Interviewer: Jill Martin

Interviewee: Al Lammers, Norwalk High School

Norwalk, IA

When viewing Norwalk's athletic program as a whole from the 1st dimensional level, Mr. Lammers discussed providing opportunities to attend coaching clinics specific for each head coaches' sport. The department pays for the fees to attend these, which I think is a great first step in the right direction. He also provides a book yearly, that he feels fits the culture. I would also recommend possibly providing an ongoing list of books recommended by Mr. Lammers, but also encourage other head coaches to add to the list to continue to build that support in the district as a whole. Another suggestion I would have for this dimension would be to encourage some other clinics around our state or neighboring states besides the association within our state. My last thought would be to take advantage of the central location in the state of lowa. There are several colleges (of various levels) surrounding. Possibly building relationships with those colleges/universities to have high school coaches attend some college practices to see structure, gain more knowledge in drill work, or just a simple Q and A session with "next level" coaches.

In the second dimension, this is an area Mr. Lammers admitted is a weakness and he feels he needs to do a better job of supporting. He discussed that he needs to find ways to give more opportunities for the psychology part of sports for student-athletes but needs to start with coaches. Mr. Lammers has initiated the 3Dimensional Coaching course for all head coaches. He has started with a small group of 5-6 head coaches to take the class together and have great conversations after a few units are complete. Mr. Lammers has completed two cycles as of now, but hopes to have every head coach go through the program. I believe his next step would be to have the assistant coaches participate as well. I think this is a great first step in focusing on the second dimension for his athletic department. In all preseason meetings with head coaches, he asks them to set personal goals as well as team/program goals. This is another area that I think could use some more guiding and checking in on throughout the season.

The third dimension has been focused on more the last couple of years in Mr. Lammers' athletic department. He has really focused on developing leaders. In the past he has taken some seniors as well as underclassmen to a leadership conference through one of our local universities. He has also asked every program to come up with a leadership initiative. With these leadership initiatives brings up a lot of discussion for purpose, as coaches and as student-athletes. Which ties nicely into parts of the third dimension. Areas I think that could improve would be discussing self-worth, continuing to discuss what kind of community member we are to our own. I think by encouraging community services projects as a program helps tie in the dimensions as well.