

Iowa SCTP / SASP Coach Conference

Team App and Communication methods

January 31, 2026



Team App and Communication methods

Panelists



Meg Kissner
Warren County



Michael "Gabe"
Gabrielson
North Scott



Lexi Henning
Wilton



Team App and Communication methods

A Team App improves communication, safety, efficiency, and engagement, which is especially important for programs with large numbers of athletes, volunteers, and events—like scholastic shooting sports.



Team App and Communication methods

Details of how a Team App can help:

- Communication & Organization
- Safety & Accountability
- Time & Volunteer Management
- Scheduling & Attendance
- Team Culture & Engagement
- Document & Resource Sharing
- Parent & Athlete Convenience
- Program Growth & Professionalism

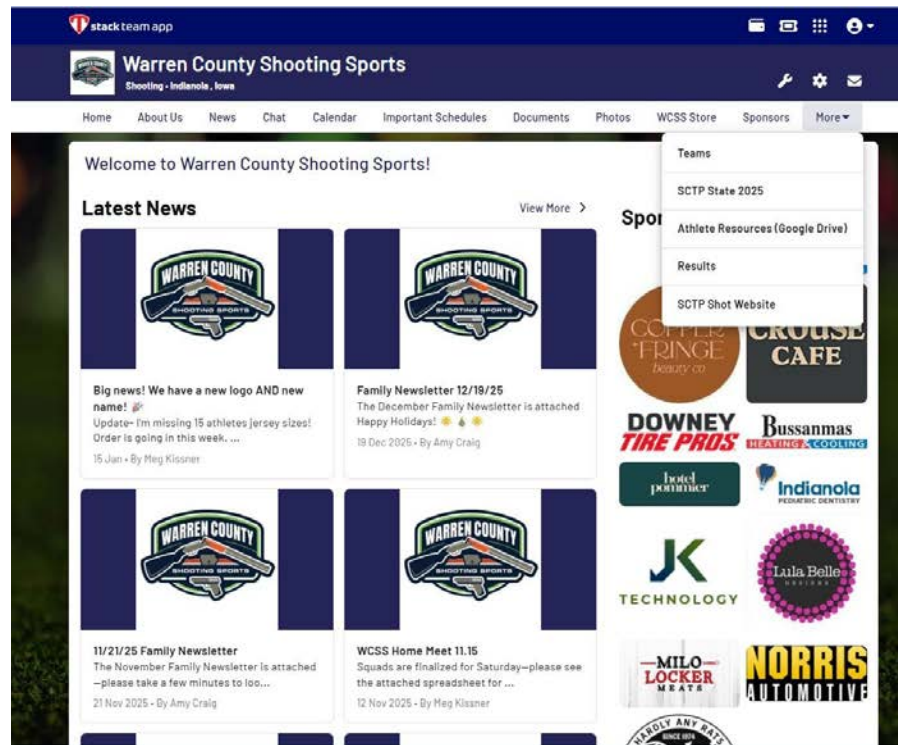


Effective communication helps with teams and families understanding expectations



Team App and Communication methods

The app itself is free for teams and families to use. We choose to invest \$250 for a three-year term to create custom in-app advertisements, allowing us to replace generic ads with messaging specific to our local sponsors and partners who support the program.

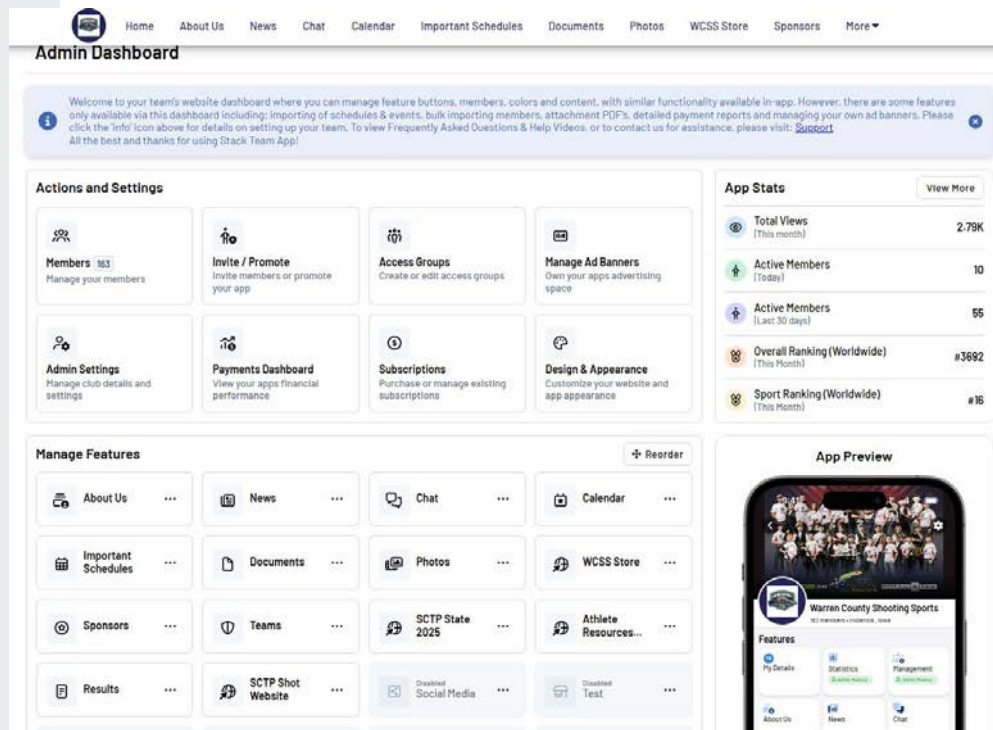


Communication is critical



Team App and Communication methods

- Fully customizable to meet our team's needs
- Direct links to the online team store
- Connected to Google Drive for athlete resources and coach-recommended videos
- Links to Shots and League Scores
- Engagement metrics show daily active users and who has viewed each message
- Supports accountability and more effective communication



Communication is critical



Team App and Communication methods

Purpose-built communication tools to keep information organized

News & Updates: monthly updates and weekly competition schedules

Messaging: individual, committee, and time-sensitive communication

Scheduling:

- Main Calendar for key dates and competitions
- Important Schedules for practices, fundraising, and meetings

The image displays two overlapping screenshots of a mobile application interface. The top screenshot shows a 'Calendar' view with a list of upcoming events: 'Spring 2026 Mandatory Team Meeting' (Feb 2, 6:00pm - 7:00pm), '2026 Winter Iowa Games' (Feb 7, 9:00am - 4:00pm, marked 'Not Going'), 'WCSS First Aid Training' (Feb 16, 6:00pm - 7:00pm), and 'WCSS Team Photos' (Feb 23, 4:30pm - 6:30pm). Each event has an 'RSVP' button. The bottom screenshot shows a 'New' event creation form. It has a 'Recipients' section with radio buttons for 'Private Chat', 'All Groups', 'Selected Groups' (which is selected), and 'All Members'. Below this is an 'Access Groups' dropdown menu currently showing 'Communication Committee'. There is also a 'Room Name / Topic' text field containing 'Team App Demo'. A blue 'Create' button is at the bottom of the form.

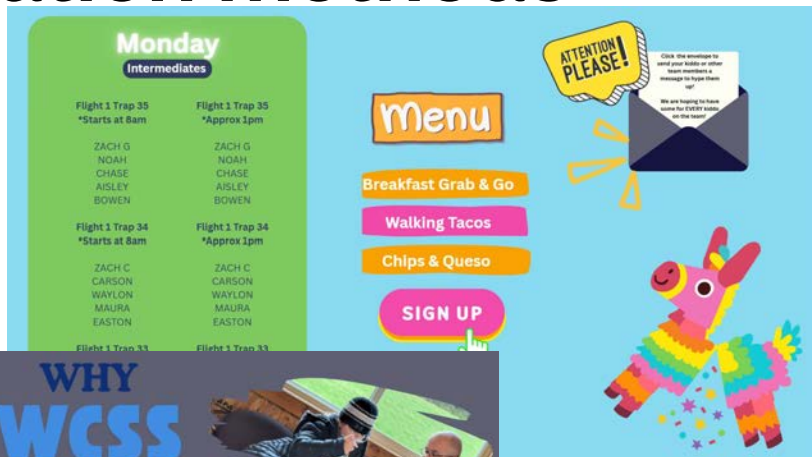


Communication is critical



Team App and Communication methods

We also use tools like Canva (free for nonprofits) to create fun, eye catching, easy-to-update websites for things like team registration and State Championship coordination. These pages are more interactive than PDFs and allow us to share real-time information such as what to bring, schedules, daily menus and signups, hotel blocks, and other important details.

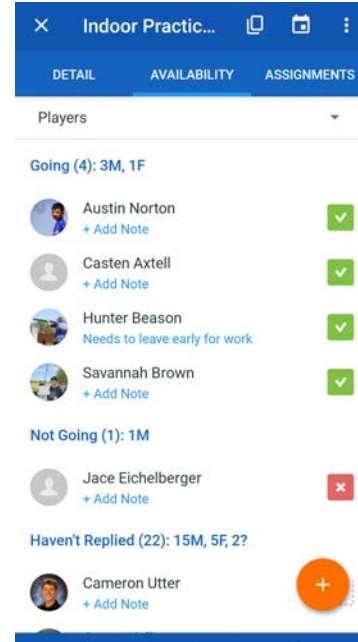
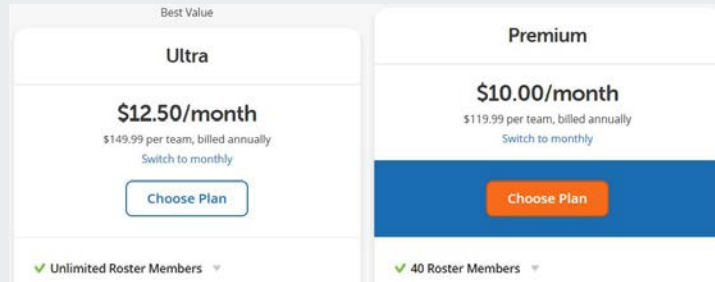


Communication is critical

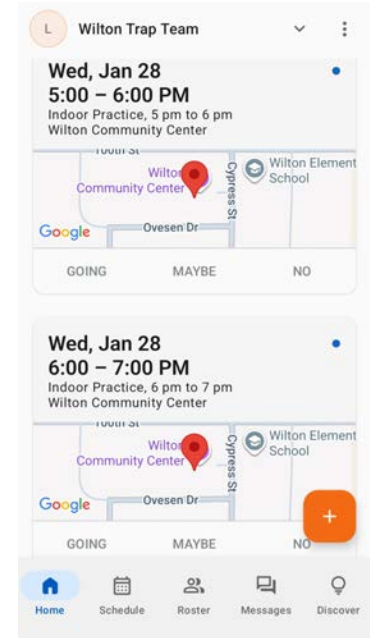


Team App and Communication methods

Wilton Trap Team



Coach/Manager View

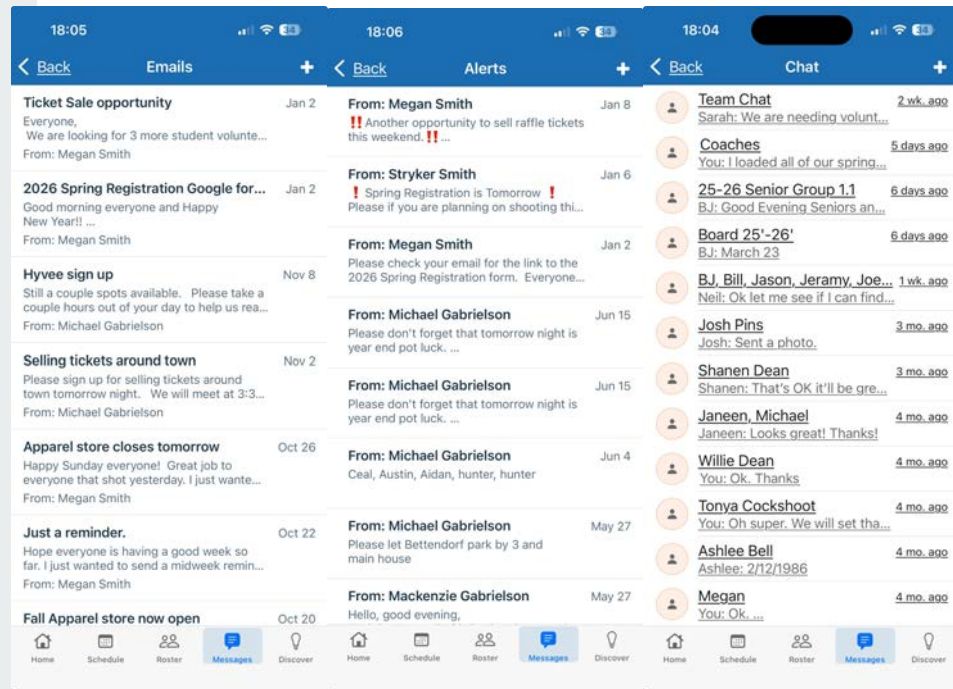


Athlete View



Team App and Communication methods

Team Snap: What Forms of Communication to use and when Email, Chat, Alert and Post



Communicate schedules



Team App and Communication methods

Question and Answers



Communication helps a team to focus on what is important



Team App and Communication methods

In Closing:

A Team App improves communication, safety, efficiency, and engagement, which is especially important for programs with large numbers of athletes, volunteers, and events—like scholastic shooting sports.



Team App and Communication methods

Thoughts for panelists:

Reasons to use a Team ap

Communication & Organization

- **One central hub** for schedules, updates, and announcements
- Reduces missed messages compared to email or group texts
- Push notifications keep athletes and parents informed in real time

Safety & Accountability

- Quick dissemination of weather delays, range changes, or safety notices
- Easy access to emergency contacts and important documents
- Ensures all members receive the same, accurate information



Team App and Communication methods

Thoughts for panelists:

Reasons to use a Team ap

Time & Volunteer Management

- Streamlines communication for coaches and volunteers
- Cuts down on repetitive questions and last-minute confusion
- Helps coaches focus more on athlete development and safety

Scheduling & Attendance

- Clear practice and competition calendars
- RSVP and availability features help plan staffing and equipment needs
- Improves attendance tracking and preparedness



Team App and Communication methods

Thoughts for panelists:

Reasons to use a Team ap

Team Culture & Engagement

- Builds team identity with shared photos, updates, and recognition
- Keeps families engaged and informed throughout the season
- Encourages accountability and professionalism among athletes

Document & Resource Sharing

- Store waivers, rulebooks, travel info, and training materials in one place
- Easy access for new families joining mid-season
- Reduces paper and lost forms



Team App and Communication methods

Thoughts for panelists:

Reasons to use a Team app

Parent & Athlete Convenience

- Families manage schedules in one app instead of multiple platforms
- Accessible anytime on phone or computer
- Helps parents support athletes more effectively

Program Growth & Professionalism

- Presents a well-organized, credible program to sponsors and partners
- Simplifies onboarding of new athletes and families
- Supports long-term sustainability as programs grow

