



Request for Proposals

Baseball Development Coordinator

McLean Little League

Background and Objectives

McLean Little League (MLL) is seeking to award a contract to one or more providers who offer training and related services to our athletes, coaches, and community of Little League baseball players for the 2021 season (March through November) and help build a foundation for player and coach development for the league going forward.

MLL's objectives for this role are to support the league in:

- (1) building skills, athleticism and understanding of the game in a structured and sequenced manner that will grow as the players mature and can scale after they leave MLL;
- (2) equipping coaches, managers and parents at all levels of play with the tools, learning opportunities, and support to accomplish #1;
- (3) developing the strategy, tools and approach to develop a "best in class" culture of continuous learning and development for both players and coaches that incorporates the most up-to-date approaches to youth player development; and
- (4) making skill and player development fun for all involved.

MLL organizes two seasons of baseball during the calendar year. Practices in the spring begin in March and games generally conclude by early June (with All Stars continuing into July). The fall season practices start in August with games ending in early November. Spring is our "regular" little league season, while fall is intended to be more developmental. The spring season has approx. 800 players in T-Ball, Rookie, Transition Baseball, Single A, AA, AAA, Majors, and 50/70 with 65 to 70 total teams. The fall season generally has about 600 players in the same levels of play, with 50 to 60 teams.

Qualifications and References

Qualified candidates may be an individual or group. Applicants must detail their qualifications and experience in training Little League (ages 5-13) baseball players and coaches. Candidates must provide three references who will speak to the candidate's credentials for the scope of work. The selected candidate(s) must provide proof of insurance and submit to a criminal background check.

Proposal Submission Process

MLL requests candidates respond to the attached scope of work. Preference will be given to candidates who propose to satisfy the entire scope of work; however, candidates may propose less than the complete scope of work, as well as provide ideas of other developmental areas to cover within the scope of work. The contract will be for a base year (2021), with three option years, to potentially run through 2024.

The format of each proposal should be an electronic document (e.g., Microsoft Word or Powerpoint), with separate pricing provided for each item in the scope of work. Please price each numbered item separately, and provide an overall annual price. The provider will be selected on a “best value” basis, with price, qualifications and references being the primary evaluation factors. MLL reserves the right to select a higher priced provider should the qualifications and references warrant the higher price. Currently, MLL has a budget range of \$15,000 to \$30,000 per year for this position, but is open to proposals with revenue generating or fee sharing options to offset the total price.

Proposals should be emailed no later than midnight, January 17, 2021, to Allen King, Vice President of Developmental Baseball, at allen.king@yahoo.com. Finalists will be interviewed by members of the MLL Board of Directors and a contract will be awarded on or before March 1, 2021. Emailed questions to allen.king@yahoo.com will be answered until January 10, 2021.

SCOPE OF WORK FOR BASEBALL DEVELOPMENT COORDINATOR

MLL requests that candidates propose an approach that advances the league's objectives for the role outlined above. While MLL has used a number of different approaches for player and coach development in the past, the league would like the contractor to propose a comprehensive and cost-effective approach to baseball player and coach development that brings a mix of strategic thought leadership, tool development and hands-on instruction that will build a firm foundation for player and coach development for the league going forward. While not being prescriptive, strong proposals will incorporate some or all of the following elements:

1. Player Development

The primary objective of this role is to help build the skills, athleticism and understanding of the game of MLL's baseball players that will grow as the players grow and can scale after they leave MLL. While we expect that MLL coaches and managers will be the primary source of instruction (see Coach Development below), the league expects that the contractor will utilize his or her expertise to organize and provide supplemental hands-on instruction for the development of baseball skills, athleticism and understanding of the game at all levels. This may include, but is not limited to:

- Planning and executing Pre-Season and /or In-Season (Spring and Fall) skill-development clinics for MLL players of all levels, including developmental levels, AAA, Majors and 50/70;
- Providing targeted instruction for higher-level players (i.e., AAA, Majors, All-Stars) on advanced skills;
- Offering strength and agility training to develop the physical and athletic "engine" for development (e.g., speed, rotational movement, etc.);
- Creating an arm care and throwing development program that can be implemented across the league; and/or
- When appropriate and as approved by the League, working one-on-one with MLL players that need special attention outside of practice on particular skills.

To the extent the contractor includes hands-on skill development opportunities in the proposal, the proposal should include details on the proposed format for that instruction, including timing, number of sessions, staffing, and content focus. Any clinics or other training opportunities must be staffed appropriately to ensure safe and meaningful interaction between players and coaches. The League will provide a field and will send promotional emails to applicable MLL families.

2. Development Strategy and Tool Development

Building an infrastructure for player and coach development is critical to ensuring that such development is appropriately structured, sequenced, and consistent, and performed at a high level. This requires that the league develop the strategy, tools and approach to develop a “best in class” culture of continuous learning and development for both players and coaches that incorporates the most up-to-date approaches to youth player development (see e.g., Driveline Baseball). The contractor can play a critical role in creating this infrastructure and culture, which may include:

- In collaboration with the MLL Board of Directors, creating a player development strategy and/or plan to provide coaches, players and families guidance on development targets and activities based on age and level of play;
- Developing practices plans (with accompanying videos), skill and drill libraries, and resource guides for MLL coaches, managers and parents; and/or
- Identifying opportunities to strengthen the player and/or coach development approach of the league, including through consultations with local high school coaches.

MLL expects that the contractor, as a youth baseball development expert, will have additional insights on how to develop the infrastructure and culture of player and coach development and will include those insights in his or her proposal.

3. Coach Development

Managers and coaches are at the heart of youth player development. Effective player development does not happen without knowledgeable and invested coaches. MLL benefits from a highly engaged and committed community of volunteer coaches. That being said, the level of knowledge of these coaches when it comes to skill and player development is quite varied, as are the approaches used to player development. The contractor can play a pivotal role in strengthening the capabilities of the league’s coaches and equipping them with the tools and targeted support needed to be successful. In addition to some of the tools referenced in the previous session, potential approaches to coach development could include:

- Planning and running mandatory on-field preseason coaching clinics or model practices for managers and coaches, by level of play, from transition baseball all the way to Majors baseball;
- Attending practices to provide feedback to coaches on areas that can be improved and demonstrating drills and coaching techniques;
- Providing video swing or throwing analyses for a coach’s team and suggesting approaches for improvement;

- Sharing coaching resources and insights via a regular email or newsletter to the MLL coaching community; and/or
- Holding “office hours” for coaches to ask questions and seek assistance in addressing coaching challenges.

The proposal should clearly indicate the expected number and cost of each coaching development approach included in the proposal (e.g., offer x coaching clinics at each level for \$y per clinic).

Additional Services and Activities

Candidates are welcome to propose any additional services and activities that are not outlined above that advance the development objectives of the league set forth in this RFP.

Please note that MLL does not expect a proposal to necessarily include all of the specific activities and services used as examples in this Scope of Work, but rather a recommended bundle of activities and services that, based on the applicant's experience and expertise, will most effectively and efficiently advance the objectives set forth in the RFP.