



Recruitment and Retention of Officials

Goals for recruiting

- What is your ideal number to recruit?
- How many junior officials do you anticipate needing?
- How many adult officials do you anticipate needing?
- Do you have the training support i.e. experienced officials to help with training?
- Be careful not to over recruit

Who is your market?

- Local college club teams
- Coaches
- Youth
- High school (ask high school coaches about former players back in the area)
- Junior umpires who have graduated
- Officiating boards and associations of other sports
- Parents

Where is your market?

- Tournaments
- Post collegiate summer leagues
- Fall ball
- Information Boards – fitness centers, recreation centers

How will you market?

One-on-One - the most effective

- Ask each current official to recruit into the association one prospective official
- Wave local dues of the person who recruited a new umpire who returns the next season

Develop a Web Site

- Include LUB contact information
- Training information and upcoming training dates
- Connect the board's website
- Local USL Chapter's website
- Youth leagues

Social Media – set-up

- Facebook
- Tweeter



Design business cards or brochure

- Business cards – contact for Local Board, web address
- Brochure with information about your association
- Leave at: fitness center centers; colleges, universities and community college recreation areas; coffee shops, community boards

Retention of Umpires

- Train officials to learn and understand the game
- Use a variety of teaching methods to reach many different types of learners:
 - Starting Out in Stripes
 - Workbooks
 - Vinyl field
- Stations – draw, foul mechanics, penalty administration, etc
- View video and discuss possible fouls

Run a well-organized Local Board

- Communicate with members of the board
- Get your members involved
- Rate your officials as needed
- Provide a variety of professional development opportunities:
 - Clinics – developmental, LEAD, District, etc...
 - Opportunities to work with veteran officials

Meetings

- The main goal is to provide opportunities for professional growth and development
- Add incentives for officials to attend:
 - Pizza night, invite a guest speaker, offer prizes , etc...
- Allow time for discussion

Involve the Membership in Decision Making

- Membership involvement will increase their sense of ownership
- Hold annual elections for executive positions

Mentoring Program

- Offer a mentor program for first and second year officials
- Ask veteran officials to mentor newer officials
- See a guide for this in a separate document

Opportunities for Advancement

- Offer training with feedback at play days and tournaments, if possible
- Shadow veteran officials on a game: scrimmage, youth, etc
- Offer clinics for learning three person positioning