

CULTURE KEEPER

The Culture Keeper is VABA's in-game connection to the parent group. Culture is simply "the way we do things here." VABA's culture is centered on its mission to build character and shape lives. All coaches, student-athletes, parents, and fans are expected to understand VABA's mission and culture and represent the league, maintaining behavior that is positive and supportive. VABA's simple phrase for this culture is "honoring the game." As a means of upholding these expectations, a Culture Keeper will be assigned for each week's game (the Culture Keeper may rotate from week to week as determined by the head coach and his/her team pod). The Culture Keeper's job is to assist the coach and the League in maintaining VABA's mission and its "positive and supportive" culture, in particular within the parent group in the stands. This is an opportunity for the Head Coach to connect with parents to help teach the mission of the League and ask the parents to affirmatively take on some responsibility for the parent group as a whole. For example, if a parent gets upset about an official's call and reacts in a negative way (or in some other way that doesn't "honor the game") the Culture Keeper's job is to communicate with a Site Supervisor and/or the team's coach and constructively play a role in further educating the parent on what VABA's expectations are in this situation.