

# E Junior Programming

## **Juniors (13 to 20 years of age)**

### **Establishing Club-Based Junior Development Programs**

(by Earle Morris)

#### **Key Points**

- a) attract a dynamic co-coordinator
- b) generate interest
- c) determine equipment requirements
- d) select the 'right' time slot
- e) design the program components
- f) conduct a post-season evaluation

#### **What are you looking for in attracting a dynamic coordinator?**

- excellent communication skills
- ability to make the time commitment
- young or 'young at heart'
- physically fit

#### **How do we generate interest?**

- determine the target market (or where to look)
  - Summer youth sports leagues
  - Summer youth camps
  - Youth community clubs
  - Church groups
  - Scouts / Guides
  - Major malls and/or arcades
  - Elementary and high schools
  - Golf clubs
- how do we target that market
  - Develop an exciting poster showing curling is fun, easy to learn, inexpensive, cool and for girls & guys
  - Put together your marketing package to include:
    - Poster, flyers
    - Availability of equipment
    - Training Videos (*Getting Started for Teens*)
    - Web Site (with a slant towards teens – make it fun!)
  - Use of celebrities
  - Knock on doors; meet the leaders in these organizations and get them the information they need to help them make the decision to add curling to their list of activities. Remember: the key to making the sale will be to conduct a follow-up.

### **Equipment provisions**

- club brooms available for trial or casual opportunities
- dedicated notice board space at the curling facility
- have sliders and grippers and other training tools on hand

### **Program components**

- schedule an information night to showcase your product;
- offer a pre-season skills clinic with
  - snacks & door prizes
  - celebrities in attendance
  - video(s)
  - equipment / apparel
  - brochures and handouts
  - sign-up sheets
  - music
- conduct a coaching clinic to ensure adequate number of qualified instructors
- develop the instruction phases (*Getting Started for Teens*)
- schedule a Christmas bonspiel
- have a league phase with playoffs / prizes / food
- organize a closing bonspiel with prizes and food
- practice time should be available and could be unsupervised
- schedule skill upgrading time slots (supervised)
- there will be a need for both recreation curling and a competitive team program
- programs can be customized for the schools
  - High school physical education program
  - Curling in the gym
  - Daytime club usage
  - Junior high elective week
  - Free coaching course for teachers
- Learn to curl recruiting (bring a friend) can be a valuable tool to keep your numbers healthy and growing

### **Post season evaluation**

- formal feedback is critical; ask
  - what was good
  - what didn't you like
  - what we should we do next year
  - will you be back
  - can you bring a friend to the program
  - would you act in a leadership capacity