

**San Bernardino City Unified School District
Athletics Strategic Plan**

Action Planning Notes

STRATEGY: SCHOOL CULTURE – We will ensure schools have a positive culture and climate that supports athletics.

Action	Person(s) Responsible	Date
1. Provide positive/messages regarding athletics around campus – posters, marquee, etc.	Administration Athletic Directors ASB Director Coaches IT	Ongoing
2. Showcase program/student athlete successes whenever possible, including academics. Includes pictures/posters of successful student athletes around campus.	Administration Athletic Director Counselors Coaches ASB Students	Each Season
3. Conduct “Success Assemblies” – bringing in groups to “hype” the event. Guest appearances by former athletes.	Administration Athletic Directors ASB Students Coaches	Yearly
4. Consistently report game scores to media (internal/external) groups – e.g. Max Preps, local newspapers, etc. Add to morning announcements. Use all media outlets (e.g. Dyestat.com).	Coaches Athletic Directors Coaches Office Staff	Ongoing
5. Network with local businesses to support school athletics – e.g., Adopt a team/banners.	Administration Athletic Directors	Ongoing
6. Create an Athletics Section on the District’s website including a page for each site. Use social media to promote/advertise school athletic activities and to encourage positive relations, support, and involvement.	Communications Department Athletic Directors Coaches ASB	Established by January, 2016 Upkeep – Ongoing

7.	Develop and disseminate Athletics Newsletter.	Youth Services	Each season (Done- ongoing)
Action		Person(s) Responsible	Date
8.	Recognize Athletes of the Season - Board Recognition.	Youth Services Board of Education	Beginning January, 2016 Each Season thereafter
9.	Foster community support/ exposure to athletic events. Make them "safe zones"/"rallying points" for the community.	Administration Communications Department Athletic Directors Coaches Athletes	2015-16 Ongoing
10.	Define the parameters of elementary and middle school athletics and clarify the administrative perspective and interpretation of these two programs as they relate to the goal of achieving "World Class" status.	High School Administration Middle School Administration Elementary Administration Athletic Directors Coaches Youth Services Director	2015-2016
11.	Provide funding for the updating and maintenance of all athletic banners and signage at all three (3) levels - elementary, middle, and high school.	Administration Athletic Directors	Ongoing
12.	Encourage all staff members to wear school colors on game days throughout the regular season and playoff schedule. Provide playoff ribbons or badges to all faculty members to wear during playoffs of each sport. Reinforce the importance of faculty and student attendance at all games.	Administration Athletic Directors Coaches	Ongoing
13.	Have all elementary and middle indoor championships played at high school facilities and outdoor championships as appropriate.	Administration Athletic Directors Coaches	Beginning 2015-16 Ongoing
14.	Reinstate districtwide cheerleading competition for all three (3) levels – elementary, middle, high schools.	Administration Athletic Directors Coaches	2016-2017

15. Explore reinstating one way transportation for middle school athletics to improve parental and student involvement.	Administration Athletic Directors Coaches	2015-2016
16. Use established "link crews" to introduce/orient/mentor incoming student athletes.	Link Crew Leaders ASB	2016-2017

Action	Person(s) Responsible	Date
17. Establish an Athletic Wall of Fame to highlight successful alumni.	Youth Services Director Athletic Directors Principals/District	2016-2017
18. Use the automatic calling system to notify parents of athletic events.	Administration Athletic Directors	Ongoing

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STRATEGY: INFRASTRUCTURE – We will allocate and secure funding to ensure modern, safe facilities and equipment.

Action	Person(s) Responsible	Date
1. Conduct a comprehensive needs assessment for equipment and facilities.	Administration Athletic Directors Coaches Equipment Attendants	October–December 2015
2. Identify equipment and facility master lists for each school.	Administration Athletic Directors Coaches Equipment Attendants	Done
3. Establish and implement a base funding model that does not rely on fundraising.	Administration	January-March, 2016
4. Reinstate districtwide yearly equipment and facility maintenance matrix to ensure equal attention for all three (3) – elementary, middle, high schools – levels, e.g. softball and baseball fields are redone on a rotating schedule requiring coaches and onsite maintenance personnel to be responsible to maintain facilities between refurbishing cycles.	Administration Athletic Directors M&O	October-December 2015
5. Identify and visit schools with model athletic facilities.	Administration Athletic Directors M&O	July, August, September 2015
6. Explore providing transportation for students who stay late for sports activities (list analysis).	Administration	2015-2016

7. Identity and cultivate facility partnerships (City of San Bernardino, external athletic fields, Little League, AYSO, etc.).	District Administration Athletic Directors Coaches City of San Bernardino	2016-2017
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Action	Person(s) Responsible	Date
8. Explore having a private consulting firm calibrate/reconcile needs and provide strategies/ideas for procurement.	Deputy Superintendent Assistant Superintendent of Student Services Athletic Directors	January, 2016
9. Explore alternate financing models – e.g. bond funding, sponsorships, fundraising.	Administration Facilities Office Boosters/Parents	Ongoing
10. Explore dedicating athletic groundkeepers at comprehensive high schools.	M&O	2016-2017
11. Explore feasibility of non-charges for outside organizations that serve our students.	Business Services Facilities M&O Athletic Directors	2016-2017
12. Establish a set of districtwide standards and guidelines governing coaches' responsibility to maintain equipment, uniforms, and facilities to the highest degree of quality as possible.	Athletic Directors Coaches Youth Services Director	2015-2016

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STRATEGY: **LIFE SKILLS** – We will embed transferrable life skills into the experience of every student athlete.

Action	Person(s) Responsible	Date
1. Identify the core athletics skills (physical, mental, etc.) that are transferrable skills.	Youth Services Director Athletic Director Coaches Educational Services PE Teachers	January-May, 2016
2. Develop a Framework and Checklist of transferrable skills for coaches to use throughout the season (assigned by week).	Youth Services Director Athletic Director Coaches Educational Services PE Teachers	January-May, 2016
3. Identify the common themes between transferrable skills and the behaviors emphasized with the PBiS program.	Educational Services Athletic Directors Youth Services Director PBiS Site Leads PE Teachers	2016-2017
4. Incorporate transferrable skills into the start and end of practice/game comments – “Huddles.”	Athletic Directors Coaches	Ongoing
5. Professional Development for Coaches – Clinics, Workshops.	Youth Services Director Athletic Directors Coaches	Yearly, beginning 2015-16

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STRATEGY: **WELLNESS** – We will contribute (to creating) a system of opportunities for San Bernardino youth to participate in a comprehensive wellness system.

Action	Person(s) Responsible	Date
1. Exploring feasibility of hiring Athletic Trainers.	Human Resources Athletic Directors	2015-2016
2. Explore partnerships with professional health partners regarding wellness activities for student athletes – i.e. hydration, nutrition.	Athletic Directors School Nurses Executive Director of Community Engagement Youth Service Director	2016-2017
3. Develop partnerships with local fitness centers regarding discount rates for student athletes.	Athletic Directors Coaches Youth Services	2016-2017
4. Select one (1) Athletic Director to serve on the Action Team for Strategy 9 of the Community Engagement Plan.	Athletic Directors Executive Director of Community Partnerships	Done – Matt Howell
5. Utilize District nurses as a resource for overall health information.	Athletic Directors Heath Services	Ongoing
6. Have students take campus leadership on a healthy choices marketing campaign for the site.	Athletic Directors Counselors Science Dept. Coordinators	2016-2017
7. Begin sports clubs at elementary schools – i.e., running clubs, 100 Mile Club, etc.	Site Administration Teachers Parents Elementary PE Department CAPS	Initiate 2015-2016 Ongoing
8. Partner with local organizations (AYSO, Little League, etc.) to encourage youth participation.	Youth Services Athletic Directors	2016-2017

9. Have each team select and implement a community service project related to healthy choices.	Athletic Directors Coaches	Each team beginning 2016-17
10. Explore implementing adaptive athletic activities.	District Administration	2016-2017

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STRATEGY: **ACADEMICS/COLLEGE** – We will cultivate college eligibility through graduation and use athletics as a springboard to higher education.

Action	Person(s) Responsible	Date
1. Hold an “all athletes/parents” meeting to review college entrance requirements.	Administration Athletic Director Counselors Youth Services	2015-2016 – 1 time Beginning of each season – or – Yearly
2. Complete regular checks on progress toward graduation for all student athletes.	Coaches Counselors Youth Services Athletic Directors	Each season
3. Develop ongoing structures/ strategies for academic support for student athletes (i.e. Study Hall).	Administration Athletic Directors Counselors	Ongoing
4. Designate at least one counselor to serve as an NCAA Clearing House expert.	Administration Athletic Directors	Done
5. Align tutoring services with the hours needed by student athletes.	Site Administration Athletic Directors	Ongoing
6. Have the NCAA expert train all counselors on basic NCAA regulations.	Administration Youth Services Director NCAA Expert Athletic Directors	2015-16 Ongoing
7. Conduct a MS to HS academic articulation night for 6 th - 8 th grade students/parents. Mirror at the elementary level.	Administration Athletic Directors	Yearly- May Beginning 2015-2016

8. Explore assigning specific counselors to athletes.	Administration Counselors	2015-2016
9. Explore hiring an Athletic Compliance Officer.	Administration	2015-2016
10. Sponsor workshops with college recruitment offices from local colleges/universities.	Athletic Directors Career Center Counselors Youth Services	Beginning 2015-2016 Ongoing
Action	Person(s) Responsible	Date
11. Develop and distribute an Athletics Handbook for all coaches and student athletes.	Athletic Directors Youth Services Director	Develop 2015-16 Distribute 2016-17
12. Connect to District Career Pathways as applicable.	Administration Athletic Directors Pam Kempthorne Pathway Leaders	Ongoing
13. Explore reestablishing vertical alignment for athletic eligibility requirements from elementary through high school.	Administration Athletic Directors Coaches	2016-2017
14. Establish the standard of mandatory weekly grade checks for all athletes and cheerleaders at all three (3) – elementary, middle, high schools – levels. Randomly checked by Athletic Directors or administration.	Administration Athletic Directors Coaches	2015-2016
15. Develop parent education programs to share essential information – e.g., A-G requirements, High School Graduation requirements, NCAA requirements, etc.	Administration Athletic Directors Family Engagement Office	2016-2017

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STRATEGY: **PERSONNEL** – We will ensure that every student athlete has quality athletic personnel.

Action	Person(s) Responsible	Date
1. Develop districtwide expectations for coaching personnel and support positions and volunteers.	Administration Athletic Directors Human Resources	January-March, 2016
2. Develop and implement clear hiring requirements (coaching certification, concussion protocol, CPR).	Administration Human Resources Athletic Directors	October-December, 2015
3. Analyze and recommend enhancements to the current Coaching Stipend structure in order to have competitive and comparative compensation.	Administration Human Resources Athletic Directors	Done. Forwarded to negotiations
4. Develop a well-defined onboarding process for all coaches.	Human Resources Administration Athletic Directors	Develop 2015-16 Implement 2016-17
5. Conduct regular coaches meetings to reinforce expectations, progress monitor transferrable skills implementation.	Administration Athletic Directors Coaches	2015-2016 Beginning of season
6. Provide coaching clinics/training modules.	Youth Services Athletic Directors	Ongoing
7. Explore creating elementary and middle school athletic director positions. Utilize the \$1600 intramural director's stipend at each of the middle schools for reimbursement.	Administration	2015-2016

8. Establish a small committee to revisit and evaluate the status of the district's athletic programs and continue to improve and ensure the implementation of the current athletic strategic plan.	Administration	2015-2016
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