

# sportkid metrics

Tracking your sports data just got easier!

## Manage and track athletes, coaches, officials, and more

How many athletes does your sport association have? How many coaches? Officials? Facilities? Sportkid Metrics makes tracking this information easy, thus giving national sport governing bodies a comprehensive overview of their sports developmental environment.

Having the right data available is essential to making decisions about growth of the sport, athlete development, and coach and official training. Data also helps track progress in various projects associations undertake.

Sportkid Metrics is an online tool that takes the burden out of member management, assists coaches with tracking athlete growth, and keeps anyone interested 'up to speed' with online competition results.

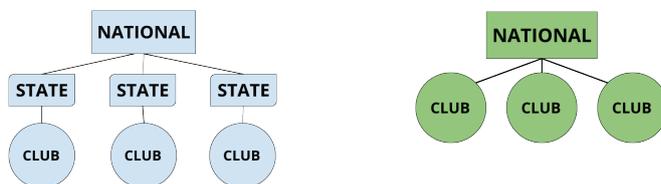
### COMPLETE MEMBERSHIP TRACKING

Sport organizations need to know their members. A membership database can keep administrative tasks on track and it can also streamline certain kinds of reporting. Being able to manage and track the entire athlete pool from novice beginners to elite competitors is crucial to any sport's overall development.

Trained coaches and officials insure that the sport has the personnel needed to improve and grow. The Sportkid database makes it possible to store, track, and retrieve this information with a few clicks.

### Organization model

The data system reflects common organizational structures. While the typical setup might include national, state, and club levels of administration Sportkid Metrics can also use the national and club structure alone if state level organization is not used.



### COACHING MODULES HELP MONITOR ATHLETE GROWTH

Sportkid Metrics recommends a series of anthropomorphic measurements be taken three times per year for each athlete under 17 years of age. These measurements include:

- Height
- Weight
- Sitting height
- Arm span
- Leg length (calculated by subtracting sitting height from height)

### Connect directly to association website

The Sportkid database can be linked to an association's existing website; providing access to the data system directly from the association site.

Sportkid Metrics can also design and setup a website for associations that need one.

### Information just a click away

Online performance tracking keeps athletes, coaches, parents, and the media up to date on how the sport is doing.

- Monitor membership growth, club creation, administrative and technical training.
- Use science modules to help make informed training decisions.
- Calculate maturity offsets to track athlete age at peak height velocity (APHV), a key training milestone.
- Measure BMIs and arm span ratios.
- Predict adult height.
- Manage athlete retention.

### Constantly updated

The code that drives the Sportkid system is constantly updated. New features are added and available once published. Users never have to worry about upgrading software.



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# Included in a single data system:

## Administrators:

- Take the burden out of membership management
- Track growth, training age, retention, maturity offsets, relative age quartiles, and other important athlete metrics
- Track coaches and officials training and certifications

## Coaches:

- Inform training decisions with accurate athlete growth data
- Calculate club retention rates year-to-year and by cohort over multiple years

## Public:

- Sport performance data is online and searchable

### **Predict maturity offsets, age at peak height velocity, and adult height**

From these measurements the athlete's *age at peak height velocity* (APHV) can be predicted. Additionally, if the heights of both biological parents are entered into the system the athletes predicted adult height and the current percentage of that height can be calculated.

### **Athlete retention**

Time involved in a sport activity is the most important factor related to talent development, so retention of athletes in training programs is a critical metric for associations, coaches, and clubs. Sportkid makes tracking retention easy and reports it in ways that are useful to those who need it. Retention is based on re-registration of athletes from year to year, and can be reported association-wide, locally by state, and at the club level.

### **PERFORMANCE DATABASE**

The performance database is an online, public database where anyone can look up results of an associations various competitions. It uses result files from competition management applications to populate the online database. Specific sport information is available from Sportkid Metrics.

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### **ABOUT THE DATA SYSTEM**

The Sportkid database is designed by people who know sport and who really like working with data. We know what matters when it comes to sport development and this has been designed into the Sportkid Metrics database.

Login credentials enable access to the administrative side of the database. Each association determines who receives login credentials. Sportkid Metrics recommends the following users be granted access:

- **Administrators.** These are usually officers of the association and office personnel who need to be able to access data and create reports for day to day operations.
- **Registrars.** A registrar is a user whose primary responsibility is registering athletes and other members of the association. Registrars are usually distributed around the country and are part of local associations. The registration process is determined by association policy and local registrars carry out that policy.
- **Coaches.** Coaches can use the Sportkid database to track athlete growth. By measuring athletes three times yearly estimates of maturity offset, age at peak height velocity, and predicted height can be calculated.

### **Association determines who has login access**

Once an association becomes a Sportkid Metrics client an administrative user is created. This user is the gatekeeper of system access for the association and determines which members need to have login credentials based on how the association identifies administrative tasks.

### **Unlimited users**

Associations are able to determine how best to assign system users within their organization; thus, Sportkid Metrics does not limit the number of users an association can create. The number of athletes an association registers is usually the key consideration in determining the number of users needed but associations are free to make their own user assignments.

### **Training**

Training is provided to clients when they initially register for the service and is conducted through in-person sessions with representatives from Sportkid Metrics. Details of how, when, and where these sessions are conducted are agreed to by both the association and Sportkid Metrics. Sportkid's primary goal is to make sure all users of the system feel comfortable with how to use it.

Sportkid also provides training for coaches since some may not be familiar with the growth calculations produced by the system or how they can be used in designing training sessions. This is a vital component of the Sportkid Metrics database and we want to make sure that coaches are able to put these calculations to work for their athletes.

Training is also ongoing through the use of video and newsletters.

Help with problems is only a phone call or email away. All Sportkid personnel are based in Southeast Asia and will contact clients regularly to offer ideas on updates to the system or other issues that may arise.