

Home Team Advantage: Why It is Critical to Involve Women and Mothers in Youth Sports

Brooke de Lench, Founder/Publisher



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By
Brooke de Lench

Founder of MomsTeam.com

Author of:

Home Team Advantage: The Critical Role of Mothers In Youth Sports
(Harper Collins)



Today's Program

- What I will talk about:
 - ✓ What our healthiest youth sports organizations know about including females at ALL levels.
 - ✓ Learn how your organization can thrive by engaging and integrating moms and women
 - ✓ Some important tips for sports moms (and dads), as well as coaches and league administrators, male and female.
- Short survey -who is in our audience?
- Time: ~ 40 min. presentation, followed by Q&A
- Questions? Send them via the “Question” section on the right-hand side of your screen, we'll take them at the end of the presentation



About Brooke de Lench

Founder: MomsTeam.com

Author: Home Team Advantage: The Critical Role of Mothers In Youth Sports
(Harper Collins)

Public Speaker

“I wish that every pediatrician, school principal, and coach would read Brooke’s book too, because from their surprise and consternation at everything they didn’t know, and their resolve to do something, would flow a parallel professional groundswell to involve and empower mothers.”

*~ Eli H. Newberger, MD, Dept. of Pediatrics, Harvard Medical School;
author, The Men They Will Become: The Nature and Nurture of Male Character*



Survey

- Are you a League Administrator ?
- Are you a Board Member ?
- Are you a Coach ?
- Are you a Team Parent (mom or dad) ?
- Are you another Volunteer ?
- Are you working with kids ages 4-12?
- Are you working with kids ages 12-20?



Let's Look At The Facts:

- ✓ 97% of team-parents (team-mom admin role) are mothers
- ✓ Less than 19% of women are youth coaches
- ✓ Less than .5 % of Board of Directors at the national governing body level are female
- ✓ Less than 5% of Board of Directors at the local governing body level are female

Citation: Michael A. Messner –professor of sociology and gender studies at the University of Southern California-from his book: It's All For The Kids: Gender, Families and Youth Sports (University of California Press)



Why is it so important to have more women coaches?

- ✓ Athletic women are a largely untapped community resource.
- ✓ It's good for families.
- ✓ It's good for boys
- ✓ It's good for girls



Why is it so important to have more women coaches?

- ✓ Women are natural teachers.
- ✓ Women tend to be less authoritarian leaders.
- ✓ Women are natural nurturers.
- ✓ Women tend to want to find a balance between competition and cooperation.
- ✓ Women care about all children, not just their own.



Why is it so important to have more women coaches?

- ✓ Women are process- rather than result-oriented.
- ✓ Mothers want to protect children from the pressures of the adult world
- ✓ Women have been socialized to place a high value on sportsmanship.
- ✓ Women are safety conscious and risk adverse.
- ✓ Women are good at teaching boys healthy masculinity.
- ✓ Women coaches are role models for girls and teach them to celebrate being a female athlete.



Why is it so important to have women on the board of directors?

- ✓ Bring strong characteristics of communication, collaboration and cooperation
- ✓ Safety is #1 priority
 - ✓ Physical safety
 - ✓ Psychological safety
 - ✓ Sexual safety: background checks etc
- ✓ Put education first
- ✓ Control the purse and are becoming very selective



Becoming A Youth Sports Coach: Advice For Women

- ✓ Identify the sport you are interested in coaching.
- ✓ Recognize the potential conflict coaching your own child may create.
- ✓ Learn everything you can about the sport.
- ✓ Take coaching classes.
- ✓ Join a coach's organization.
- ✓ Become certified in first-aid, CPR and the use of an AED.
- ✓ Take a Sports Safety Training program .
- ✓ Become an assistant coach, co-coach, or team administrator first.





Please submit questions in the “Question” section of the toolbar on the right-hand side of your screen.

For more information, visit MomsTeam at:



www.MomsTeam.com



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Thank you for attending!

For more information about league management software and online registration, please contact us at ActiveSports@ActiveNetwork.com

To answer questions about this webinar, please contact delench@momsteam.com

