

Planned Improvements to Our Basketball Program

Parents and Coaches: This season, to support our coaches efforts to teach the fundamentals of the game and provide a fun and rewarding experience for the players, the league has purchased a youth basketball curriculum and associated coaching materials from Alpha Youth Sports. Below is more information about this innovative coaching platform, called **alphaBASKETBALL**.



A Curriculum and Coaching Platform for Youth Basketball

What is alphaBASKETBALL?

alphaBASKETBALL helps basketball leagues deliver a high quality program that develops fundamental skills in an age appropriate and progressive manner. It also helps leagues in their efforts to provide a rewarding and fun experience to its players, and one that is consistently strong from team to team.

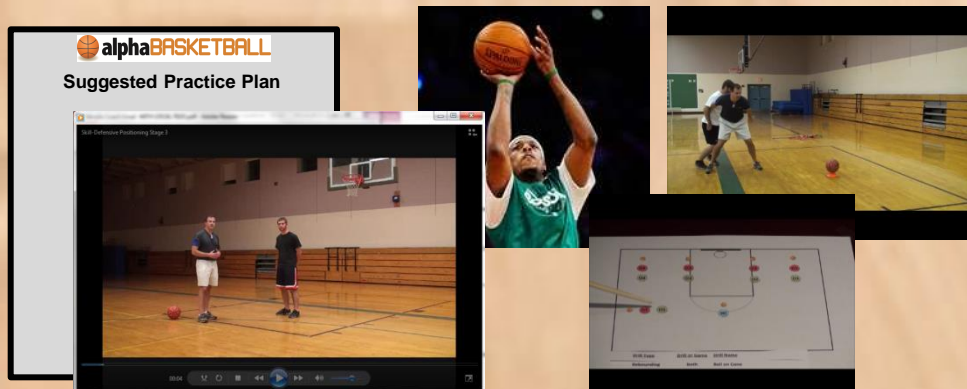
An Innovative, Yet Practical Approach

alphaBASKETBALL's approach is to first help the league in establishing a solid program plan and skill curriculum. Once a solid plan is in place, **alphaBASKETBALL** uses short videos to makes it significantly easier for coaches to understand the program plan and prepare for practices and games.

At the beginning of the season, coaches will receive a short video that provides an overview of the program plan and an introduction to the materials they will be receiving from **alphaBASKETBALL**. Throughout the season, coaches will receive emails containing materials that help them incrementally introduce skills from the curriculum, including suggested practice plans, short videos and instructional aids that help prepare them to teach new skills to players, and short videos that show them fun and effective drills and games to use in practices. This information is pushed to coaches on a schedule that mirrors the league's practice schedule. The majority of the materials are short videos, and thus are easy to absorb and require much less preparation time than traditional approaches to practice planning. Not only does this make the role of coaching easier for busy parent volunteers, it helps the coaching group as a whole become more effective in teaching the appropriate set of fundamentals to all players.

Simply a Better Program

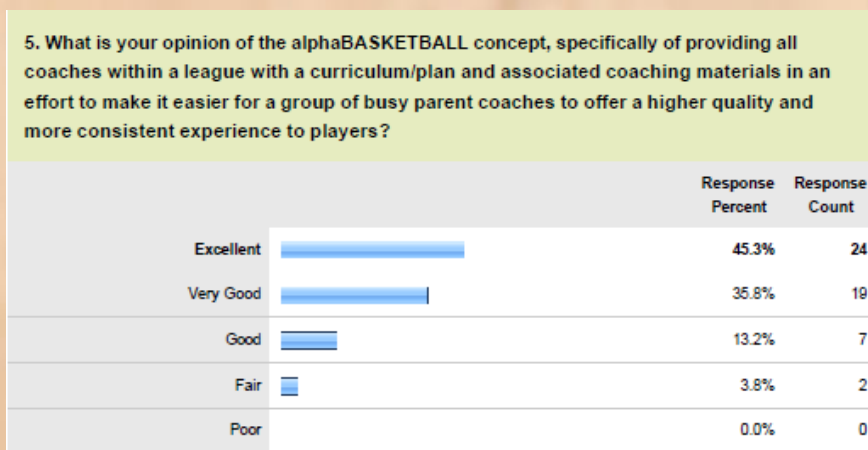
Coaches have commented just how easy it is to review the materials – from any device and whenever they have time, coaches can open the email they receive and with a few clicks watch short videos that contain age specific content. More than 96% of coaches gave **alphaBASKETBALL** a positive rating, and more than 92% of coaches said **alphaBASKETBALL** made them more prepared for practices! Using **alphaBASKETBALL**, all coaches know WHAT skills to cover, HOW to introduce them, and are given some fun drills and games to practice them. The Result? A higher quality and more consistent program.



What do Coaches have to say about using alphaBASKETBALL?

Coaches Survey Results (February 2013)

- Two emails in 2 weeks produced a 25% Response Rate!
- 96% like the concept (45% said it was Excellent)



- 92% said they were more prepared for practices (and the choice “Definitely! More prepared” was by far the biggest vote getter!)

