

**Pop Warner Little Scholars
Southeast Region Coaches Education
FOOTBALL HANDOUT
2017**



- *Welcome to the greatest youth coaches training in America!*
- *Make sure you're signed in!*
 - *You must sign in and out session to get credit.*
- *Clinic Outline*
 - *Classroom Sessions*
 - *Pop Warner Overview & History*
 - *How to Run an Effective Practice*
 - *Team/Program Management*
 - *Risk Management*
 - *Sports Psychology*
 - *Coaches Code of Conduct*
- *Test! That's right. There will be a test at the end!*

UNIT 1: Intro and Overview

Pop Warner is...

- ...the largest and oldest national youth football and cheerleading program.
- ...endorsed by the NFL and the NFL Players Association
- ...the only youth sports program to emphasize education!

Pop Warner DEMANDS THAT ALL PARTICIPANTS BE ACADEMICALLY FIT AS WELL AS PHYSICALLY FIT.

- Pop Warner recognizes and awards scholar-athletes for their performance in the classroom.
- Awards include scholarships to the top award winners.

POP WARNER HISTORY

- POP WARNER LITTLE SCHOLARS WAS FOUNDED IN 1929 BY JOE TOMLIN TO BE OPERATED FOR THE YOUTH PARTICIPANT'S BENEFIT.
- FROM THE BEGINNING, THE PROGRAM WAS BASED ON A RELATIONSHIP BETWEEN SCHOLASTICS AND ATHLETICS.
- GLEN SCOBIE (POP) WARNER, FAMED COLLEGE COACH OF THE 1920'S, GAVE PERMISSION FOR THE PROGRAM TO BE NAMED AFTER HIM.



PWLS IS NATIONAL & INTERNATIONAL

- NATIONAL HEADQUARTERS
 - Langhorne, PA.
- WORLD WIDE PARTICIPATION
 - United States Russia
 - Guam Germany
 - Japan Canada
 - Mexico Scotland

POP WARNER HAS OVER 425,000 REGISTERED PARTICIPANTS.

PWLS GOALS & PHILOSOPHY

- Academics and athletics go hand in hand.
- Development of well rounded young men and women.
- Provide an atmosphere conducive to the development of sound mind, body, and character.
- Stresses the importance of making this a fun experience.

GENERAL OBJECTIVES

- Inspire youth regardless of race, creed, religion or national origin.
- Practice ideals of fellowship, sportsmanship, scholastics, and physical fitness.
- Teach lessons of value in self-discipline, teamwork, concentration, friendship, leadership, and sportsmanship.
- Provide all an opportunity to participate in an organized environment that places emphasis on maximum safety and participation.
- Provide a safe environment that is structured for all participants.

POP WARNER STRUCTURE

- National Pop Warner
- Regional Pop Warner (example: Southeast)
- League/Conference (Example: Peace River Conference)
- Association (Example: Estero Mustangs)
- Team (Division Pee Wee)

Pop Warner National Championships Each year, Pop Warner Little Scholars, Inc. hosts the Pop Warner Super Bowl and National Cheer and Dance Championships. More than 400 cheer and dance squads and 64 football teams compete for the right to be crowned Pop Warner National Champion.



National Rule Book – Each Pop Warner Region, League and Association receive free National rule books for their organizations.

Administrative Manual – Each Pop Warner Region, League and Association receive free National Administrative Manuals, designed to keep each League and Association current on all administrative matters, as well as to facilitate the daily operational management of those local organizations.



NFL Youth Football Partner– Pop Warner is a proud NFL Youth Football Partner. Pop Warner programs are eligible for Travel grants, organizational grants, and facility grants through this great relationship.

- The NFL donates over \$100,000 to Pop Warner Neighborhood Associations.
- This year the NFL Players Associations donated \$20,000 in Scholarships to Pop Warner's top scholar-athletes.

Safety, Safety, Safety! – Kids compete with kids of similar age and size. Pop Warner is the ONLY youth football program (local, regional and national) that sets and enforces a strict [AGE & WEIGHT MATRIX](#) that reduces the risk and reality of injuries.

- Did you know that Pop Warner football is safer than soccer?
- Pop Warner football has 12% fewer injuries per capita among 5-15 year olds than organized soccer in the same age range!

Post Season Bowl Games – Even if teams do not make the playoffs, teams have the opportunity play in post-season bowl games with opponents from across the state and across the country.

National Scholar Banquet – Pop Warner hosts an awards program each year to celebrate the accomplishments of our participants.

- Nationally, we select First Team, Second Team and Honorable Mention All-Americans.
- [Scholarships](#) for higher education are awarded to the most deserving students in our highest grade levels.
- We recognize those that have contributed and served as exemplary ambassadors for Pop Warner.



Additional Advantages:

- Low Cost, High Coverage Insurance
- Coaches Clinics!
- Premiere Fund-raising programs
- Federal Tax-Exempt Number

PWLS National Staff

- John Butler, Executive Dir.
- Sam Mutz, Football Comm.
- Lisa Moroski, Cheer/Dance Comm.
- Vacant, Scholastics Dir.
- Beth Dietz, Events Coord.
- Phyllis Farruggio, Office Manager
- Craig Scott, Chief Marketing Officer

National Authority

- Parent Organization
- Provide the National structure for the organization
- PWLS has final authority over all rule changes
- Administer the All-American Scholastic Program.
- Operate the National Championships for Football, Cheer and Dance.
- License vendors for Pop Warner logo merchandise

PWLS Has 8 Regions

Pacific Northwest	WESCON
Southwest	Mid-America
Mid-South	New England
Eastern	Southeast

Southeast Region: Management Team

Region Director
Vice Region Director
Scholastic Coordinator
RCDC
Football Commissioner
CFO
Marketing and Media
Compliance
Administrative
Training Coordinator & Assistant

Southeast Region Leagues

Big Bend	Mid-Florida
First Coast	Peace River
FYD (Tampa Bay)	East Coast
Greater Jacksonville	Putnam
Greater Miami	FL Panhandle
Timucua	Treasure Coast
South Georgia	East Georgia
Atlanta Metro	Gold Coast

REGION AUTHORITY

- The Region is an extension of Pop Warner Little Scholars.
- Oversees the business/operation of the Region.
- Enforces policies.
- Conducts hearings and accepts appeals.
- Disciplines when necessary.
- Certifies teams for National competition.

LEAGUE = CONFERENCE

LEAGUE POWERS & AUTHORITY

- Enforce National & Local rules.
- Establish Association Boundaries.
- Select Membership.
- Training of its' members.
- Police powers/hearings & appeals.
- Discipline members (adult & juvenile).
- Summary Dismissal Authority

ASSOCIATION = NEIGHBORHOOD PROGRAM

- Associations run the local Neighborhood Program (football, cheerleading, & Scholastics).
- All Associations are Independent Corporations.

ASSOCIATION BOARD

- Personnel should include (Minimum)

President	Vice President
Secretary	Treasurer
Football Comm.	Cheer/Dance
Coordinator	
Scholastic Coordinator	

- Additional Personnel may also include:

Registrar
Fund Raising Chairman
Concession Stand Manager
Equipment Manager
Weigh Master

- Whatever you think would help your Association run very efficiently.

ASSOCIATION RESPONSIBILITIES

- Fundraising
- Buy equipment
- Recruit coaches
- Secure field
- Liabilities
- Insurance
- Registration
- Enforce National & Local rules.
- Write & Maintain Association by-laws
- Keep Financial Records & Accounting Data
- Police - Boundaries/Members.
- Hold Hearings & Appeals.
 - Discipline members (adult/juvenile).
 - Set Grievance Procedures
- Work together enforcing league policy and rules.

ASSOCIATION KEYS TO SUCCESS

- The representatives of your association should attend a monthly meeting to receive information so that your association will be well informed and prepared for your season of football and cheer/dance.
- Failure by your representatives to attend will create an uninformed association.
- To be a successful league and association it is important that your league and your association work hand in hand with open communications and a clear direction.
- Background Checks: Some type of background check will be done on all volunteers and administrative personnel.
 - Discretion should be top priority on information received.
 - One affidavit per association should be forwarded to the League.
 - League to National.
- It is imperative that your board accept responsibilities when it comes to informing your coaches and members, plus discipline when needed.
- Please ask questions if you do not understand.

The Squad or the Team

- Team/Squad Staff
 - Head Coach
 - Assistant Coaches
 - Coach Trainee
 - Team Parent
 - Equipment Manager
 - Trainer
 - Assn Cheer Coordinator
 - Student Demonstrators

Team Authority

- Enforce National, Regional & Local rules and procedures.
- Train Participants
- Discipline Participants (Limited Authority).

PROTESTS/COMPLAINTS

- Only **Protests** involving the eligibility of a participant shall be considered.
- **Complaints** or **Grievances** may be filed on all other concerns that may arise during the season.
- Both protests and complaints must be filed in a timely fashion.



COACHES COMMITMENT

It is the Volunteer's responsibility to support the goals and philosophy of the Pop Warner program. Please work with your local associations in supporting and making your League and National Pop Warner the best youth program in the country.

SCHOLASTIC PRIDE

■ **Academics and athletics go hand-in-hand!**

Pop Warner promotes scholastic achievement in two ways:

1. Every athlete must meet a minimum standard (2.0 average or 70%) to play.
 - Any athlete that does not meet this standard must complete a Scholastic Eligibility Form and his/her progress is monitored throughout the season.
2. Pop Warner recognizes students who excel in school at local, regional, and national scholastic banquets.
 - Senior Scholars (8th Grade and up) are eligible for scholarships ranging from \$500 to \$5000.
- For the past 16 years the Southeast Region has lead the nation in the number of Academic All-Americans and Scholarship Award Winners.

Nationally in 2008 there were:

- 246 *1st Team All-Americans*
- 4076 *2nd Team All-Americans*
- 1822 *Honorable Mention*

For a total of 6144 participants selected as national award winners.

In the Southeast Region-

- 1700 of the total 6144 total scholars were from the SE & 99 of the total 246 1st team All-Americans were from the SE
- The Average GPA for the Southeast Scholars was over 98%.
- Several Southeast Conferences are ranked among the highest in the country for most Academic All-Americans.

UNIT 2: Risk Management Handbook

Provided under separate cover.

UNIT 3

COACH-ATHLETE COMMUNICATION & WHY CHILDREN PLAY YOUTH SPORTS

SURVEYS CONDUCTING WITH CHILDREN SAY...

TOP 5 REASONS WHY YOUTH SAY THAT THEY PLAY SPORTS

- 1.
- 2.
- 3.
- 4.
- 5.

Top 5 Reasons Why Youth Drop Out of Sports

1. Lost interest (boring.)
2. I was not having fun.
3. It took too much time.
4. Coach was a poor teacher (always hollering.)
5. Too much pressure (worrying about the coach getting mad.)

How to Keep Young Athletes Involved in Football & Cheerleading

- Emphasize Learning New Skills and Improving Existing Ones.
- Have Fun.
- Maintain a Safe Environment.
- Challenge Athletes with Physical Exercises in a Creative Way.
- Give participants a Sense of Belonging to a Team



Effective Communication

- Get to know your participants
- Communicate that you care
- Let them know that they matter to you

"ATHLETES DON'T CARE WHAT YOU KNOW,
UNTIL THEY KNOW THAT YOU CARE!"

Steps to Teaching a New Skill

1. Explain
2. Demonstrate
3. Practice
4. Feedback

Make Sure Participants Pay Attention

- Position athletes so they all have a clear view
- Avoid distractions in the environment
- Speak Loud & Clear
- Make & Maintain Eye Contact

Giving Effective Feedback

- Catch athletes doing things correctly.
- Be Specific & Concise.
- Focus on Strengths more than Weaknesses.
- Give feedback promptly – Immediately.

Giving Effective Feedback

- Be sincere when giving praise.
- Reward Improvements – Not Perfection.
- Reward Effort as well as Outcome.
- Avoid being insulting and negative.



Unit 4: CODE OF CONDUCT

THE CONCERN:

Pop Warner has been increasingly concerned about the numbers of incidents of parental violence and misbehavior of coaches. As a member it is your responsibility to change this trend and harness the energy for a more positive result.

- The newspapers and TV are full of stories about youth coaches and parents ruining youth sports for the kids.
- As a Coach it is your responsibility to control these types of behaviors.
- Your League, as the governing body, will assist your Association in dealing with problem behaviors and disruptive individuals.
- Your League, along with your Association, **MUST** have a zero tolerance for aggressive, disruptive, and disrespectful behavior.

Leadership

- Lead by example.
- To be a good leader, you must be a good follower.
- Make sure that you demonstrate respect for the game officials, your Association Officers, as well as Pop Warner Regional and National Staff.
- Coaches who constantly question the calls of the game officials should not be surprised to find out that one of their players gets in trouble at home or at school for "back talk."



ADULT OFFENSES with MANDATED PENALTIES

- Run-up Score
- Endangerment of Juveniles
- Teaching Prohibited Techniques
- Fighting/Cheating/Threatening/Gambling
- Lack of Cooperation/Obstruction
- Violation of Mandatory Play
- Falsification of Official Documentation

Other Actions Subject to Penalty:

- Use of Alcohol
- Illegal Practices
- Negative Attitude

Members Code of Conduct

All Pop Warner volunteers and participants will abide by a Code of Conduct which includes the following provisions. If any of these rules are broken, the League, Region and/or National Pop Warner shall have the authority to impose a penalty including permanent removal from the program. Members shall:

S1: Not smoke and/or use smokeless tobacco on the field.

S2: Not criticize players/spirit participants in front of spectators, but reserve constructive criticism for later, in private, or in the presence of team members if others might benefit.

S3: Accept decisions of the game officials and judges on the field and in competitions as being fair and called to the best ability of said officials.

S4: Not criticize an opposing team, its players, spirit participants, coaches, or fans by word of mouth or by gesture.

S5: Emphasize that good athletes strive to be good students and that both are physically and mentally alert.

S6: Strive to make every football and spirit activity serve as a training ground for life, and a basis for good mental and physical health.

S7: Emphasize that winning is the result of good teamwork.

S8: Not engage in excessive sideline coaching and shall not leave the bench area to shout instructions from the sidelines.

S9: Together with team officials, be jointly responsible for the conduct and control of team fans and spectators at all times. Any fan who becomes a nuisance and out of control will be asked to leave.

S10: Not use abusive or profane language at any time.

S11: Not "pile it on;" not encourage their team to get a commanding lead and raise the score as high as it can. In these instances, every effort shall be made to let all players play.

S12: Not receive any payment, in cash or kind, for services as a volunteer or participant in Pop Warner Football/Spirit. This includes any coach, expert, consultant or choreographer, regardless of his/her roster status.

S13: Not permit or encourage "sweating down" tactics in order for a player to make the team weight.

S14: Not recommend or distribute any medication, controlled or over the counter, except as specifically prescribed by participant's physician.

S15: Not permit an ineligible player or spirit participant to participate in a game.

S16: Not deliberately incite unsportsmanlike conduct.

S17: Not possess or drink alcoholic beverages and/or use illegal substance(s) on either the game or practice fields.

S18: Remove from a game or practice any participant when even slightly in doubt about his/her health, whether or not as a result of injury, until competent medical advice is available.

S19: Uphold all rules and regulations, National, Regional & Local, regarding Pop Warner Football, Cheerleading and Dance.

S20: Refrain from engaging in any action within or outside Pop Warner which in PWLS sole & absolute discretion reflects negatively upon, or causes embarrassment to, the PW program.