

THSADA NEWSLETTER

Presented by Home Team Marketing



November 2017

THSADA State Conference and Professional Development Program 2017 Conference Review

Executive Director Report-Rusty Dowling-THSADA

The start of the school year is always an exciting and highly anticipated time as school communities gear up their Fall sports in anticipation of the excitement, school spirit and community involvement that they provide. Such was the case for most of Texas except for Southeast Texas and a major event known as Hurricane Harvey. The devastation and disruption it brought to the lives of all those who live in the area was significant and far-reaching. Thousands and thousands of Texans had families, homes, jobs, schools, etc., uprooted by the impact of this major hurricane. From Rockport, Texas all the way up to the Golden Triangle the effects of this were felt. Everyone and everything in Southeast Texas was affected. The rebuild will be significant and will last a long time, however Texans are resilient. Texans will respond to this event like they did during this event, with great determination, compassion and a willingness to be a part of the solution.

Athletic Directors, Coaches, Student-Athletes, School Administrators and many other groups all pitched in to help wherever and whenever needed.



Field Turf-THSADA Hall of Honor Pre-Banquet Reception - 2017



2017 THSADA Hall of Honor Inductee - Bob DeJonge-Keller ISD and Family

The start of school was delayed for several weeks as the priority for the time was to make sure everyone was safe and accounted for. Schools opened back up in mid-September and the start of the football season began in mid-September as well. The path back to "normalcy" will take a lot of time but many communities realized a big step towards that process when our schools and athletic teams, bands, spirit groups and the students in general all:

"started back to school".

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 47th annual THSADA State Conference Attendee/Hotel 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 March 25th-28th, 2018 at the Hilton Hotel and Convention Center in Waco, Texas. The agenda for the State Conference will be posted soon on the web site.

Presented at the 2017 PBK Sports -THSADA Hall of Honor Banquet

Hall of Honor Inductees:

Tom Pruett-former Victoria ISD
Bob DeJonge-Keller ISD
Mark Ball-former Lubbock ISD

Joe Bill Fox DSA:

Trey Schneider-PBK Sports

Region Athletic Administrator of the Year:

Region 1- Dr. Justin Hefley-Amarillo ISD
Region 2- Nancy Surber-Ector County ISD
Region 3- Russ Reeves-Rockwall ISD
Region 4- Maria Barros-San Elizario ISD
Region 5- Vince Sebo-Tomball ISD
Region 6- Lynn Pool-Austin ISD
Region 7- Oscar Riojas-Weslaco ISD
Region 8- Rudy De Los Santos-Harlandale ISD

PBK Sports-THSADA Athletic Director of the year:

John Crawford-Midlothian ISD

Kelly Reeves State Award of Merit:

David Kuykendall-Frisco ISD

NIAAA DSA:

Sandra Howell-Little Elm ISD

NFHS Citation:

Traci Neely-UIL

Frank Kovaleski Professional Development Award:

Annette Scogin-Dallas ISD

Outgoing Region Directors:

Region 2-Hugh Sandifer-Abilene Wylie ISD
Region 5-Rodney Chant-Fort Bend ISD
Region 8-Rudy De Los Santos-Harlandale ISD

Story continued on page 2...



...Story continued from page 1 (Director Report)



2017 THSADA Hall of Honor Inductee Mark Ball-Lubbock ISD and Family

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 2017 Hall of Honor Inductees. 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-Debbie Decker-Katy ISD. We recognized our outgoing

Region Directors along with speaker addresses from Dr. Charles Breithaupt and Dr. Susan Elza from the UIL.

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 December 6th and 7th at the Hilton Hotel in Waco, Texas

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.

The THSADA committees also met at the annual Coaching School and will have their next meeting at the THSADA state Conference in March. Participation on your respective committee is critical as it is the point of origin for all legislative proposals and THSADA business.

These are the working groups within the THSADA so the value that they bring to the Association and membership is significant.

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.

President Debbie Decker will be attending the National Athletic Directors Conference in Phoenix, Arizona this December.



THSADA Past Presidents; (left to right): Larry Peil, Chris Feris, Bill Daws, Karen Funk, Bob Dubey, Cliff Odenwald, Gil Garza, Don Poe



2017 THSADA President Debbie Decker-Katy ISD takes over from John Crawford-Midlothian ISD



2017 THSADA Hall of Honor Inductee-Tom Pruett-Victoria ISD, Represented by his son Bill Pruett



Rusty Dowling-THSADA Executive Director



UIL Staff; (Left to Right): Darryl Beasley, Susan Elza, Charles Breithaupt, Brandy Belk, Brian Polk, Nakita Guillory, Eddie Wolski



PBK Sports-THSADA Hall of Honor Banquet - 2017



2017 - Region Athletic Administrators of the Year; (Left to Right): Dr. Justin Hefley, Oscar Riojas, Rudy De Los Santos, Nancy Surber, Maria Barros, Lynn Pool, Vince Sebo, Russ Reeves



Past Hall of Honor Inductees; (Left to Right): Bubba Fife, Bill Daws, John Crawford, Jim Loerwald, Karen Funk, Bob Dubey, Keith Kilgore, Cliff Odenwald, Don Poe, Gil Garza, Dicky Thompson



2017-18 THSADA Board of Directors, Committee Chairs



THSADA Office Staff; (Left to Right): Ellissa Dowling-Secretary, Rusty Dowling-Executive Director, Kathy Mathis-Director of Membership-Registrations



Growing Your Coaches

by David Kilpatrick, Assistant Athletic Director, Ennis ISD

The story repeats itself every spring. A head coach on your staff has moved on to another school. We are quick to post the job on every job board we can find and try to bring in the best and brightest candidates we can find. But what about the young assistant coaches on our staff?

What steps are we taking to ensure they are prepared to take the next big step in their careers? There are many things we can do as athletic administrators to “grow our coaches” and help them develop into the person with the qualities we all look for in a head coach.

Communication

Communication with our coaches is a simple, but often neglected aspect of the Coach/AD relationship. Building that relationship is a vital part of professional growth. Here are some easy communication ideas to implement with your staff.

. Coaches Manual - Make sure you have a comprehensive coaches manual that covers everything that is important to your program. Make sure you cover “hot topics” in your coaches meetings and through email.

. Email and Text- Email and text are great ways to stay in constant communication with your young coaches. If a coach asks a good question about UIL or athletic department policy, don't just respond to that coach, reply to the entire staff with the question and answer. There are probably more coaches who have the same question. Share articles that are relevant to things you want to emphasize. Give words of encouragement after a defeat or praise after a big win or great effort. Always recognize those coaches who go above and beyond.



Let them know how much you appreciate their hard work. Save criticism for those face to face meetings if at all possible. If you're not at the game, text your coaches to find out how they did. They will appreciate that you care.

. Coaches Meetings - Be consistent with coaches meetings. It's a great time to reinforce things that are important, but just as importantly, it's an opportunity for dialogue with your coaches. Successful athletic departments have a shared vision. Listen to questions and concerns with an open mind. You are more likely to have “buy-in” from your young coaches if they have a voice that contributes to that vision.

Evaluations

Honest and clearly stated evaluations are critical in the development of our coaches. Coaching evaluations should be used as a tool for growth, not a generic endorsement or condemnation. Evaluations should be ongoing and reflect growth or areas that are in need of improvement. Athletic administrators should be transparent with their coaches and give honest feedback to coaches throughout the school year, not just at the end of the season.

Professional Development

The majority of our coaches are required to attend many hours of professional development for their classroom subject area. We must not overlook the need for professional development in the coaching profession.



THSADA BOARD OF DIRECTORS 2017-18

TOP ROW: L- Keith Kilgore-THSADA, Larry Piel-THSADA, Todd Vesley-Ector County ISD, Bob DeJorge-Keller ISD, Jennifer Roland-Alamo Heights ISD, Cliff Odenwald-Garland ISD, Bernie Mukraney-Cosque Creek ISD, Jerry Littlejohn-Frisco ISD, Philip O'Neale-Mansfield ISD, Sandra Howell-Little Elm ISD, Kathy Mathis-THSADA, Elissa Dowling-THSADA, Rusty Dowling-THSADA

BOTTOM ROW: L- Oscar Rojas-Westaco ISD, Melanie Hinson-Southwest ISD, Johanna Dawson-Athletic Administrator, Debbie Fuchs-Clear Creek ISD, Rodney Chaney-Fort Bend ISD, Steven Pratt-Mockerng ISD, Debbie Bowler-Katy ISD, John Crawford-Middleton ISD, Brent McCallie-San Angelo ISD, David Kuykendall-Frisco ISD, Rene Aguilar-Clint ISD, Brad Thessen-Amarillo ISD



Austin ISD Bond

When Dr. Cruz, Superintendent of the Austin Independent School District took over in 2014, he established the vision for the District which is to “Reinvent the Urban School Experience”. Everyone under his leadership immediately went to work in order to bring this vision to reality. It started with work on the Districts Facility Master Plan (FMP). This Plan consists of a two year intensive planning and communication project that serves as a high-level guideline for all district facilities over the next 25 years. It was carried out by its leadership team called the Facilities and Bond Planning Advisory Committee or (FABPAC) which consisted of over a dozen members. There were many community engagement meetings throughout the year to get community input and feedback in developing the plan. Now that the plan is in place, it is now time to educate the public on the bond items.

The Austin Independent School District Board of Trustees unanimously approved a November 7, 2017 bond election for \$1,050,984,000, which would bring 21st century learning spaces to

students without increasing our tax rate. This bond is designed to modernize or construct 16 new campus facilities, some of which will be replacement schools. It is also planned to update campuses with capital improvement projects. Some key projects included in the bond proposition are:

- Districtwide improvements to technology for teachers and students and transportation,
- Improvements to address over crowding and critical needs
- Reinvention programs for 21st century learning.
- Improvements in athletic central facilities and campus athletic facilities

While addressing critical facility needs, it is equally important to use this opportunity to modernize facilities and reinvent the urban education experience for AISD. Multiple efforts are being made

to inform the public such as public address announcements at football games, community informational meetings at campuses, communications online, over the radio, and on television. More information about Austin ISD’s bond can be found here:

- <https://www.austinisd.org/bond>
- Email : future@austinisd.org
- Call direct: 512-414-9595
- Early voting can be done from October 23 – November 3. Election day is November 7.

Austin ISD educates 84,000 students at 130 campuses, and has more than 12,000 employees. Austin ISD is a champion for every child and offers families a portfolio of rich options and programs to ensure all students have the support they need to achieve their potential and dreams. These options all have different facility needs. Through the FMP process, the community will envision the future of AISD and what facilities will be needed to support that vision. ★

Managing Parent Behavior

Parents can be our biggest asset or our biggest nightmare. It is imperative we arm our coaches with the tools necessary to ensure the latter doesn’t occur. We need to make sure we educate parents on the important role they play in the entire educational athletics process. We need their buy-in and support to help their child succeed.

It is important for coaches to educate parents on the standard for parent behavior in the very first mandatory parent meeting of the year. The key word in the previous sentence is mandatory. There needs to be a process in place to ensure one parent/guardian from every single student athlete’s family attends the meeting. If attendance is not possible, then a 1-on-1 meeting with the Head Coach will be required to cover the material covered in the meeting. Coaches need to cover all policies & procedures regarding their program, including parents’ role and behavior expectations. It is important to remind all Coaches that parents will act the way we allow them to. Coaches need to reiterate to parents in the meeting what their consequences will be for their behavior. By the end of the meeting, it should be very clear the expectations & standards all parents should follow to remain a spectator in our facilities while their child participates. However, we want to make it clear

they are also a vital part of the process and we need them involved, on board and supportive to ensure their student’s overall experience is successful.

It is vital for coaches to know they have the support of their administrators when holding parents accountable for their behavior. Without support, Coaches will lack the motivation to address the issues & generally will allow them to escalate into incidents. In the end, Administration may end up handling the parent, so empowering your Coaches to address parents and hold them accountable is beneficial to all parties. In Prosper ISD, we have all parents sign a sportsmanship expectations contract (attached) If they reach the point where they are removed from our venues, they will face consequences. Of course, as with all policies, the key is having coaches strong enough to follow through with the consequences, which is why them knowing they have the full support of their administrators is so important.

Another tool we implemented this year is the use of Event Supervisors at each home game. Part of this person’s job description is to monitor fan behavior. We ask them to address parents who are filming the game and remind them it is a UIL violation to film without permission. We also ask the event supervisor to be very pro-active in ad-

Story continues from page 6....



...*Story continued from page 5 (Managing)*

They approach the parent quietly and remind them about the behavior contract. At this point, most behaviors de-escalate. If they do not calm down, the supervisor reminds them of the consequences if they are removed. If that still doesn't work, they are removed and the consequences process is set into motion (for PISD parents). Any major problems with student athletes' parents are reported to the Head Coach to take care of the next day. The Event supervisor can also be pro-active in managing the venue by placing the Administrators and SRO's near any "rowdy" sections. Their presence will generally deter some of the negative behaviors. As with any leadership position, the key is finding a great event supervisor who will control the venue as well as the parents and their behavior.

Finally, the parents, your administrators and entire community need to hear constant reminders of your philosophy and behavior expectations. Find or coin a simple catch phrase everyone can remember easily. When they see it, it will remind them of the expectation and hopefully force them to re-consider any negative behavior. We had PCA attend our Prosper ISD Coaches Convocation and one of their main phrases is "Honor the Game". They talk about honoring all aspects of the game in your actions and behaviors. The plan is to eventually incorporate this phrase into as much as we can: game announcements, principal newsletters, game programs, video advertising, etc. The more you can get your message out there, the better chance we have of them remembering it and abiding by it.

In summary, parents who are friends of the program and pleased with your product, can be your biggest asset as they provide free positive marketing. As any educator knows, a positive relationship is imperative with parents to ensure the success of their child. We need to work with them not against them. Parents also need parameters so ensure the Coach lays out all expectations in a parent meeting so there are no questions as to what is acceptable. Head Coaches need to find a strong event supervisor to run their venue so they do not have any concerns over parent behavior. The supervisor needs to be pro-active at handling all parent issues. Lastly, the parents and community need to be constantly reminded of what behavior is and is not acceptable in your District through constant messaging. Once you have educated them all on the expectations, hold them accountable and watch the productive educational environment ensue at your athletic events. ★

Prosper ISD Athletic Department Sportsmanship Standards Parent Expectations

Educational Athletics is for the student athletes. All parents associated with Prosper ISD are welcome to share in the pleasure of watching their children participate so long as their behavior does not distract the players, officials, or other spectators from the contest. Any issues a parent may have with any Coach, Official or player should be addressed at a proper time and place, not before, during or after a game.

A PARENT SHOULD:

- Make no remarks to the referees or to the players, coaches or spectators of the opposing team unless intended to convey genuine interest, friendship or encouragement.
- Avoid sharp remarks directed to players on your own team who make mistakes on the field. They already know what they have done. Allow them to learn from their mistakes.
- Applaud superior play by both teams.
- Support coaches consistently regardless of the results on the court or field. Coaches contribute many hours of their time to your children. They deserve your congratulations when the team wins and your encouragement when it doesn't.
- Always remain in the spectator area, and away from areas where coaches, players or officials are. Your cooperation with these standards before, during and after each game will make

PISD athletics more enjoyable for everyone and ensure all parties involved.

- HONOR THE GAME.

A PARENT MUST:

- Never use foul language or obscene gestures at a game.
- Avoid persistent comments and gestures that express disagreement with referees' decisions.
- Cooperate immediately with any request by the game officials. Any parent who fails to adhere to these standards may be required to leave the playing area.

CONSEQUENCES:

If a parent is ejected from a contest by an official or coach, the parent will be required to have a face to face conference with the Coach & Campus Coordinator prior to returning to any PISD Athletic event. In addition, the parent must complete the NFHS course "Positive Sport Parenting" and turn in their certificate of completion before returning to any PISD athletic event. If multiple incidents occur or a single severe incident occurs, the parent(s) will no longer be allowed into PISD events, and possible criminal trespassing charges can be issued to the spectator for an appropriate time period determined by the administrators.

By signing this document you confirm that you have read the above standards. ★



Budgeting for Athletic Programs

By Dena Scott, CAA; Assistant Director of Athletics, Fort Bend ISD

When it comes to making decisions about athletic program budgets, several factors determine how and where the money is spent. Athletic Directors have to manage the amount of money they receive to provide safe equipment and supplies to teams, provide travel to and from athletic contests, and maintain equity among the sports programs. We asked several Athletic Directors from across the state to share some of their budget “best practices”.

Jerry Littlejohn (JL) – AD, Frisco ISD

Bernie Mulvaney (BM) – AD, Goose Creek CISD

Dwayne Weirich (DW) – AD, Round Rock ISD

When planning your budget, what areas do you focus the most on?

JL: For us it is always equipment and supply accounts. We work hard on keeping them the same from year to year even as we add new schools. We have been fortunate over the past 10 years or more in that our equipment and supply budgets have not changed much.

BM: I focus on what is needed to make the sport work. For example, you cannot play Tennis without Tennis balls. To give our students a first class experience, we need to make sure that they have to tools to practice and play. The next thing I focus on is uniforms. We want our students looking sharp at all levels. Sometimes freshman jerseys are hand me downs and don't look the greatest. Key term on our focus is needs, not wants.

DW: When planning the budget, one must consider taking care of kids, which is making sure the individual sport equipment budgets allow for the needed and safe equipment for kids to compete. There must be enough money to take care of all game workers and

officials, security, and travel costs.

How do you maintain equity?

JL: We remain consistent in what we allow in regards to equipment and supply budget spending. As a multi – school district with very equitable facilities and identical budgets we work diligently in maintaining equity. One way we do this – is by restricting what we allow booster clubs to contribute. We do not allow them to contribute to things that might make a facility different. Ex. Covered batting cages. We would not allow boosters to fund something like this because we would then be on hook to maintain equity at other 8 high school campuses. We are in constant communication with our campus coordinators regarding things of this nature. Our athletic office maintains equity as a high priority.

BM: To maintain equity, I keep the budgets the same for boys and girls comparable sports, such as basketball. While it may not be “fair” to the boys’ teams, the budgets are healthy to order the supplies and equipment that is needed.

DW: Equity is an important issue and in many cases, it is maintained to the dollar. However, in sports such as football or any other sport where a campus within a multi-school district has disproportionate numbers, it is important to acknowledge and address with appropriate dollars.

What part of the budget do you worry about the most?

JL: I worry about the equipment and supply budget the most. This is the one we must work to maintain for equity within our district. Right now we are lucky that all athletic programs have enough money to get what they need and fulfill some wants as well.

Story continues from page 8....

Every Night Lights

Bernie Mulvaney,
Athletic Director GCCISD

Buzz Bissingers’ 1990 book made the term “Friday Night Lights” famous. This is what people all across Texas look forward to, a night watching the young men of their community compete for bragging rights against neighboring towns. Unfortunately, the aftermath of Hurricane Harvey changed “Friday Night Lights” into “Every Night Lights” for District 22-5A. That is right. Baytown Lee of District 22-5A, due to having 1 stadium and being in a multi-school district, played a game on every night of the week this year. We caught up with head Gander, Tim Finn and asked him what it was like to lead the Ganders in such a unique situation. This is what Coach Finn shared:

Here are some of the issues so far:

Any and all athletic programs need structure and routine desperately, but under the circumstances, the routine has to be a flexible routine.

The Routine we have had to use is not something kids are not used to. There are many economically disadvantaged that work nights and weekends to assist family.

Week nights become game nights and Friday Night and Saturday becomes “Must Practice Days”- These are times and days that kids would normally work. Work schedules are a major issue, that is no-ones fault.

(We have practice and game fields rented out to local youth programs so you have conflicts on practice areas mostly on Saturday’s)

Having your Padded practices be on Friday night and Saturday morning in a program that is struggling to understand what it takes to win.

Has led to playing games without some personnel that had work/family issues or other priorities for those practice days.

Story continues from page 8....



...Story continued from page 7 (Lights)

As far as compressed schedule goes, we fell into the worst possible spot in my eyes. Nothing intentional about it but we play every 6 days for 4 weeks and then as soon as we are caught up, we have an open week so we don't play for 14 days. Could be the best or worst thing for us, time will tell. Don't see any advantage to the school (Baytown Lee) that is installing a new Offense, Defense, Spec teams and Staff and has low numbers in the program. I would definitely give the advantage in this situation to established programs.

I do think the compressed schedule and whole "Harvey situation" has brought our team closer and put life lessons and sports into perspective.

In the future, I would advise the following:

Make every effort to stay on schedule. We made some good judgement on cooperating and adjusting the schedule to the most affected schools, but screwed up the whole season for the difference of 4 days difference on a district starting date.

If you have already had the programs parent meeting, schedule another and update them as soon as you know. They need to know the reasons for the decisions that were made, the expectations of kids and program going forward, and any other details that might be confusing. Having them understand that and not blame district and staff for the situation is huge.



...Story continued from page 7 (Budgeting)

If we were ever asked to reduce the equipment and supply budgets significantly, then the fear would be that booster and other fund raisers would be needed to fill in the gaps. When this happens, we get different levels of support for different campuses and programs across the district. Now equity is gone.

BM: I worry the most about being able to equip our teams properly. You do not want a student athlete missing out because you don't have the right size helmet or not enough volleyballs to practice. We push participation. So, we have to be able to step up and make sure every student athlete is equipped properly.

DW: I worry most about taking care of the must haves.....equipment, travel, payment of workers and security.

What part of the budget do you worry about the least?

JL: I would say I worry the least about travel.

BM: I worry the least about coaches' travel. I want our coaches to grow, however, there are so many opportunities via the internet now or local

clinics that it is way down the list of priorities.

DW: I worry least about the extras such as coaches clothing, or upgrading a piece of working equipment just because someone else has bought the newest thing out there.

Have you been asked to reduce your budget? If so, what areas do you cut and what areas are off limits?

JL: We have been through some cuts recently, but we have been able to maintain our equipment and supply accounts. We have attempted to reduce student travel by implementing a 55-mile radius for competition travel. We have put major restrictions and qualifications on overnight trips. We have virtually eliminated overnight trips for coaches related to clinics. We also lost some access to funds for large ticket items and capital improvements. This is something we are hoping to get back as we move forward we have several schools annually that are reaching the 10 - 12 year old mark. There is an increasing need to have additional funding to repair, replace and restore equipment and facilities.

BM: A few years ago, I had to cut a substantial amount. I cut coaches travel and student meals. Now that the UIL is out of the feeding business, anyone can feed our students with administration approval. It could be a parent or the booster club. I have noticed people are quick to help when it involves feeding our students. When you have to cut, noting is off limits but you try to limit the damage. We kept the same amount of services and games with a much leaner budget.

DW: No requests have been made in recent years to cut the budget and by maintaining a transparent and trustworthy relationship with the administration, I am hopeful that such would not be required.

As Athletic Directors make decisions about their budgets, all seem to share a common theme.

"Bottom line, it is our job to take care of our student athletes' needs in order for them to be able to play the sport that they love."

- Bernie Mulvaney, AD Goose Creek CISD





Spring Independent School District

MIDDLE SCHOOL COACHES PRE-SEASON MEETING 2017

Armando Jacinto
Assistant Athletic Director



CULTURE OF QUALITY



Spring Independent School District
Reaching for Excellence

DOES YOUR ATHLETIC PROGRAM CONVEY A CULTURE OF QUALITY?



Spring Independent School District
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CULTURE OF QUALITY

COMMON LANGUAGE AND APPROACH THAT
COMMUNICATES GOALS AND OBJECTIVES OF THE
ATHLETIC PROGRAM AND ENSURES WE ARE
PULLING IN THE RIGHT DIRECTION AND THAT THE
LEADERSHIP BURDEN IS IMPORTANT AND IT IS
SHARED AMONG THE ENTIRE COACHING STAFF

Spring Independent School District
Reaching for Excellence

Spring Independent School District

CULTURE

Doesn't take care of itself. If you don't seed it,
weed it, and feed it the wrong elements hijack it.



Spring Independent School District
Reaching for Excellence

EXAMPLES OF A CULTURE OF QUALITY FACILITY UPGRADES

SCOREBOARDS

RESURFACED TRACKS

MAINTENANCE AND UPKEEP OF ALL ATHLETIC VENUES

ATHLETIC FACILITY REPAIRS & UPGRADES

INSTALL NEW TURF AT HIGH SCHOOL COMPETITION FIELDS

2019-REPLACEMENT STADIUM

Spring Independent School District
Reaching for Excellence

EXAMPLES OF A CULTURE OF QUALITY ATHLETIC DEPARTMENT INITIATIVES

- SELF-EVALUATIONS
- PLAYER EVALUATIONS
- BI-ANNUAL FACILITY ASSESSMENTS
- RIVALRY WEEK
- SATELLITE CLINICS
- COACHING SERIES
- FUTURE PLAYER OF THE WEEK
- SUMMER SKILLS CAMP
- CAREER ADVANCEMENT OPPORTUNITIES
- REDRAWING OF BOUNDARIES
- ALL SPORTS TROPHY
- SOCIAL MEDIA-WEB PAGE/TWITTER
- PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Spring Independent School District
Reaching for Excellence

EXAMPLE OF A CULTURE OF QUALITY 2014-16 SPRING ISD ATHLETIC ACCOMPLISHMENTS

14-DISTRICT CHAMPIONSHIPS

42-PLAYOFF VICTORIES

44-PLAY-OFF APPEARANCES

160-ATHLETIC SCHOLARSHIP RECEIPIENTS

Spring Independent School District
Reaching for Excellence



FOCUS AREAS 2017-18

CROSS COUNTRY/TRACK PARTICIPATION

FAN BEHAVIOR

EXPANDED ATHLETIC OPPORTUNITIES FOR FEMALE ATHLETES

ONGOING HIGH SCHOOL RELATIONSHIP

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Spring Independent School District

CULTURE

Is not built by what you proclaim it is built by what you practice, promote, and permit



LEADERS OF A QUALITY OF CULTURE MUST EXHIBIT THESE 3 CHARACTERISTICS

BE ABLE TO

- 1. BUILD TRUST
- 2. BUILD RELATIONSHIPS
- 3. ALLOW FOR A FREE EXCHANGE OF IDEAS

Spring Independent School District
Reaching for Excellence

4 FACTORS THAT ARE ESSENTIAL TO CREATE A CULTURE OF QUALITY

PRACTICE

- 1. LEADERSHIP EMPHASIS-CONSISTENCY IN MESSAGE, & DECISIONS
- 2. MESSAGE CREDIBILITY-BELIEVE IN WHAT IS BEING COMMUNICATED
- 3. PEER INVOLVEMENT-USE POSITIVE ENCOURAGEMENT TO GENERATE QUALITY RESOLUTIONS
- 4. INCREASING COACHING OWNERSHIP/EMPOWERMENT-APPLY SKILLS TO MAKE CRITICAL DECISIONS AND REFLECT ABOUT RISKS AND PAYOFFS OF YOUR DECISIONS

Spring Independent School District
Reaching for Excellence

HOW ATHLETIC DEPARTMENT PRACTICES AND PROMOTES A CULTURE OF QUALITY

1. VISIBILITY



COMPETITIONS/PRACTICES
PROFESSIONAL DEVELOPMENT
STAFF MEETINGS
OTHER ATHLETIC EVENTS

2. ACCESSIBILITY

COORDINATOR & STAFF MEETINGS
PHONE/TEXTS/EMAIL
HEAD COACHES MEETINGS
PERIODIC CAMPUS VISITS
SCHEDULED APPOINTMENTS



3. APPROACHABILITY

SELF EVALUATIONS
SHARING OF IDEAS
COMMUNICATING ISSUES
ISSUE RESOLUTION



Spring Independent School District
Reaching for Excellence

3 THINGS COACHES NEED TO PRACTICE TO ACHIEVE A CULTURE OF QUALITY

- 1. COMPETENCE-ABILITY TO DO YOUR SPECIFIC RESPONSIBILITY WELL
ATH. DEPT ↔ AC ↔ COACHES
- 2. CHARACTER-CAN YOU BE COUNTED ON WHEN IT MATTERS
ATH. DEPT ↔ COACHES ↔ COACHES ↔ PLAYERS ↔ PLAYERS
- 3. CHEMISTRY-ARE YOUR SKILL SETS COMPLIMENTARY AND DO YOU GENUINELY LIKE EACH OTHER
COACHES ↔ COACHES ↔ PLAYERS ↔ PLAYERS

Spring Independent School District
Reaching for Excellence

CULTURE OF QUALITY COACHES TAKE FEAR AND INHIBITION AND IGNITE PASSION



1. COMPETENCE

PROFESSIONAL & SOCIAL GROWTH
PARTICIPATION & RECRUITMENT
SKILL DEVELOPMENT
GAME STRATEGY/KNOWLEDGE
PHILOSOPHY OF COACHING
PSYCHOLOGY OF COACHING

2. CHEMISTRY-
HOLD PLAYERS AND EACH OTHER ACCOUNTABLE
DISCIPLINE OF DISRUPTIVE PLAYERS
PUSH PLAYERS TO THEIR POTENTIAL
PLAYERS BELIEVE WHAT YOU ARE SAYING



3. CHARACTER

RELATIONSHIP W/ PLAYERS, STAFF, PARENTS, ADMINISTRATION
PERSONAL & PROFESSIONAL CONDUCT
APPEARANCE
ORGANIZATION/PLANNING SKILLS



Spring Independent School District
Reaching for Excellence

Spring Independent School District

CULTURE

TO ACHIEVE GREATNESS YOU HAVE TO SPREAD THE CULTURE

IS DEFINED AND CREATED FROM THE TOP DOWN,
BUT COMES TO LIFE FROM THE BOTTOM UP

GOOD LUCK
HAVE A GREAT YEAR



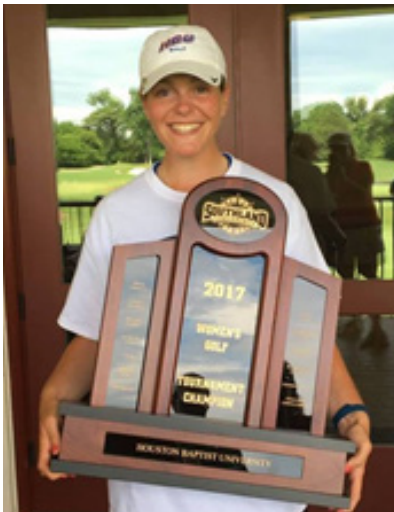


THSADA Intern Charlotte Hartshorn

I am currently a Kinesiology: Sport Management major at Houston Baptist University, with my graduation date set for May 2018. I am an F-1 student from England, United Kingdom, moving to Houston in August of 2013 on an athletic scholarship, competing on the HBU Women's Golf Team for four consecutive years. I am currently finishing my studies at HBU whilst interning with the THSADA. My intentions post-graduation are to become a graduate assistant either for the athletic department or the HBU golf team beginning fall 2018, whilst working towards either a Masters in HR-Management or International Business.

Outside of athletics, I have received academic honors including an induction to the 2016 class of the Alpha Chi National College Honor Society, an organization that recognizes the top 10% of junior and senior level students for their academic excellence and on-campus participation. I was additionally inducted into the 2016 class of the Chi Alpha Sigma chapter, a national collegiate athlete society that recognizes students of junior or higher standing with a cumulative GPA of 3.4 or above. Due to my current cumulative GPA of 3.88 on a 4.0 scale, I have additionally received the Women's Collegiate Golf Association All-American Scholar award for the past three academic years.

I am extremely excited about my opportunity to work with the THSADA, especially with my interest in working in the sports industry, especially sport management and event coordination. I consider myself a hardworking, goal-driven individual, and hope that both my current skills and skills I will learn along the way will help me to excel in your organization.



Athletic Director Spotlight Integrity & Excellence on the Job

Richard (Dicky) Thompson- Sharyland Independent School District, Athletic Director; by Paula Gonzalez

Introduction

Coach Richard (Dicky) Thompson is the Athletic Director at Sharyland Independent School District located in the Rio Grande Valley in South Texas. Coach Thompson played football and ran track as an athlete at Mission High School. He has been employed at Sharyland ISD for 38 years. He was a Varsity Football Assistant coach for 15 years and was the Head Boys Track and Cross-Country coach for 20 years at Sharyland High School. He also was the Head Girls' Cross-Country for a 7 year period. He became the Assistant Athletic Director for 2 years from 1998-2000 and has been the Athletic Director since 2000. Coach Thompson's main objective was to help build a successful overall boys and girls athletic program at Sharyland ISD. You can tell from this picture that he is highly respected by his administration, school board, and community – the football stadium is named after him. It was a pleasure to have the opportunity to interview him as he fondly reflected on his coaching and athletic administration career

1. Please tell us about your schools.

I am currently the Athletic Director at Sharyland Independent School District. It consists of two 5-A high schools: Sharyland High School and Pioneer High School and two middle schools: BL Gray and Sharyland North. Sharyland has been blessed with much success in all their sports and won the UIL State Boys Soccer title in 2012. As a school district, we take great pride in producing student athletes who excel in both academics and athletics. To us, athletics is an extension of the classroom. We believe that athletics is the best at risk program which develops character and prepares students for lifetime experiences.

Story continues from page 10....



...Story continued from page 9 (Dicky Thomson)

2. What was your career path and what lead you to becoming an athletic administrator?

I was greatly influenced by 3 of my high school coaches: Jerry Tomsu (Mission HS Head Football Coach), Gordon Forester (Mission Offensive Coordinator), and Roy Garcia (Mission HS Offensive Line Coach). All of these gentlemen are career coaches who went on to become leaders in their coaching fields. After being coached by these inspiring coaches, there was no doubt in my mind that I wanted to become a coach. I knew that this would be my lifetime passion and lifetime career. The main difference from coaching and being an Athletic Director is that I am now in charge and with this comes a great amount of responsibility. I am responsible for the athletic budget, athletic facilities, part of the hiring process and dealing with certain parent, athlete, and coach concerns that are associated with athletics, as well as the daily management of the athletic program. I have two great Athletic Coordinators, Ron Adame and Tommy Lee that help run the athletic programs in each of our high school attendance zones.

3. What experiences have you had in education, as an athletic administrator, that helped you grow personally and/or professionally?

When I became an Athletic Director, I was knowledgeable of UIL eligibility rules because I had been a head coach for so many years, but there were many areas that I needed to learn from a managing standpoint. I learned a great deal from just watching and asking questions from other athletic directors in the RGV and across the state. When I first began, there was Joe Rodriguez (Athletic Director at Brownville ISD), Poppy Rodriguez (Athletic Director at McAllen ISD) and Gil Garza (PSJA ISD) who guided me. There were also other Athletic Directors across the state like Jerry Comalander (San Antonio Northeast ISD), Larry Peil (Cypress ISD), and Karen Funk (Northeast ISD) who I would listen to and ask questions. Being able to brainstorm and bounce questions off experienced Athletic Directors is one of the best ways to learn how to deal with issues that we face daily. Attending the THSADA Conferences and our Region Athletic Directors Meetings are also a great resource that have helped throughout the years. Lastly, the UIL has always been a valuable resource to me and my coaching staffs by always being available and by providing great information on their publications and website. All of the above individuals and resources have definitely helped me develop as an Athletic Director.

4. Please share the key components or characteristics that you look for when hiring coaches and staff for a new program. Why are these components important to you?

I consider hiring good coaches a very important part of my job as an Athletic Director. The key components include: 1). Try

to hire a coach with “good character.” Someone who knows how to be humble when they win, someone who learns how to become better when they lose, and one who always teaches sportsmanship and maintains their composure through it all. 2). Try to hire a coach who has great passion and desire to make a positive difference in their athlete’s lives every day. 3). Try to hire a coach who is a student of the game. Someone who never stops learning and wants to become better each day. 4). Hire a coach who understands the importance of the classroom. I have found that in most cases, if you hire a good classroom teacher, then you have also hired a good coach. 5). Finally, I believe coaches should be positive role models for their athletes on and off the field. Young coaches need to understand what a great honor it is to be called “Coach,” because with that name comes a great deal of responsibility.

5. What adversity have you faced as an athletic administrator and how have you resolved that particular adversity?

I have been very fortunate in my career to have been under the leadership of some great School Boards, Superintendents, and Principals who have been very supportive of athletics. None better than the present. I truly believe that Sharyland ISD has the “team” concept from top to bottom. When you have the support of your School Board, Superintendent, Administration, and Faculty, you have the opportunity to build a successful program. To me, it’s like a team moving together as one unit in the right direction; it’s paramount. The School Boards, Superintendents and Administrators that I have worked under have understood the importance that athletics and any extracurricular activity plays in the overall educational process and development of our young men and women.

6. What advice would you give an aspiring Athletic Director?

Before becoming an Athletic Director it is very important to make sure that this is something that you have a passion for and a desire to do because the job does entail long hours and commitment. There is a great deal responsibility in regards to running a successful program. As an Athletic Director, you need to listen to your coaches, parents, and administration before making certain decisions. We as coaches hold the most prized possession of all parents and that is their son or daughter. It is important for coaches to coach athletes as they would expect others to coach their own children. This basic idea can help coaches think before they react in certain situations. Being an Athletic Coordinator/Athletic Director gives you the privilege to help and watch student athletes and coaches succeed after they have worked hard to reach their goals. I am blessed to have great Coaching Staffs, Athletic Training Staffs and Athletic Coordinators at each high school and middle school that do a great job in overseeing our athletic programs.





TAAAC

The graphic features the letters 'TAAAC' in a large, bold, white font with a red outline, set against a background of the Texas state flag (blue, white, and red stripes with a white star). The entire graphic is framed by a dark blue border.

Texas Athletic Administration Certification

The THSADA provided a brief summary of the proposed Texas Athletic Administrators Certification program to the Legislative Council of the UIL. The UIL gave a strong endorsement of the program in the Athletic Committee meeting following the initial full Council meeting. There are several small adjustments to make in the program prior to the Board of Directors meeting in December where the Board will approve the certification program for implementation at the State Conference.

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KEVIN GREENE

Executive Director of Athletics, Forth Worth ISD, TX

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