



How to Attract & Keep Talented Volunteers & Coaches in Your Club

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Doesn't it seem like...

When your club is organized, functions well and you are running a successful business, your key coaching and volunteer resources retire and/or resign?

Volunteering is an important component of our society. It is definitely an integral part of our Association and you are proof of that fact! Being creative when attracting volunteers, providing good working conditions and attracting more volunteers (so that they do not get over-worked) are implications that your club must encourage at all times.

Coaching is an honorable profession that is hugely rewarding and satisfying and allows the practitioner to make positive differences in people's lives on a day-to-day basis. Skate Canada professional coaches are educators by nature, they like working with children, they play an active role in preparing the next generation "give back" and most importantly they all share the same passion and love for the sport of figure skating.

Why is it important to retain coaches and volunteers?

- It creates continuity for your club and people become more

knowledgeable about Skate Canada programs and can manage their functions efficiently.

- Fewer "turnovers" are happening and this decreases the time spent on training new people for their positions within the club.
- Will maintain customers' (skaters/parents) satisfaction and motivation to continue their involvement within your club – Good customer service!
- It will promote strong and healthy Skate Canada clubs and club longevity.

Clarifying the roles and responsibilities of your coaches and volunteers, providing them with good tools and resources, being cooperative and promoting team building, appreciating their contribution and input, enforcing open communication and recognizing and rewarding your team of people are all important themes to enforce.

How to attract and retain good volunteers?

- Distribute smaller tasks to more people and ensure that a reasonable workload is delegated.
- Offer adult skating programs and benefit from the many advantages that

arise when adult programming is included on a club's schedule – parents are your most accessible volunteer pool.

- Promote your organization culture and communicate the benefits of volunteering in your club – creating a fun, well-organized and open communication environment for everyone.
- Recognize and celebrate volunteers within your club, within your community (dinners/awards), hold a wine and cheese or social event after meetings, appreciate them and say "Thank you".
- Update and revise job descriptions, terms of reference and communicate them to your volunteers.
- Involve your volunteers in all organizational aspects of your club – encouraging them to job share their tasks providing everyone with new opportunities and experiences.

How to attract and retain good coaches?

- Support and/or subsidize their professional training development and certain living/moving expenses.
- Attract coaches from within your membership by keeping your members informed on how to become a coach.

- Partner and work with other clubs and share coaching resources to offer a full range of Skate Canada programs and employment opportunities.

- Enhance the opportunity, make and offer your coaches attractive packages — look for partnership, develop off-ice training programs, etc.

- Create a professional working environment – rotate and share responsibilities, identify a Professional Liaison/Director, provide up-to-date equipment and technology, etc.

- Complete coaches' performance reviews to provide feedback, recognize, and reward them.

It is important for volunteers and coaches to value each other's contributions and work together as a team because either side would not succeed on its own. By embracing the strategies outlined in this article, you will retain your volunteers and coaches and also attract individuals that can offer you and your club a helping hand. For more information you may contact the Skate Canada Coaching Department at skatecanada@skatecanada.ca or call 1-888-747-2372 ext. 2526.