

Section 1: Organizational Overview

1.0 Mission: Mill Creek Cheerleading will strive to teach and develop the cheerleading skills of the youth in our community and teach them a spirit of teamwork, respect, and good sportsmanship. We will encourage healthy competition by providing a fun, safe, learning-oriented environment.

2.0 Organization: Mill Creek Cheerleading is the cheerleading organization of Mill Creek Athletic Association (MCAA) and will be governed by the MCAA by-laws. These operational guidelines are intended to provide direction for the cheerleading organization. Should there be any discrepancy between the by-laws of MCAA and the operational guidelines of Mill Creek Cheerleading, the laws of MCAA shall prevail.

3.0 Age Groups: Mill Creek Cheerleading will have 8 age groups as set forth by the Gwinnett Football League (GFL). 1st Grade, 2nd Grade, 3rd Grade, 4th Grade, 5th Grade, 6th Grade, 7th Grade, and 8th Grade. Age divisions will be determined by the child's school grade of the season to be played. These guidelines are set by the GFL and no exceptions can be made by Mill Creek Cheerleading.

4.0 Season: The season will begin with the Jamboree in August and end with playoffs and championship games in November. The game schedules and locations are set by the GFL. Neither MCAA nor the Mill Creek Cheerleading Board has the authority to change or alter the game schedules or locations.

5.0 Revision of Operational Guidelines: Per the by-laws of MCAA, annual elections for the Cheerleading Board shall occur in October for the following calendar year. Upon being elected, the Mill Creek Cheerleading Board shall review the Operational Guidelines and revise them as necessary. These changes shall be reviewed and voted on by the elected members (Director, Assistant Director, Treasurer, Secretary, and Coach Coordinator) of the Cheerleading Board, and then submitted to the MCAA Executive Board by the Cheerleading Director. Changes shall only go into effect after being approved by the MCAA Executive Board.

6.0 Money Management:

6.1 Non-Profit Organization: Mill Creek Cheerleading is a not-for-profit organization. All monies received from registration fees, fund raisers, sponsorships, etc. shall be placed into a Mill Creek Cheerleading account at the same banking institution as MCAA. Any expenses required to run the day to day operations will be funded through this account, and require the signature of the Cheerleading Director and the Cheerleading Treasurer. At the end of each season, any remaining profits shall remain in the account to be used to cover further cheerleading related expenses and improvements.

6.2 Expense Approval: All checks written to anyone on behalf of Mill Creek Cheerleading must have two (2) signatures. Any of the following will be considered acceptable: Cheerleading Director, Cheerleading Assistant Director, Cheerleading

Treasurer, President of MCAA, Treasurer of MCAA. If a check is written out to any person who is an approved signer (ex: reimbursement check), they may NOT be one of the two signers of the check.

6.3 Sponsorships: **6.3.1** Any sponsorship money solicited and received by Mill Creek Cheerleading will be considered a park sponsorship and may be used for cheerleading related expenses and improvements at the discretion of the Mill Creek Cheerleading Board.

6.3.2 Any sponsorship money solicited and received by individual teams will be considered a team sponsorship and may be used for team related expenses at the discretion of the Head Coach and Team Mom. Costs of sponsor plaques or other tokens of appreciation will be the responsibility of the team.

6.3.3 All park and team sponsor payments shall be made payable to MCAA Cheerleading. These funds will be deposited into the Mill Creek Cheerleading account. Upon receipt, Mill Creek Cheerleading will provide the sponsor with a receipt for tax purposes. Should a parent, friend, family member, or coach choose to sponsor a specific item or event for the team and pay for it directly, this shall not be considered a sponsorship but simply a good deed and as such will not need to go through the MC Cheerleading account. In this case, no tax receipt will be provided.

6.4 Team Money:

6.4.1 All team monies will be deposited into the Mill Creek Cheerleading account. Teams will be reimbursed upon submission of receipts for team related expenses. Receipts should be turned in by the Head Coach or Team Mom to the Cheerleading Director. A ledger for each individual team will be kept by the Cheerleading Treasurer. Head Coaches and/or Team Moms must also keep a record of deposits and expenditures. No reimbursements will be made without a receipt. The deadline for an individual squad to submit a reimbursement request form shall be December 1 of the current season. A team's financial information shall be available to parents on request. Any monies left over in a team account will be forfeited to Mill Creek Cheerleading as of December 31st of each year.

6.4.2 Spirit Fees: Spirit Fees will be collected from all cheerleaders/parents at registration. The amount of the Spirit Fees shall be \$100 per cheerleader. Spirit Fees will be used to cover the cost of t-shirts and gifts given to the cheerleaders during the season, the end of season banquet, player gifts, and end of season trophies so that parents aren't asked for additional money at the end of the season to cover these basic expenses.

6.4.3 Coaches may not use Spirit Fund monies to purchase items with the intention of reselling them at a higher price as a fundraiser.

6.4.4 Coaches who opt to use professional help from area cheer gyms must either pay for it themselves or allow a sponsor to pay for it.

6.5 Fundraisers:

6.5.1 Each season, a profit generating fundraiser will be held. All profits will go to Mill Creek Cheerleading and used for Cheerleading related expenses and improvements at the discretion of the Cheerleading Board.

6.5.2 All cheerleaders/parents will be required to participate in the fundraiser either by purchasing and then reselling the fundraiser coupons or by paying an "opt out" fee. The fundraiser is mandatory.

6.5.3 Should a team choose to have an independent fundraiser to help offset team related expenses, these funds will be collected and deposited with the Cheerleading Director and made available for use by the team for team related expenses. As with all other team deposits, receipts are necessary for reimbursement of team related expenses.

Section 2: Cheerleading Board

1.0 Board Structure: The Cheerleading Executive Board shall consist of the following:

- 1.1** Cheerleading Director
- 1.2** Assistant Cheerleading Director
- 1.3** Cheerleading Secretary
- 1.4** Cheerleading Treasurer
- 1.5** Coach Coordinator

2.0 Roles & Responsibilities: Each member of the board shall be responsible for ensuring that Mill Creek Cheerleading is run as safely, smoothly, and effectively as possible. It is mandatory that Board Members attend scheduled meetings and cheerleading functions. Each member shall have specific responsibilities that include but are not limited to the following:

2.1 Cheerleading Director: This is an elected position. This position shall govern all activities related to Mill Creek Cheerleading. Responsibilities include:

- Overall coordination of the Cheerleading calendar.
- Oversight of the player registration process.
- Oversight of the coaching selection process.
- Representation of Mill Creek Cheerleading at any organizational events (ie: GFL meetings and functions) unless delegated to another Cheerleading Board member.
- Oversight of the management of the Mill Creek Cheerleading finances.
- Cultivating and maintaining relationships with MCAA Football and the GFL.
- Voting member of the MCAA Executive Board.
- Yearly appointment of non-elected Cheer Board members

2.2 Assistant Cheerleading Director: This is an elected position. This position shall be the back-up to the Cheerleading Director and shall assume responsibilities for portions of the cheerleading program that the Cheerleading Director deems necessary. The primary responsibility will be to support the execution of each cheerleading season, ensuring that all elements of the program are supported appropriately.

2.3 Cheerleading Secretary: This is an elected position. This position will be the recording arm of Mill Creek Cheerleading. Responsibilities include:

- Attending and taking minutes at all meetings of the Cheerleading Board.
- Distributing minutes following each meeting in order to facilitate communication and ensure all people understand their follow-up items and responsibilities.
- Assisting the Cheerleading Director with any non-financial administrative items that may arise.

2.4 Cheerleading Treasurer: This is an elected position. The Treasurer shall assist the Cheerleading Director with financial related matters associated with Mill Creek Cheerleading. Responsibilities include:

Assisting the Cheerleading Director with the implementation of accounting/finance processes and procedures.

Reconciling monthly bank statements and providing monthly reports as requested by the Mill Creek Executive Board.

Recording and maintenance of individual squad's Spirit Funds and providing head coaches with monthly updates of their Spirit Fund's income/expenses and balances.

2.5 Coach Coordinator: This is an elected position. The Coach Coordinator is responsible for assisting the Cheerleading Director with the coach selection process ensuring coaches understand the scope of their responsibilities and execute those responsibilities accordingly. Responsibilities include:

Scheduling and conducting coach interviews prior to registration.

Developing and distributing, along with the Cheerleading Director, Coach's Instructional Binders.

Distributing sponsorship forms, money turn in sheets and any other materials needed by the team moms.

Developing a list of vendors, banquet facilities, etc. to be used as a resource by team moms in order to help them meet the needs of their individual teams.

2.6 Additional Positions: These positions will act in assistance and/or advisory manner to the Cheerleading Executive Board and the Cheerleading program. These positions are appointed each year by the Cheer Director. These Board Members do not have voting rights.

3.0 Elections & Appointments:

3.1 Elections shall be held in accordance with MCAA by-laws and shall run one calendar year. Should any board member decide to resign during the course of the season, the Cheerleading Director has unilateral authority to appoint a replacement to that position, with the concurrence of the President and Vice President of the MCAA Executive Board. Any current Mill Creek Cheerleading board member or members of the MCAA Executive Board who currently or previously served on the Cheer Board are eligible to run for Cheerleading Director. All other elected positions are open to any member of the Mill Creek Athletic Association who has a child participating in the cheerleading program. A paid registration through MCAA in the last calendar year constitutes membership.

4.0 Meetings and Events

4.1 The Cheerleading Board shall meet regularly on the third Thursday of each month, except during the football/cheerleading season in order to ensure all matters associated with Mill Creek Cheerleading are being addressed in a timely manner. The Cheer Board will only meet on an as needed basis during the football/cheerleading season as determined by the Cheerleading Director to resolve any situations that may arise.

5.0 Voting Rights: Only elected members of the Mill Creek Cheerleading board shall have one vote with regard to all matters relating to these Operational Guidelines and any other issue that may require oversight by the Cheerleading Board. The Cheerleading Director shall mediate in case of disagreement and will facilitate all voting discussions and will cast the tie-breaking vote if voting results in a tie.

6.0 Privileges: All elected members of the Cheerleading board shall have their registration fees for Cheerleading waived in appreciation for their volunteered time. These members are still responsible for all other cheerleading related expenses such as Spirit Fees, uniforms, and mandatory fundraisers.

Section 3: Cheerleading Annual Calendar

January

- Select and contact vendors to submit bids
- Select and contact photographers to submit bids
- Send mass e-mail to cheer database regarding coaching
- Set date for coaches interviews

February

- Conduct coaches interviews
- Set registration dates and fees
- Email to cheerleading database regarding registration dates and informational meeting
- Choose vendors and select campwear and artwork for apparel
- Choose Photography Vendor

March

- Notify coaches
- Hold informational cheer meeting
- Prepare and distribute registration flyers
- Hold registration and uniform fittings

April

- Hold make up uniform fittings
- Order uniforms and apparel

May

- Conduct coaches meeting

June

- Finalize number of squads and coaches based on Football numbers

July

- Hold evaluations and uniform pickup
- Conduct draft
- Hold team meetings
- First week of practice
- Coaches stunt clinics
- Cheerleader stunt clinics

August

- Conduct Cheer Camp with MCHS Cheerleaders

Regular practice begins
Jamboree
Regular season begins

September

Regular season games and practices

October

Cheer off
Regular season ends, play offs begin
Elections

November

Championship
End of season banquets

Section 4: Player Registration

1.0 Registration Fees

Registration fees shall be set in accordance with MCAA guidelines as a non-profit organization. Fees shall be used to offset all costs associated with running the league. All excess funds that remain at the end of the season shall be used to for ongoing cheerleading related expenses. All non-county residents will pay an "out of county" fee to be determined by Gwinnett County Parks and Recreation. All fees must be paid in full by the Monday of the first full week of practice or the child will not be able to participate in the season and no refunds will be issued for fees already paid. No refunds will be issued for those who have registered and made partial payment but who are "no shows".

1.1 Persons who register and order uniform and accessory items but then fail to attend evaluations and uniform pick up are ineligible to participate in the following cheer season unless they pay all current season fees in full as well as any unpaid expenses from the previous season.

2.0 Registration Date: Registration day and time are set forth by the GFL. Mill Creek AA Cheerleading holds only a one day online registration along with a mandatory uniform fitting. Computers for online registration will be available at the registration site on registration day.

3.0 Registration Process Announcement of Registration date shall occur at least 14 days prior to registration. Announcement methods may include school mailings, newspaper announcements, web page messages, and/or email blasts.

4.0 Payment Method On-Line registration shall accept major credit cards as well as cash and/or check payment options. For those opting to pay via installment plan, initial payment may be made via credit card while completing online registration and subsequent payments may be made via cash or check.

5.0 Refunds 5.1 Refunds shall only be allowed for Medical purposes and a letter from a licensed physician shall be required for verification purposes, or in the event the cheerleader is moving out of the Mill Creek AA cluster for which proof of the move must be provided. **5.2** No refunds will be given for uniform pieces or accessories already ordered.

6.0 Scholarships 6.1 Anyone desiring a scholarship must contact the Cheerleading Director and fill out a scholarship application giving reason as to why the scholarship is needed.

6.2 A limited number of scholarships for the amount of the registration fee only will be given each season and determined by the Cheerleading Board.

6.3 Scholarships will not be granted to any cheerleader for consecutive seasons and applying for a scholarship does not guarantee receipt of one.

6.4 Scholarships will only be given to children who live in the Mill Creek Cluster.

6.5 Mascots are ineligible for scholarships nor may they participate in the program if they have a sibling in grades one through eight who has received a scholarship.

Section 5: Coach Selection & Responsibilities

1.0 Application Process 1.1 All persons interested in being a Head Coach shall express interest by contacting the Mill Creek Cheerleading Director no later than one week prior to the scheduled date of coach's interviews. **1.2** Head coaches from the previous season wishing to retain their head coaching position during the current season must inform the Cheerleading Director of their desire to do so. **1.3** For those returning coaches who have coached for less than two consecutive seasons, an interview must be conducted.

2.0 Selection Process 2.1 All new candidates shall be reviewed by the Cheerleading Executive Board for consideration. **2.2** Candidates will then be contacted by the Coach Coordinator and an interview will be scheduled. **2.3** Interviews will be conducted in the presence of the Cheerleading Director, Assistant Director, Coach Coordinator and at least one other Cheer Board member. **2.4** If interview results are favorable and there is a position open within the requested age division, the candidate is given a coaching position with the condition that they pass a background check. If no position is available, their interview results are filed away for possible future use. **2.5** If two people are vying for the same coaching position, both must go through the interview process whether or not they have coached two consecutive years, their interview results are reviewed and compared and a decision is made by the Cheerleading Board at their discretion. **2.6** In the event that the number of squads in a particular age division is reduced from one season to the next resulting in the need to remove a head coach, coaches with the most tenure are given first choice to retain their head coach position as long as they have displayed high levels of integrity, skill, and dedication to their coaching duties; worked well with the other coaches involved in MCAA; and have not received unfavorable parent survey results.

3.0 Assistant Coaches It is the responsibility of each Head Coach to select her assistant coach.

4.0 Team Moms It is the responsibility of each Head Coach to select her team mom.

5.0 Background Checks **5.1** All coaches, including assistants and team moms shall be subject to background checks per the MCAA background check policy. **5.2** Should background checks reveal any information that may be considered an issue, the Cheerleading Board reserves the right to reject coaching applicants.

6.0 Code of Conduct All coaches shall sign a Code of Conduct that clearly states behavioral expectations. Signing of the Code of Conduct shall be an indication that they understand coaching is a privilege and not a right, and that Mill Creek Cheerleading reserves the right to revoke those privileges at any time if behavioral issues should arise and persist.

7.0 Year-End evaluations

7.1 All coaches and Team Moms may be subject to a year end evaluation that may include input from any and/or all of the following:

7.1.1 Survey of players/parents

7.1.2 On and off field behavior witnessed by members of the Cheerleading Board.

7.1.3 Input from coaching peers.

8.0 Responsibilities **8.1** Teach players the fundamentals of cheerleading in accordance with MCAA Cheerleading and the rules set forth by the Gwinnett Football League. **8.2** Manage the behavior of all coaches and parents during games and practices. **8.3** Adhere to all GFL rules and regulations. **8.4** GFL Fines: Fines may be levied against coaches, teams, and/or parents by the GFL for a variety of infractions. The amount of a fine is determined by the GFL and cannot be waived by Mill Creek Cheerleading. All fines are the responsibility of the team and may be deducted from team money on deposit with MC Cheerleading. In the event there are not sufficient funds in the team account to cover the fine, the fine will become the personal responsibility of the Head Coach. In the event the fine is not collected prior to the end of the season the Head Coach will not be eligible for a coaching position the following season until such fine is paid in full.

8.5 Meet all deadlines set forth by the Mill Creek Cheerleading Board. Deadlines will be communicated via email and handouts given at the May coach's meeting. It is the responsibility of the Head Coach to be aware of all deadlines and make sure those deadlines are met.

8.6 Adhere to all aspects of these Operational Guidelines. **8.7** Other Fines: Fines may also be levied against teams for failure to comply with Mill Creek Cheerleading Operational Guidelines, failure to meet deadlines, and failure to comply with the rules set forth by the Gwinnett Football League. This is to ensure all guidelines set forth by Mill Creek Cheerleading are followed equally by all teams, Head Coaches, Assistant Coaches, and Team Moms and to alleviate any undue burden on board members or volunteers resulting in a failure to comply with these guidelines. Fines are determined

by the Mill Creek Cheerleading Board. Fines are non-negotiable. All fines are the responsibility of the team and may be deducted from team money on deposit with Mill Creek Cheerleading. In the event there are not sufficient funds in the team account to cover the fine, the fine will become the personal responsibility of the Head Coach. In the event the fine is not collected prior to the end of the season, the Head Coach will not be eligible for a coaching position the following season until such fine is paid in full.

Section 6: Player Selection Process

The rules regarding the player selection process are mandated by the Gwinnett Football League. Please consult the GFL Handbook. Placement requests cannot be honored except for cases of siblings participating within the same age division.

Section 7: Rules and Regulations

All rules and regulations are mandated by the Gwinnett Football League. Please consult the GFL Handbook.