

# Iowa SCTP / SASP Coach Conference

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Team App and Communication methods

January 31, 2026



# Team App and Communication methods

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## Panelists



**Meg Kissner**  
**Warren County**



**Michael "Gabe"**  
**Gabrielson**  
**North Scott**



**Lexi Henning**  
**Wilton**



# Team App and Communication methods

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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 Ap 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.

The screenshot shows the Warren County Shooting Sports team app interface. At the top, there's a navigation bar with links for Home, About Us, News, Chat, Calendar, Important Schedules, Documents, Photos, WCSS Store, Sponsors, and More. A dropdown menu for 'Sponsors' is open, showing options like 'Teams', 'SCTP State 2025', 'Athlete Resources (Google Drive)', 'Results', and 'SCTP Shot Website'. The main content area is titled 'Welcome to Warren County Shooting Sports!' and features a 'Latest News' section with four items:

- Big news! We have a new logo AND new name! 🎉
- Update- I'm missing 15 athletes jersey sizes!
- Order is going in this week. ...
- 15 Jan - By Meg Kissner

**Family Newsletter 12/19/25**  
The December Family Newsletter is attached. Happy Holidays! 🎉

**19 Dec 2025 - By Amy Craig**

**11/21/25 Family Newsletter**  
The November Family Newsletter is attached—please take a few minutes to loo...

**21 Nov 2025 - By Amy Craig**

**WCSS Home Meet 11.16**  
Squads are finalized for Saturday—please see the attached spreadsheet for ...

**12 Nov 2025 - By Meg Kissner**

On the right side of the screen, there's a sidebar with several sponsor logos, including COFFEE FRINGE, CROUSE CAFE, DOWNNEY TIRE PROS, Bussmanns HEATING & COOLING, hotel pommer, Indiana Pediatric Dentistry, JK TECHNOLOGY, Lula Belle RESTAURANT, MILO LOCKER MEATS, and NORRIS AUTOMOTIVE.

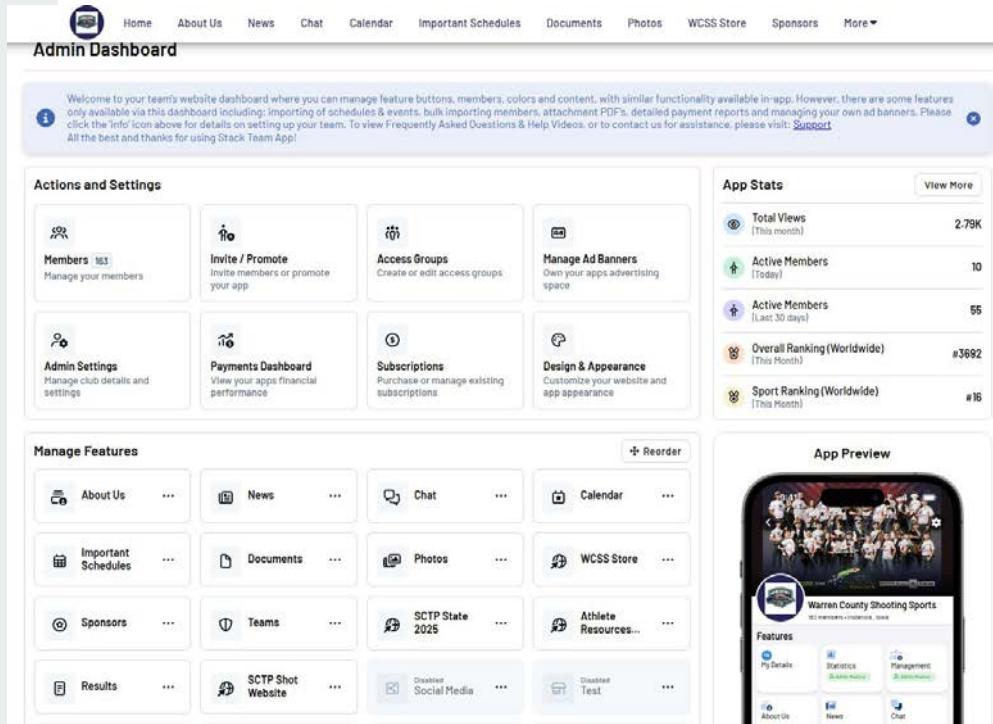


Communication is critical



# 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



The screenshot shows the Admin Dashboard of the Stack Team App. At the top, there is a navigation bar with links to Home, About Us, News, Chat, Calendar, Important Schedules, Documents, Photos, WCSS Store, Sponsors, and More. Below the navigation bar is the Admin Dashboard header with a user profile icon and the title "Admin Dashboard".

The dashboard features several sections:

- Welcome:** A message from the app's creators, mentioning that the dashboard offers similar functionality to the app but with some features only available via the dashboard, such as importing schedules and events, bulk importing members, attachment PDFs, detailed payment reports, and managing your own ad banners. It also encourages users to visit the "Info" icon for more details and to contact support.
- Actions and Settings:** A grid of eight cards:
  - Members (183): Manage your members.
  - Invite / Promote: Invite members or promote your app.
  - Access Groups: Create or edit access groups.
  - Manage Ad Banners: Own your apps advertising space.
  - Admin Settings: Manage club details and settings.
  - Payments Dashboard: View your apps financial performance.
  - Subscriptions: Purchase or manage existing subscriptions.
  - Design & Appearance: Customize your website and app appearance.
- App Stats:** A table showing various engagement metrics:

Category	Value
Total Views [This month]	2.79K
Active Members [Today]	10
Active Members [Last 30 days]	55
Overall Ranking (Worldwide) [This Month]	#3692
Sport Ranking (Worldwide) [This Month]	#16
- Manage Features:** A grid of 16 cards for managing various features:

Category	Sub-Category	... (More Options)
About Us	...	...
Important Schedules	...	...
Sponsors	...	...
Results	...	...
News	...	...
Documents	...	...
Teams	...	...
SCTP Shot Website	...	...
Chat	...	...
Photos	...	...
SCTP State 2025	...	...
Disabled Social Media	...	...
WCSS Store	...	...
Athlete Resources...	...	...
Disabled Test	...	...
- App Preview:** A mobile phone screen displaying the team's app interface, showing a group photo, the team name "Warren County Shooting Sports", and various menu options like Features, My Details, Statistics, Management, About Us, News, and Chat.

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 shows a mobile application interface for team communication. At the top, there is a navigation bar with icons for back, forward, and search. Below the navigation is a large 'Upcoming' section showing four events in a grid:

- Spring 2026 Mandatory Team Meeting** (Feb 2, Mon) with an 'RSVP' button.
- 2026 Winter Iowa Games** (Feb 7, Sat) with a 'Not Going' button.
- WCSS First Aid Training** (Feb 16, Mon) with an 'RSVP' button.
- WCSS Team Photos** (Feb 23, Mon) with an 'RSVP' button.

Below the calendar is a 'New' button with a 'i' icon. The 'Recipients' section contains the following options:

- Private Chat
- All Groups
- Selected Groups
- All Members

The 'Access Groups' section shows a dropdown menu with 'Communication Committee' selected. The 'Room Name / Topic' section contains the text 'Team App Demo'. At the bottom is a large blue 'Create' button.

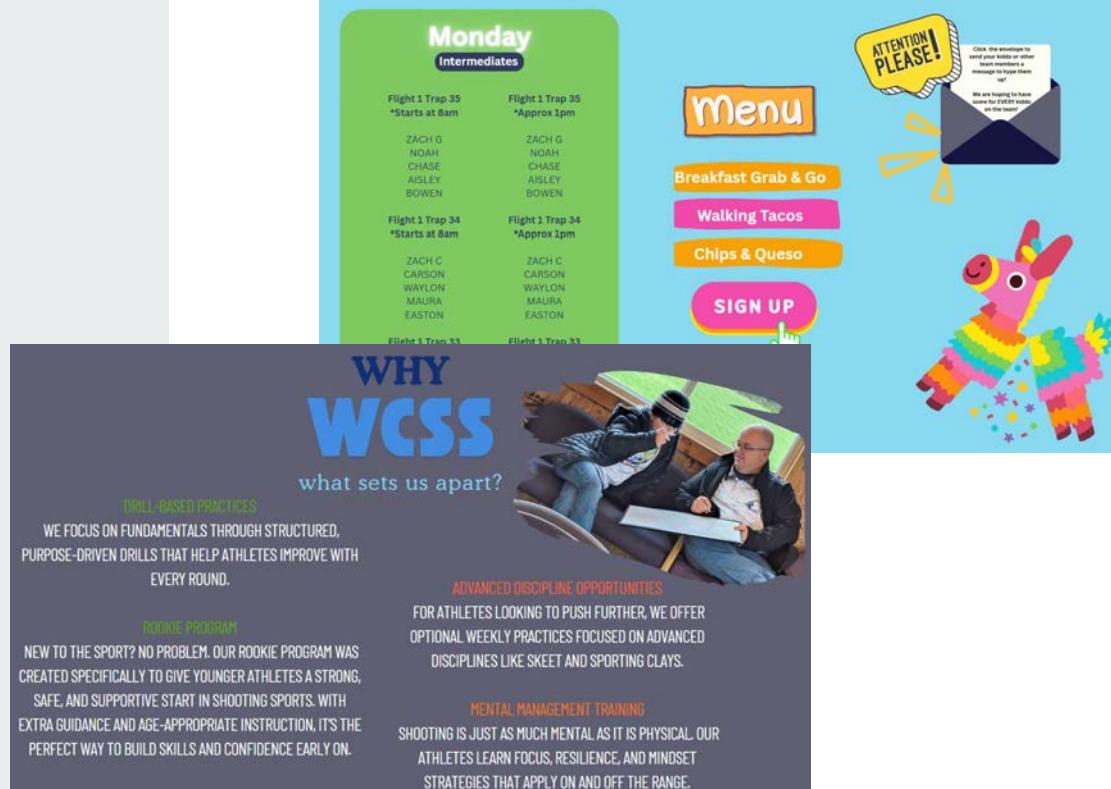


Communication is critical



# 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.



Monday  
Intermediates

Flight 1 Trap 35  
\*Starts at 8am

ZACH G  
NOAH  
CHASE  
AISLEY  
BOWEN

Flight 1 Trap 35  
\*Approx 1pm

ZACH G  
NOAH  
CHASE  
AISLEY  
BOWEN

Flight 1 Trap 34  
\*Starts at 8am

ZACH C  
CARSON  
WAYLON  
MAURA  
EASTON

Flight 1 Trap 34  
\*Approx 1pm

ZACH C  
CARSON  
WAYLON  
MAURA  
EASTON

Flight 1 Trap 33

Flight 1 Trap 33

ATTENTION PLEASE!

Click the envelope to send your kids or other team members a message to type them in.

We are hoping to have time for EVERY kid to go on the team!

Menu

Breakfast Grab & Go

Walking Tacos

Chips & Queso

SIGN UP

WHY  
WCSS  
what sets us apart?

DRILL-BASED PRACTICES

WE FOCUS ON FUNDAMENTALS THROUGH STRUCTURED, PURPOSE-DRIVEN DRILLS THAT HELP ATHLETES IMPROVE WITH EVERY ROUND.

ROOKIE PROGRAM

NEW TO THE SPORT? NO PROBLEM. OUR ROOKIE PROGRAM WAS CREATED SPECIFICALLY TO GIVE YOUNGER ATHLETES A STRONG, SAFE, AND SUPPORTIVE START IN SHOOTING SPORTS. WITH EXTRA GUIDANCE AND AGE-APPROPRIATE INSTRUCTION, IT'S THE PERFECT WAY TO BUILD SKILLS AND CONFIDENCE EARLY ON.

ADVANCED DISCIPLINE OPPORTUNITIES

FOR ATHLETES LOOKING TO PUSH FURTHER, WE OFFER OPTIONAL WEEKLY PRACTICES FOCUSED ON ADVANCED DISCIPLINES LIKE SKEET AND SPORTING CLAYS.

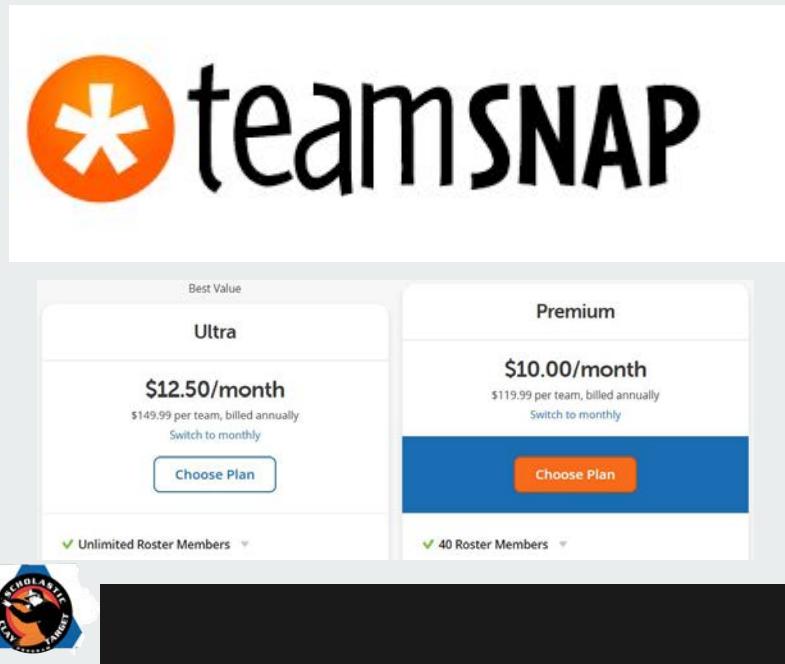
MENTAL MANAGEMENT TRAINING

SHOOTING IS JUST AS MUCH MENTAL AS IT IS PHYSICAL. OUR ATHLETES LEARN FOCUS, RESILIENCE, AND MINDSET STRATEGIES THAT APPLY ON AND OFF THE RANGE.

Communication is critical



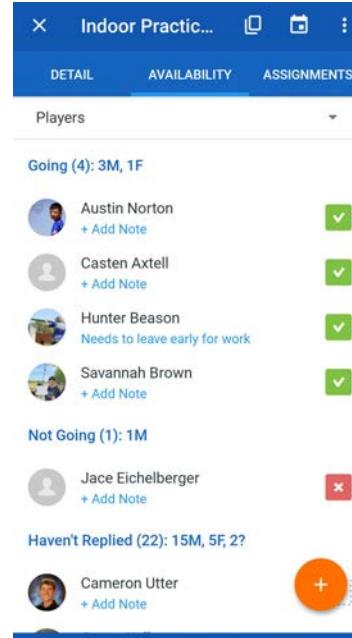
# Team App and Communication methods



The image shows the teamSNAP mobile application interface. At the top is the team logo, "Wilton Trap Team". Below it is the "teamSNAP" app logo. The main content area displays two pricing plans: "Ultra" and "Premium".

Plan	Price	Members
Ultra	\$12.50/month	Unlimited Roster Members
Premium	\$10.00/month	40 Roster Members

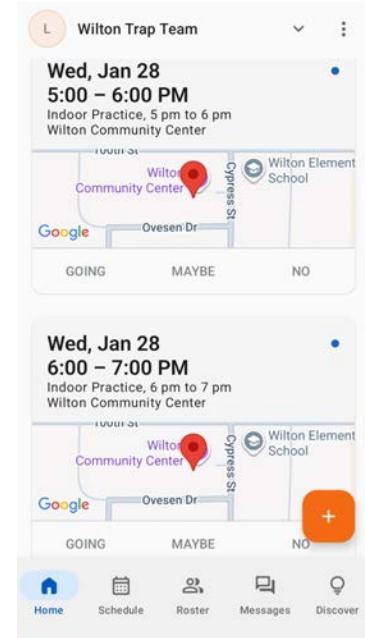
Both plans are described as "Best Value". The "Ultra" plan is \$149.99 per team, billed annually, with an option to "Switch to monthly". The "Premium" plan is \$119.99 per team, billed annually, with an option to "Switch to monthly". Each plan has a "Choose Plan" button.



This screenshot shows the "Coach/Manager" view in the teamSNAP app. At the top, there are tabs for "DETAIL", "AVAILABILITY", and "ASSIGNMENTS". The "AVAILABILITY" tab is selected. Below the tabs, a dropdown menu is open, showing "Players".

The main content area is divided into sections: "Going (4): 3M, 1F", "Not Going (1): 1M", and "Haven't Replied (22): 15M, 5F, 2?". Each section lists a player's name, profile picture, and a green checkmark or a red minus sign indicating their status. There is also a "+ Add Note" link for each player.

Coach/Manager  
View



This screenshot shows the "Athlete View" in the teamSNAP app. At the top, it says "Wilton Trap Team" and "Wed, Jan 28 5:00 – 6:00 PM". Below this is a map showing the location of "Wilton Community Center" on "Ovesen Dr" in "Wilton, CT". The map includes a red pin and a "Google" button.

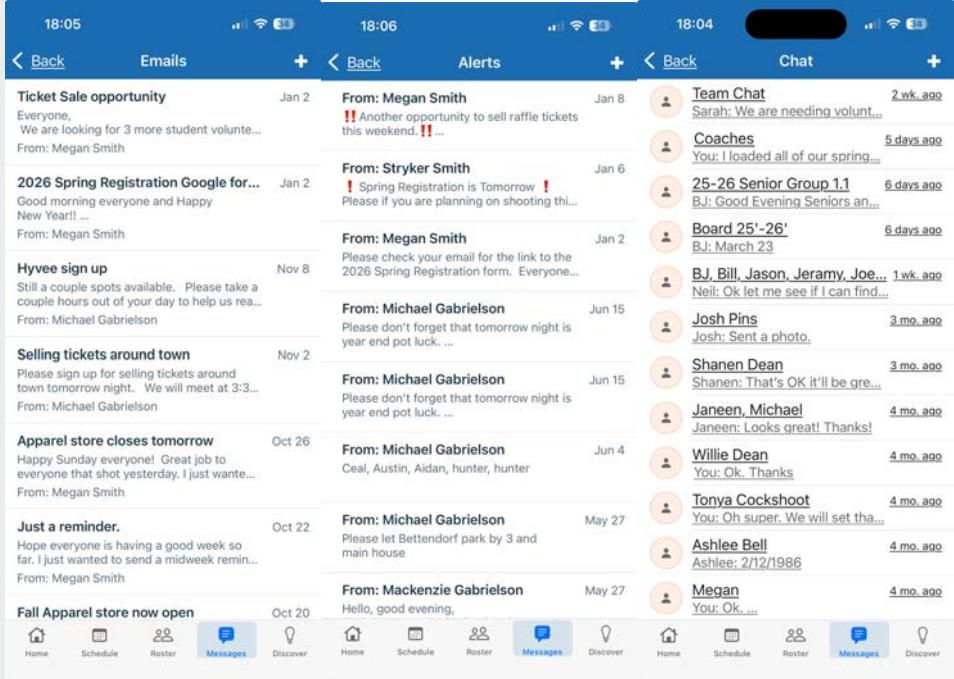
Below the map, there are three buttons: "GOING", "MAYBE", and "NO". At the bottom of the screen, there is a navigation bar with icons for "Home", "Schedule", "Roster", "Messages", and "Discover".

Athlete View



# Team App and Communication methods

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



The screenshot displays the Team Snap mobile application interface, showing communication history across three main sections: Emails, Alerts, and Chat.

**Emails Section:**

- Ticket Sale opportunity** (Jan 2): From Megan Smith. Includes a message: "!! Another opportunity to sell raffle tickets this weekend. !! ...".
- 2026 Spring Registration Google for...** (Jan 2): From Stryker Smith. Includes a message: "!! Spring Registration is Tomorrow !! Please if you are planning on shooting thi...".
- Hyvee sign up** (Nov 8): From Michael Gabrielson. Includes a message: "Please check your email for the link to the 2026 Spring Registration form. Everyone...".
- Selling tickets around town** (Nov 2): From Michael Gabrielson. Includes a message: "Please sign up for selling tickets around town tomorrow night. We will meet at 3:3...".
- Apparel store closes tomorrow** (Oct 26): From Michael Gabrielson. Includes a message: "Happy Sunday everyone! Great job to everyone that shot yesterday. I just wante...".
- Just a reminder.** (Oct 22): From Michael Gabrielson. Includes a message: "Hope everyone is having a good week so far. I just wanted to send a midweek remin...".
- Fall Apparel store now open** (Oct 20): From Mackenzie Gabrielson. Includes a message: "Hello, good evening."

**Alerts Section:**

- Ticket Sale opportunity** (Jan 2): From Megan Smith. Includes a message: "!! Another opportunity to sell raffle tickets this weekend. !! ...".
- 2026 Spring Registration Google for...** (Jan 2): From Stryker Smith. Includes a message: "!! Spring Registration is Tomorrow !! Please if you are planning on shooting thi...".
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**Chat Section:**

- Team Chat** (2 wk. ago): Sarah: "We are needing volunt..."
- Coaches** (5 days ago): You: "I loaded all of our spring..."
- 25-26 Senior Group 1.1** (6 days ago): BJ: "Good Evening Seniors an..."
- Board 25'-26'** (6 days ago): BJ: "March 23"
- BJ, Bill, Jason, Jeramy, Joe...** (1 wk. ago): Neil: "Ok let me see if I can find..."
- Josh Pins** (3 mo. ago): Josh: "Sent a photo."
- Shanen Dean** (3 mo. ago): Shanen: "That's OK it'll be gre..."
- Janeen, Michael** (4 mo. ago): Janeen: "Looks great! Thanks!"
- Willie Dean** (4 mo. ago): You: "Ok, Thanks"
- Tonya Cockshoot** (4 mo. ago): You: "Oh super. We will set tha..."
- Ashlee Bell** (4 mo. ago): Ashlee: "2/12/1986"
- Megan** (4 mo. ago): You: "Ok..."

Communicate schedules



# Team App and Communication methods

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## Question and Answers



Communication helps a team to focus on what is important



# Team App and Communication methods

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## 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

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## 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

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## 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

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## 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

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## Thoughts for panelists:

## Reasons to use a Team ap

### 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

