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LARON LOFTON
YOUTH SPORTS DIRECTOR

What does a career in Youth Sports look like at the Y? What sort of things do you work on day-to-day?

Working with the youth in the community to keep them active. I organize multiple sports which includes creating teams and schedules, ordering uniforms and hiring referees and umpires to help with our sports.

What do you enjoy about working in Youth Sports?

I enjoy being able to offer youth an opportunity to do something that they enjoy!

How did you become qualified to work in Youth Sports?

- By playing multiple sports as a youth.
- By coaching for 20+ years,

Between those two I became very knowledgeable about multiple sports.

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How do I become a Youth Sports professional?

Get involved in multiple sports both playing and coaching. Look into degrees that involve sports management.

What will make me more marketable to employers?

Being well versed in multiple areas of sports. Game-Play, marketing, business, physical therapy, etc...

What characteristics should someone possess to find success in a career in Youth Sports?

Be passionate about sports and youth. Enjoy dealing with diverse groups of people.

What can I do now to prepare myself for a career in Youth Sports?

- Get involved with playing sports.
- Look for assistant coaching opportunities.
- Reach out to people who currently hold youth sports positions for advice and or job shadowing someone who holds a similar position.