



"Program Management"
 How your Basic Skills Program is Perceived By
 Parents, Skaters, and Coaches

Webinar
 September 17th, 2014



Perception

Our sport is unique in that you have one shot to impress our beginners. Its not like soccer where if you don't make the team you get to go out and try again the following year.

As we go through these slides I'd like for you to keep an open mind and think of ways that you can enhance your already existing programs.



As a first time parent, when they walk into your facility what do they see?

- Posters on the walls
- Brochures that are accessible
- Bulletin Boards
- Trained front office staff- consider having a script for your staff
- Is the lobby clean? Restrooms clean?
- Where do they purchase rental skates?
- Where do they put skates on?
- Skate rental staff knowledgeable on proper fitting techniques
- Are instructors in the lobby assisting customers?
- Is the Director visible?



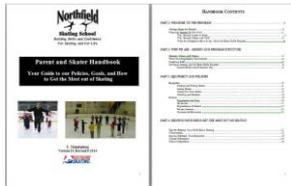
First Day Orientation Procedure

- Consider offering "first day" procedures class a week early- all of ice; This can minimize the chaos that often occurs on the first day of group lessons
- Talk about equipment, skates, helmets, attire
- What time to arrive for classes
- Register them with U.S. Figure Skating as Basic Skills members
- Create a handbook that can be given to the parents about policies and procedures



Parent and Skater Handbook

- Topics
 - Mission
 - Program Structure, Curriculum, and U.S. Figure Skating
 - Benefits of Skating and Membership
 - Equipment
 - Policies
 - Coaches
 - Role of the Parent
 - Contact Information
- Parent Information Guides available at U.S. Figure Skating



Understand the programming of what you're selling

- What programming do you offer- understand the differences between levels. Fundamental questions- can your child skate forward, backward?
- Know the make it or break it skills in each level
- Understand the specialty programming that you do or do not offer- address your classes if there is a need
 - Do we try Synchronized Skating, TOI, ?
 - How do we tackle our Bridge program?





Understand Who You are Selling To?

- Are there young families in your community? Older adults?
- Is there a college nearby?
- What are school schedules, preschool schedules?
 - Don't offer classes when you know skaters can't attend
- When do your competitors offer their Basic Skills Classes?
- Don't be afraid to change the schedule!



Ways to Sell The Skating Experience



Consider using Social Media to market your programs

- Advertising is expensive
- Times have changed, people get their news over Facebook, Twitter, online websites.
- How many of you have ever Googled your program?
- Newspapers have minimal staff
- To be successful, you have to be your own news room
 - Write the story
 - Shoot the video
 - Submit photos





The announcement of Pope Benedict in Rome





Same street 7 years later for the announcement of Pope Francis





Use Aids and Tools- Be Creative

Visualize your potential.
Maximize your results.



U.S. Figure Skating and Rink
back instructors were teamed
up to bring high-quality video
examples of all 12 disciplines
of Basic Skills to your iPhone,
iPad & iPod Touch.

With 12 apps to choose from,
skaters, instructors, parents &
officials can use what every skid
in the Basic Skills program should
look like, soon to include written
info from the official U.S. Figure
Skating Instructor's Manual.

For more information visit:
www.usfigureskating.org.



SK8 Coach App Series, Available on the ITUNES store,
and will be available on Android by the end of the year.



How to Incorporate Games, Toys, Songs, into Snowplow Class

Tools

- Stickers
- Pool noodles
- Markers
- Plastic cups
- Bubbles
- Hula hoops
- Stuffed animals
- Basketball hoops
- Music

Games

- Dot game
- Balloon/ Fishing
- Red light/Green light
- Obstacle course of skills
- Red rover
- Races
- Make believe
- Add on
- Blob
- What time is it Mr. Fox?



Must be age and ability appropriate



Program Growth and Promotion

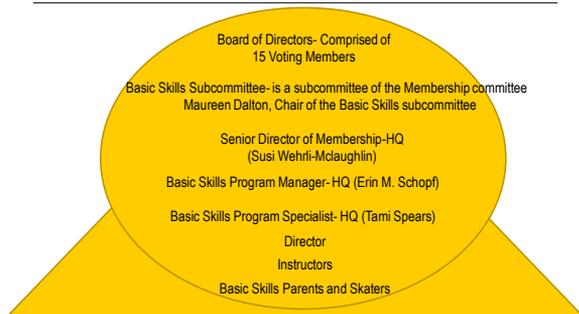
- Bring a Buddy Day
- Open Houses
- School PE class
- Parent and Tot Class
- Home schools
- Adult Coffee Clubs
- Birthday parties
- Day camps/after school programs
- Girl and Boy Scouts
- Referrals
- Discounts - family & re-enrollment
- Flyers, brochures, posters
- Social Media
- Blog
- Website
- Email and text updates
- Welcome letters/emails
- Calendar of events
- Newspaper ads – no more than 5%
- Voicemail
- T-shirts, club jackets, sweatshirts
- Performances and events
- Parade - community events



Now that you have customers
what is your role as the Director?



Understand the U.S. Figure Skating Structure and Governance



Big Picture- You're the Liaison You spread our message and brand

- Don't be short sided- think about your goals, how to achieve them
- Have a pulse on your program
- Directors are also responsible for creating fans for life of our sport. A bad experience could prevent them from being a fan later in life.
- You're creating recreational, competitive and or a future friend of figure skating.
- As an organization we believe that skaters should be in a group setting for learning as long as possible.



As the Director- What should you recommend and what is required for your instructors?

- All instructors over the age of 18:
 - Register as a Basic Skills Instructor for \$32
 - Pass the background screen
- All instructors under the age of 18:
 - Register as Basic Skills Instructor with program for \$12



Continuing Education Requirement (CER C) - recommended for all group instructors; programs can require

1. Class organization and management
2. Basic Skating Skills and Techniques
3. Growth and Retention of Members



How do you keep your staff engaged and motivated?

- ❑ Attend seminars like NARCE
- ❑ Host a Basic Skills Workshop
- ❑ Use constructive criticism when necessary in a positive way.
- ❑ Occasionally bring bagels, donuts, or throw a get-together.
- ❑ A little recognition goes a long way for your staff



Parent Education

- ❑ Organized and Pro-active
- ❑ Makes Your Job Easier
- ❑ Clarifies Expectations
- ❑ Spread Accurate Information
- ❑ Boosts Commitment and Word of Mouth





Access the link here: <http://youtu.be/J2b12BXOc5k>



Continuing Parent Education

- It's not over after 1 meeting!
- Educate prior to "transition moments"
- Incorporate education into special events and bridge program
- Field trips to competitions, test sessions, ice shows
- Lobby or rink side information table during lessons
- E-mails and online resources



U.S. Figure Skating's expectation from our programs and Directors

- Register your Basic Skills Skaters
- You are able to take advantage of our outstanding skating curriculum that focuses on the natural progression of skills.
- Please make sure your coaches are compliant
- Please make sure all of your program contact information on file is updated
- Use us as a resource for your programs
- Visit the website often for updates
- Educate your Basic Skills parents
- Assist your Instructors so that they provide quality instruction



Knowing Your Numbers/ Evaluation

- Make your goals measurable!
- Understand your trends
- Know your numbers, do market research, understand your program
- After every session look at your revenue and attendance, compare it to the previous year.
- Registration statistics – what makes you stand out?
- Retention rates and skater drop-offs
- Online evaluations
- Use these assessments to plan for future



Ways to retain our skaters

- Offer specialty programming
- Offer clinics, hockey classes during your programs
- Girl Scout Events
- Homeschool
- Group moves classes
- Jumping Jacks



Director Resources

- Director Handbook
- NARCE
- Skating Director Mentoring Program
- Website
- Members Only and the new Member Upload
- Clubs/ Growth and Retention Programs
- HQ Staff- Erin or Tami
- PSA Director Ratings



How do we bridge the gap? Between the Perception of Skating and Reality?

- Be yourself, know and understand your limitations
- Keep poison out of your facilities
- Set goals for yourself as Director and Instructor
- Manage Parent and Skater Expectations
- Stay positive and enthusiastic. Happy skaters provide for retention in our programs and sport.