

Norwell Girls Travel Basketball

Coaching Philosophy & Code of Conduct | Grades 3–8

Our Mission

NGTB develops confident, skilled, competitive basketball players in a positive, supportive environment. We emphasize fundamentals, teamwork, accountability, and sportsmanship while fostering a lasting love of basketball.

1. Compete, Develop & Play as a Team

- Compete to win. Healthy competition motivates improvement and prepares players for higher levels of basketball.
- Development remains essential. Every player deserves meaningful opportunities to learn, improve, and contribute.
- Playing time is earned, not guaranteed equally. Coaches may consider factors such as ability, effort, attendance, attitude, coachability, and game situations when making substitution decisions. While playing time does not need to be exactly equal among players, coaches will strive to provide substantially similar opportunities for participation
- Team success comes first. Competitive decisions must not consistently exclude players from meaningful participation or undermine teamwork, confidence, and development.
- Teach fundamentals, basketball IQ, decision-making, and unselfish play appropriate to each age group.

2. Coach with Respect & Purpose

- Be demanding but supportive, holding players accountable through constructive instruction.
- Profanity directed at players, insults, intimidation, humiliation, bullying, and demeaning behavior are prohibited.
- Correct mistakes without publicly embarrassing players. Use age-appropriate expectations and communication.
- Create an environment where players feel safe, respected, challenged, and excited to return.

3. Model Sportsmanship

- Respect opposing players, coaches, officials, spectators, and league representatives at all times.
- Never publicly question, ridicule, or make personal remarks about another player's gender, identity, appearance, or eligibility.
- Raise legitimate eligibility or rules concerns privately through NGTB leadership and appropriate league procedures.
- Maintain composure and model the sportsmanship expected of players.

4. Prepare, Communicate & Lead

- Conduct organized, purposeful practices balancing skill development, team concepts, and competitive play.
- Collaborate constructively with fellow coaches and maintain consistent expectations.
- Communicate respectfully and proactively with players, families, and the board.
- Families should address routine concerns privately with coaches. Serious conduct or safety concerns may go directly to the board without retaliation.

5. Accountability & Enforcement

All coaches represent NGTB and are accountable to its Board of Directors.

- Concerns will be reviewed fairly, with coaches ordinarily given an opportunity to respond.
- Depending on severity, violations may result in feedback, a formal warning, suspension, or removal.
- Serious misconduct may warrant immediate protective action without a prior warning.
- Player safety, dignity, and program integrity take precedence over any coach's record or competitive success.
- If there is a situation that may create an unsafe environment for anyone on the team, caused by either our team or the opposing team & fans, it is the responsibility of the coach to do their best to shield their players from further exposure and look to diffuse the situation to the best of their ability. In the event this happens, please reach out to the Board immediately to discuss further addressing and remediating the situation

6. Commitment to Our Standards

All head and assistant coaches must review and acknowledge these guidelines before coaching and comply with applicable safety, safeguarding, and league requirements.

Our Standard: Compete hard. Develop every player. Respect everyone. Put the team first.