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**Board of Commissioners
 Agenda Item Transmittal Form
 Procurement/Contract Transmittal Form**

Type of contract: 1 year Multi-year Single Event Purchasing Use Only Contract #:

<input type="checkbox"/> Submission Information	<input type="checkbox"/> Vendor Information
<p>Contact Name: Jason Redmond Department: Parks and Recreation Project Title: NRPA Million Coaches Challenge Grant-Pre Application Funding Account Number: pre-application <i>ls</i> Contract amount: \$2,000-\$5,000 Contract Type: Goods () Services (X) Labor () Contract Action: New (X) Renewal () Change Order () Original Contract Number: GRANT</p>	<p>Vendor Name: National Recreation & Park Association Address: 22377 Belmont Ridge Road Ashburn, Virginia 20148 Email: youthsports@nrpa.org Phone #: 800.626.6772 Contact: Teresa Morrissey Term of contract:</p>

Finance Director Signature	Procurement Officer Signature
<p>I have reviewed the attached contract, and the amount is approved for processing. <i>Michelle Jurgens</i> 11/14/2024 Signature: _____ Date: 11-14-24</p>	<p>I have reviewed the attached contract, and it is in compliance with Purchasing Policies of Rockdale County. Signature: <i>Jina Malone</i> Date: 11/18/24</p>

Summary:

Parks and Recreation is seeking a micro grant from National Recreation & Park Association (NRPA) to facilitate the Million Coaches Challenge. NRPA proudly joined the Million Coaches Challenge to help the Susan Crown Exchange achieve a powerful goal: train one million coaches with essential youth development skills by 2025. With the grants assistance, Parks & Recreation plans to offer no-cost training to equip 100 youth-serving staff and volunteers within our Summer Camps, Athletics, and Youth programming with the knowledge and confidence to inspire, guide, and uplift the next generation of youth.

Department Head/Elected Official Signature:
[Signature]

Date:
 11/14/2024

2024-573

Application: 19384

Rockdale County Parks & Recreation

Started at: 11/8/2024 10:18 AM - Finalized at: 11/8/2024 02:59 PM

Page: Program Overview

Park and recreation agencies serve as beacons in our communities, helping to guide the growth and development of youth. Through the expansive landscapes of afterschool programs, summer camps, and youth sports, they create environments where young people can thrive. Yet, nurturing this potential requires specific skills from those individuals who lead, teach, and coach as they support social and emotional wellbeing and promote positive youth development.

In 2024, NRPA proudly joined the Million Coaches Challenge to help the Susan Crown Exchange achieve a powerful goal: train one million coaches with essential youth development skills by 2025. Through the MCC initiative, NRPA is offering high-quality, no-cost training to equip youth-serving staff and volunteers with the knowledge and confidence to inspire, guide, and uplift the next generation. This effort not only strengthens existing programs but also ensures that every afterschool, summer camp, and youth sports professional within park and recreation agencies is equipped to support the holistic development of youth in their care.

With foundational support from the Susan Crown Exchange, plus additional support from ESPN to expand the reach and impact of the program, NRPA seeks to partner with parks and recreation to build a future where kids learn to work together, celebrate their successes, overcome challenges and develop the skills they need to succeed in life.

The Million Coaches Challenge aims to equip youth sports coaches, volunteers, after school administrators, summer camp counselors, and other professionals working closely with youth with the essential skills and knowledge to nurture positive youth development. Through training in social-emotional learning (SEL) and best practices in diversity, equity, and inclusion (DEI), including cultural humility, park and recreation professionals will be equipped to help youth build self-confidence and develop critical skills such as leadership, teamwork, self-awareness, respect for others, emotional-regulation, and responsible decision-making.

Through the Million Coaches Challenge, NRPA is proud to offer no-cost training to park and recreation agencies committed to creating nurturing and inclusive environments for youth. Training will be provided partners including the Center for Healing and Justice Through Sport (<https://chjs.org/>), Nike in partnership with the United States Olympic and Paralympic Committee (<https://www.howtocoachkids.org/>), Positive Coaching Alliance (<https://positivecoach.org/>), and United States Soccer Foundation (<https://ussoccerfoundation.org/>). Using an equity-based grantmaking model, selected agencies will also receive micro-grants ranging from \$2,000 to \$5,000 to support the implementation of these initiatives.

Download more information about the training options provided through the Million Coaches Challenge here

(<https://www.dropbox.com/scl/fi/oeyapaa5o691pr1xkftns/NRPA-MCC-Training-Options.pdf?rlkey=n1vx683gx5vlasct76zdy45dr&dl=0>).

1. Increase the knowledge of park and recreation professionals, seasonal staff, coaches, and volunteers trained on SEL, DEI, and youth development core competencies.
 2. Identify successful, replicable coach training program models in parks and recreation.
 3. Increase recognition of the value of coach training across the field of parks and recreation.
 4. Ensure that park and recreation agencies have access to high-quality training programs that reduce burden on leadership to curate staff and volunteer trainings.
- NRPA will award no-cost training to up to 52 park and recreation agencies.
 - Using an equity-based grantmaking model, selected agencies will also be awarded micro-grants between \$2,000 to \$5,000 to support training implementation (\$100,000 total funds available).
 - Agencies that receive funding will be required to participate in an NRPA-led learning community, which will provide opportunities for structured education, technical assistance and peer networking related to coach recruitment, coach training, and increasing equitable access to youth sports in parks and recreation.
1. The applicant must be a local government agency that plans, builds, and/or operates parks (e.g., municipal park and recreation department, tribal recreation department, park district, public works department that manages parks, etc.) OR an affiliated 501c (3) non-profit organization (e.g., youth sports nonprofit that partners with a local P&R agency).
 2. If the applicant is not a local government agency, the applicant is required to submit a letter of support from the park and recreation agency director or equivalent.
 3. Applicants must identify the anticipated number of staff/coaches/volunteers they commit to train, plus their planned recruitment and engagement strategies to ensure successful implementation of training. Agencies will indicate their top three training program preferences in the application.

An exemplary applicant for the Million Coaches Challenge will focus beyond traditional coaches to connect all youth-facing professionals, staff, and volunteers to training. These applicants will prioritize creating environments where young people feel encouraged, valued, and supported by every adult they interact with. Exemplary applicants will propose a tangible, specific plan for reaching their target number of professionals, plus elaborate on ways to expand the reach of training into the future. Exemplary applicants will promote systemic change that ensures equitable access to quality training, dismantles barriers to participation, and actively involves community and youth voices. NRPA seeks agencies dedicated to continuous learning and action and committed to creating safe, inclusive, and engaging environments where young people can thrive, both in sports and beyond.

1. Based on the number proposed in agencies' applications, grantees commit to recruiting and training staff, coaches and volunteers working with youth to be trained in partnership with one of NRPA's training partners.
2. Partner with NRPA and the selected coach training provider to coordinate training.
3. Participate in an NRPA-led learning community (required if your agency receives funding).
4. Partner with NRPA and the selected coach training provider on training evaluation efforts to track the reach of trainings and impact.
5. Complete proposed coach trainings by December 31, 2025.

NRPA will review and consider all applications in alignment with NRPA's Equitable Grantmaking Policy, which aims to ensure that funding opportunities sponsored by NRPA positively benefit communities, particularly communities that have historically experienced disinvestment by government and philanthropy, by investing in and championing the park and recreation profession as a catalyst of positive change for equity, climate readiness and overall well-being.

To ensure fairness and eliminate bias in the review process, NRPA's grantmaking team will create a diverse panel of qualified reviewers. NRPA will support reviewers by hosting a reviewer training that details grant goals and requirements, reviews the scoring rubric, and addresses implicit bias in the review process. NRPA will use the criteria outlined in the Million Coaches Challenge Scoring Rubric (<https://www.dropbox.com/scl/fi/x1a1p02ep9465jn3l3jf4/2025-NRPA-Million-Coaches-Challenge-Scoring-Rubric.pdf?rlkey=fle5fj878ehti92v6od6k787&st=jj05wq2s&dl=0>) (<https://www.dropbox.com/scl/fi/341c2a3o5re28rv0mld30/2025-NRPA-Million-Coaches-Challenge-Scoring-Rubric.pdf?rlkey=rhn5tjngglrrhehfnnujvyrxi&st=vwfvysor6&dl=0>) to judge applications.

Timeline and Important Dates

Applications are due November 8th, 2024 at 11:59 PM PST.

Date	Activity
Week of September 23, 2024	RFP release date
October 22, 2024	Informational webinar
November 8, 2024	Proposals due to NRPA
December 20, 2024	NRPA to notify agencies of award status (NRPA will notify all applicants)
January 2025	Learning Community kickoff (program will run through December 2025)
January – December 2025	Awarded agencies to implement Coach Trainings
December 31, 2025	Challenge completion date

NRPA has created a list of Frequently Asked Questions (FAQ) here. (https://www.dropbox.com/scl/fi/5nhvasssyrvct4utyzagv/2025-Million-Coaches-Challenge-FAQ-w_Training.pdf?rlkey=yyffqal1r8c5nilciyu0cf8bo&st=agqxridd&dl=0)

If you have additional questions, please email youthsports@nrpa.org (<mailto:youthsports@nrpa.org>).

NRPA will host a webinar on Tuesday, October 22nd at 1 pm EST to answer questions before completed grant applications are due. Register Here (https://nrpa-org.zoom.us/meeting/register/tZAKcOGuqTMrH9Q7PQ9hFRFX_jg7UORlav1O#/registration)

Page: General Information

To help you fill out this form, NRPA allows multiple people to work on a single application. If you would like to invite a colleague or multiple colleagues to assist you in completing your application, click the **Manage Collaborators** button at the top-right of this form. From there, you will be able to add collaborators - All you need is their name and valid e-mail address. Keep in mind that your application can only be submitted by the individual who started this application. You may also revoke a collaborator's access at any time using the same menu.

Applicants have the **option** of submitting parts of the application in written, or voice recording forms. These are clearly marked on each question. We encourage applicants to use the methods they feel most comfortable using but note that some questions require a written response.

If you are submitting an audio submission, you must provide written statements to questions where indicated. For all audio question responses, you must indicate the questions covered through the audio response – this could simply be a sentence “Answered in the audio submission”. There will be space at the end of the application to upload all audio files.

Audio responses must first state the application question and then provide their answer to all parts of the stated question. Each application question can only have a written or audio submission, the audio cannot supplement written submissions. All applications, written or audio, will be judged equally without preference for one method.

Regardless of written, or voice recorded submissions, a complete application must be submitted through NRPA’s online grant application system.

Organization Name

Rockdale County Parks & Recreation

Eligibility

We are a local, municipal or regional government agency

Grant Contact Name

Tahira Wilson

Grant Contact Email

tahira.wilson@rockdalecountyga.gov

Page: Proposed Training Program

Audience

Youth Sports Coaches, Summer Camp Counselors/Seasonal Staff, General Park and Recreation Staff, Park and Recreation Leadership

Reach

100

Reach Cont.

Youth Sport Coaches-40
Summer Camp Counselors/Seasonal Staff-15
General Park and Recreation Staff-40
Park & Recreation Leadership-5

Training Rationale

Top 3 Reasons:

Safety in Program Delivery: Proper training fosters a culture of safety for both participants and staff. When coaches and volunteers are thoroughly trained, they are better equipped to create secure environments, implement safe practices, and respond effectively to potential risks.

Injury Prevention and Skillful Guidance: Accurate training helps prevent injuries by teaching coaches best practices in sport-specific techniques, warm-up routines, and injury prevention strategies. Coaches who are well-trained can identify early signs of strain or discomfort in young athletes, stepping in before minor issues become major injuries.

Enhanced Coaching Efficiency and Productivity: Training boosts coaching effectiveness, enabling staff to guide children more confidently and productively. Well-trained coaches create a supportive environment that encourages skill development, fostering children's enjoyment and sense of achievement. Moreover, well-prepared coaches experience lower stress and higher confidence and want to return to Coaching!

Training Efforts

Since 2017, Rockdale County Parks & Recreation Athletics Division has made substantial efforts to enhance our training programs for coaches, staff, and volunteers. An example of those efforts are as the following:

Mandatory Safety and Emergency Training: All staff and coaches undergo required Concussion and CPR training, ensuring they are prepared to respond to medical emergencies and safeguard the health of participants. Additionally, we conduct Safety and Evacuation training, using scenario-based drills to prepare staff for potential emergency situations.

National Youth Sports Certifications and Conduct Standards: We have partnered with the National Youth Sports Coaches Alliance (NYSCA) and the National Alliance for Youth Sports (NAYS) to offer structured training. This includes Conduct Training and adherence to ethical standards, helping coaches create a positive and respectful environment for all.

Sport-Specific, Scenario, and Rules Training: Our program includes in-depth training tailored for specific sports. Volunteer coaches participate in rule-specific training sessions for each sport to ensure consistent, fair play and compliance. Scenario-based exercises further reinforce coaches' skills in real-life applications, promoting a safe, organized, and enjoyable experience for youth athletes.

These efforts reflect our dedication to continuous improvement in training, focusing on safety, skill development, and positive program delivery.

NRPA Support

Partnering with NRPA through the Million Coaches Challenge will significantly enhance our capacity to expand social-emotional learning (SEL) and diversity, equity, and inclusion (DEI) priorities within Rockdale County Parks & Recreation. As of right now in a calendar year, we average four volunteer coaches who are female. With the Million Coaches Challenge grant, we aim to introduce more female coaches across our sports programs. By providing tailored training and support for female coaches, we hope to foster a more inclusive environment, inspire young girls, and promote gender diversity within our coaching staff.

Secondly, supporting volunteers in addressing youth SEL needs is paramount to volunteer retention. The grant will provide critical resources to equip our coaches and volunteers with the skills to recognize and address the diverse social and emotional needs of youth; helping volunteers better understand how to alleviate stress, build trust, and communicate effectively with youth from varied backgrounds.

Lastly, strengthening DEI and creating an inclusive culture is a core focus of our mission. We strive to cultivate a culture of inclusion within Rockdale County's youth sports programs. Through targeted DEI training, our volunteers and staff will develop the skills to embrace diversity and support equitable treatment for all participants.

Training Option 1

Nike/USOPC's How to Coach Kids

Note this training is only available as a self-paced online course.

Training Option 2

Positive Coaching Alliance

Delivery Method

Self-Paced Modules

Training Option 3

Positive Coaching Alliance

Delivery Method

Self-Paced Modules, In-Person Training

Selection Rationale

We selected Positive Coaching Alliance and Nike/USOPC's How to Coach Kids self-paced to allow flexibility with our volunteer coaches to attend with their busy schedules. The in-person training was selected in order to create a real time dialogue, engage and meet other volunteers in the area (fostering community).

Our decision to integrate the Nike/USOPC's "How to Coach Kids" aligns with our mission to foster inclusivity and support for youth of all abilities. This training model complements our commitment to an accessible, inclusive sports environment for all, including those in our Therapeutic Recreation division, which serves youth and adults with special needs. The USOPC's approach equips our coaches with practical tools and a compassionate mindset, ensuring they can meet the unique needs of athletes with disabilities fairly and effectively.

The Positive Coaching Alliance (PCA) program will further enhance our efforts to make a meaningful impact on youth through the guidance of our volunteer coaches and staff. PCA's focus on accessible, equitable youth sports aligns perfectly with our commitment to an inclusive environment, reinforcing the social and emotional benefits sports bring to youth development.

Marketing

Rockdale County Parks & Recreation (RCPR) will market trainings by using Rockdale County's PR Department, both County and RCPR social media pages, County website, billboards, flyers, digital program brochure, mobile app and digital boards located at two of our parks locations. In addition, we will send email blasts through our Parks & Recreation data bases to all our volunteer coaches (past and present).

Marketing Cont.

Yes

Required Participation

RCPR will require all recreation support staff, which includes summer/seasonal staff. In addition, any volunteers that coach our youth athletic teams (basketball, flag football, baseball, cheer, tackle football, pickleball, etc.). Parks & Recreation leadership will also be required to participate. Here at Rockdale County Parks & Recreation we use a one band, one sound approach. Our focus is to cultivate culture by moving as a unit and being consistent with our service delivery no matter who is at the helm.

All trainings will be enforced by including in onboarding of coaches procedures, making it a volunteer requirement. Also, all staff listed above will be made as a mandatory professional development opportunity.

2024 Participation

No

Page: Project Management

Project Team

Our project will be led by Otis Key, Athletics Manager, who brings over 17 years of expertise in Athletic Operations, Volunteer Coach Coordination, and Program/Training implementation. Otis's experience extends beyond professional work; he has also served as a volunteer, notably with the Wounded Warrior Project, as well as coaching and mentoring in the East Point, GA area. His blend of skills in operations and firsthand volunteer work makes him uniquely qualified to lead our efforts.

Gabrielle Johnson will serve as our Athletics Coordinator, assisting Otis in executing the training initiative. A graduate in Sports Administration (B.S.), Gabrielle has a robust background in both youth sports participation and volunteer recruitment. With three years of experience managing volunteer recruitment, background check submissions, and onboarding, she currently leads these efforts within our agency's internal athletics division.

In conclusion, their proven success in coordinating over 1,500 volunteers reflects their capacity for managing complex training and onboarding programs. Together, Otis and Gabrielle bring both operational expertise and direct volunteer coordination experience, equipping them to manage and execute a comprehensive coaches training module effectively. Their combined strengths make them well-suited to facilitate a successful training program for our volunteer coaches.

Page: Additional Funding

Additional Funding

Yes

Funding Justification

Receiving the Million Coaches Challenge grant funds will significantly enhance our ability to elevate the volunteer experience and reinforce a sense of appreciation and commitment among our participants. Here's how the funds will directly benefit our training program:

Volunteer Appreciation and Retention Ceremony: We plan to host a volunteer awards ceremony upon training completion, providing food and refreshments as a way to celebrate and recognize our volunteers' dedication. This gesture of gratitude aims to boost volunteer morale, foster a sense of community, and encourage retention, underscoring our appreciation for their valuable contributions.

Gift Card Incentives for Training Completion: To further incentivize and reward our volunteers, we will provide \$25 gift cards upon successful training completion and actual volunteering with the youth sport. This small token of appreciation not only recognizes their commitment to the program but also serves as a tangible reward, enhancing volunteer satisfaction and reinforcing a culture of commitment and growth within our coaching staff.

Background Check Support: The funds will allow us to cover background check expenses, reducing the financial burden on our organization and ensuring that we can continue to maintain high safety standards across our programs.

Overall, these resources will enrich our training initiatives,

Learning Community

I acknowledge that if my agency is awarded funding, my agency is required to participate in the learning community

Learning Community Cont.

Otis Key- Athletics Manager for Parks & Recreation Department

Learning Community Cont.

Rockdale County Parks & Recreation (RCPR) brings a variety of strengths to the learning community, especially in coach recruitment, retention practices, and fostering a safe and organized environment for both volunteers and youth participants. Key strengths include:

Comprehensive Best Practices for Safety and Preparedness: RCPR implements mandatory National background checks for all volunteers with National Sports Engine and local with Rockdale County Sheriff's Department, along with required coaches' meetings that cover essential rule overviews, sport-specific safety protocols, and CPR/First Aid training. In addition, RCPR has adopted a "Sportsmanship Statement" that hangs in each of our three basketball gyms. Parents are held responsible for signing off on a Code of Conduct and provided a program feedback survey at the end of each athletic program. This structured approach ensures our volunteers and staff are well-prepared to handle safety concerns, reinforcing trust with both parents and participants.

Consistent Communication and Supportive Engagement: We prioritize frequent, clear communication with volunteers, often on a weekly or even daily basis, which keeps everyone informed and engaged. Our part-time staff members play a pivotal role in nurturing the learning community, bringing both dedication and expertise that help guide volunteers and respond to their needs effectively.

Learning Community Cont.

We would like to learn from participating in peer network calls how other municipalities are dealing with coaching retention overall (female coaches as well).

Page: Letter of Support

File Upload

No File Uploaded

Page: Marketing

Referral

Email

Page: Multimedia Attachments (Optional)

For partial audio applicants, please upload your audio files here. Be sure to indicate which of the 14 questions will be addressed through the submitted audio files in the written question response areas. Begin each audio submission by stating the question and answer all parts of the provided question.

Please review your application before final submission. Only the application owner, not collaborators, can submit the application. Applications are due by November 8, 2024 at 11:59 PM PST.

The Rockdale County Board of Commissioners hereby approves the submission of the pre-application to obtain funds for the National Recreation & Park Association (NRPA) Million Coaches Challenge Grant.

Rockdale County, Georgia

By: _____
Osborn Nesbitt, Sr., Chairman

Date

Attest:

Jennifer Rutledge, Executive Director/
County Clerk