




**THE ATHLETIC DIRECTOR IS
THE PRINCIPAL'S BEST FRIEND**



AND IF THEY'RE NOT... THEY SHOULD BE!

○*30, 40, 50% OR MORE OF YOUR STUDENT
BODY PARTICIPATING IN ONE PROGRAM

○*ONE PERSON DIRECTLY RESPONSIBLE FOR
THE WHOLE PROGRAM!



AND VICE VERSA

○ THE PRINCIPAL SHOULD BE THE ATHLETIC
DIRECTOR'S BEST FRIEND



ADMINISTRATOR IN CHARGE OF ATHLETICS

- AD KNOWS MORE
- 12 YEARS AS AN ATHLETIC DIRECTOR
- RUBBER MEETS THE ROAD
- PROTECT YOURSELF
- SECOND YEAR PRINCIPAL – NEW AP



COMMON QUALITIES OF GREAT ATHLETIC DIRECTORS

IN ADDITION TO LOVING WHAT THEY DO...



HONEST

- WILLING TO BE HONEST WITH COACHES
- WILLING TO BE HONEST WITH STUDENTS
- WILLING TO BE HONEST WITH PARENTS
- WILLING TO BE HONEST WITH ADMINISTRATORS



TREMENDOUS ORGANIZATIONAL SKILLS

- FACILITIES

- OFFICIALS, BUSES, INVENTORY, ETC.

- ANTICIPATING ISSUES



PROBLEM SOLVER

- IDENTIFY PROBLEMS (IN ADVANCE)
- RESEARCH AND PRIORITIZE SOLUTIONS
- COMMUNICATE PROBLEMS AND POTENTIAL SOLUTIONS TO ADMINISTRATORS (WHEN NECESSARY)



EXCELLENT COMMUNICATOR

○ COACHES MEETINGS

○ PARENT MEETINGS

○ STUDENT MEETINGS

○ LOCAL SCHOOLS



COMPETITOR

○PLAY TO WIN!!!



PRINCIPAL'S PERSPECTIVE ON ATHLETICS

○ PROBABLY DIFFERENT

○ MY FIRST DISTRICT ADMINISTRATIVE MEETING



PRINCIPAL'S COMMITMENT TO ATHLETICS

○ VARY

○ HARD TO PROVIDE THE ATTENTION DESIRED




HELP THE PRINCIPAL HELP YOU!

- COMMUNICATE
- COMMUNICATE THE VISION
- COMMUNICATE WEEKLY



END OF THE SCHOOL YEAR!

- SPORTS SCHEDULES
- EMERGENCY// MEDICAL FORMS
- COACHING ASSIGNMENTS
- STAKEHOLDERS
- HIRING AND EVALUATION PROCESS FOR COACHES
- VISION MEETING WITH YOUR PRINCIPAL



PROMOTE YOUR PROGRAM

- COMMUNICATE SUCCESSES TO THE COMMUNITY DIRECTLY OR THROUGH THE PRINCIPAL
- WHAT CAN YOUR PROGRAM HANG THEIR HAT ON... OR WHAT WILL THE DEPARTMENT RALLY AROUND?
- QUEST AWARDS – QUALITY, UNDERSTANDING, EDUCATION, SPORTS AND TEAM



KEEP YOUR PRINCIPAL INFORMED

- SHORT PREVIEW OF THE UPCOMING SEASON
- SHORT RECAP OF THE PREVIOUS SEASON



ALWAYS... WHEN POSSIBLE... FRONT LOAD YOUR PRINCIPAL

- TEACH YOUR COACHES TO ALWAYS... FRONT LOAD YOU... EVEN IF THE SITUATION DOESN'T SEEM TO BE A BIG DEAL!
- SITUATIONS THAT MAY BECOME ISSUES
- HELICOPTER PARENT(S)
- COMMUNITY CONCERNS
- TRYOUTS
- DISMISSING A STUDENT FROM A TEAM
- TEACHER OR COACH'S CONCERNS



TRANSFERS

○ FIRST YEAR PLAYERS

○ PERSONALLY CONTACT FORMER SCHOOLS

○ RED FLAGS; ANNUAL TRANSFERS, ADULT BOOSTERS



TOUGH DECISIONS

○ LATE KNOWLEDGE OF AN INELIGIBLE
STUDENT



SUPPORTING OTHER PROGRAMS... HELP!

- FOOTBALL/BASKETBALL GETS EVERYTHING...
- ENCOURAGE YOUR COACHES TO SUPPORT OTHER SCHOOL EVENTS
- COACHES ENCOURAGE STUDENTS TO SUPPORT OTHER SCHOOL EVENTS



PRINCIPALS HELPING THEMSELVES

- INVITE YOUR AD TO ADMIN MEETINGS
- IMPLEMENT ACCOUNTABILITY MEASURES TO PROTECT BOTH, YOU AND YOUR AD
- PERIODIC MEETINGS TO DISCUSS EVALUATIONS
- PERIODIC MEETINGS TO DISCUSS TRANSFERS
- PERIODIC MEETINGS TO DISCUSS PARENT CONCERNS



SAFETY CONCERNS

- IMMEDIATELY ADDRESS ALL SAFETY CONCERNS
- ATHLETIC TRAINERS
- FUNDRAISING - BHAAA



CONTROL THE NARRATIVE...

- UPDATE YOUR BOE

- LOCAL NEWSPAPERS

- IMPLEMENT PROGRAMS TO PROMOTE YOUR
STUDENT-ATHLETES



AD AND PRINCIPAL MUST BE ON THE SAME PAGE

- UNITED FRONT TO DEAL WITH TOUGH ISSUES
- PARENTS AND STUDENTS WILL PLAY THE AD AGAINST THE PRINCIPAL
- COACHES WILL USE THEIR PARENTS TO GET WHAT THEY WANT...
- CONSISTENTLY SATISFYING ALL STAKEHOLDERS IS NOT EASY
- PLAY AS A TEAM... AND ALWAYS PLAY TO WIN!



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