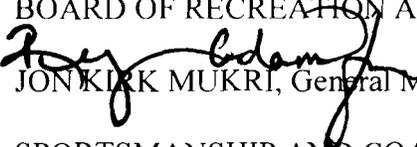


CITY OF LOS ANGELES
DEPARTMENT OF RECREATION AND PARKS

July 13, 2011

TO: BOARD OF RECREATION AND PARK COMMISSIONERS
FROM:  JON KIRK MUKRI, General Manager
SUBJECT: SPORTSMANSHIP AND COACHES WORKSHOPS PROGRAM

In the wake of recent negative publicity at local professional sporting venues, the Department of Recreation and Parks reviewed its internal policies and best practices as it relates to how volunteers are utilized as youth sport coaches. After several meetings with professional organizations that offer different coach based training and sportsmanship programs, a consensus was reached to move forward on a series of clinic workshops using methodologies developed and implemented by the LA84 Foundation (Foundation) that will emphasize training and sportsmanship best practices to Department registered volunteers that coach youth sports at recreation centers City-wide.

The LA84 Foundation is endowed with funds from the 1984 Olympic Games. Their mission is to serve youth through sports. The Foundation has agreed to fund a series of coaches clinics by Foundation staff as part of a Department-wide sportsmanship program developed cooperatively with Recreation staff. The program's objective is to educate up to 6,000 coaches by the end of 2012 with an opportunity to deliver other sport-specific training in the future.

The Foundation's program, "The Art of Coaching," is a two-hour clinic based on research in sports psychology, which is designed to provide common-sense messages on coaching and training today's young athletes. The clinic will give volunteer coaches the tools to teach and demonstrate good sportsmanship in the following topics:

- Communicating with athletes and parents
- Motivating young athletes
- Dealing with "problem" athletes
- The importance of well-planned practices
- Developing your own coaching philosophy
- Why kids play sports and why many drop-out
- Coaches' code of conduct in all Department of Recreation and Parks sports programs
- Other coaching resources including skills clinics, DVDs, books and websites for improving your coaching skills

It is proposed that the Department begin the first phase of the Foundation-sponsored coaches clinics commencing with the 2011 Summer Night Lights (SNL) program, targeting SNL youth sport league coaches. Staff is planning to coordinate SNL workshops with volunteer registration, fingerprinting and a donation of free Dodger baseball and Chivas soccer game tickets for all coaches that attend and complete the process.

A more global Foundation-sponsored series of clinics with specific dates, locations and times for fiscal year 2011-12 will roll out in September 2011, beginning with a Department-wide program overview for recreation operations facility directors and sports coordinators that will include a review of the Department's Sportsmanship Policy, Codes of Conduct, and other elements of the mission statement.

SPORTSMANSHIP MISSION STATEMENT

The mission of the City of Los Angeles Department of Recreation and Parks' 'Sportsmanship Program' is to inform and prepare the patrons, participants, spectators, volunteers, and staff related to youth and adult sports programming of the Department's policy, procedures, and expectations regarding ethical behavior, fair play, integrity, compliance to the rules and the elements of sportsmanship. All athletic contests will represent, in perception and practice, the appreciation for athletic participation and the shared educational experience of competition. All individuals associated with organized athletic activities will be aware of, and responsible for, their influence on the behavior of others and be models of good sportsmanship to all.

FISCAL IMPACT STATEMENT:

There is no anticipated impact on the Department's General Fund from the information presented in this report.

This report was prepared by Charles Singer, Superintendent of Recreation Operations and Dana Valdez, Community Program Director.