



Best Practices for Increasing Youth Participation

Developing a program

- Youth (K-8th grade)
 - Develop youth (3rd-8th grade) summer/fall camps
 - Great opportunity to put potential student-athletes in a fun, competitive atmosphere.
 - Bring in accomplished former players as guest speakers. This will help younger girls fall in love with the game.
 - Keep the cost low. This creates opportunities for parents to register for multiple camps. Once they see the value, they will come back.
 - Developing an early interest in basketball may sustain a lifelong love of the sport.
 - Educate parents and student-athletes at the middle-school age about the program's process.
- High school (9th-12th grade)
 - Reach out to local middle and elementary schools to promote free clinics and mini classes that introduce young players to the sport.
 - Use social media to promote youth clinics, tryouts and other opportunities.
 - Having a full-time campus presence will help increase participation numbers. This makes it easier to react prospective players, cultivate relationships, etc.
 - Year-round program structure is important to student-athletes. They must know you are organized and have a vision for them and the program.
 - Teach the recruiting process in the summer before 10th grade.

Coach-to-coach relationships

- Connect and build relationships with coaches (club and high school) in your area and ask for input in terms of player and skill development.
- Show fellow coaches how you can work together to help the student-athlete. Get club and high school coaches involved in running clinics or events with you.
- Your 5th-8th grade coaches are important — they can be the sole reason a student-athlete continues with basketball or moves on to another sport or activity.
- Develop a strong relationship with your local club and high school coaches. You will most likely be sharing student-athletes and if you're not on the same page, you can hurt the player.

Multi-sport athletes

- K-8th grade – encourage multi-sport participation.
- 9th grade and above – encourage multi-sport participation but student-athletes should prioritize.
- This is good for the social life of the student-athlete and makes parents happy.
- Hold weekly meetings and schedule updates with the coach of the student-athlete's other sport or team.
- You must communicate with the other coaches if multi-sport participation is going to thrive.
- Develop an in-season and off-season training schedule that will not conflict with other sports or burn out the athlete.
- Don't penalize student-athletes for not attending meetings due to other sport participation.