# THSADA NEWSLETTER

Presented by Home Team Marketing



November 2015

## Texas High School Athletic Directors Association Executive Director's Report Rusty Dowling, Executive Director - THSADA

"As we head into November the focus of the athletic year centers around the Volleyball, Team Tennis and Cross-Country State Tournaments and the beginning of the Football playoffs. November is also the month when the 45th annual Home Team Marketing-THSADA State Conference Registration begins. You can find registration information on the front page of the web site at www.thsada.com. The State Conference will be held April 3-6, 2016 at the Embassy Suites Hotel and Convention Center in San Marcos, Texas. The agenda for the State Conference will be posted soon on the web site.

The annual PBK Sports-THSADA Hall of Honor Banquet that was recently held in Houston at the Hilton Americas Hotel was a big success as we had the best turnout we've had in many years. The Balfour Awards winners that were presented at the banquet are listed at the end of this article. There were many significant presentations at the PBK Sports-THSADA Hall of Honor Banquet especially the presentation of the 2015 Hall of Honor Inductees. Another significant highlight was the attendance of the first President of the THSADA Joe Bill Fox and the initial presentation of the Joe Bill Fox Award.

The THSADA General Session was held Monday morning at the George R. Brown Convention Center and featured the installation of the new THSADA Board of Directors along with the presentation of the new THSADA President-Chris Feris-Birdville ISD. We recognized our outgoing Region Directors along with those athletic administrators who are retiring from the profession. Eric Hyman-Director of Athletics-Texas A&M University was the featured speaker and delivered an address on Leadership. Tuesday morning the new THSADA Board of Directors Orientation

meeting was held at the Hilton Americas. This is a time where the new Board has the opportunity to preview the upcoming year, meet the other members, review THSADA policies and procedures and plan the THSADA year. The first regular meeting of the Board of Directors will be held on January 3rd-January 4th, 2016 in Dallas, Texas at the Wyndham Hotel.

The Awards Committee will soon be receiving nominations for the various THSADA awards so make sure you review what awards are available, what the criteria is and any nominations that you think might be deserving of any THSADA honor.

Attendance at Region Meetings is very important as that is where we will distribute information regarding the State Conference, any UIL updates and information conducive to athletic administrators. There is potential for some changes within the THSADA this upcoming year so we encourage all members to attend their Region meetings.

THSADA had the opportunity to visit with our State Conference Title Sponsor-Home Team Marketing during a visit to their home office in Cleveland, Ohio. It was our opportunity to confirm the THSADA partnership with HTM and to discuss future alignments and projects. It gave us the chance to meet new staff and some of the new investors. We also took a day to meet with the staff at NACDA as their home office is also in Cleveland. As we have mirrored operational templates, the exchange of information was very beneficial to us.

President Chris Feris will be attending the National Athletic Directors Conference in Orlando, Florida December 12th-15th, 2016."

#### Presented at PBK Sports-THSADA Hall of Honor Banquet

#### THSADA Regional Athletic Administrator of the Year

(Presented by-Daktronics-Hellas Construction)

Region 1 – Mark Ball – Lubbock ISD -Daktronics

Region 2 - Todd Howey - Midland ISD -Hellas

Region 3 - Shawn Pratt - McKinney ISD
-Daktronics

Region 4 – Kenneth Owen – El Paso ISD -Daktronics

Region 5 – Ronny Peacock – Tomball ISD -Hellas

Region 6 – Leal Anderson – Austin ISD -Hellas

Region 7 - Randy Cretors - Harlingen CISD -Hellas

Region 8 - Stan Laing - Northside ISD -Daktronics

#### Joe Bill Fox Award

(Presented by-Joe Bill Fox)

Kathy Mathis-THSADA (Executive Assistant)

#### PBK Sports-THSADA Athletic Director of the Year

(Presented by-PBK Sports)

Bob De Jonge – Keller ISD-Trey Schneider

#### THSADA 2015-Hall of Honor Inductees:

Richard Thompson – Sharyland ISD John Crawford – Coppell ISD

Dick Rittman - San Angelo ISD

#### NIAAA/NFHS Awards

NFHS Citation – Ed Warken - Director of Athletics-Cy Fair ISD

NIAAA DSA – Sam Tipton – Executive Director – TGCA

Kelly Reeves State Award of Merit – Sandra Mader – Aldine ISD - Presented by Whataburger



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2015 PBK Sports-THSADA Hall of Honor Banquet



John Crawford-Coppell ISD and sons-Trey Schneider-PBK Sports



Richard Thompson-Sharyland ISD-Trey Schneider-PBK Sports



Kathy Mathis-THSADA - Joe Bill Fox-1st President THSADA-Awards Chair-Debbie Decker-Katy ISD



Dick Rittman-San Angelo ISD-Trey Schneider-PBK Sports



Bob DeJonge-Keller ISD-Trey Schneider-PBK Sports



#### **President's Remarks**

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#### Chris Feris, THSADA President

"As I think about our Association and how it continues to grow and better itself each year, I would like to say it is an honor to have the opportunity to serve as President. I am grateful to those past presidents, board members, and members who have devoted their time and energy to make the THSADA a great organization.

I would like to thank past President Bob DeJonge, who over the last year, has been a strong leader and colleague. His work has been tireless at our Association functions and I have learned that his dedication and drive is a great example of how we continue to grow athletic leadership in our state and our schools. Also, I would like to thank Rusty Dowling, our Executive Director for his time and effort over the last four years. He has improved the efficiency and direction of our association, as well as, increasing our membership to well over 700 and counting.

As I begin my term, I keep in mind the belief and trust I have in our Board of Directors. This is an exceptional group and I look forward to working with each of them, and our committees, to accomplish our goals and contribute to our overall mission: to provide members with professional development, leadership and support opportunities that are conducive to effective athletic administration. I speak for myself and the Board that we will strive to honor this mission and meet the needs of our associates.

In our current situation, we face challenges including our meetings and banquet at coaching school, agenda and continued growth of our state conference, and educating our new members and superintendents about the great service our organization continues to offer. As a result, it is never more pertinent for our membership to stay in constant communication with Rusty and our Board through the regional meetings. Our regional directors are members of our Board of Directors. Because of that, each member and region has

direct contact with leadership.

Our objectives continue to remain the same, which include reaching out to prospective members, engaging them, and providing for our current members. This can bring us all value as we share views, experience, and expertise. Good ways for everyone involved are submitting articles for this newsletter, assisting on a committee, or assisting as a volunteer or speaker at our annual conference.

I hope the rest of the school year brings you and your school(s) great successes. I'm grateful for the support of the THSADA and honored to have the opportunity to serve as president of this tremendous organization. In my efforts I look forward to working with you all to uphold the mission of our association. I look forward to seeing you in San Marcos, at our state conference." ★

Sincerely,

Chris Feris

# AUSTINISD Athletics

AustinISD has had a lot of construction this summer. The football field at one of our main central facilities Burger Stadium was scheduled to be replaced; however the field at House Park was not. After the Memorial Day floods badly damaged House Park, new turf had to be installed. In addition to this, AustinISD Athletics

opened a brand new soccer field next to the main Burger field in which Soccer and Football will be played. Here is how we worked through construction at these different sites this summer and a few recommendations as you work through your construction projects.

The first recommendation would be to do your homework. We spent countless hours researching and educating ourselves as an athletic department staff on the various turf options. There are many suppliers of turf out there and they all want to get the next contract. It's important

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to take as much time as you can to research the companies, their history, and what they have to offer. We met with suppliers of turf who brought in samples and let us touch and feel the turf itself and the infill material that would go into the turf. We also made numerous phone calls to other Athletic Departments whom had just installed turf. Talking with the other Athletic Directors proved to be very insightful. Some of them liked the amount of infill they received or liked certain aspects about their field and others had different opinions about their installation and field experience. The turf suppliers were able to explain the different fibers that make up the turf itself and how those fibers wear over time. There are also various layers underneath the turf like the pad, e-layer, and drainage systems that one must become knowledgeable about. To learn more about some of these items, we contracted with an outside consultant that deals with turf installation and has dealt with them for a long time. This allowed us to get information on the items that we just could not know or would not even know to ask. We basically had to become experts ourselves on turf and turf installation before we made the decision to purchase.

In addition to the phone calls, research online, etc, my assistant and I took a trip to Baylor University where they had just installed new turf and opened McLane Stadium where the Baylor Bears Football team plays. To have the opportunity to walk on the new turf and to feel and see it first hand was very valuable. It was helpful to experience what the end product should look and feel like. I think

it is important to remember that you are making a decision that will last for a very long time. Kids in our district will be participating almost every day on the fields we installed. Eight to ten years is the life of most turf fields. It's very important to get all of the details including warranty and maintenance information.

We would next recommend checking on the workers every day. Depending on which company you select, some companies sub contract some or all of their work. The sub contractors may not care about the installation process or the final product as much as you do. As a result, the job they perform may not be as good as you want it to be. So, it's important to check in with those workers. Try to develop a relationship with them so you are not just seen as someone that is breathing down their neck or micromanaging them. Don't be afraid to ask questions if you believe something is not going right. They should be able to explain it in simple terms or their manager should be able to answer any and all questions that you may have.

There are usually many different people involved in a project this big. They all have different backgrounds, skill sets, and communication styles. I think it is important to setup a weekly or bi-weekly meeting with all of the major players involved to discuss progress and just simply to touch base so that everyone is on the same page. Communication is always so important to everything that we do and to have regularly scheduled meetings will help to facilitate the communication between all parties involved.

During major construction every-

thing does not always go well. This is where checking on the project every day really helps. It will help you to identify the problem early. We had some drainage issues with the crushed granite that was put in at the new soccer field. It took countless phone calls and reminder emails from our staff to get the contractors to come out and rectify the situation. We got our Construction Management department managers involved as well so that they could see the problems we were facing.

There was a lot of work done to the parking lot outside of the field so we had to rearrange and communicate our arrangements with all of the individuals who would be using the facility in the summer time. As the facility was close to opening, we let the some of our teams practice on it so they could get a feel of the new turf before the first big ball game. This helped us break the new turf in if you will and gave us some confidence that all systems would be up and running before the first big ball game.

There was a lot of work done this summer by a lot of individuals and companies. In the end, all of the work was completed and we got to use our new fields for our student-athletes. We planned a ribbon cutting ceremony for House Park where we invited our Superintendent and other Central office administrators to see the field and experience the renovations. We had a great turnout and everything went really well. Hopefully some of the recommendations will help you in your construction projects. We are happy to have these fields in place for kids who will participate in AustinISD Athletics for a very long time.



# The National Interscholastic Athletic Administrators Association

is

#### **The Professional Association for Those Who:**

- 1. Understand the foundations of, and believe in, Education-Based Athletics.
- 2. Becomes key for all campus activity when the bell rings dismissing the regular school day.
- 3. Serve as a mentor and model for coaches, students, school personnel and spectators.
- 4. Seek best practices, sound knowledge and research, professional interpretation, keen insight and proven positions on current issues and difficult issues related to interscholastic athletics.
- 5. Provide abundant and safe participation opportunities for student-athletes.
- 6. Manage risk and reduce susceptibility to areas of liability.

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7. Establish a sound philosophy from which decisions are made, conduct codes are established, integrity is an expectation and leadership is developed.

#### A few of the many benefits provided NIAAA members include:

- Cost savings for the national conference, Leadership Training Institute courses, certification, products and services.
- \$2,000,000 liability and \$2500 life insurance provisions, and reduced rate on additional insurance opportunities.
- Access to member portal for personal data and Members Only information items.
- Selection from Leadership Training 40 course curriculum, plus 4 levels of Certification.
- Application for Student Scholarship/Essay program at national, section and state levels.
- Interscholastic Athletic Administration print and digital journal.
- · Awards Program and Hall of Fame
- Service in various NIAAA leadership opportunities.
- Opportunities to teach, publish, present and lead.
- Communication via various print and technological medias.



Learn more by visiting our website: www.niaaa.org





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### **Primary Roles of the Private School AD**

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nterscholastic Athletic Directors of public and private schools have many similar responsibilities - budget setting and management, people development, scheduling, hosting and executing sporting events, providing quality experiences for studentathletes and fans alike, and everything in between. While most of the roles and responsibilities are the same, there are two primary roles that are somewhat more unique to private schools - advancing the school's mission and the recruiting, hiring and developing of part-time coaches.

The term "private school" can have numerous definitions - Pre-K through grade 12, Kinder through grade 8, grades 6 through 12 and then of course the private school that is high school only. Generally speaking, the more grades the private school offers the more complex the role of the Athletic Director can become. Some private schools are faith-based and can be a part of church's ministry or not connected to a church at all. Some private schools are all-boys or all-girls. Regardless, most private schools have a distinct mission that can clearly be articulated and expected to be supported by all school employees, starting with school administrators.

Given the small size of the average private school (80% of all private schools in Texas have less than 400 total students), private school Athletic Directors must be school missionadvancers first. This requires the Athletic Director to operate at the 50,000 foot level daily when dealing with school issues that impact athletics - athletes, coaches and parents alike.

Some private schools are academically rigorous (oftentimes called "college prep") which requires Athletic Directors to make decisions and set policies that protect a student's time so that there is ample opportunity for academic success. At the same time Athletic Directors charge coaches with maximizing talent on their teams. These two realities are oftentimes in conflict which the experienced Athletic Director must manage well. Getting coaches, many of whom are part-time, to understand, embrace and thrive within the larger school mission can be a daunting task, but one that is required for the greater good. However, given the potential positive influence that sports has within a school (or broader) community, Athletic Directors and coaches alike have a great opportunity to aid in the success of the school.

Staffing models at private schools can vary as well. On one end of the spectrum is the school that employs all coaches in a full-time capacity as teachers or other positions within the school. In this model, school tuition is the primary funding source (read = usually higher tuition). On the other end of the spectrum are those schools that survive on volunteer or parttime coaches who have other day jobs and then support the school in the afternoons as "coach". This model is often paid for by athletic fees charged to students that are over and above school tuition (read = usually lower tuition). Very few private schools in Texas fall into either of these categories and most have some blended model of full versus part-time coaches.

Regents School of Austin, a K-12 private Christian school in Austin, Texas with 1,012 kids in grades K-12, including 300 students in high school. Regents had 92 coaches for 56 teams across 14 sports in grades 6 through 12 in the school year 2014-2015. Of the 92 coaches, only 8 were fulltime Regents employees, 20 were volunteers who were paid no stipend and 64 were part-time, stipendonly. Recruiting, hiring, training and developing that many part-time coaches is not only a major role for the private school Athletic Director, it is oftentimes the most difficult role. Recruiting coaches who are qualified in x's and o's and yet have other fulltime jobs reduces the population of potential coaches. On-going training can become problematic given limited time to meet with part-time coaches on a one-on-one basis, and even more difficult when trying to pull multiple coaches together for staff training and development sessions. Private school Athletic Directors must be creative and flexible when trying to execute coach training and development of part-time coaches.

Despite these unique challenges, there is great fulfillment in being the Athletic Director of a private school. Like their public school peers, private school Athletic Directors have an incredible opportunity to reach and develop kids, parents and coaches alike for both near and long term benefit.

-- Beck Brydon, Director of Athletics, Regents School of Austin, September 25, 2015



#### SIX STEPS FOR PREVENTING HAZING ON YOUR TEAM

by Jeff Janssen, Janssen Sports Leadership Center

#### What is Hazing?

The Legal Definition of Hazing in Texas "HAZING" means any intentional, knowing, or reckless act, occurring on or off campus of an educational institution, by one person alone or acting with others, directed against a student, that endangers the mental or physical health or safety of a student for the purpose of pledging, being initiated into, affiliating with, holding office in, or maintaining membership in an organization. The term includes:

- (A) any type of physical brutality, such as whipping, beating, striking, branding, electronic shocking, placing of a harmful substance on the body, or similar activity:
- (B) any type of physical activity, such as sleep deprivation, exposure to the elements, confinement in a small space, calisthenics, or other activity that subjects the student to an unreasonable risk of harm or that adversely affects the mental or physical health or safety of the student;
- (C) any activity involving consumption of a food, liquid, alcoholic beverage, liquor, drug, or other substance that subjects the student to an unreasonable risk of harm or that adversely affects the mental or physical health or safety of the student;
- (D) any activity that intimidates or threatens the student with ostracism, that subjects the student to extreme mental stress, shame, or humiliation, that adversely affects the mental health or dignity of the student or discourages the student from entering or remaining registered in an educational institution, or that may reasonably be expected to cause a student to leave the organization or the institution rather than submit to acts described in this subdivision; and
- (E) any activity that induces, causes, or requires the student to perform a duty or task that involves a violation of the

Penal Code.

TEX. EDUC.CODE ANN. § 37.151(6) (Vernon 1996).

Here are six steps that you can and must take to greatly minimize the chances that a hazing incident will occur on your team.

#### 1. Develop Strong, Positive, Responsible Leaders

It always puzzles me when schools are looking for an anti-hazing speaker or program. When it comes right down to it, what these schools really want and need are positive, responsible, and proactive leaders who will not plan or permit any hazing. Invest the time to develop strong leaders who aren't afraid to step up and speak out against hazing.

#### 2. Provide Positive Alternatives to Hazing

Ironically, some team leaders believe that hazing promotes team building, when in actuality it undermines it. If team building is what they are after, then there are a variety of positive team building ideas that leaders can use like team dinners, movie nights, ropes courses, camping trips, laser tag, team building challenges, etc. As a coach, you can either organize these team building ideas or empower your team leaders to

#### 3. Meet with Your Leaders and Team to Discuss Your Views and Policy on Hazing

Make sure your leaders and team members know in no uncertain terms that hazing will not be tolerated in your program/school. Let your leaders know that you are holding them accountable to prevent and diffuse any potential hazing incidents BEFORE they happen. Be clear that the consequences for

them and the team will be quite severe if they do not heed your warning.

#### 4. Cite Examples of Initiations Gone

To help the message sink in to your athletes, you might consider giving your leaders examples of teams that have lost teammates and/or seasons because of hazing incidents. Calling attention to these real-life examples is especially important if you believe your athletes have a careless attitude toward hazing. These terrible, yet practical examples can help them understand the seriousness of the situation.

#### 5. Install a Buddy System

Pair up your newcomers with one of your veteran athletes. Let the veteran know that they are in charge of helping the newcomer survive and thrive in the new environment. You want to create a situation where the older teammate acts as a big brother/sister for the younger one and looks out for him/her. Impress upon the veteran that they must always look out for and protect their younger teammate.

#### 6. Encourage Your Newcomers to Report Any Anticipated or Actual Hazing

Let your newcomers know that you want them to come to you immediately if they anticipate or experience any hazing. Obviously most will be unlikely to do so because they want to fit in to the team and the last thing they want is their teammates to view them as a tattletale. However, be sure that they too know that you have zero tolerance for hazing.

While unfortunately these suggestions can never guarantee that you won't have a hazing incident, proactively using these suggestions provides you with the best insurance policy against it. ★



#### Getting to Know: Kathy Mathis THSADA - Executive Assistant



#### Tell us about Kathy Mathis.

Who is Kathy Mathis.....I'll give you the "Reader's Digest" version. My early years were all spent in west Texas with Kermit as my birthplace but I was raised in Odessa, Texas. I graduated in 1971 from Odessa High School and instead of continuing my education I married Darryl, my husband of 44 years, in July of that year. I have two daughters, both teachers in the Katy Independent School District. Leslie, my oldest daughter, is an 8th grade math teacher while my youngest daughter Kelli is at the elementary level currently teaching 3rd grade. I also have two wonderful granddaughters, Mackenzie who is a sophomore at Texas Tech University majoring in Elementary Education and Ashton is a freshman student at Katy High School. I am happy to say that these four girls are the light of my life and my two daughters are my greatest accomplishments.

For many years I was able to be a stay at home mom but as the girls got older I made the decision to start working outside of the home. After having the opportunity to work in various jobs I finally started working within the education field where I retired in January of 2012 after 23 years of service.

Talk to the membership about your role with THSADA and what you do for athletic directors across the state.

In my role as the Executive Assistant for the THSADA, I have been involved and supported every event, meeting, activity or initiative undertaken by the THSADA whether it's in the capacity of a supervisor, planner, or active participant. I am very loyal and dedicated to the THSADA and support all athletic administrators in the State of Texas which is something that I take a great deal of pride in. The THSADA members know they can count on me to provide them with information and resources when they request them. I am very privileged to have this opportunity and blessed to be able to call many of them, if not all, my friends.

What would you like the Texas AD's to know about, if you could tell them only one thing?

Each year I see the majority of our Athletic Directors at the Texas High School Athletic Director's State Conference. The many hours of planning, preparation and the setting up for this event can get me a "little bit" uptight at times. But...the reward for me is seeing the excitement in our athletic administrators' faces, their actions and just the camaraderie we all have for each other once we kick-off the conference.

#### How do you keep Rusty in line?

Does anyone really keep Rusty Dowling in line? Truthfully, you're not the first person to ask me that question. What I can say is that when Rusty came to Katy as the Athletic Director I was already working in the athletic department. From time to time he would ask me my opinion on different issues and with those conversations he told me that I always brought a different prospective to

the table which sometimes resulted in him thinking differently about certain issues. Over the years, we both learned a lot from each other as well as developed a lot of respect and trust for one another. We make a good team!

#### What if any interesting things pop up in your office that most AD's are unaware of?

Most Athletic Directors don't know this but before Rusty and I retired from Katy ISD we started a business together called "Tex Coach Athletic Services" with the purpose of this being a retirement job for us. Our service was to help school districts search for a new Athletic Director and/ or Head Football Coach. But once we started working for the association we resigned from our business. The interesting thing about this is that every once in a while a school district will pop up and request our help to conduct a search for a new Athletic Director and/or Head Football Coach. Which is amazing that information on our company can still be found. It was a really fun job but very seasonal.

#### Anything you would like to add about anything?

Membership....this part of working for the Athletic Director's association is very important to me. Back in 2012 when Rusty became the Executive Director our membership was around 218. As of today, only three years later, our membership number is at 729 and continues to grow every week due to the fact that the criteria for THSADA membership levels was revamped along with the quality of professional development offered each year at our state conference. Our goal is to have over 1,000 members by this time next year and we, along with our Board of Directors, are very confident that this can be achieved.



#### AD Interview: Tom Ed Gooden Goose Creek CISD



Tom Ed Gooden is a native of Carlisle. Arkansas. He was an Honor Graduate from Carlisle High School in 1970. While attending Carlisle High School, Gooden was a three year lettermen in football, basketball, track and baseball. He was named to the All-State football team and was named an Honorable Mention All-American in football. He also qualified for the State Track Meet and was the State Champion in the Decathlon.

Gooden earned his Bachelor of Arts from Harding College in Searcy, Arkansas. While at Harding, he was a four year letter winner in football and two year letter winner in track. He was named to the All-Arkansas Intercollegiate Conference in football in 1972 and 1973. In 1973 he was named a NAIA All-American. Gooden did additional graduate studies at the University of Arkansas and Texas A&M University.

After college, Gooden was drafted by

the Cleveland Browns in the 1974 NFL Draft. During his time in the NFL, he played for Cleveland, St. Louis and Dallas.

Gooden has spent 41 years in education (11 in Arkansas in 30 in Texas). He spent 14 years in the classroom teaching subjects like Physical Education, Health, Drivers Education and Social Studies. He served as an assistant coach of football and track for seven years and a head coach of football, track and golf for 25 years at Monticello High School (AR), White Hall High School (AR), Cameron Yoe High School, Terrell High School and Pasadena Memorial High School. During that time he also served as an Athletic Administrator. Gooden is now the Assistant Director of Maintenance at Goose Creek CISD.

Gooden has been married to his wife, Denise Carter Gooden, for 41 years. She retired after 35 years in education. Their son, Lance, attended Terrell High School and the University of Texas in Austin.

#### What are the biggest challenges facing AD's today?

As is the case with most service related jobs, the challenges are many, but so are the rewards. On a daily basis, AD's must deal with numerous groups of people, including coaching parents, athletes, staff, fans, teachers, school administrators, to name a few. Many times these groups want very different things from the AD. The AD's ability to bring all groups into alignment with a shared vision and shared goals

for the athletic department is a big factor in determining the success of the program.

Specifically, I feel that the most important challenge lies in the recruitment, hiring, and retention of a quality coaching staff. The ability to surround yourself with knowledgeable coaches who are good teachers, good citizens, and enjoy working with young people will be the foundation of a successful program.

#### How have things changed for the AD in the last 20 to 30 years?

It's really easy for us older guys to reminisce about the "good old days." I guess that every generation has to deal with the same stories about the past. Young coaches chuckle when an "older" guy on staff talks about the way things used to be. Even though there have been obvious changes over the last 20-30 years, it may be debatable whether the changes are positive or negative. I tend to believe that most of the changes are positive. Technology and communication advancements have led to better program visibility and scouting. It's easier for programs and athletes to get the word out. In addition, for the most part, athletic facilities are much better than they were in years past. Expanded stadiums, tracks, gyms, weight rooms, training facilities, and coaches' offices have certainly improved over this period of time. Overall athletic participation is greater than in years past. Much of this is due to the advancement of girls' athletics in most schools. In

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many schools, the addition of sports such as soccer, softball, water polo, and powerlifting has led to more students being involved in athletics. Participation has also increased with the addition of multiple teams at the sub-varsity level. These teams allow athletes of varying ages and with varying levels of ability to compete at their level of readiness and to gain lasting benefits from the athletic experience.

#### What advice would you give a first year coach?

Simply put, whatever position you are in, strive to be the best. Take advantage of every opportunity that presents itself for you to learn. Be like a sponge. Soak up as much knowledge and expertiece as you can. Learn from your colleagues. Study the game you coach. Attend clinics and network with other coaches. As a young coach, it's good to be a "jack of all trades;" however, the time will come when you may want to become more specialized in a few things. Young coaches often want to know "how to move up" in the profession. A wise man once told me that the best way to move up is to do a great job where you are. People notice.

#### What advice would you give a first year AD?

Take every opportunity that presents itself to network with successful AD's, learning as much as possible from experienced people. Be involved in the profession. Participation in professional organizations at the district, regional, and state levels allows you to grow as an administrator. As stated earlier,

assemble a quality coaching staff.

#### What steps did you take to build a complete athletic program?

Assemble a quality staff. Establish clear expectations for staff, and then in turn for athletes. Hold staff and athletes accountable. Establish a system of rewards and recognition for exemplary performance. Work hard and don't ever let yourself be out worked.

#### What do you see as the biggest challenges that face public school athletics in the future?

The challenges are obviously many. I will name a few, without much elaboration.

- Parental involvement We all want parental support for our athletes and programs. This certainly can be one of our biggest assets; however, if not handled properly, it can also be one of our biggest nightmares.
- Social Media We've all seen examples of how social media can be a big plus in promoting our programs. Unfortunately, we have also seen examples of the negative impact. Coaches and athletes must be schooled in what is appropriate use and what is inappropriate use of social media.
- Club/Travel Teams non-school, club and travel teams compete year round. In some cases, they interfere with our high school programs. It is extremely important that our school coaches know what is going on with our athletes in this regard. We would certainly want our school teams to be the most important for the athlete, but in many cases, they aren't.

- Early signing and commitments
- Earning a college scholarship is a worthy goal for our athletes; however, early signing and scholarship offers to underclassmen can present problems for the high school coach.
- Coaching Preparation Most of us have seen examples of a young coach, fresh out of college, and not far removed from competition that thought he/she was prepared to be a varsity coach, maybe even a head coach. That young coach had all the answers. (40+ years ago, I may have been that guy.) After a few years in the real world, I found out that not only did I not have good answers to the questions; I didn't even know what the important questions were. Experience is a great teacher.
- Specialization Vs Multiple Sport Participation - This has always been a challenge; at least to some degree. However, it seems to be more and more prevalent with the demands and expectations that athletes play and train year round. I will always believe that our best high school athletes need to be multi-sport participants; however it seems that the "all around athlete," is a dying breed.
- ESPN/TV Analysts "Everyone" is an expert. This contributes to second-guessing from both athletes and fans.





#### **THSADA Outstanding Scholar Athletes**

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Presented by

# WHATABURGER



#### **Karina Sanchez - Del Valle High School**

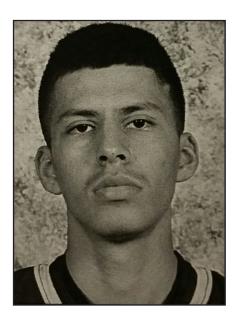
Karina Sanchez is a senior at Del Valle High School where she is a four year letterman on the varsity softball team.

Karina is ranked 31st in her class of 505 students. She has been a member of the National Honor Society since 2013. She was named to the Academic All District Softball Team in 2013, 2014 and 2015. She was given the Academic Excellence Award in 2014.

Karina was the District Newcomer of the Year in 2013, Honorable Mention in 2014. All District 1st Team In 2015. She serves as the Captain of the varsity softball team. She was awarded the Golden Glove Award in 2014 and the Offensive Award in 2015 at Del Valle High School.

Karina was a member of the Austin Storm select softball team from 2007 to 2014. She was a member of Impact Gold in 2015.

She helped to raise \$3,000 in 2014 and \$4,000 in 2015 in the Pink Out games to give to the Susan G. Komen. Karina also helped facilitate a Christmas party for 35 Del Valle High School special needs students in 2013 and 2014.



#### Omar Perales - Pasadena Sam Rayburn High School

Omar Perales is a senior at Sam Rayburn High School in Pasadena. Omar is the Captain and starting Cornerback on the varsity football team.

Omar is ranked third in his class out of 726 with a 5.43 GPA. He is a member of the National Honor Society (Rho Kappa) the Vice President of the National Math Honor Society (Mu Alpha Theta) and President of the College Club.

Omar won the Academic Excellence Award, the AP Scholar Award and the AP Scholar with Honors Award.

Omar is very involved in his church. Every Sunday he reads, lectures and serves.

He tutors elementary students at Mae Smythe Elementary and Gardens Elementary and intermediate students at San Jacinto Intermediate.