



Organization and League Development Guide

Overview

At Coach Baseball Right, we want to be your most trusted and comprehensive coaching resource. The primary goals of this Coach Baseball Right guide are twofold. First, this guide identifies specific problems and issues plaguing organizations and leagues across the U.S., Canada, and Australia. Next, this guide recommends specific, attainable action steps to resolve those problems. These recommended action steps allow organizations and leagues to create a baseball and softball program centered around developing their players *the Coach Baseball Right way* – centered around developing athletes and people. The best organizations and leagues focus on this type of development and programming. Here's what we mean by developing players personally and athletically:

- Practices based around developing fundamental skills.
- Coaches and parents learning to seize the moment in developing character and skills that will benefit kids the rest of their life
- Honing the athletic and personal skills necessary to team play and team success.

In our experience working with athletic organizations and leagues, most don't have the resources, time, or trained staff to implement a program that focuses on the Coach Baseball Right way of developing the whole child. Everyone is trying their best. After polling our organizations and leagues and through our 40+ years of experience in baseball and youth sports, the structure of the guide follows three primary areas with guiding questions your board should ask at the next meeting.

1. **Coach Development and Support**
2. **Player Development and Support**
3. **Parent Communication and Support**

When your organization and leagues embrace this program it will distinguish itself as a leader in your community. Coach Baseball Right has created this practical and comprehensive guide that is full of resources for you to administer to your organization and league.



Organization and League Development Guide

Use this Coach Baseball Right Guide to help your organization and league's needs. Share it with your other administrators and board members. Talk through it. Mark it up. Adjust the recommended action steps to fit your organization's and league's strategy and timeline

Coach Baseball Right's Comprehensive Coaching Resources



Most of the resources you'll see in this guide are available through our Coach Baseball Right's Organization Pro Membership. [Click here](#) to learn more about our Organization Pro Membership.

Questions? Need Support?

If you need help, need clarification, or want someone to present on the following topics in more detail, please do not hesitate to [contact us](#) at Coach Baseball Right. Or contact us directly using the information below. We would love to jump on a call or meet in person. We believe

Coach Baseball Right will be your best resource to help your organization develop kids personally and athletically.

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Coach Development and Support

In this module, we provide ideas and strategies on how to support and develop your coaches throughout the year. Each section has a recommended action step that should allow your administration an easy way to implement coach development and support.

- Host and require all coaches to attend a pre-season coaches meeting
- Create a “Coaches Corner” and resources page
- Provide common coaching curriculum and resources for all coaches and families which are both progressive and scaffolded
- Provide a common guide coaches can access and use to plan their seasons
- Set policies in place that attempts to be aware and inclusive to its community
- Host clinics and seminars for coach and family development
- Recommend your administrators and lead coaches to enroll in professional development opportunities

Your Notes:



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Does your Organization or League...

Host and require all coaches to attend a pre-season coaches meeting?

Your organization and league should host a pre-season coaches' meeting. Communication of initiatives and strengthening priorities takes time for organizations. It also takes consistent, precise messaging. The best organizations and leagues will make this type of communication a priority by establishing mandatory pre-season meetings for coaches and their assistant coaches.

Your organization and league may want to record the meeting to allow others or even those who could not attend access to the information that was presented and then post it on your organization's and league's website.

Recommended Action Steps:

- Schedule a mandatory meeting for all coaches to attend.
- The meeting's primary topics should revolve around the following:
 - Team focus on personal development, then athletic development
 - Team and parent communication
 - Team and parent expectations
 - Shared and common coaching resources
- Send/email out a letter that outlines the content of the meeting
- We wanted to give you access to Coach Baseball Right's Coach's Guide to a Winning Season [pre-season parent meeting template](#) and [parent letter](#) as an easier way to get started on these recommended action steps. Please use them as a starting point, change out whatever you need in order to fit your organization's and league's priorities.

Your Notes:



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Does your Organization or League...

Create a “Coaches Corner” and resources page?

Professional development is integral in helping teams coaches, etc. grow and learn. The best organizations and leagues provide resources that are both accessible and up to date in its instruction. The easiest way for organizations and leagues to do this is on their website. These resources will have a direct impact on enriching experiences and development of the kids playing.

Here is an example of a “Coaches Corner” from one of our partnered organization’s website – Blue Valley Recreation in Overland Park, Kansas. They created this “Coaches Corner” to support approximately 400 teams and their coaches with resources they can access.

Recommended Action Steps:

Create a “Coaches Corner” or “Coaches Resources” section on your website. Your administrators can direct your coaches and parents to this section for further development and resources. You’re more than welcome to use any resource from Coach Baseball Right as a way to get started, just [let us know](#) and we can help set it up with the correct resources for your community.

Your Notes:





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Does your Organization or League...

Provide common coaching curriculum and resources for all coaches and families which are both progressive and scaffolded?

The best organizations and leagues provide their teams with a consistent and meaningful bank of coaching resources that is both age- and skill-specific as well as easy to use. These resources should be web-based and accessible year round.

Why?

- So that kids and their families are getting similar experiences between teams.
- Everyone is using common language to build and develop from without any inconsistencies.
- If your organization or league wants to continue to attract new players and maintain the players you already have, accessible and fundamental resources is essential.
- Coaches are usually working parents, they need the support that saves them time, delivers a credible experience, and that engages their players.

What kind of coaching resources should organizations and leagues have access to?

Great coaching resources must be designed to be scaffolded for both the coach to teach them and the players to learn them. What does this mean? Scaffolded resources means that there is an order or progressive nature to them. In other words, before you can do something advanced, a coach or player must learn the basic steps and then the intermediate steps. This is exactly how school is setup. Before you can do algebra, there is pre-algebra. *Remember, we're both [educators](#)!*

So coaching resources must take the coach and player step by step and provide the tools and strategies necessary to grow and learn in a systematic way.

Unfortunately, what happens most of the time?

To no one's fault, but most of the time coaches do not have common resources to use. So what do they do? Coaches rely upon what they used to do or what they think is best. Even if the coach played baseball at a "high" level, do they know how to scaffold their practices and drills? At Coach Baseball

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Right, we think there is an easier way that is also enormously more beneficial for the entire community. In fact, there are organizations and leagues all across the U.S. in states like Arkansas, Kansas, Illinois, Michigan, Missouri, New York, Oregon, Texas, and Wisconsin among many more, in Ontario, Canada, and even in Australia that have certified and brought common coaching curriculum and resources to their community.

Recommended Action Steps:



- Enroll your organization and league into Coach Baseball Right's [Organization Pro Membership](#) program and give everyone in your organization and league – all your coaches and all your parents – access to our most comprehensive coaching resource we offer:
 - 300+ Video Drills by Position in Progressive order
 - 40+ Weekly Pre-Made Practice Templates
 - Practice Builder (Customize your own practice)
 - Saved Practices (Save your custom built practices)
 - The Coach's Guide, along with 5 more coaching guides
 - 20 Day Hitting Program to use throughout the year
- 7 Start Baseball Right Templates (a Better Alternative T-Ball Program!)
- Access to our Academy and other support resources
- Direct support and contact with Coach Baseball Right
- Enroll your administrators, board members, or lead coaches in our [Administrator and Lead Coach Certification](#) program that instructs individuals on these deeper issues as well meeting other administrators from around the country with the objective of them sharing that information back with their organization and league.
- Create a step by step guide that walks coaches and parents through pre-season, in-season, and post-season modules that are focused on helping them identify why they are coaching and how to develop their players athletically as well as personally. Or, tell your coaches to purchase our [Coach's Guide to a Winning Season](#). **Included in our Pro Level Memberships*
- Create a practice template that all coaches can use to have common structure. Or, start by sharing our [Practice Template](#). They can use this template to establish consistency throughout their practice. **Included in our Pro Level Membership along with 30+ other templates.*



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- Assemble a library of progressive practice drills by position for coaches and parents so they can help their kids develop or start by accessing Coach Baseball Right's Practice Drills. **Included in our Pro Level Memberships*
- Provide a hitting program that helps coaches and parents get their kids to develop progressively at home or at practice. Coach Baseball Right's [Swing Like a Pro](#) leads kids through a 20 day online hitting program. **Included in our Pro Level Memberships*
- Create a library of baseball coaching guides that are differentiated by skill level or use our [coaching guides](#). **Included in our Pro Level Memberships*

Your Notes:



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Does your Organization or League...

Provide a common guide coaches can access and use to plan their seasons?

Having online resources is important in the development for all coaches. Here are just a few popular Baseball Coaching Guides:



Our Coach Baseball Right's Coach's Guide to a Winning Season guides coaches towards a successful season developing character, personal growth, and of course baseball instruction and athleticism. **Included in the Organization Pro and Individual Pro Memberships*



Our Hitting Basics Guide is an absolute essential guide for all your coaches and families to understand the fundamentals of hitting, especially from the very beginning. **Included in all of our Free Accounts (Administrator, Coach, Family)*



Our Common Hitting Flaws Guide is a great follow up guide to our Hitting Basics Guide. **Included in all of our Free Accounts (Administrator, Coach, Family)*



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Our Fun Games for Practice Guide has 14 games that every coach should be using throughout the season during practice! Fun games that capture small “snip-bits” of the game and make it super fun for any age group! **Included in the Organization Pro and Individual Pro Memberships*

Recommended Action Steps:



- Register your organization or league with our [Coach Baseball Right Organization Pro Membership](#), every administrator or board member, coach, and family will get the Coach’s Guide to a Winning Season (The Right Way!), plus access to the rest of our Baseball Coaching guides

Your Notes:



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Does your Organization or League...

Set policies in place that attempt to be aware and inclusive to its community?

The best leagues and organizations are aware of the needs of the people in their community. It is very important to set policies in place to help those in need and to strive to include as many people as possible.

As such, does your organization and league have policies in place that focus on attracting and inviting diverse groups into your community with the intent of strengthening the community at large?

Diversity can include but not limited to these following areas:

- Socioeconomic; Financially limited families
- Cultural (i.e. rural, suburban, and urban)
- Kids with disabilities and needs

Recommended Action Steps:

- Does your organization and league address awareness and inclusivity in its mission statement? If not, adding to the mission statement could be an easy first step.
- Design policies around awareness and inclusivity to become a leader in your community.
- Do your coaches and parents know how to become more aware and help those families? If not, your local school district should be a great place to start to inquire about resources they use. We can also point you to some great online resources.
- Look for professional organizations/teams and/or non-profits for help. Perhaps potential partnering with them could also be a way to improve your organization's and league's awareness and inclusivity.

Your Notes:



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Does your Organization or League...

Host clinics and seminars for coach and family development?

Professional development is integral in helping teams coaches, etc. grow and learn. The best organizations and leagues take the time and resources to help their community by hosting clinics and seminars that focus on developing coaches and families to grow and learn new things. This growth will have a direct impact on enriching experiences and development of the kids playing.

Recommended Action Steps:

- [Contact us](#) to learn more details on having us host a clinic or seminar for your organization and league.
- If your organization and league currently does not have the resources to host a clinic or seminar, then please check out our [Coach Baseball Right Blog](#) for development resources you can use as an alternative. For instance, here are several blogs and video recordings from past Coach Baseball Right live clinics we've hosted at organizations:
 - [December 9, 2018 Practice Planning and Hitting Seminar with Game Day USA in Bloomington, IL](#)
 - [Teaching Hitting at Practice Seminar – Pre-Season Jefferson City, MO Organization Coaches Meeting](#)
 - [Base Running Clinic with Tigers Organization](#)

Your Notes:



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Does your Organization or League...

Recommend your administrators and lead coaches to enroll in professional development opportunities?

Throughout our workplace, professional development opportunities such as conferences, clinics, and workshops help drive creativity, innovation, and development. Within sports organizations and leagues professional development can do the same thing for administrators, board members, and lead coaches. The best organizations and leagues are constantly encouraging and recommending their staff to seek professional development such as conferences, clinics, and workshops.

Why?

- There are so many great resources out there to help increase the capacity, skill, and knowledge of your staff that sending staff out for professional development is very achievable and affordable.
- Great professional development should be focused on strategies and providing comprehensive resources that promote best practices and instruction.
- Organizations and leagues who encourage their staff to seek professional development opportunities cited that they wanted to “lead in their community so they don’t fall behind.”
- Coaches are usually working parents, they need the support that saves them time, delivers a credible experience, and that engages their players.

Recommended Action Steps

- Enroll your administrators, board members, or lead coaches in our Coach Baseball Right [Administrator and Lead Coach Certification](#) program that instructs individuals on these deeper issues as well meeting other administrators from around the country with the objective of them sharing that information back with their organization and league.
- Take a look at the American Baseball Coaches Association (commonly referred to as the ABCA). They have wonderful resources, a great podcast with our friend Jeremy Sheeting (listen to [Coach Baseball Right’s Podcast Interview with “Sheets”](#) here)
- Listen to our own [Podcast](#) – where we interview guests from ABCA, USA Baseball, MLB, NCAA and much more!



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Player Development and Support

In this module, we provide ideas and strategies on how to support and develop your players throughout the year. Each section has a recommended action step that should allow your administration an easy way to implement player development and support.

- Engage all players just starting out with the best possible youth baseball experience
- Start the baseball program with an engaging and formative baseball experience (or does it have tee ball)
- Help coaches and parents identify “teachable moments” and provide advice or strategies to help solve them?
- Require your teams to commit to doing a community service experience
- Monitor development progress and success of its kids

Your Notes:



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Does your Organization or League...

Engage all players just starting out with the best possible youth baseball experience?

The best organizations' and leagues' programs and communication engage their players and families.

Why? Research suggests that if kids are not engaged they will turn to other opportunities. This is why youth sports numbers are declining.

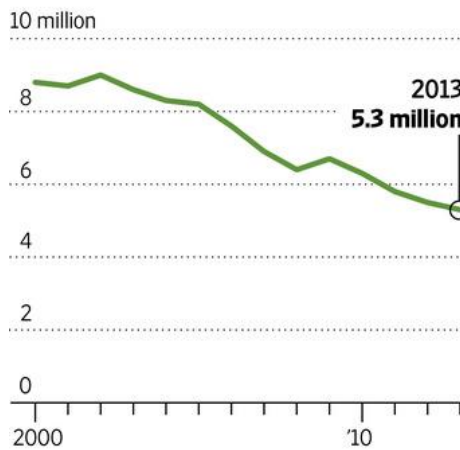
Think about this for a second... how good are kids (regardless of the age) at video games? Why are they so good? They're engaged and they practice (sometimes too much!)

The best organizations' and leagues' primary focus should be engaging their youth players with exciting experiences at each game and practice at the earliest possible time. These experiences encourage kids to return the following

season, but the research also suggests that kids who play sports are more likely to develop into community leaders. You can find this and other great resources as to why it is important to engage young players on our ['About'](#) page on Coach Baseball Right.

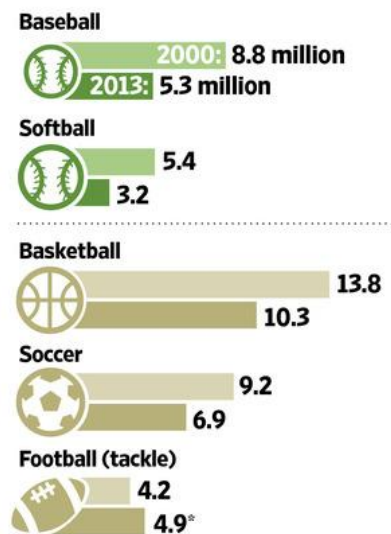
Losing Interest

U.S. youth baseball participation ages 7 to 17, in millions:



*Football participation is down from 5.4M in 2006
Note: all figures cover both male and female participation in each sport
Source: National Sporting Goods Association

U.S. youth sport participation ages 7 to 17 change from 2000 to 2013:



THE WALL STREET JOURNAL.

How does your organization or league engage other youth, developing and experienced players?



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- Manage time vs. Teaching at practice
- Schedule too many games and not enough practice
- Scrimmage

What can organizations and leagues do to become the best organization and league?

Recommended Action Steps:



- Practices need to be engaging and fundamental, here are a couple of [important practice questions](#) your coaches and other administrators should consider
 - Coaches and families need to know the difference between spending time vs. investing time when it comes to practice. In other words are they teaching during practice or just managing or getting through the time? Check out what our Coach's Guide to a Winning Season instructs coaches on regarding [spending time vs. investing time at practice](#).
 - Engage kids with Coach Baseball Right's alternative tee ball / youth baseball program [Start Baseball Right](#). In this program, we combine practice and games into sessions loaded with quickly paced- fundamentals building experiences. For more information on how to structure these sessions go to our Coach Baseball Right [Start Baseball Right](#) page.
- Practices need to be engaging and fundamental, here are a couple of [important practice questions](#) your coaches and other administrators should consider
- Coaches and families need to know the difference between spending time vs. investing time when it comes to practice. In other words are they teaching during practice or just managing or getting through the time? Check out what our Coach's Guide to a Winning Season instructs coaches on regarding [spending time vs. investing time at practice](#).

Your Notes:



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Does your Organization or League...

Start the baseball program with an engaging and formative baseball experience (or does it have tee ball)?

Is your baseball and softball program with the most engaging experience possible? A lot of organizations and leagues rely on the same outdated experiences. These experiences no longer produce the same results.

Tee ball is one of those programs. Too many kids standing around. Not engaging.

*I had lunch with a mom of a 7 year old that told me, “my son loves to play baseball, **when it’s his turn...**when he’s not up to bat he’s bored out of his mind and playing in the dirt*

How does your organization or league engage other youth, developing and experienced players?

- Manage time vs. Teaching at practice
- Schedule too many games and not enough practice
- scrimmage

What can organizations and leagues do to become the best organization and league?

Recommended Action Steps:



- Engage kids with Coach Baseball Right’s alternative tee ball / youth baseball program [Start Baseball Right](#). In this program, we combine practice and games into sessions loaded with quickly paced- fundamentals building experiences. For more information on how to structure these sessions go to our Coach Baseball Right [Start Baseball Right](#) page.



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Does your Organization or League...

Help coaches and parents identify “teachable moments” and provide advice or strategies to help solve them?

If the most important thing we do as adults is to help our kids grow and develop then sports can be integral to accomplishing that goal. The best organizations and leagues focus on this as well. One of the ways you can do that is to know recognize and encourage teachable moments. Once you recognize teachable moments, you can provide meaningful and effective advice and strategies.

But how do you do that? Are there specific instances throughout the season that you can help coaches identify and then prepare them on how to handle that situation?

Here are a couple of scenarios we’ve helped organizations and leagues become leaders in their community:

Recommended Action Steps:

- Look at the following sections from our Coach’s Guide to a Winning Season regarding specific situations that can help your coaches and parents.
 - [Missing Practice or Games](#)
 - [Car Ride Home with your Child \(After a “bad” game\)](#)
 - [Sportsmanship](#)
 - [Parent and Coach Behavior to Poor Umpiring](#)

Your Notes:



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Does your Organization or League...

Require your teams to commit to doing a community service experience?

The best organizations and leagues require all teams to take time away from playing and dedicate their attention and efforts to volunteering. Volunteering is a tremendous opportunity for personal development that translates into better teammates and athletic development. Probably need to explain why. This experience is absolutely in line with player development and the goal of being more aware and inclusive.

Recommended Action Steps:

- Work with the local school districts, business, or recreational organizations to see if there are any community service opportunities they have access to or have needs for volunteers
- Ask local non-profits if there are any community service opportunities.

Your Notes:



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Does your Organization or League...

Monitor development progress and success of its kids?

We believe The best organizations and leagues focus on the whole child. In other words, they try to focus on developing kids both personally and academically as well as athletically. If the kids in your organization and league are not performing well in school or didn't during the school year, we believe that misstep represents a chance for them to grow.

Does your organization and league monitor or track academic progress and/or success of its kids? If so, does your organization and league celebrate kids' success even after the school year is over?

When we say progress or success, we don't always mean grades or only the kids who get straight A's on their report cards. It depends on how your organization and league defines academic success**, right?

****Success can be defined as a child who demonstrates resiliency, organization, and/or effective, positive growth, in addition to a child who gets better each year in school or has an exceptional report card.**

The emphasis on growth and success should be a part of your team/league/organizational culture. As an organization or league board, you have to define success and then share it to everyone in your organization.

Recommended Action Steps:

- Have a book drive for families
- Share development resources w/ parents and families such as:
 - [Resilience Tool for Parents](#)
 - [Building Resilience in Children](#)
 - [Understanding Executive Function Skills for Kids](#)
- Have a book reading contest.
 - Partner with a professional team or recreational park and/or pool to build incentives for this contest



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- Call the superintendent of the local school district and set up a meeting on how you can support each other in this goal.
- Have teachers and administrators throw out the first pitch at the kids' games
- Award kids who demonstrated academic or developmental success** (again not necessarily always the straight "A" kid)

Your Notes:



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Parent Communication and Support

In this module, we provide ideas and strategies on how to support and communicate with your parents throughout the year. Each section has a recommended action step that should allow your administration an easy way to implement parent communication and support.

- Utilize online Team Communication and Organization Apps
- Host and require all parents to attend a pre-season parent meeting
- Recruit volunteers for practice and events
- Implement a social media policy for coaches, parents, and players?

Your Notes:



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Does your Organization or League...

Utilize online Team Communication and Organization Apps

The best organizations and leagues utilize and leverage technology to deliver great communication to their families. Team Communication and Organization is a MUST. Parents, other coaches, and now even players have smartphones at their immediate disposal.

Hundreds of apps can deliver communication and organization. The most important way to decide on an app is to make sure it fits your organization's and league's needs by asking your community for initial feedback on a regular basis.

Recommended Action Steps:

- Here are just a few apps administrators have recommended on our Coach Baseball Right's [Organization and League Administrators Facebook Group](#). (If you're not a member of this group, please join!) Take a look at the following app resources and see which one fits your organization and league.
 - Group Me
 - Heja
 - Team Snap
 - Slack
 - Demosphere
 - MaxOne

Your Notes:



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Does your Organization or League...

Host and require all parents to attend a pre-season parent meeting

The best organizations and leagues also share the same message to their parents that they do with the pre-season coaches' meeting. They don't rely on their coaches share the goals for the season. The coaches can complement your message but they should be part of the team rather than its entirety. They need administration support. The coach and the league should display the same teamwork they want to instill in the players and parents.

Your organization and league may want to record the meeting to allow others and those who could not attend access to the presentations. Post it on a website, Facebook page, etc. (You may want to disable comments on posts to avoid drama.)

Recommended Action Steps:

- Schedule a mandatory meeting for all parents to attend. The meeting's primary topics should revolve around the following:
 - Organization Focus on Personal Development, then Athletic Development
 - Team and Parent Communication
 - Team and Parent Expectations
 - Shared and Common Coaching Resources
 - Volunteer Needs
- Send out a letter that outlines the content of the meeting
- Coaches should schedule a team parent meeting and send a letter to parents that includes the following:
 - Team Focus on Personal Development, then Athletic Development
 - Team and Parent Communication
 - Team and Parent Expectations
 - Shared and Common Coaching Resources
 - Volunteer Needs
- Use this meeting template and letter from our [Coach's Guide to a Winning Season](#)



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Does your Organization or League...

Recruit volunteers for practice and events

The best organizations and leagues have a structure and culture built on generous adult volunteers. The biggest problem or obstacle to building this level is how to recruit those adults. Parents need clear and meaningful assignments. Parents want to know what or who they are helping and why their help is needed. Ask parents in person to develop relationships and stress the value of the community you want to create.

Recommended Action Steps:

- Create a list with precise information and a detailed description of the needs.
- During the Coaches and Parent Meetings, ask for volunteers. It is very important to do this in person rather than over email/text/communication app as it is easier to have people say yes in person might want to stress more than “easier.”
- Then set reminders up in your email/text/communication app to those coaches and volunteers.

Your Notes:



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Does your Organization or League...

Implement a social media policy for coaches, parents, and players

The best organizations and leagues provide clear parameters on what behavior is tolerated on social media. If your organization and league does not have something in place, then if something were to happen, perception would ultimately be pointed at the very least partially in your direction.

Recommended Action Steps:

- Set specific guidelines on what is acceptable to post and what is not. Once this is established then you can establish a standard to point back to and even build from.
- Give each parent the guidelines at the Parent Meeting
- Give each coach the guidelines at the Coaches Meeting
- Post the guidelines on your website as well

Your Notes:



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What Next?

Coach Baseball Right helps the best organizations and league all across the U.S. in states like Arkansas, Florida, Kansas, Illinois, Iowa, Michigan, Missouri, New York Oregon, Texas, Washington, and Wisconsin, in Ontario, Canada, and even in Australia! We would love to help your organization and league work on each of these ideas and strategize how to improve your community and kids' development.

Recommended Action Steps:



- Purchase our [Organization Pro Membership](#) for your organization or league to give your all your coaches and parents a comprehensive coaching curriculum to implement right away.
- Certify your administrators, board members, and/or lead coaches in our Coach Baseball Right's [Administrator / Lead Coach Certification](#) program. This certification program is an intensive and engaging professional development certification program designed to train leaders in your community so that they can bring back and implement an elevated and more comprehensive program.
- [Contact Coach Baseball Right](#) today to see how we can assist you and your organization and league! We've provided you direct access to us with our emails and our cell phone numbers. We really do want you to reach out to us.

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