team
  - We will Be Brave.
  - We will Be Positive.
  - We will Be a Family.
- Basketball Team
  - Effort
  - Attitude
  - Teamwork
    - (EAT)
- Volleyball Team
  - We will THRIVE.
  - We are WORTHY.
  - We are RESILIENT.
- Cross Country Team
  - We run like a **W**olf **P**ACK.
    - Winning
    - Purpose
    - Adaptability
    - Commitment

**GREAT!**

**But how??**

# PRIDE FAMILY TRADITION



**GRAND FORKS  
PUBLIC SCHOOLS**

A great place to grow and learn!

$$\int_{-\infty}^{\infty} e^{-x^2} dx = \sqrt{\pi}$$

$$f(x) = a_0 + \sum_{n=1}^{\infty} \left( a_n \cos \frac{n\pi x}{L} + b_n \sin \frac{n\pi x}{L} \right)$$

$$x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$$

# Core Values in Action – in sport

- Specific Strategies – Explain the worth to parents
- Golf Team
  - We will Be Brave.
    - Club selection, shot selection
  - We will Be Positive.
    - Mindset, pre-shot routine
  - We will Be a Family.
    - Team based attitude within individual sport

# Core Values in Action – out of sport

- Basketball Team (EAT)
  - Effort
    - In class, at job
  - Attitude
    - With parents/family, with peer groups
  - Teamwork
    - With siblings, with classmates, with co-workers

# Core Values in Action – in & out of sport

- Basketball Team (Accountability)
  - In Sport
    - Practice/Game readiness
  - At School
    - Assignments before leaving school
  - At Home
    - Morning routine

“A measure won’t drive behavior if it doesn’t maintain attention, and it certainly won’t maintain attention if it’s rarely assessed.”

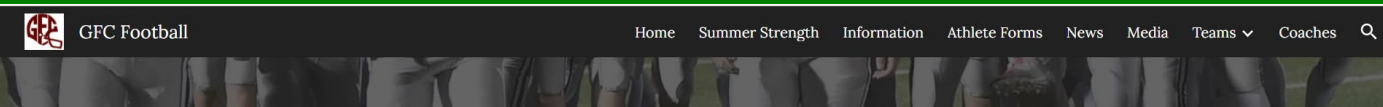
**Influencer: The New Science of Leading Change**

- J. Grenny, K. Patterson, D. Maxfield, R. McMillan, A. Switzler

# Maintain Attention for Parents

- **Weekly CV Updates**
  - Include with “regular” info updates
  - Specifically mention
- Player Rewards
- Assessment Templates
- Specific Strategies - \*\*Give the parents a job to do at home!
- Cross reference outside of sports

# Maintain Attention for Parents



Grand Forks Central Football Core Values



# Our Goals

- Redefine the scoreboard before the season starts
- Continually call attention to the “new” scoreboard
- Use specific strategies to meet Core Value goals
- Give parents a job at home!
- Stretch CV goals beyond the sport
- Find ways to encourage, assess, reward, then repeat
  - Make sure parents see their kid(s)’ progress

If you're going to fight a crocodile...



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