



## Player, Parent, and Coach Code of Conduct:

**Santa Rosa Elite Basketball is built on three core principles: WORK HARD. GET BETTER. HAVE FUN. We believe player development is a process that requires commitment, discipline, and a positive mindset. These values guide everything we do as an organization.**

### Player Development Philosophy

Basketball is a skill sport, and meaningful improvement requires effort beyond team practices. Players who want to excel must dedicate time to individual skill development outside of scheduled team activities. **Our culture—represented by #ELITEON3 and #WORKHARDGETBETTERHAVEFUN**—reflects our belief that hard work leads to improvement, and improvement makes the game more enjoyable. While the process requires discipline, enjoyment is essential to long-term growth and success. Coaches can recognize players who are committed to improving outside of practice. Ultimately, each player determines her own level of dedication and growth through her effort and attitude.

### Respect and Sportsmanship

Respect for the game is non-negotiable. This includes respect for coaches, teammates, opponents, officials, and spectators. Every Santa Rosa Elite player and coach represent not only the team, but also her family, community, and our organization. Players and coaches are expected to conduct themselves with integrity, responsibility, and sportsmanship at all times—both on and off the court. Santa Rosa Elite maintains a positive and respectful environment. Profanity and disrespectful behavior are not acceptable from players, coaches, or parents.

### Parent Role and Expectations

Parents play a vital role in supporting their athlete's development. During games and practices, we ask parents to focus on encouraging and supporting—not coaching—from the sidelines. Our goal is to help players develop focus, confidence, and the ability to respond to coaching. Outside instruction from the stands can create confusion and hinder that development. If parents wish to provide additional feedback, we encourage discussing it privately with their athlete after the event.

### Coach Communication and Player Development

During practices and games, coaches must be allowed to teach, correct, and develop players without outside interference. Exposure to different coaching styles strengthens a player's basketball IQ and prepares her for higher levels of competition. **If a concern arises, parents should not approach coaches immediately after games or practices.** We strongly encourage allowing time for perspective before initiating a conversation. After allowing time to reflect, parents may schedule a discussion with the coach. If a resolution cannot be reached, parents may contact the General Manager to assist in resolving the matter.

### Commitment and Participation

Travel basketball requires commitment and is not for everyone. Our program is designed for players who are serious about improving and competing at a higher level. **Playing time is not guaranteed.** Coaches make playing time decisions based on effort, preparation, performance, and the needs of the team. Practices are the primary environment for development and preparation. Players who consistently attend and work hard in practice will be better prepared when game opportunities arise. Even when not on the court, players are expected to remain engaged, support their teammates, and be mentally prepared to contribute at any time.

### Our Commitment to Your Athlete

Santa Rosa Elite is committed to helping each player grow as an athlete, student, and young woman. We strive to provide the training, environment, and mentorship necessary to help players succeed—not only within our program, but also at the high school and collegiate levels, and in life beyond basketball.