



HTB Communication Guidelines

PARENTS

Purpose

Parents are essential partners in creating a positive youth basketball experience. Open, respectful communication between families and coaches helps ensure players enjoy the season, develop skills, and represent Haverhill proudly.

Who to Contact

Your First Point of Contact: Team Coach (Head or Assistant)

Parents should reach out directly to their **coach** for all team-related questions, including:

- Practice and game schedules
- Attendance conflicts
- Team events and logistics
- Player feedback or concerns

If your coach does not have the answer, they will contact the appropriate program director for clarification.

Communication Expectations

- Use **email or team communication apps** (not group texts or social media posts) for official communication.
- Address all concerns **privately** and **constructively**—not during games or in front of players.
- Allow **24–48 hours** for a response from your coach.
- Maintain a **positive and supportive tone** when discussing player development or team decisions.

Chain of Command for Parents

Parents → Coach → Boys/Girls Director → Vice President → President

If your concern is not resolved after following this path, it may be elevated to the board of directors.

Goal for Parents

To support the players, the coaches, and the program in a way that fosters teamwork, respect, and community pride.



HTB Communication Guidelines

COACHES

Purpose

Coaches play a vital leadership role in the Haverhill Travel Basketball community. They are the first line of communication for parents and the primary influence on the athlete experience.

Coaches are expected to lead with integrity, consistency, and professionalism.

Who to Contact

- **Parents → Coaches:** Address team-level questions and concerns.
- **Coaches → Boys or Girls Director:** For program or administrative questions, or if you don't know the answer to a parent inquiry.
- **Coaches → Director of Coach & Player Development:** For help with:
 - Practice planning
 - Coaching strategies and drills
 - Player skill development
 - On-court leadership or support

Responsibilities

- Maintain **clear communication** with parents.
- Provide **weekly updates** about schedules, changes, or expectations.
- Reinforce **positive player conduct** and team standards.
- Bring any unresolved issues to the **Boys or Girls Director** promptly.
- Collaborate with the **Director of Coach & Player Development** to continuously grow as a coach.

Chain of Command for Coaches

Coaches → Boys/Girls Director → Vice President → President

Goal for Coaches

To create a safe, fun, and competitive environment where athletes learn fundamentals, teamwork, and sportsmanship.

BOARD MEMBERS & DIRECTORS

Purpose



Haverhill Travel Basketball, INC

PO Box 5497 Bradford, MA 01835

www.haverhilltravelbasketball.org

HTB Communication Guidelines

Board members and directors ensure that Haverhill Travel Basketball operates smoothly and maintains high standards of safety, organization, and communication. Each director oversees a specific area of responsibility and supports the program's day-to-day success.

Communication Flow

- **Parents** contact **Coaches**.
- **Coaches** contact **Boys/Girls Directors**.
- **Boys/Girls Directors** contact the **Vice President** for operational support.
- **All Directors** contact the **Vice President** for guidance or clarification on program issues.
- The **Vice President** escalates unresolved or program-wide issues to the **President**.
- The **President** addresses matters requiring board action or policy clarification.

Who to Contact for Specific Topics

Financial assistance, sponsorships, payments, or accounting	Treasurer
Fundraising, or donations	Director of Fundraising
Player safety, injuries, or risk management	Director of Risk and Safety
Coaching support, player development, or practice planning	Boys/Girls Director of Coach & Player Development
Program logistics or day-to-day operations	Vice President
Girls program logistics, outside of coaches	Girls Basketball Director
Boys program logistics, outside of coaches	Boys Basketball Director

Expectations for Directors

- Respond promptly and professionally to all inquiries.
- Communicate consistently with your assigned teams or area of oversight.
- Bring unresolved matters or policy-level concerns to the Vice President.
- Support the President and the Board in maintaining the program's mission and values.

Goal for Directors

To uphold the mission and standards of Haverhill Travel Basketball and ensure that every child in Haverhill has the opportunity to play, grow, and thrive through sports.