



### PHILOSOPHY

NIAAA OPERATING A 1<sup>ST</sup> 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

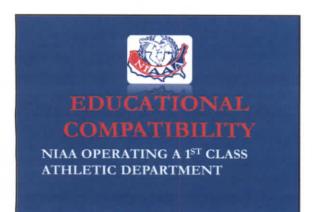
## **Goal Setting**

- · 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

  - 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



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## **Educational Compatibility** Documentation

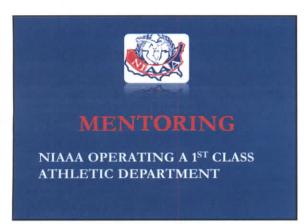
Professional Development

- · Coaches Clinics-Sport Specific
- Strength & Conditioning Education
- · Leadership Curriculum
- · Conduct Grade Checks
- Tutoring Program

**Evaluations Tools** 

- · Mid-Season Evaluation

- · Practice Observation-PocketAD



## Get Help

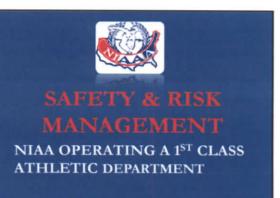
- · Discard the Myth that you can do it yourself.
- · Get yourself a Buddy-Surround yourself with great people.
- · Encourage your boosters and parents to get
- Involve your Student-Athletes (SAAC)

### 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



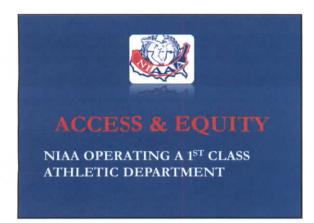
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## Safety

- Emergency Plan
- · Risk Management Inspections-Equipment & Protective Equipment
- Supervision
- · Announcer Training

- Provide ATC Coverage
- · Coaching for Safety
- Provide Professional Development

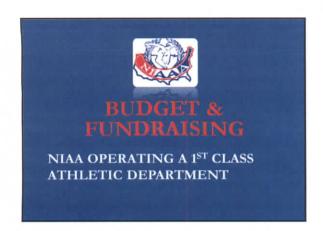
  - First Aid & CPR
     AED Training
     Emergency Response



### Program Access & • Open Communication Equity in High School Athletics

- · Title IX
- ADA
- · Define Skills
- Coach, Player, & Parent Communication Guide
- Special Needs Students
- Program Equal Access
- Uniforms & Equipment

- Locker Room
   Weight Room
   Athletic Training
- Practice & Game SchedulesCoaches # & Quality
- Transportation



## **Fund Raising**

### Traditional Marketing

- Spirit Items
   Dinner & Banquet Sponsors
   Sport Season Programs
   Local Paper
   Paper Volunteer
   Graphic Design Intent
   Market Shangarandi
   Invitation Letter
   Thank You Letter

## In & Around Game Marketing

- PA Announcements
  Gire-A-ways & Contest
  Promotions
  Text Messaging
  Sponsored Tailgates
  Hospitality & Fan Fest Areas
  Recognition Nights-Increase
  Ticket Sales
  Legacy Night
  Elementary Night
  Future Athlere Night

## **Revenue Generation**

### Facility & Stadium Marketing Reserved Seating & Online Sales

- · Video Board
- · Seating Advertisement
- Banners
- · Signage
- Displays

- Total Gate Solutions
- Donations
- · Premium Seating

  - Basketball Arena
     Football Stadium

## **Additional Income Streams**

### Passive Income Streams

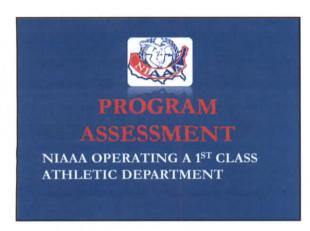
- Good Search
   Debit Card 1%
- · Crowd Funding

- Email Campaigns
   Web Malls
- Online Auctions

### Season Promotions

- · Local Bank Basketball Promotion
- · Local Bank Football Promotion
- · Local Hardware Soccer

Promotion



### Assessment in High School Athletics

- Personnel & Program Formal Assessment

  - · Player Assessments

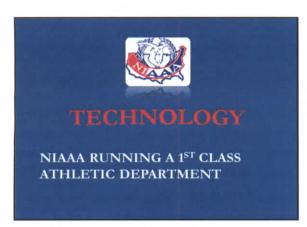
## Retain & Attract High Quality Coaches

### 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



## Get Online-Social Media

- Newton Cardinal Iphone App-Super Fan I
- Push Positive Communication
- Excebook
- Newton Cardinal Iphone App
- \* Twitter
- Instagram
- Website
  - Newton Cardinals
- Join online Networking groups
  - Linkedir

## VIII. Technology **Documentation**

- Weather & Lightning Detection App
- · Digital Camera
- · LCD Projector
- · Copier, Scanner, & Fax
- · Radio's
- AD Management Software



NIAAA RUNNING A 1ST CLASS ATHLETIC PROGRAM

### Sports Medicine in High School Athletics

- · First Aid & CPR
- AED Training
- Emergency Response Plans
- · Required Forms

  - Permission Form
    Physical (Medical Exam)
    Insurance Verification
    Emergency Medical Care & Medication
- Athletic Training Room



### Innovation & Creative Leadership Strategies

- Student Leadership Opportunities
   SAAC:
   Super Eurs/Horsemen
   Program Funding Innovations
- Marketing Strategies
   Community Relations & Athletic Department Image
   Pillars of Character Assemblies
   Rock & Renew
- Enhancement of Communications
- Recognitions & Programs

# First Class Athletics Closing Get Mentors

- Customer Relations-Student/Athletes #1
- Give People what they want within Reason

- Keep your Finances in Order

- Don't Put all your Eggs in 1 Basket

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