Attracting Youth
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The Israeli Kids Project

The “Next Generation”

The project covers today:

- 30 schools nationwide.
- 1,000 pupils, within the age group of 10-11.
- Most of the bridge lessons are included within the regular schools syllabus.
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Why do we need that project?

✓ Organized one big Program.
✓ Working as one Body and not as Individuals.
✓ Increasing work places for Coaches.

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Setting up the infrastructure

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Marketing the program among the educational frameworks and within the municipalities.

Strengthening and maintaining the teachers infrastructure.

Maintaining continuity -
  ✓ Creating a competitive events.
  ✓ Directing teachers to link pupils to the local Bridge clubs.

Finding solutions to high dropout rate.

Directing talents to the suitable training frameworks and programs.

The Project goals
Marketing strategy

- Locate potential schools
  - The Teachers MUST be involved.
  - Make sure they are close to the Bridge clubs in the targeted area.
  - Use every influential source: a contact person working in the potential school or involve an influential parent.
- Setup meetings with the School’s principles.

Marketing meeting preparations

- Equip yourself with:
  - Documentation recognizing Bridge as a sport.
  - Your NBO’s activity brochure.
  - DVD with image clips or short footage of kids competitions.
  - Be prepared to difficult questions (Cards, age limit)
- Have a graduate of the youth program accompany you—it will serve you well!
Advantages of teaching Bridge to children.

Increasing school prestige.

School commitment:
- Budgeting and financing.
- Encouraging & motivating pupils to participate.

Explaining the importance of including bridge in the school’s timetable (and not afterhours).
Meeting the Kids

- Bring a Trophy!
- Mention the Pizzas 😊
- Tell them about Worldwide tournaments.

Haftka “Little birds”

- Michel Haftka – Lovable Teacher!
- Second Grade!
- Waffles in every lessons 😊
- Bridge ↔ Ball games
- Kids zonal tournament.
- Logo!
The Teacher

- Age.
- Certification & Training.
- Salary: The teacher’s salary is based on the school’s commitments and supplemented by support from:
  - The NBO.
  - The Municipality (city council).
Creating a panel of teachers, focused on teaching children, by means of:

- A youth teacher’s training course with special emphasis on teaching Bridge to children.
- Periodical seminars specifically designed for specialization in teaching Bridge to children (Tips / Teaching techniques etc.).

Motivate the Kids!
Locate and recommend talent development.
Creating after school private courses:
- At least 12 participants.
- At reasonable rate (about 120 shekels 30€ per month).
- Suggested locations are at the local community centers, Bridge clubs.

A group of at least 12 kids is essential! – Huge Dropout!
The Teacher’s Goals

- Contact Local Bridge Clubs. Once they have mastered the basics, encourage them to take part in local Bridge club competitions - children are quick learners.
- “Hand holding” & mentoring is recommended during the first months in the clubs. (It will take about 6 months for them to achieve average results).
- Another small thing....

Earn Money! Rich Teacher is Happy Teacher 😊

Classroom elements

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The main element – Official Booklets!

Teaching instruction booklet - Why do we need it is? What is it for?

✓ **Basic principles:**
  ✓ 41 lessons in 2 booklets.
  ✓ Each lesson focuses on a different topic.
  ✓ The booklets are for the use of the Coaches!
  ✓ The booklets contain teaching instructions:
    ▪ What to do, how to behave?
    ▪ How to introduce a topic?
    ▪ Leading questions to be used.
    ▪ Examples helping to clarify topics and terminology.
    ▪ Practice assignment handouts.
    ▪ Lesson summary handouts.

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Booklet #1 – Mini Bridge

Teaching instruction booklet - Why do we need it is? What is it for?

✓ Allowing easy access to the world of Bridge.
  ▪ Explains basic terms.
  ▪ Emphasis on hand play.
  ▪ Easy access to the basics of defense play.
  ▪ Enabling the pupils to bid logical contracts (“full game”, “slams” etc..) using a decision flow table.

Play!!!
Allowing easy access to the contract bridge

- Explains basic terms.
- Teaching the language of Bridge (bidding) using bidding boxes.
- Dealing with first and second bids of the responder.
- Teaching overcalls (no Doubles yet).

Logistics preparations for classroom teaching

Come prepared with:

- **Prepared deals** – don’t bypass this – it is important.
- **Review** your lesson material beforehand.
- Make enough **copies** of handouts.
- Bring small **rewards** to encourage the pupils.
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The lesson’s framework

✔ Each lesson is 90 minutes.
✔ It is important to follow the booklet accurately.
✔ Don’t lecture more than 15 min,
✔ Use most of the lesson time to play.

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Helpful Tips

✔ Competitiveness.
✔ Discipline.
✔ Follow the lessons.
✔ Take it slowly.
✔ Additional activities.

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Israel’s Youth Model

World Champs
Youth Team
“Pisga” project
The Next Generation

SUCCESS

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Coaching the talented

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Competitive Events For Children

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**Budget**

- The next generation: 55K
- International Teams: 30K
- Training: 15K
- The “White House”: 10K
- General Support: 10K

Total: 120K $
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Kids Festival

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During the Year

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Summer Camp 08/2016

We did it!
Don’t try that at home!

Questions?
Thank you for listening

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