

THE SCO BOARD

At Mira Costa, each sport/program has its own SCO (Booster Club).

It is highly suggested that your SCO maintain a governance document; that document might include an outline of your organization's officers, how they are determined, how they are removed, if you have regular meetings, and how those meetings are conducted.

The following will outline specific recommendations on the structure of each SCO, however, each SCO can determine what works best for their operation.

In general, each SCO will need the board positions outlined below. It is suggested that each SCO have no less than 3 board members and they not be from the same household.

SCO boards usually meet once per quarter, and more frequently when the sport or activity is in season. All SCO board members hold a voting position on the SCO board unless the board rules otherwise. Boards should plan to meet in the spring of each year, in order to create the budget and the SCO application for the coming year.

New executive board officers are preferably nominated and elected by the general membership. It is recommended that a general board meeting be held far in advance of the start of the season or period of activity to confirm all board members. Many SCOs hold a meeting at the end of the season to elect board members for the following year. Newly elected officers will assume their duties upon being elected.

All committee positions can be appointed by the VPs of their respective programs, typically respective of those who volunteer.

As it may be difficult to have a meeting of all SCO members for confirmation of board positions, voting may take place in person or by proxy via electronic communication (i.e. email).

SCO BOARD MEMBER ROLES

President: This individual provides general management and oversight, including calling meetings, attending monthly MBX Foundation Advisory Board meetings, work on other MBX committees as appropriate and communicates with parents and coaches about the SCO and program/team business.

Vice Presidents: VP positions can be created for specific needs of the SCO. For example, there may be a VP of Communications who takes on the role of all communications to parents and MBX; VP of Facilities or Fields; VP of Fundraising; VP of Donations, etc. It is up to each booster club to determine how to manage the distribution of volunteer roles and whether a board position is necessary for that role. Keep in mind that board positions have a vote on SCO matters.

Treasurer: The treasurer oversees the accounting for the SCO, maintaining an independent ledger of all fiscal activities, making deposits to MBX, requesting reimbursement checks from MBX, and providing transparent communication about the SCO budget to parents. The Treasurer works closely with each VP on specific programs (i.e. fundraising, banquet, etc.). See **The responsibilities of the treasurer, the accounting function and managing an SCO budget.**

Secretary: Takes notes at Board Meetings and provides these notes to all SCO members. This position is often combined with the Communications role.

Communications: The primary responsibility of this position is to ensure that all parents in the SCO are well informed about the activities of the sport/program and the SCO. This position often serves as the public relations representative providing updates and photos to the MBX Communications Manager, Leslie Whittet

(mbx.foundation@gmail.com), for purposes of maintaining the MBX webpage and newsletter posts. This position might also communicate with local newspapers and the MBUSD community, via Heather Hoffman at hhoffman@mbusd.org (Dr. Matthews Executive Assistant).

When communicating with the local media, it's important that the booster board agree on a "standard" of communication and protocol. While MBX does not have a specific policy, it's suggested that the board and coach work together to decide who should speak, write, or deliver the message to MBX and the media to ensure that communication is focused on promoting the entire team and its successes. Some SCOs have found that communications should be reviewed by two people, one being the booster president and another board member.

Ways and Means: Fundraising is the domain of this position. California education funding has been cut over the years leaving high school extra-curricular activities as victim. Thanks to the generosity of the MBUSD parent and business community, Mira Costa has maintained a healthy and successful sports, drama, music, dance and Model UN programs. However, funding for these programs is always an issue. These programs all rely heavily on private donations and fundraising. The board members will determine a budget, the amount expected from parent donations and what will be needed through additional fundraisers to adequately support the team/program. This person may solicit sub-chairs for various fundraisers. Sub-chairs generally do not hold a board position and generally do not vote on board matters.

SUPPORT ROLES

There are many important volunteer roles that help a team/program operate smoothly and help provide an enjoyable experience for all. The following is a list of some of the most common support roles. These are generally not board positions and are generally not voting board members.

PHOTOGRAPHY:

It is recommended that one parent volunteer take on the role of chief photographer. This person not only volunteers to take photos at games, meets, performances and other team/program activities, but also serves to collect, organize and disseminate photos from parents. All parents/supporters should be encouraged to take and share their photographs.

The following is an outline of responsibilities for the team photographer:

- Identify, solicit & encourage parents with photography interests on each level of each team/program (e.g. Varsity, JV & Frosh/Soph) to take photos and share them with everyone else.
- The photographer must take a variety of photos that include all players/participants, the coaches, instructors & even possibly, spectators. Photos taken at fundraisers and team get-togethers are also desirable.
- It is recommended that the SCO have an account with a site such as Shutterfly, Smugmug or Dropbox where people can easily upload, organize and share photos (instead of uploading everything to the booster club website). Encourage parent photographers to take and upload photos, but ask them to preview their photos before uploading so that poor quality or duplicate photos are eliminated.
- When uploading pictures, be sure to include some sort of title that identifies each group of photos (i.e. "JV game vs Redondo 2-13-14" or "F/S Team Dinner 11-5-13") and include the photographers name for future reference
- If making a slideshow for the team/program banquet, the quality is better if the original file is used, rather than downloading them from the third party site like Shutterfly or Facebook. Hence the reason to have photographers identify their name in the photo name.
- Videos of games/events are also desirable to make available. Check with coaches/instructors to see if they would prefer videos be kept "within the team/program" so that the competition doesn't see videos. If this is the case, rather than upload videos to YouTube and having a direct link on the booster website, you can password protect the videos or make the YouTube link private.

VENUE/SCOREKEEPING SUPPORT:

This person may help with facilities maintenance, field striping or other venue related responsibilities. This position can also be responsible for coordinating volunteers for scorekeeping and game/event time keeping. See **Field and Facilities: Scheduling, Scoreboards, and Insurance** for additional information on facilities and scoreboard operation.

- **Scoreboard Operator:** If your team plays at Mira Costa on a field or facility with a scoreboard, train several parents on how to utilize the equipment. Schedule parents for the season to fulfill this responsibility for each home game.
- **Score Statisticians:** Recruit several parents to serve as scorekeeper and manage the scorebook and relevant statistics for each team. Having valid statistics for each game is important for team, Bay League, and CIF

awards, as well as for those who want to play at the collegiate level. Schedule parents to do this for home and away games/meets.

- Some coaches may prefer a player keep the scorebook or they may make their own notes/keep their own statistics. Please check with the coach to see how they prefer this role be handled.
- Scorebook Statistician should report scores/relevant statistics and possibly a small recap for each game to the SCO web manager so they can be posted on the booster website in a timely manner.
- Scorebook statistician may be called upon to help compile scorebook statistics periodically throughout the season, or at the end of the season, based on the requirements of the coaches and players.

TRANSPORTATION:

Booster clubs pay the cost of charter busses/vans, with MBX coordination, for teams to attend away games and tournaments. Work with your coaches to determine if a parent volunteer is required to coordinate the transportation. For some teams/programs the coach/instructor will take care of arranging transportation. Generally all team/program participants ride together in a bus/van to their away games/events.

- Returning together on the same bus is at the discretion of the coaching/instructor staff. Since teams/groups likely have different game/program times, participants may be allowed (with the completed "MCHS Alternate Transportation Permission Form," [see form on this webpage](#)) to ride home with a parent or a teammate's parent (as identified on the completed form).
- Students are not allowed to drive other students under any circumstances.
- Students must have parental permission to drive themselves.
- Students must have parental permission to ride with another student's parent.
- Bus/van transportation must be available for players who have no other option or who have not completed an Alternate Transportation form to return to MCHS (i.e. the bus/van cannot leave the away game after dropping off the teams).
- MBUSD (via the ASB account) will pay for the cost of bus/van transportation for CIF post-season play. This is generally a "school bus" but the SCO may opt to pay for a tour bus or vans if desired.
- If you have a small student group you have the option of renting a 15-person van instead of a school bus to transport students to away events. Please note the following requirements for this option:
 - The driver should have a Commercial Driver's License
 - If the driver also serves as a chaperone or works directly with students, they need to be cleared by the district (fingerprinted, security clearance, TB test, etc).
 - MBUSD insurance will cover a volunteer driver
- Transportation fees (the following fees are estimates as of June 2014)
 - School bus - \$349 for the first 5 hours, \$49 every hour thereafter
 - 15-person van - \$105 per day plus gas

TEAM BONDING:

In order to create camaraderie among student participants, the booster club may opt to organize team/program bonding events that are inclusive of all participants.

- There are many things that can be done at no real cost to students or families but SCOs may decide to assign

a budget for these activities. The board should specify a maximum amount the team/program is able to spend on bonding activities.

- Examples of team building events include dinners (either a potluck at a member's home or at a restaurant), an outing such as bowling, a group fundraiser, or a philanthropic event.

Many SCOs have found that holding parent social events goes a long way to building camaraderie among the parent population and helps to make a more enjoyable experience for parents.

UPCOMING PLAYER/COMMUNITY OUTREACH:

Consider soliciting ideas that can get middle school or younger students involved in supporting your team/program and gets them interested in participating in the sport/program in high school. Please see [Youth and Community Outreach](#) for ideas on middle school, elementary school and community outreach.

APPAREL COORDINATOR:

The apparel coordinator can cover several areas including team uniforms, additional team apparel sold to players and parents, and fan apparel sold to players, parents, and the community as a fundraiser. Some coaches organize their own uniform orders and leave the fan apparel to the apparel coordinator. Others ask the coordinator to do it all. It is recommended that the SCO president check in with the coach several months prior to the season to establish the role of the apparel coordinator. Remember, if new uniforms are needed for the season, it could take up to 8 weeks for order fulfillment.

Sports Uniform orders: For sports related activities each team usually has two sets of uniforms: home and away. Varsity uniforms must adhere to CIF rules and regulations – please ensure that the uniform coordinator communicates with the coach on these requirements. Many teams use white as the primary color for home uniforms and green as the primary color for away, but this can vary sport to sport. Please check with your coach.

Typically, jerseys are the property of the team and are reused year to year. In many cases, apparel worn on bottom such as shorts, skorts, and pants may also be considered property of the team. These items are on loan to players for the season. Players should be reminded to use care when washing and drying their gear. Other clothing items such as socks, undergarments, including spandex shorts and sliding pants, provided as part of the uniform are the property of the player, and do not need to be returned.

Note: Uniforms must be provided at no charge to players/participants. This only includes required uniform items. Additional and optional items such as extra hats, t-shirts, socks, etc. can be made available for purchase. MBUSD and MCHS have recently adopted new color palettes and logos for Costa uniforms, shirts and gear. Make sure you are familiar with and use these colors and logos. See [Mira Costa Branding](#) for colors, font and a sampling of images.

Uniform vendors: The philosophy of the SCOs is to keep the business as local as possible. Following are some suggestions, although some sports may have a preferred or specialty vendor.

- **Super Sports** – Offer a wide variety of sportswear; able to place team orders for a variety of sports brands, located in the Manhattan Village Mall.
- **www.truWest.com** – for swimwear
- **Manhattan Stitching** – For embroidery and screen printing - Cory Jachnuk (cory@manhattanstitching.com)

- **California Pro Sports** – uniform orders, all sports - Aaron Karsh (californiaproports@yahoo.com)

New Player Attire: (i.e. gym bag, training pant/jacket; swim parkas; pants, belt, sliders)

All new players/participants will require the apparel that makes a complete uniform plus some additional items that may be considered optional. Typically, these items are intended to be a one-time purchase to last all 4 years, or as long as the player participates in the sport/activity.

As with the basics of a uniform, these items will typically have a 4 - 8 week lead time and should be ordered prior to the start of the season. The apparel coordinator or SCO president should contact the coach to identify all mandatory items and coordinate with vendor(s) in advance of season. Don't forget to work in the lead time for any required embroidery/silk screening. Once again, remember that MBUSD and MCHS have recently adopted new color palettes and logos for Costa related uniforms and gear.

Non-Sports Attire/Uniforms: Organizations such as choir and band have unique uniforms and ordering process not currently covered in this handbook. Please visit the [MCHS Choir website](#) for information on choir apparel.

Sweat Shirts for Team/Coaches/Trainers/Instructors: The SCO, in cooperation with the coach/instructor, should decide if a unique sweatshirt/jacket is required for the team/program each year. Some teams get a new sweatshirt each year, others do this less frequently, only asking new participants to order a sweatshirt. When ordering sweatshirts don't forget to include the coaches (including volunteer coaches), trainer and some administrator VIPs (Principal, VP, Athletic Director). These sweatshirts/jackets are typically made available to parents and team/program supporters to purchase. Your SCO can decide whether to treat these sales as a fundraiser or pass the items through at cost.

Some vendors:

- www.customink.com - reasonably priced, big selection of colors and quality sweatshirts, and a very easy design program which makes it fun
- Manhattan Stitching design center is very helpful in creating a sweatshirt design

Fan Apparel: This includes all items which are sold to parents/fans with Mira Costa colors, logos and the sport/program name/logo. Fan apparel includes items such as blankets, scarves, beanies, baseball style caps, stadium seats, other sweatshirts/jackets, shirts, and water bottles. The SCO needs to decide if the sale of fan apparel will be treated as a fundraiser and sold at a profit.

Note: *Mira Costa High School has developed a brand style guide. This document provides all official logos, colors and use of the Costa brand identity. Please adhere to these specifications. Please see the [Mira Costa Drop Box folder](#) for logo and image files.*

WEBMASTER:

The MBX website has incorporated pages for each booster club, which includes basic program information as well as an updatable blog format with seasonal news. Links are available to pay for fundraisers and make donations. There is no charge to the SCO for this service, however it is the responsibility of the SCO to ensure the information is updated regularly. During season, the booster can submit updates in blurb form as well as photos which will be incorporated into the page. In addition, many teams and programs have a separate, booster maintained website. The MBX booster page can link to the booster's website. An SCO managed website

is the best way to communicate with parents, players and the community. For ideas on what to include in a website, design/layout ideas, and functionality, please visit the sites of a variety of SCOs. Neither MBX nor MCHS manages websites for individual SCOs.

If a separate website is maintained by the team/program, it is recommended that the team/program provide a link to the appropriate MBX page for online payments. Contact jennifer@mbxfoundation.org with additional information.

See SCO Website Tips.

BANQUET COORDINATOR:

At the end of the season/school year, most teams/programs hold a banquet for parents, student participant and coaches/instructors. This event usually requires a number of volunteers for execution. SCOs are advised to have a team lead or coordinator. Complete details on organizing a banquet are provided in **Banquet Planning**.

VOLUNTEER COORDINATOR:

Running an SCO and supporting a high school sport or other program takes a number of parent volunteers, as indicated in the preceding list of volunteer roles. The SCO should consider having a volunteer coordinator, the responsibilities of which are to recruit volunteers and maintain assignments and schedules.

FUNDRAISING:

The fundraising chair and committee members are responsible for implementing and managing fundraisers. All funds are to be raised for the direct benefit of the team/program and to offset the amount parents are asked to donate.