

From: Donna Lopiano [donnalopiano@sports-management-resources.ccsend.com] on behalf of Donna Lopiano [dlopiano@sportsmanagementresources.com]

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Sports Management Newsletter

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Dear Management Professional,



This issue focuses on coaches' compensation and employment issues. On the leadership front, we address meeting the challenges of the Millennial Generation - a very different group of student-athletes, young coaches, and professionals. Each free monthly SMR newsletter covers similar timely management topics plus a selection of frequently asked questions (FAQs). Feel free to submit an FAQ for the next issue. Click on the button to the left to subscribe.

Key Elements of Coaches' Contracts



Most contracts for coaches working at high schools, colleges and universities are handled by the school district or central administration and are one year appointments of 'at will' employees. However, marketplace pressures and practices are increasing the likelihood that athletics directors will be put in the position of negotiating multi-year coaches' employment agreements. While such agreements may be in the multi-million dollar stratosphere at NCAA Division I institutions, it's not the size of the compensation package that matters. Simple job security and stability concerns may be catalysts for such requests. [This article](#) puts key elements of such agreements in perspective.

Meeting the Challenges of the Millennial Generation

It is never good to overemphasize stereotypes or focus too much on broad generalizations about any group, but the frustration coaches are feeling about the lack of responsibility, commitment, competitiveness, and leadership of student-athletes is very real. And many of our young coaches and employees are also coming from this new generation. There are three important things coaches and administrators can do to turn some of their frustrations into [forward thinking strategies](#) on how to deal with the Millennial Generation.



Gender Equity in the Assignment and Compensation of Coaches



In intercollegiate athletic programs, equal access for male and female student-athletes to comparably qualified coaches is a Title IX requirement. Establishing this fair situation, however, can sometimes be tricky. The good news is that after an athletic department has analyzed its own personnel system and implemented a fair plan that incorporates the elements listed [in this article](#), any further analysis is usually unnecessary unless changes subsequently occur that affect the equitable balance between the coaching staffs for men's and women's sports.

The next issue will include articles on developing leadership among student-athletes and captains, developing political acumen and key elements in the development of academic support programs for student-athletes. Check out the [SMR Library](#) for other information and resources or the [SMR Blog](#) for opinions on current issues. Suggestions for future newsletter topics are welcome.

Sincerely,



Donna A. Lopiano, President
[Sports Management Resources](#)

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Sports Management Resources | 60 Harvest Moon Road | Easton | CT | 06612