



2023

EDUCATION STADIUM

Athletic Director and Coach Survey on Parent Engagement



2023

TABLE OF CONTENTS

Overview	3
Results: Sportsmanship	4
Results: We, Not Me	6
Results: Mental Well-Being of Student-Athletes	8
Quick Reference Card of findings	10



OVERVIEW

Recently, Education Stadium conducted a survey of current high school athletic directors and coaches on the topic of parent engagement.

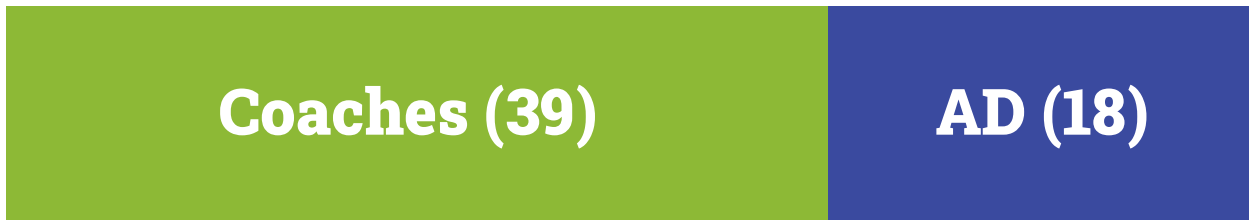
Parents represent the critical third piece of providing a positive experience in high school athletics, and can work either against, or in support of, the other two pieces (student-athletes, coaches).

The results of the survey focus on three core issues - and, as such, three sizable opportunities to improve the experience of high school athletics for our young people. Specifically:

- 1. Sportsmanship
- 2. A “We, not me” culture (Teamwork)
- 3. Mental well-being of our young student-athletes

Coaches and ADs that completed the survey provided free-form answers on both current challenges as well as ways parents can, in the future, help support the efforts of high school athletic departments to improve the overall student-athlete experience both short-term and long-term.

Responses (57)



Responses from Illinois (27), Idaho (15), Delaware (1), Nevada (1), New Jersey (1), New York (1), Washington (2), Ohio (6), Utah (1), Kansas (1), Indiana (1)



SPORTSMANSHIP

AD & Coach survey identifies issues:

- 94%** Yelling at officials, coaches, players each other (using bad language 8%).
- 25%** Inappropriate/disparaging remarks on social media or public about players, coaches.
- 22%** Coaching from the stands/sidelines.
- 10%** Cheering against other team.
- 4%** Smoking, drinking, chewing, intoxicated on school property/at high school event.
- 2%** Bad body language, visible frustration (noticed by your child).
- 2%** Fighting



SPORTSMANSHIP

How parents can support efforts:

92% Positive cheering for all kids, win or lose...including opposing team/players (23%).

10% Keep in mind your actions reflect on the school and community.

6% Thank the officials and coaches after game (be grateful).

2% Ensure the stands, seating areas are trash-free, clean after the game.



WE, NOT ME

AD & Coaches survey identifies issues:

- 52%** Criticizing coaches or teammates to son or daughter.
- 48%** Promoting individual stats/PT of one's own child as primary and team as secondary, either via social media or coaching from the sidelines.
- 15%** Individual coaching of one's son or daughter from the stands.
- 6%** Not volunteering, supporting fundraising efforts, etc.



WE, NOT ME

How parents can support a team-first approach:

- 76%** Cheer and support **all players on the team**; recognize good play and sportsmanship and effort by players other than your own child.
- 53%** **Get involved/volunteer** - assist with setting up a game, offer to take on "team parent" role, fundraising efforts, team dinners, etc.
- 24%** **Communicate** with your son/daughter - Reinforce positives, team goals, and being open to coaching.

MENTAL WELL-BEING

AD & Coaches survey identifies issues:

- 58%** Car ride home/dinner table **interrogation** and analysis of their game.
- 49%** **Yelling** at or coaching your child from the sidelines, including bad body language (8%).
- 23%** **Negative comments** (coaches, refs, teammates) to shift accountability onto someone else or external factors.
- 5%** **Comparing** your son or daughter to other players.



MENTAL WELL-BEING

How parents can help support their student-athlete's growth

- 72%** Communicate with positivity and pride.
- 28%** Encourage Effort and Attitude, not outcomes or results.
- 19%** Ask if they want feedback before giving it. When critical, temper with positivity or "move forward" mentality.
- 14%** Support during adversity: help with reps/practice, share your own experiences.



Quick Reference

POSITIVE INFLUENCES

SPORTSMANSHIP

- **Positive cheering** for ALL the kids, win or lose...including opposing players.
- Keep in mind your actions reflect on the school and community.
- Ensure the stands, seating areas are trash-free, clean after the game.
- **Thank the officials and coaches** after games (grateful).

WE, NOT ME

- **Cheer and support all players** on the team; recognize good play and sportsmanship and effort by players other than your own child(ren).
- **Get involved/volunteer** - assist with setting up a game, offer to take on "team parent" role, fundraising efforts, etc.
- Communicate with your son/daughter – **Reinforce positives**, team goals, and being open to coaching

MENTAL WELL-BEING

- **Communicate with positivity** and pride.
"I love watching you play."
"I'm proud of you and love you."
"Did you have fun?"
"Great team win."
- **Encourage EFFORT & ATTITUDE**, not outcomes or results.
- Ask if they want feedback before giving it. When critical, **temper it with positivity** or "move forward" mentality.
- Support during adversity: **Help with reps/practice**, share your own experiences.

NEGATIVE INFLUENCES

- Yelling at officials, players, coaches, each other.
- Coaching from the stands, sidelines.
- Bad body language, visible frustration (noticed by your child).
- Inappropriate/disparaging remarks - social media or public...players, coaches.
- Cheering against other team.
- Smoking, drinking, chewing on school property/at high school event.

- Individual coaching of one's son or daughter from the stands.
- Criticizing coaches or teammates to son or daughter.
- Not volunteering, supporting fundraising efforts, etc.
- Promoting individual stats of one's own child as primary and team as secondary, either via social media or coaching from sidelines

- Car ride home interrogation/analyzing their game.
- Comparing your son or daughter to other players.
- Yelling at or coaching your child from the sidelines.
- Negative comments (coaches, refs, teammates) to shift accountability of performance or status onto someone else or external factors.