



Raising the growth and participation
of female sport officials in Europe

LEARNING RESOURCES

/// PILLAR 2: RECRUITMENT, MANAGEMENT AND RETENTION

SUB-PILLAR 2.3

Ensure 'first touch'
experience is positive
and engaging



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/// Sub-Pillar 2.3

Ensure 'first touch' experience is positive and engaging

OVERVIEW

Ensuring a positive and engaging first touch experience for new women officials is crucial for making a lasting impression on individuals. Often the first touch is when they enquire about taking an officiating course, followed by the actual course delivery, it's important that this is a positive experience from the beginning.

🕒 Here are some strategies to consider:

1. Clear and welcoming communication:

Provide clear and concise information to individuals about what they can expect from their first touch experience. Whether it's an event, program, or meeting, communicate the purpose, agenda, and any necessary instructions or materials in advance. Use welcoming language and express enthusiasm to create a positive atmosphere.

2. Warm and friendly reception:

Create a welcoming environment from the moment individuals arrive. Greet them with a smile, introduce yourself and others, and make them feel valued and included. Offer assistance and provide any necessary guidance or directions to help them feel comfortable.

3. Personalise the experience:

Whenever possible, personalise the first touch experience to make individuals feel seen and acknowledged. Address them by name, reference any relevant information you may have about them, and tailor your interactions to their specific needs or interests. This personal touch creates a sense of connection and demonstrates that you value their presence.

4. Active listening and engagement:

Actively listen to individuals and show genuine interest in their thoughts, questions, and concerns. Provide them with opportunities to express themselves, ask questions, and share their experiences. Engage in meaningful conversations and show respect for their opinions and perspectives.

**5. Provide relevant information and resources:**

Offer individuals the information they need to navigate their first touch experience smoothly. Provide handouts, brochures, or digital resources that outline key details, guidelines, and contact information. Ensure that the information is clear, concise, and easily accessible.

6. Offer a guided orientation or tour:

If applicable, offer a guided orientation or tour to familiarise individuals with the environment, facilities, and key locations where their initial course will be held. This helps them feel more comfortable and enables them to navigate the space with confidence.

7. Facilitate connections and introductions:

Encourage networking and connection-building among individuals. Introduce them to others as they all have similar interests in the sport they are looking to officiate. Create opportunities for group discussions or icebreaker activities to foster connections and a sense of belonging.

8. Engaging activities or demonstrations:

Incorporate interactive activities, demonstrations, or engaging presentations to capture individuals' interest and make the experience memorable. Hands-on experiences, group exercises, or showcases can create a positive and engaging atmosphere.

9. Solicit feedback and address concerns:

Throughout the first touch experience, actively seek feedback from individuals to ensure their needs are being met. Provide opportunities for them to share their thoughts, suggestions, or concerns. Demonstrate responsiveness by addressing any concerns promptly and transparently.

10. Follow-up and continued communication:

After the initial contact, follow up with individuals to express appreciation for their participation and reiterate any important information or next steps in their sport officiating journey. Maintain open lines of communication to ensure ongoing engagement and support their continued involvement.

By implementing these strategies, you can create a positive and engaging first touch experience that leaves individuals feeling welcomed, valued, and motivated to further engage with your organization or community.



>> CONTENT AREA 1: ENSURE ALL OFFICIATING WORKFORCES ARE UP TO DATE WITH E.D & I BEST PRACTICE PRINCIPLES

Keeping the workforce up to date with equality, diversity, and inclusion (E.D.&I.) best practices is essential for fostering an inclusive and respectful work environment.

🕒 **Here are some strategies to help achieve this:**

1. Training and workshops:

Conduct regular training sessions and workshops on E.D.&I. topics. These sessions can cover a wide range of subjects, such as unconscious bias, cultural competence, inclusive communication, and creating an inclusive workplace within sport officiating. Invite industry experts or use online resources to provide valuable insights and practical strategies.

2. Incorporate E.D.&I. into all education:

Make E.D.&I. an integral part of all education courses and process to become a sport official. Provide information and resources on the organisation's commitment to diversity and inclusion, the policies and procedures in place, and the importance of creating an inclusive work culture.

3. Foster open and inclusive communication:

Create a safe and inclusive environment where women sport officials feel comfortable discussing E.D.&I. topics, or any other areas of discrimination openly. Encourage respectful dialogue, active listening, and the exchange of ideas. Implement channels for anonymous feedback or suggestions to provide women sport officials with a way to share their thoughts without fear of retribution.

4. Leadership commitment and accountability:

Ensure officiating line managers are actively engaged in promoting E.D.&I best practices. They should actively demonstrate their commitment to E.D.&I. through their actions, hold themselves accountable for fostering an inclusive culture, and lead by example. Incorporate E.D.&I. objectives into all performance evaluations and recognise and reward behaviours that support diversity and inclusion.

5. Regular updates and newsletters:

Share regular updates and newsletters that highlight E.D.&I. initiatives, progress, and upcoming events. Use these communications to share success stories and resources related to E.D.&I. Encourage women sport officials to contribute their own stories and perspectives.

6. Assess and address gaps:

Regularly assess the organisation's E.D.&I. practices and policies to identify any gaps or areas for improvement. Conduct surveys, focus groups, or interviews to gather feedback from women sport officials about their experiences and perceptions of inclusivity. Use this feedback to inform targeted initiatives and interventions.

7. Continuous learning and development:

Encourage all involved in your sport to engage in continuous learning and development related to E.D.&I. Provide opportunities for individuals to attend workshops, conferences, or seminars on E.D.&I. topics. Support participation in relevant external networks or sport industry E.D.&I. events.

By implementing these strategies, you can foster a culture of continuous learning and ensure that your workforce remains up to date with E.D.&I. best practices. This commitment to ongoing education and awareness helps create an inclusive workplace where diversity is celebrated and valued.

Top Tips

1. Ensure E.D.&I. best practice principles are embedded in your sports values and behaviors
2. Ensure E.D.&I. is incorporated through all current aspects of learning and education.
3. Ensure there is a safe anonymous process to report any cases of discrimination without retribution.
4. Regularly assess the organisation's E.D. & I. process to identify future initiatives and interventions.
5. Ensure continuous learning and development is available for all involved in the sport.

>> CONTENT AREA 2: WHERE POSSIBLE APPOINT WOMEN TUTORS TO WOMEN SPECIFIC COURSES

When appointing women tutors to women-specific courses, it is important to consider factors such as qualifications, expertise, and experience.

🕒 Pros of Women-only Sports Officiating Courses:

1. Promoting Gender Equality:

Women-only sports officiating courses can help promote gender equality by providing an opportunity for women to enter and excel in a traditionally male-dominated field.

2. Creating a Supportive Environment:

It can create a supportive and comfortable learning environment specifically designed for women, where they can freely ask questions, share experiences, and build relationships with other women facing similar challenges.

3. Fostering Confidence and Empowerment:

Women-only courses can help build confidence and empower women who may initially be hesitant to pursue sports officiating due to societal expectations or lack of representation.

4. Tailored Curriculum:

By focusing on the specific needs and experiences of women, these courses can provide targeted training and address unique challenges that women might face in sports officiating.

5. Networking Opportunities:

Women-only courses can offer networking opportunities with experienced female officials and professionals in the field, allowing for mentorship and guidance.

🕒 **Cons of Women-only Sports Officiating Courses:**

1. Lack of Diversity:

By exclusively focusing on women, these courses may limit diversity among sports officials, potentially excluding talented individuals who don't identify as women.

2. Perceived Lack of Equality:

Some people might argue that providing separate courses for women could be seen as discriminatory or reinforce gender stereotypes, suggesting that women need special attention or separate treatment to succeed.

3. Limited Opportunities:

By creating separate courses, there is a risk of limiting access to resources and opportunities for women, potentially preventing them from competing and working in mixed-gender sporting events.

4. Cost and Availability:

Depending on the location and availability, women-only sports officiating courses may be limited in number, making it more challenging for women to access these opportunities compared to mixed-gender courses.

5. Reinforcing Gender Binaries:

By only offering women-only courses, there is a risk of reinforcing gender binaries and excluding individuals who do not fit within traditional gender definitions.

In conclusion, while women-only sports officiating courses can provide unique advantages and opportunities for women, it is necessary to consider the potential limitations and ensure inclusivity and equal opportunities within the field of sports officiating.

🕒 **Here are some steps you can follow to appoint women tutors for such courses:**

1. Identify the specific courses:

Determine which courses are women-specific and require women tutors.

2. Establish the qualifications and expertise:

Define the qualifications, experience, and expertise necessary for the tutor role in each specific course. Consider the subject matter knowledge, teaching experience, and any additional requirements such as practical experience in the field.

3. Advertise the positions:

Create tutor role announcements that emphasise the preference for women tutors for specific courses. Clearly state the qualifications and requirements for the role. Share the openings through appropriate channels, internally and externally to the sport.

4. Encourage applications from women:

Actively promote the positions to encourage women to apply. Reach out to women's organisations and relevant networks to disseminate the information. Consider hosting informational sessions or workshops to generate interest and address any questions potential applicants may have.

5. Consider diversity within women tutors:

While it is important to have women tutors for women-specific courses, also consider the diversity within the pool of women tutors. This may include women from different backgrounds, cultures, and experiences to bring a broader perspective to the sport officiating courses.

6. Provide necessary support and resources:

Ensure that the appointed women tutors receive the required support, resources, and professional development opportunities to excel in their roles. Encourage ongoing communication and feedback to enhance their effectiveness.

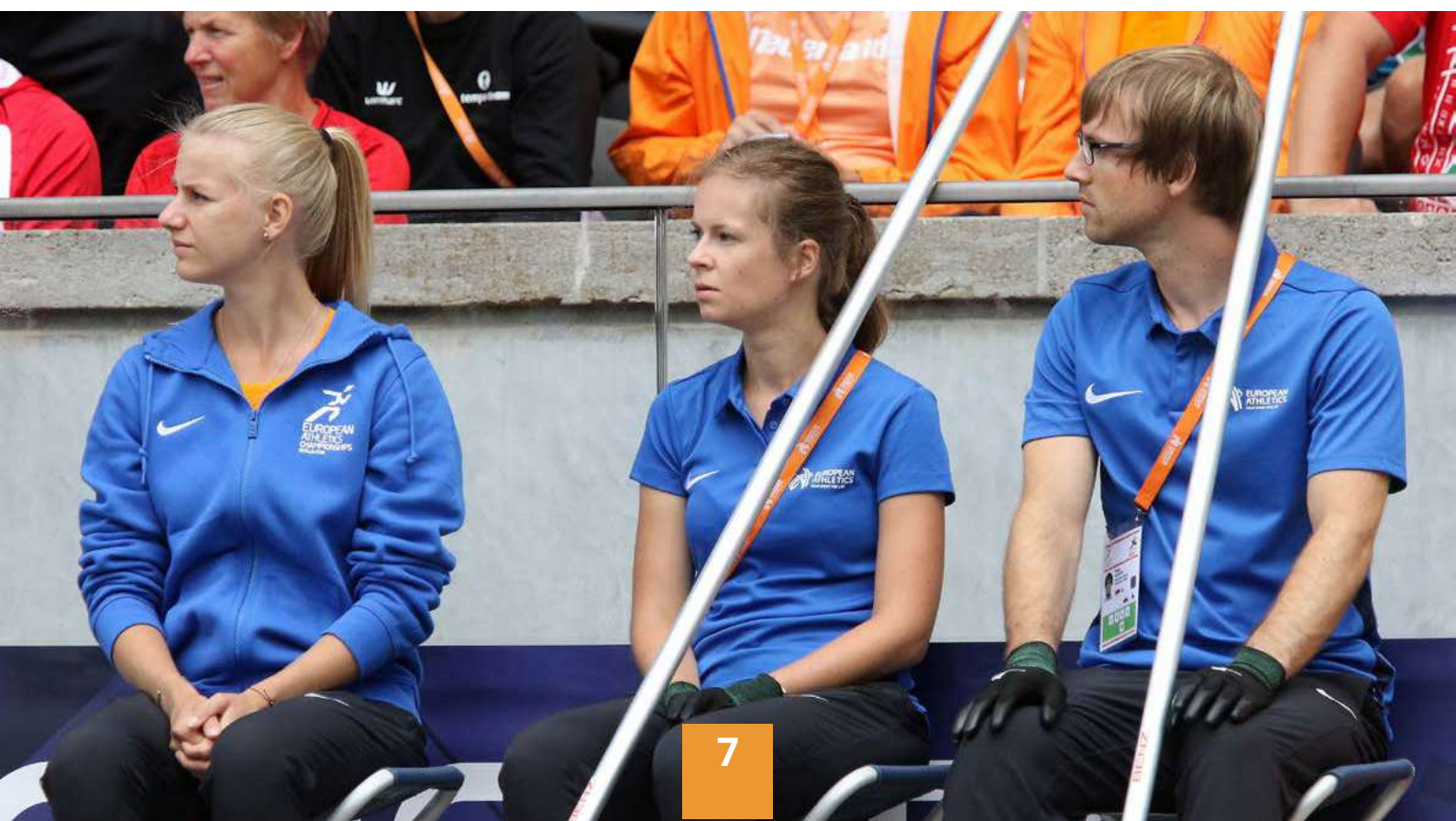
7. Monitor and assess the effectiveness:

Regularly assess the effectiveness of the women tutors in delivering the course content and meeting the needs of women sport officials.

By following these steps, you can work towards appointing qualified and competent women tutors to women-specific courses, creating an inclusive and supportive learning environment for women sport officials.

Top Tips

1. Ensure you have suitably qualified women tutors to undertake the necessary courses for women sport officials.
2. Actively seek appropriately trained women tutors based on need.
3. Ensure you advertise the need for women tutors internally and externally to the sport.
4. Provide the necessary support and development for women tutors.
5. Monitor and evaluate their performance to ensure they are meeting the course outcomes.





>> CONTENT AREA 3: ENSURE ALL TUTORS AND ASSOCIATED WORKFORCE UP TO DATE WITH CURRENT PRACTICES

To ensure that all tutors and associated workforce are up to date with current practices, you can implement the following strategies:

1. Continuous Professional Development (CPD):

Establish a culture of continuous learning and professional development. Encourage tutors to participate in workshops, conferences, seminars, and training programs related to the needs of the sport officiating workforce and best practice teaching methodologies. Provide them with opportunities to enhance their skills and stay updated with the latest practices and research.

2. Internal Training Programs:

Organise regular internal training programs and workshops specific to the needs of your sport organisation. These programs can cover topics such as innovative teaching techniques, technology integration, assessment strategies, and inclusive education practices.

3. Peer Collaboration and Mentoring:

Encourage tutors to engage in peer collaboration and mentoring. Foster a supportive environment where tutors can share their knowledge, experiences, and best practices with their colleagues. Establish mentoring programs where experienced tutors can guide and support new or less-experienced tutors.

4. Resource Sharing:

Create a centralised repository of resources, including articles, research papers, case studies, and educational materials relevant to the sport officiating teaching practices. Encourage tutors to share resources, lesson plans, and teaching materials with their colleagues. This facilitates the exchange of ideas and keeps everyone updated with the latest practices.

**5. Regular Evaluation and Feedback:**

Conduct periodic evaluations and observations of tutor performance. Provide constructive feedback and suggestions for improvement. Use these evaluations as an opportunity to discuss current practices and identify areas where additional support or training may be needed. Encourage tutors to reflect on their teaching methods and incorporate feedback into their practices.

6. Provide Access to Online Learning Platforms:

Offer access to online learning platforms, educational webinars, and e-learning resources that focus on professional development. These platforms often provide courses and modules specifically designed for educators to enhance their teaching skills and keep up with current practices.

By implementing these strategies, you can create a supportive and dynamic learning environment for tutors and ensure that they stay up to date with current practices in their respective fields.

Top Tips

1. Ensure continuous training is provided for sport official tutors.
2. Encourage peer collaboration and mentoring to those who need it.
3. Ensure the appropriate resources are available to tutors.
4. Provide regular evaluation and feedback on tutor performance.
5. Provide access to e learning platforms and materials for tutors.



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