



**Ashley Athletics**  
**555 Halyburton Memorial Parkway**  
**Wilmington, NC 28412**  
**Phone: 910-790-2360 x129**  
**Fax: 910-790-2356**

## ***Parent/Coach Communication Plan***

As your student-athletes become involved in the athletic program at Ashley they will experience some of the most rewarding times of their lives. Possibly the most important ingredient to achieve this outcome is to insure that lines of communication are developed to allow for free and easy resolution of questions before they become conflicts. It is important to understand that there also may be times when things do not go the way you or your child wishes. At these times a short discussion with the coach is encouraged.

### **Communication you should expect from your child's coach:**

- Philosophy
- Expectations the coach has for your son/daughter and teammates
- Locations and times of all practices and contests
- Team requirements, i.e., practices, special equipment, off-season conditioning, etc....
- Emergency procedures in case of injury
- Code of conduct and/or discipline plan
- Changes in schedule due to weather etc.

### **Communication coaches expect from parents:**

- Concerns expressed directly to coach
- Notification of any schedule conflicts well in advance
- Specific concerns with regard to a coach's philosophy and/or expectations

### **Appropriate concerns to discuss with the coach:**

- The treatment of your child, mentally and/or physically
- Ways the parent(s) can help the student-athlete improve
- Concerns about your child's behavior or performance

It is very difficult to accept your child's not playing as much as you or they may like. Coaches are professionals. They make judgment decisions based on what they believe to be the best for all student-athletes involved. As you have seen from the list above, certain things can and should be discussed with your child's coach. Other things, such as those listed below, must be left to the discretion of the coach.

### **Issues not appropriate to discuss with the coach:**

- Playing Time
- Team Strategy
- Play Calling
- Other Student-athletes

There are situations that may require a conference between the coach and a parent. These are encouraged if necessary. It is important that both parties involved have a clear understanding of the others position. When a conference is necessary, the following procedure should be followed to help resolve the issue or concern.

**If you have a concern to discuss with a coach and/or an athletic administrator, call 910-790-2360 to set up an appointment. Do not attempt to confront the coach before or after a contest or practice (24 hour rule). Meetings of this nature do not promote resolutions; it may even exacerbate the issue.**

If the meeting with the coach does not provide a satisfactory resolution: Call (910-790-2360 x129) and set up an appointment with the Athletic Director to discuss the situation.

Many of the character traits required to be a successful participant are exactly those that will promote a successful life after high school. We hope the information provided within this pamphlet helps to make the Ashley Athletic program as enjoyable as possible for you and your child.

**Principal: Jackson Norvell**

**Certified Master Athletic Administrator: Roy Turner**