


Leading a 1st Class Athletic Program
NSIAAA Athletic Director's Conference

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PHILOSOPHY

NIAAA OPERATING A 1ST CLASS ATHLETIC DEPARTMENT

Believe in What You Do

- You have the BEST job in the World!
- You can't please all people all the time
- Interruptions are Important
 - Expect the unexpected
- Planning
 - Always have a Plan B
- Multi-tasking
- Delegate
- Learn to say No!
- Keep Focus on the Big Picture
- The 3 R's Relationships

Goal Setting

- Strategic Plan
 - Find Expert AD's (Research)
 - Research History of your Athletic Department
 - History gives us insight to plan for the future
 - Develop a plan for Success
 - [Example Strategic Plan](#)
 - Know what you want to achieve
 - Captains & Coaches Conference
 - Challenge your Coaches to Set goals
 - Head Coaches challenge lower level & Asst. Coaches
 - Challenge your Student-Athletes to set goals

Philosophy Documentation

- [Coaching Handbook](#)
- [Job Description](#)
- [Vacancy Postings](#)
- [Interview Process](#)
- [Interview Expectations](#)
- [Initial Interview Questions](#)
- [Interview & Presentation](#)
- [Interview Rubric](#)
- [Parent /Student-Athlete /Coach Communication Guide](#)
- [Long Term Strategic Plan](#)



EDUCATIONAL COMPATIBILITY

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Educational Compatibility Documentation

Professional Development

- Coaches Clinics-Sport Specific
- Strength & Conditioning Education
- Leadership Curriculum
 - [Caprine Online Training](#)
- Conductor Grade Checks
- Tutoring Program
- [NFHS Coaching Classes](#)

Evaluations Tools

- [Coaching Standards](#)
- [Coaching Standards & Artifacts](#)
- [Head Coach Evaluation](#)
- Mid-Season Evaluation
- [Assistant Coach Evaluation](#)
- [Player Assessments](#)
- [Surveys](#)
- Practice Observation-PocketAD



MENTORING

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Get Help


- Discard the Myth that you can do it yourself.
- Get yourself a Buddy-Surround yourself with great people.
- Encourage your boosters and parents to get involved.
- Involve your Student-Athletes ([SAAC](#))
- [Student Sports Information Directors](#)
- [Internships](#)

Mentor & Allies

- Find a Mentor AD
- Superintendent
- School Board Members
- Find Parents & Community Support
 - Former Teachers
 - Former AD's
 - Former Administrator's

Network


- Join State AD Organization
- NIAAA-Best Practices
- Attend Workshops
 - Implement Something you Learn
- Join Online AD Networking Groups
 - [National Athletic Administrator Group](#)
- Attend Leadership Seminars
 - Recharge the Battery



**SAFETY & RISK
MANAGEMENT**
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Safety

- Emergency Plan
- Risk Management Assessments
- Risk Management Inspections-Equipment & Protective Equipment
- Sport Specific Warnings
- Supervision
- Announcer Training
- Crowd Control Procedures
- Coaching 14 Legal Duties
- Provide ATC Coverage
- Game Management Responsibilities
- Coaching for Safety
 - Risk Management Handbook for Coaches
- Provide Professional Development
 - First Aid & CPR
 - AED Training
 - Emergency Response




ACCESS & EQUITY

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Program Access & Equity in High School Athletics

Many states require athletic departments to report participation numbers and in many cases budgets to state education boards.

- How many AD's have to report their budgets to their state boards of education?
- How many AD's have conducted Program Access to assess the needs of your students?
- How many AD's conduct player & parent assessments upon the completion of your seasons?
- Do you have a plan to increase access & opportunities to your student population?
- Open Communication
- Title IX
- ADA
- Define Skills
- Coach, Player, & Parent Communication Guide
- Special Needs Students
- Program Equal Access
 - Uniforms & Equipment
 - Facilities
 - Locker Room
 - Weight Room
 - Athletic Training
 - Practice & Game Schedules
 - Coaches # & Quality
 - Transportation



BUDGET & FUNDRAISING

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Fund Raising

<p>Traditional Marketing</p> <ul style="list-style-type: none"> • Posters & Pocket Schedules <ul style="list-style-type: none"> - Local Newspaper • Official Athlete Website <ul style="list-style-type: none"> - <i>Neosho Cardinals</i> • Spirit Items • Dinner & Banquet Sponsors • Sport Season Programs <ul style="list-style-type: none"> - Local Paper - Parent Volunteer - Graphic Design Intern - <i>Athletic Management</i> - Invitation Letter - Thank You Letter 	<p>In & Around Game Marketing</p> <ul style="list-style-type: none"> • Game Sponsorship • PA Announcements • Give A-ways & Contest Promotions <ul style="list-style-type: none"> - <i>KDWE & Buffalo Wild Wings</i> • Text Messaging • Sponsored Tailgates • Hospitality & Fan Fest Areas • Recognition Nights-Increase Ticket Sales <ul style="list-style-type: none"> - Legacy Night - Elementary Night - Future Athlete Night
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Revenue Generation

<p>Facility & Stadium Marketing</p> <ul style="list-style-type: none"> • Video Board • <i>Athletic Benefit Dinner</i> • Seating Advertisement • Banners • Signage • Displays • <i>Tournaments - Sponsors</i> 	<p>Reserved Seating & Online Sales</p> <ul style="list-style-type: none"> • Total Gate Solutions <ul style="list-style-type: none"> - <i>Online Reserved Seat Ticketing</i> • Donations • Fees • Premium Seating <ul style="list-style-type: none"> - Basketball Arena - Football Stadium
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Additional Income Streams

Passive Income Streams

- Good Search
- Debit Card 1%
- Crowd Funding
- [Go Fund Me](#)
- [Ellip.Gov](#)
- [Alumni Campaign](#)
- Email Campaigns
- Web Malls
- Online Auctions
- Cash Reward Cards
- [Restaurant Benefit Nights](#)
- [Dick's Sporting Goods Shop Days](#)

Season Promotions

- Local Bank Basketball Promotion
 - [Bank Board to Victory](#)
- Local Bank Football Promotion
 - [Blaze Mania](#)
- Local Hardware Soccer Promotion
 - [Tools For Success](#)



PROGRAM ASSESSMENT

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Personnel & Program Assessment in High School Athletics

In today's society it is important to evaluate coaches and your overall program.

How many AD's have a formal district assessment procedure?

Does your assessment or evaluation tool align with your districts goals and standards?

Do you survey parents to assess your programs?

Do you review your evaluation periodically to review for improvement and goal setting?

- Formal Assessment
 - [Coaching Standards](#)
 - [Evaluation](#)
 - [Educational Issue](#)
 - [Coach's Manual](#)
- Improvement Plans
 - Goals
 - Review & Improve Strategic Plan
- Parent Assessments
 - Communication Assessment
- Player Assessments
 - [Program Assessment](#)

Retain & Attract High Quality Coaches

Attract Coaches

- Job Descriptions
- Job Posting Descriptions
- Where are you Posting
- Contact State Coaching Associations
- Contact Surrounding College Coaches
- Contact State & National Sport Organizations

Retain Quality Coaches

- Professional Development
- Feedback & Evaluation
- Adequate Budget
- Adequate Staffing
- Mentorship Program
- Collaborate
- Coaching Socials
- Support
- Competitive Compensation



TECHNOLOGY


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Get Online-Social Media

- [Newton Cardinal Iphone App-Super Fan U](#)
- Push Positive Communication
- [Facebook](#)
- [Newton Cardinal Iphone App](#)
- [Twitter](#)
- [Instagram](#)
- [Website](#)
 - [Newton Cardinals](#)
- Join online Networking groups
 - [LinkedIn](#)

VIII. Technology Documentation

- Weather & Lightning Detection App
- Digital Camera
- LCD Projector
- Copier, Scanner, & Fax
- Radio's
- AD Management Software
 - Rschool Today
 - Arbiter
 - Schedule Star



SPORTS MEDICINE

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Sports Medicine in High School Athletics

Sports Medicine in High School Athletics has become a hot topic in recent years with the heightened awareness of sports-related injuries.

How many AD's conduct heart screenings (or detect SCA) in their students at times?


How many AD's have full-time ATC's?

How many AD's require all coaches to have First Aid & CPR certification?

How many AD's have access to AED's?

How many AD's have an emergency response plan and review it annually?

- First Aid & CPR
- 911 Phone Script
- AED Training
- Emergency Response Plans
 - Indiana
 - Out-Campus
- Required Forms
 - Permission Form
 - Physical (Medical Exam)
 - Insurance Verification
 - Emergency Medical Care & Medication
- Athletic Training Room
 - Hygiene & Risk Checklist



INNOVATION & CREATIVITY

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Innovation & Creative Leadership Strategies



Today's role of an athletic administrator is a daunting task. Finding innovative and creative strategies to lead your athletic department is essential to the success of your programs.

- What are you doing within your athletic department which helps you manage your very hectic schedule?
- What is your most successful mechanism for raising funds?
- What is your department doing to promote sportsmanship at athletic events?
- What initiatives at your school do you take most pride in?

- Student Leadership Opportunities
 - SAAC
 - Super Fans/Horsemen
- Program Funding Innovations
 - Corporate Sponsorship
 - Alumni Giveback
 - Merchandise Revenue
 - Game Pricing
 - Marketing Strategies
- Community Relations & Athletic Department Image
 - Pillars of Character Assemblies
 - Rock & Renew
 - Hall of Fame Night
 - Elementary Reading
 - Coaches vs. Cancer
 - Homecoming Luncheon
- Enhancement of Communications
 - Coaches Socials
 - Coaches & Coaches Leadership Dinner
- Recognitions & Programs
 - Lunch Nosh
 - Senior Nights
 - NCAA Signing Days
 - Athletic Year in Review

First Class Athletics Closing

- KISS Theory
- Customer Relations- Student/Athletes #1
- Give People what they want within Reason
- Set up Passive Income Streams
- Get Online
- Keep your Finances in Order
- Outsource when Possible
- Use Targeted Marketing
- Get Mentors
- Take Time Off
- Get what you can for Free
- Don't Put all your Eggs in 1 Basket
- Know Your Enemy
- Do what you do best!
- Collaborate
- Learn to Say your Sorry
- Enjoy What you do!
- Have Fun!



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