



BETTER ATHLETES
BETTER PEOPLE

Role of the Culture Keeper

Many PCA partner organizations and the coaches within them appoint “Culture Keepers” to help develop and maintain the desired youth sports culture (“**culture**” defined simply as “**the way we do things here.**”) The job of the Culture Keeper is to spread word about PCA and reinforce sideline behavior that reflects PCA’s three main principles:

- **The ELM Tree of Mastery, where ELM stands for Effort, Learning and Mistakes are OK**
- **Filling Emotional Tanks**
- **Honoring the Game.**

Specific activities of an effective Culture Keeper may include:

- **Gaining familiarity with PCA** through workshops, books, online courses, e-mail newsletters and other free resources available at www.positivecoach.org.
- **Getting to know other parents** early each season, explaining the Culture Keeper role and enlisting their support.
- **Distributing materials** to other parents, such as the PCA Parent Letter.
- **Modeling the desired behavior**, such as remaining silent when you disagree with officials’ calls during a game and cheering for players from both teams.
- **Welcoming new families** to the program and explaining “the way we do things here.”
- **Speaking to fans on the sidelines**, reminding them to Honor the Game, support all the athletes and have fun!
- **Staying visible on the sidelines**, wearing an “Honor the Game” button and distributing Honoring the Game cards and stickers (available at PCA’s on-line store).
- **Publicly thanking spectators** who Honor the Game so others want to emulate that behavior.

Occasionally, the Culture Keeper must intervene when a spectator misbehaves.

For more Resources, visit: www.PCDevZone.org
For more information on Positive Coaching Alliance, visit: www.PositiveCoach.org