

How Can Clubs Recruit Coaches?

Finding and keeping good coaches is one of the biggest challenges that our clubs face each year in Alberta. Clubs that are able to attract, train and retain good coaches tend to have the most long-term success.

A good starting point is the people who are involved with your club whether as players, past players, parents or friends. This is the best pool of coaches you have because they are affiliated with the club in some way. They will appreciate how important it is for your club to recruit coaches each season and have a vested interest in the success of your program.

What motivates people to take on a coaching role?

It helps to understand what motivates people to get involved in coaching as this will help develop your recruitment strategy.

Some common reasons:

It might be one of the following reasons:

- They want to support a family member who is involved in volleyball
- The sport has given them so much over the years and they want to give something back into volleyball
- They have an interest or passion for volleyball
- To gain personal satisfaction
- They have a community minded spirit and enjoy helping others
- They are looking to do something worthwhile for the young people in the community
- It is an avenue to make friends, develop social contacts and have fun
- They want to keep fit and active

Your club may want to attract younger people to coach. Have you thought that they may have different motives for getting involved? Younger people might see this as a means of earning some pocket money, a way of learning more about the sport, feeling connected with a group, or a means of improving their knowledge of the game for when they are playing.

Ensure your club takes an active role in developing your coaches. Have mentor coaches in place to assist with advancing young coaches skills and knowledge base. Ensure coaches get NCCP certified.

It also helps for coaches to know if their expenses are paid for; this would include coaching certification fees, honorariums, per diems at tournaments, travel/parking expenses, etc.

Ways to recruit coaches and officials

- **Personal Contact** – there is no argument to the simplest and possibly the most powerful is by power of a personal invitation. Seek out potential people from within the club who have the time and the interest in becoming involved. Generally these might be former players, or parents of players who want to put back something into the club.

- **Adult Leagues** – There are experienced volleyball players in adult leagues throughout the province. Contact these leagues to inquire how to advertise your need for coaches. Many of these adults are passionate about volleyball and would be willing to coach.
- **College/University Students** – university & colleges often require their students studying in the fields of sport, recreation, fitness, sports science or physical education to do work experience/vocational placement with a sports organization. This is a great opportunity to satisfy their educational needs and your club's demands by making contact with these institutions and offering their students the chance to do a placement. It is also now possible to pursue a professional career in the coaching, club volleyball would be a stepping stone in that direction.
- **Student Teachers** – It is also beneficial for aspiring teachers to have a coaching background as many schools hire based on a coaching need in their school. Targeting students in the education field, is a great strategy for clubs to recruit.
- **Word of Mouth** – if the club looks after and supports its current crop of coaches, then these people become the best advertisement for the club. Use these coaches to speak to others in the club and the community and encourage them to talk about the positive aspects of their involvement whenever possible.
- **Advertising** – clubs can advertise for coaches with Volleyball Alberta, just send the posting to info@volleyballalberta.ca. Advertising on your website, or creating a website to increase the club's profile if you don't already have one, and using social media as an avenue to recruit. The local papers, radio and television can be an avenue for recruiting, particularly for people who are not necessarily linked to club volleyball but are looking to get involved in these opportunities.
- **Local Publicity** – as most coaches come from within the local community it may be worth considering the strategic placement of posters around community facilities such as schools, community leagues, shopping malls, recreation centers and transportation hubs.
- **Club Requirements of Players** – the club may want to consider implementing a scheme whereby all senior players are required to take on a coaching role within the youth teams throughout the season. Remember to support, recognize and possibly remunerate these coaches as they may have less motivation when the club places this requirement on its players.

