



National
Interscholastic
Cycling
Association

NICA Services

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NICA Services

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NICA Context

From its inception in 2001, the NorCal High School Mountain Bike League's (NorCal League) success was built on outstanding service. NICA will adopt this same approach and will be a service-oriented organization. NICA will go above and beyond what any related organization has offered for interscholastic cycling. This document provides a synopsis of the services NICA provides to its chapter leagues, members and the sport of mountain biking.



Curriculum Development

NICA is responsible for continuing the development of the youth cycling curriculum designed and refined over the past nine years by the NorCal League to further the knowledge base of League staff, coaches, riders, parents, officials, volunteers and committees. NICA curriculum includes general and specific “how-to” information for the following groups in the areas detailed below:

I. Coaches

Coaches Manual plus coaches resources

II. Riders

Rider Manual plus online resources

III. Parents

Parent Manual plus online resources

IV. League Directors

A. Camp Director's Manuals plus supporting documents

1. Weekend Day Camps
2. Weekend Overnight Camps
3. Weekend Overnight All-Girl Camps
4. Summer Week-long invitational camps
5. Summer Week-long day camps (11-18 year olds)

B. Coaches Conference Manual plus supporting documents



C. Race Director's Manual plus supporting documents

D. Online seminars (including videos)

E. Special Event Manuals and supporting documents

1. Benefit Dinner
2. Silent Auctions
3. Benefit Pledge Ride
4. Benefit Group Ride
5. Film Screenings

F. Conducting Outreach Events

G. Fundraising and Development Manual

1. Grant writing and sample grants
2. Corporate sponsorship and ready to use proposals
3. Mailing campaigns how-to and sample letters

H. League Management Manual

1. Accounting protocols
2. Staffing policies
3. Risk management policies
4. Merchandising guidelines
5. PR policies
6. League Messaging
7. League Style Guide
8. League Branding Guide

I. Trail Advocacy Manual (partner with IMBA)

J. League Communications Guidelines and Newsletter Library

1. Single Track Times
2. Double Track Times
3. Coaches Newsletter
4. Sponsor Dispatch

K. Technology Manuals

1. Blast eMail
2. Web design
3. Scoring Software
4. Pit Zone management (rider, team, and event registration)
5. Data management

L. Race officials' manual and training program

Coaches Licensing Program

To ensure quality and uniform coaching practices, NICA's standards include a stringent coaching licensing program. The coaching licensing program includes four levels, contains the same components required by the scholastic sport programs, plus the most stringent policies for coaches training and certification in youth cycling programs. License requirements include:

1. 9 hours of League seminars
2. 40 hours of high school mountain bike coaching experience
3. 16 hour Wilderness First Aid – Mountain Biking course
4. Passing a test (Asst. Coach and Head Coaches)
5. A background check

Governing the curriculum at Coaches Conferences is a core responsibility of NICA, as well as tracking all records, issuing licenses, and managing ongoing requirements for continuing education of coaches.



League Management Services

In addition to providing state of the art cycling curriculum for directors, staff, coaches, riders, parents, and volunteers, NICA provides the following services to the ensure quality of programs, safety of riders, and that fiscal and legal requirements are met or surpassed.

Registration Services

The registration process for coaches, teams, and riders is a highly sophisticated system that requires custom programming and constant upkeep. In-house design allows for seamless integration of all aspect of riders, team, coach, and racing results data. Online biographies and team pages can also be created and fully integrated.

NICA works with reputable programmers and programming services to develop reliable, user friendly, state of the art registration services for all Leagues following the model developed by the NorCal League, and now used in the SoCal League.

Communication Services

New Leagues will require newsletter-writing services to provide regular newsletters to riders, parents, coaches and sponsors. NICA's library of newsletter copy and in-house writers work closely with League Directors to provide regular newsletters.

Public Relations Services

NICA provides Public Relations Services to all Leagues as needed. Services include strategizing, press release writing, photo and video management, maintaining press contacts, and mass or focused distribution of press releases.

Coaches Conference Planning

NICA is responsible for planning the overall content of annual coaches conferences (aka Leaders Summits).

In addition, for all Coaches Conferences, NICA provides:

- proven agendas
- registration services
- guest speakers
- approval for suggested speakers
- approval for suggested curriculum and seminar topics

Legal Services

NICA maintains relations with attorneys with expertise in various areas such as risk management, business contracts, and corporate law. NICA works to provide the latest expert legal opinion on matters required by each League. (While NICA maintains retainers or pro-bono relations with attorneys, NICA may not be capable of covering all legal expenses in the event of a lawsuit).

Accounting Services

NICA is responsible for keeping the books for all Leagues. All Leagues must comply with the NICA accounting protocols. As a chapter organization, the finances of all Leagues shall report as a singular 501(c)3 non profit organization. NICA maintains accessible bank accounts as well as monthly reports and reconciliations to League executives.

Scoring Systems

NICA provides scoring software, supporting documents and training.

Website Management

League websites are designed and hosted by NICA. Content management is included with League building services and transferred to local League management over a 2-3 year period.

Graphic Arts and Branding Services

League logos, web appearance, special event logos, jerseys, banners, posters, mailings and various documents shall be designed by or approved by NICA.



Risk Management Services

Based on nine years of experience and development of policies and procedures in the NorCal League, NICA takes on the responsibility for maintaining and refining the best risk management practices and policies for youth cycling in the United States as well as monitors the implementation of these policies within each League.

In addition, NICA is responsible for:

- Training each League's leadership to evaluate the risks to the League's participants, staff, and volunteers and implementing measures to mitigate those risks.
- Ensuring that the Board of Directors and staff of each League carries appropriate and adequate insurance coverage.
- Ensuring that the Board, staff, coaches, and participants understand the terms, conditions and limitations of the insurance coverage.
- Scrutinizing all practices through the lens of risk management.
- Maintaining communications with the organization's attorney and insurance agent regarding risk management, program implementation practices, and incident reporting.
- Developing written materials on policies, procedures, and plans.
- Disseminating information on risk management to League staff and coaches via training and newsletters.
- Collecting and analyzing all injury data in order to strategize and implement policies and curriculum to further reduce the occurrence of injuries.
- Conducting venue inspections.

Insurance Services

NICA is responsible for brokering and providing insurance for all League events including camps, races, practices, and special events, in addition to insuring specific parties, such as coaches, from damages or lawsuits that might result from their work within the League. All League races, camps, and practices must be sanctioned and insured by NICA.

League Building Services

All new Leagues will be built by NICA and/or under the close directorship of NICA in collaboration with local organizing committees. NICA directorship of Leagues is transferred to local directorship of Leagues over a two to three year period and includes consultation services including race series and camp management, outreach and recruitment, budgeting, fundraising development, board building, publicity and office management.

Uniform Policies and Procedures (including League Rules)

NICA is responsible for maintaining and disseminating uniform policies and procedures. All Leagues shall adhere to a single rulebook with a section that accounts for the special needs of each region.

Promoting the Sport at a National Level

NICA works to promote the sport of mountain biking and the benefits of mountain biking as a healthy, low impact, outdoor recreational activity.

Advocating for Access on a National Level

NICA advocates for the environmental conservation of natural areas and parklands, mountain bike trail access, and the development of sustainable trail systems.