

# THSADA NEWSLETTER

Presented by TicketRoar



March 2019

## Texas High School Athletic Director Association – President's Remarks

*Shawn Pratt, President – THSADA*



Welcome to the 48th annual THSADA State Conference and Professional Development Program; one of the state's most premier conferences, and one of the best in the nation, hosted by the city of Waco. As a continuation of what was implemented at last year's convention with the Texas Athletic Administrator's Certification Program, attendees can attend sessions that have been created as another resource for athletic administrators to enhance their knowledge and skills.

In addition, we have several sessions being led by athletic directors, UIL staff, attorneys, and professionals who are leaders in their areas of expertise. The conference provides opportunities to network with peers from around the state of Texas as we continue to grow and strengthen our association. Enjoy some time with your colleagues and friends while continuing to learn from each other.

This year's theme, "Building on the Best!", exemplifies how our conference continues to provide tools for growth for the best High School Athletic programs in the nation. I challenge each of you to reflect on how we can become better leaders for our coaches, while also taking notice of any best practices that might be presented this weekend. It is our responsibility as athletic administrators to position our athletic departments in a manner that supports

not only our departments, but our student-athletes as well. We are blessed to work in Texas where the UIL, our association, THSCA, and TGCA are second to none across the nation.

I feel it's important to mention that this conference would not be possible without our Executive Director and staff, our Officers, Regional Directors and Committee Chairs that put in timeless effort during the year. Rusty, Kathy, Ellissa, Larry, Keith, and Bill have worked extremely hard to put together a great conference. To the Board of Directors; Rodney Chant – President-elect, David Kuykendall – Vice President, Debbie Decker -Past President, Regional Directors Mike Meeks -Region 1, Brent McCallie – Region 2, Philip O'Neal – Region 3, Rene Aguilar – Region 4, Debbie Fuchs – Region 5, Todd York – Region 6, Paula Gonzalez – Region 7, Melanie Hinson – Region 8, Sandra Howell – Secretary, and Bob DeJonge- Assistant Executive Director, many thanks to each of you for your leadership and service to the association. I also want to thank our committee chairs for their contributions and volunteering their time. If you are interested in getting more involved in THSADA, you can volunteer on one of our committees as a way to get started.

This past December I was able to attend the NIAAA Conference in San Antonio. I walked away with some great information but what impacted me the most was the level of athletic leadership we have in Texas. We have many individuals leading out in our profession and I am truly grateful to be working alongside all of you.

*Again, welcome to the THSADA State Conference!*

*Shawn Pratt*

*THSADA President*



## Executive Directors Report

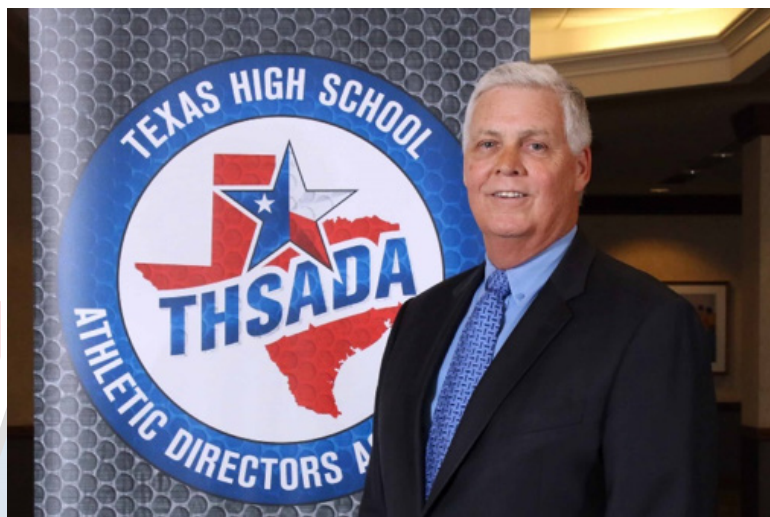
### Rusty Dowling-THSADA

I would like to take this opportunity to welcome everyone to the 48th annual THSADA State Conference and Professional Development Program. We are entering our 3rd straight year of holding the State Conference in Waco, Texas. The Waco Convention Center and CVB, Hilton and Courtyard hotels have been tremendous hosts for our annual gathering and we will return once again in 2020. This promises to be another great conference as the professional development programs are a direct result of Athletic Administrator and Superintendent input. This is the second year implementing the Texas Athletic Administrator Certification program and the THSADA is expecting to certify over 320 TAAC recipients. The Texas Athletic Administrator Certification program (TAAC) was developed to create a certification program for Athletic Administrators specifically for and within the State of Texas. A group of retired and former Hall of Honor Athletic Directors developed the core concepts of the program and then it was expanded on by collective groups including but not limited to: UIL Staff, THSADA Professional Development Committee, selected Superintendents, Texas State Athletic Trainers Association and TAPPS Staff.

The implementation of the TAAC program has not only been successful in establishing athletic certification within the State of Texas, it has also markedly increased THSADA membership. A noticeable increase has occurred with the Athletic Director/Head Football Coach position. At this writing, THSADA membership is at 1,160.

With the growth of the THSADA there also occurs an upswing in duties and responsibilities. Having a larger Tradeshow means dealing with more businesses on a regular basis as well as an ever-increasing membership. Involvement by THSADA members is also crucial as our Board meetings sit 30 individuals which now includes all of the THSADA Committee Chairs. There are plenty of opportunities to get involved with the THSADA as between serving on the Board or a Committee we have over 90 members represented.

As businesses understand that Athletic Administrators have tremendous influence in purchasing in their respective districts, it's become necessary for us to add extra space for our THSADA Tradeshow. We've had to expand from Chisholm Hall into the McLennan Hall to accommodate all the Exhibitor requests. This year we will have around 200 Exhibit booths. That's an increase of 25 more booths than we had in 2018. Each year we have added an additional 20-25 Exhibit booths.



The THSADA office works through the months of August, September and October to prepare for the November 1st kickoff for the State Conference Registration. Another important part of those three months is the annual THSADA sponsorship drive and renewal process. The THSADA is very fortunate to have those companies and businesses that support and contribute to the efforts of Athletic Administrators and the athletic programs in the State of Texas. Currently our sponsor total is at 45 contributors. Sponsorships and the involvement of all our supporters is the main revenue generating component of the THSADA and allow us to keep our membership and registration fees to a minimum along with supporting the business of the THSADA such as travel, Board meetings and maintaining the THSADA office and staff. Currently the THSADA is 1,160 members with the majority of those representing UIL schools and about 95 representing TAPPS schools.

December was a busy month for the THSADA as the Board of Directors had two days of meetings in Waco and the THSADA attended the annual NIAAA Convention that was held in San Antonio. Special thanks go to Jennifer Roland-Director of Athletics-Alamo Heights ISD and Melanie Hinson-Assistant Director of Athletics-Southwest ISD and the entire San Antonio host committee for their great work in putting on a tremendous Conference. Receiving the NFHS Citation Award at the annual NIAAA awards luncheon was Cliff Odenwald-Director of Athletics-Garland ISD.

The Board of Directors meeting this past December was one of the most produc-

Story continued on page 3...





...Story continued from page 2 (Exec Report)



tive we've had. Included as part of the general meetings were specific Officers meetings, Region Directors meetings, Committee Chair and Board Committee meetings. All these meetings were productive with numerous discussions taking place regarding THSADA policy, financial reports, By Laws updates and great discussion on future THSADA initiatives, proposals and general operations. The UIL also presented updates to the Board as did a host committee from the Waco CVB.

The THSCA Summer Coaching School will be held in Houston July 20-23 while the TGCA Summer Convention will be held in Arlington July 8-11

In closing, I appreciate all of you who are attending the 48th annual THSADA State Conference. You are making the effort to network, be involved with your colleagues and pursue Professional Development that can help you in what you do each day. Your presence shows that you support the mission of your professional association and what THSADA does for Athletic Administrators. Thank you for all you do and what you do for the THSADA

## THSADA Board Review – December 5-6, 2018

The THSADA Board of Directors/Committee Chairs met at the Waco Hilton on December 4-5, 2018.

Wednesday, December 5th – Officers/Region Directors/Committee Chairs meeting

THSADA Officers Meeting-Board Preview

Region Directors-Region meeting schedule/Sponsors/meeting template/duties/Board Committee Assignments

Committee Chairs-Committee Chair duties/Roster updates/

Thursday, December 6th – THSADA Board committee meetings/Board meeting

### Board Committee meetings

- A. By Laws Committee
- B. Legislative Committee
- C. Financial Committee

### Information items presented to Board

- A. THSADA Fall Forum – September 24-25 – Northside ISD
- B. THSCA/TGCA Summer Conventions
- C. TAAC Update
- D. State Conference Exhibitor Update
- E. Board/Chair/Region Director Reports
- F. Awards timeline for PBK Sports-THSADA Hall of Honor Banquet
- G. 86th Texas legislative session
- H. NIAAA Conference
- I. THSADA upcoming elections

### Consent items approved by the Board

- A. July 2018 minutes
- B. Proposals for UIL legislative Council – June 2019
- C. Moving counties from Region 6 to Region 3

### Action items approved by the Board

- A. THSADA Financial Report
- B. State Conference preview

## THSADA BOARD OF DIRECTORS 2018-19

**TOP ROW-L:** Rusty Dowling-THSADA, Bill Daws-THSADA, Larry Pelt-THSADA, Maria Kennedy-El Paso ISD, Lynn Pool-Austin ISD, Vince Sebo-Tomball ISD, Rodney Savast-Beaumont ISD, Br. Bernie McCreary-Goose Creek ISD, Johnny Tusa-Waco ISD, Brenda Marshall-Corpus Christi ISD, Jerry Littlejohn-Frisco ISD, Keith Kilgore-THSADA, Elissa Unger-THSADA, Bob DeJonge-THSADA

**BOTTOM ROW-L:** Mike Meeks-Lubbock ISD, Brent McCallie-San Angelo ISD, Sandra Howell-Little Elm ISD, Rene Aguilar-Clint ISD, David Kaykendall-Frisco ISD, Rodney Chant-Fort Bent ISD, Shawn Pratt-McKinney ISD, Debbie Decker-Katy ISD, Debbie Fuchs-Clear Creek ISD, Todd York-Georgetown ISD, Paula Gonzalez-McAllen ISD, Melanie Hinson-Southwest ISD





# Changing the Culture of an Athletic Department

*David Kilpatrick, Athletic Director- Ennis ISD*

Success breeds success. We've all heard that phrase, and it makes a lot of sense. Championship level teams have the ability to drive a winning culture in schools. There's an energy and a confidence in the hallways of a high school after a successful playoff run or state championship. The pride is palpable. But what about athletic programs who don't have winning teams or a rich history to draw from? What about athletic programs that have grown stagnant or exist in a culture without discipline or energy? Changing that culture can be a daunting task, but a systematic approach can create an environment where teams can have success on and off the field of competition.

## To Solve a Problem, You Must Admit You have a Problem

The Athletic Director must have some difficult discussions with all stakeholders to find out what problems exist within the culture of the athletic department. Coaches, booster clubs, teachers, administrators, and student-athletes can all offer valuable insights into the causes of a failing culture. Be a good listener but separate sour grapes from constructive criticism.

## Identify Every Factor

Before you can develop a comprehensive plan to change the culture, you must address every factor that plays a part in your department's culture. Academics, discipline, facilities, coaching, administrative support, fan support, etc. all play an important role in the success and/or failure of culture. Culture goes far beyond just the competitive success of a team. Coaches and athletes should be able to take pride in every aspect of their program.

## Develop the Plan

Start the process of change by coming up with 3 or 4 things you want to change within the next 90 days. Maybe it's a social media blitz to promote your teams, or a fundraising effort to buy new equipment, or revising your athletic handbook to reflect new policies and procedures. Change is hard. Don't try to do too many things at once. Share these goals with your Superintendent, Principal, and Coaches so they can help you with the plan.

## Align Your Goals with the Goals of Your School District

It is always a good idea to have a shared vision with your school district. Things like school safety and a more rigorous academic atmosphere can easily be adapted to your plan. Improved athletic facility safety plans, weather alert systems, etc. can be used to enhance athlete safety. Mandatory study halls and peer tutoring can improve GPA's for your student-athletes. It has often been said the athletic department is the front porch of a school district. Aligning your department goals with those of the school district will allow stakeholders to see what your district is really all about.

## Don't Get Discouraged

If you are making sweeping changes to a culture, not everything you try is going to work. Don't be afraid of failure. Be a model of persistence and tenacity so your coaches and student-athletes can see your passion and sense of urgency.







# How to Deal with Challenging or Difficult Conversations

Dorothy Newill said, “The real art of conversation is not only to say the right thing at the right place, but to leave unsaid the wrong thing at the tempting moment. We often avoid difficult staff members and conversations because it makes us uncomfortable and we are afraid of the outcome. If you define a person as a problem you will be in trouble, if you define it as a behavior you can do something. I have been guilty in the past of confusing this myself. One must change to interacting with difficult people rather than reacting to them. Challenging or difficult people and conversations are like the common cold. We all get them and they can be a real nuisance and a moral deflator in the workplace. You must react before this moves from a cold to a cancer. You don’t want to give the misconception there is no problem and the moral of your entire staff is affected. One must collect and prepare the three D’s: data, documentation and details. In data collection one must collect any and all examples of poor work performance and document. As you document, be specific (dates, times, places, etc), avoid any vague phrases such as constant complainer or poor team player and be careful not to cite any legally protected rights.

Here are a few tips and strategies to help you navigate difficult conversations.

## To prepare for a difficult conversation, here are some things to reflect on:

- What is the purpose for the conversation? What do you hope to accomplish
- Know the facts
- What do you know about the person and their situation
- What are your trigger points
- What are your needs and fears
- Have you contributed to the problem
- Have you enforced the rules of the workplace in a consistent and fair manner
- Focus on how behavior impacts work performance
- Does coach/staff member understand job description
- Was adequate training provided
- Have you maintained adequate professional boundaries
- Have you provided regular feedback and consistent evaluations
- Stay aligned with district and board policies
- How much time do you need for the meeting

If you are not sure how to begin a difficult conversation, here are a few conversation starters.

- I have something I’d like to discuss with you that I think will help us work together more effectively and have a better workplace.
- I’d like to talk about \_\_\_\_\_ with you, but first I’d like to get your point of view.
- I’d like to talk about \_\_\_\_\_. I think we may have different ideas about how to \_\_\_\_\_.
- I’d like to see if we might reach a better understanding about \_\_\_\_\_. I really want to hear your feelings about this and share my perspective as well.

If you are ever stuck in a conversation, here are five magic phrases that will help you respond to anything that could be said rather than have that deer in the headlight look because you can’t believe what you just heard.

That’s interesting

- Tell me more
- Why would you say that?
- Why would you do that?
- Why would you ask me that
- How would you think that would work?

## If you need to steer a conversation back on track or politely interrupt, here are some phrases.

- So you’re telling me...rather than. “Can you just get to the point?”
  - Grab any last phrase the person said and repeat back by prefacing with, “So you’re telling me.....”
- Example: Jill, tell me why you don’t get along with your assistant coach?
- Well, they look like my ex-husband and he was an a%?@\$X.

So you’re telling me your ex-husband is terrible? (Yes, but what question did you ask me?) This lets the person know you are listening and you can get them back on track.

Remember at the end of it all, listen with the intent to understand and come to a solution. These difficult conversations are a work in progress. Stephen Covey says, “Most people do not listen with the intent to understand. Most people listen with the intent to reply.”

Sources: [www.mediate.com](http://www.mediate.com), [www.hbr.com](http://www.hbr.com), [www.acas.org.uk](http://www.acas.org.uk), [www.mindstepsinc.com](http://www.mindstepsinc.com)





## Meet Chris Fore



Chris Fore is a veteran Athletic Director and Head Football Coach who currently serves as President of the California Coaches Association from Southern California who specializes in the hiring process among the highly competitive athletic world. His consulting business, EightLaces, has been instrumental in helping coaches navigate the employment process. He counts former NFL players, collegiate coaches at all levels, and high school coaches from all sports as his clients. (One client just landed a NCAA Division 2 Head Football Coach position!)

Fore's success as an Athletic Director can best be summed up in this: every year he has been an AD, his school won MORE League Championships than the year before! And he has set SCHOOL RECORDS for most League Championships in one year at both schools where he has been an AD! Excelsior Charter School hired Chris to bring prestige to their athletic program after winning just 3 League Championships in TEN years. They won SIX in his first school year!!

He is the author of BUILDING CHAMPIONSHIP CALIBER FOOTBALL PROGRAMS, released in December, 2013. He has also published OUTSIDE THE LINES: FOOTBALL COACHES and OUTSIDE THE LINES: ATHLETIC DIRECTORS. Fore has written articles for two national magazines: NIAAA and Coach/Athletic Director, and has been featured in articles on some of football's best websites: Football Scoop, X and O Labs, Coach XO, My CoachBook and more. He has been a guest on High School Football America's radio show, as well as Fox Sports AM 570 Los Angeles, and has also appeared multiple times on FootballCoachingPodcast.com.

Fore's own blog, CoachFore.org, is seen by hundreds of unique visitors per day, and is a favorite among football coaches.

Fore shares his real world experiences as an Athletic Director who

has hired approximately twenty-five head coaches and hundreds of assistants to make your employment package second to none. He knows what Athletic Directors and Administrators are looking for, and wants to help you with that knowledge he has. Eight Laces has become known for creating dynamite job getting athletic resumes and attention grabbing cover letters as well as as providing interview preparation that is second to none.

His education includes a Master's Degree in Coaching and Athletic Administration from Concordia University, and a Bachelor's degree in Biblical Studies with a minor in Youth Ministry from Azusa Pacific University. Chris has earned the Certified Athletic Administrator distinction from the National Interscholastic Athletic Administrators Association.

### 6 HABITS OF HIGHLY EFFECTIVE ATHLETIC DIRECTORS

This article was written by Chris Fore with coachfore.org. Coach Fore is a veteran Football Coach as well as an Athletic Director. He owns Eight Laces Consulting which helps coaches around the country find jobs. During his time as an AD he has developed 6 ways to become highly effective.

#### HIGHLY EFFECTIVE ADS

I recently wrote an article about why I love being an Athletic Director. Check that out here.

I've also written before about how Athletic Directors should be evaluated. You might like that too.

I thought a great article would be how Athletic Directors should manage their time. It can be a very burdensome job, and one where you spin your wheels if you don't have a plan. A lot of coaches, student-athletes, their parents, teachers, administrators, vendors, facility people, etc. etc. etc. want and need your time as an AD!

Here are 6 Habits of Highly Effective Athletic Directors

#### TIME MANAGER

The most important trait for an Athletic Director is that of Time Manager. He/She has got to learn how to effectively manage their time. An Athletic Director who does not figure this out will work harder and longer than they need to, and fail to get as most out of their days as possible.

One way that I've been able to manage my time is by making a monthly calendar. This helps you avoid "floating with the wind" on your time. Take 30 minutes towards the end of November to plan out your December. Athletic Directors have a lot of time demands. If you want to be effective, and in this business a long time, it is important to take control of your time. There are some weeks you could spend 6 nights a week at the school. Not smart. Making use of a monthly calendar will help you to manage your time more wisely.

You either control the time or let the time control you! Take control of your time!

#### PRIORITIZATION EXPERT

Again, we come to the idea of "time." Highly effective Athletic

*Story continued on page 7...*





...*Story continued from page 6 (Meet Chris)*

Directors know how to prioritize their watches, their days and their nights. With the many demands that come with the job, it is important to make the most of every day. Relationships are important in this business. But you need to be aware that sitting around chatting with a coach or coaches needlessly for an hour can be a time drainer. Encourage them to come to the basketball game to chat, or sit with you as you manage the clock at the baseball game. This way, you kill two birds with one stone!

Prioritizing your time on a daily basis can be challenging. Athletic Directors need to come up with their own way to help prioritize that time.

For instance, obviously in season demands always come first. I always liked to schedule a meeting with my in season Head Coaches once per week to try hard to be proactive with issues that could come up. Sometimes, that meeting might be an hour long, sometimes it might be 5 minutes. But I always kept the same hour long meeting time on the same day all week. For instance, meeting with my head baseball coach every Tuesday at 10:00 am. This helped a lot because it kept us both on the same page for the entire season. And if we only needed 10 minutes, then I had 50 minutes to "catch up" on something else. But during baseball season, from 10:00 am to 11:00 am, all season long, my calendar said "Head Baseball Coach."

There are meeting requests that will come up for a team not in season at all. Those need to go on the back burner if they aren't from the Head Coach. That's one way to try to prioritize your time.

I once had a softball coach who would need 60-90 minutes of my time just to order three softball bats! I'm not kidding. So, anytime that coach would want to meet with me out of season, I always scheduled that for a time I was out at a game. Kill two birds with one stone. That was a great way to prioritize my time.

Prioritize your time or it will prioritize itself, and you'll spin a lot of wheels.

### **DELEGATION EXPERT**

Highly effective Athletic Directors have GOT to delegate many aspects of their jobs if they wish to be effective. For many ADs, this is difficult, because most of them are overachievers, and they want to have their hands in as many aspects of their athletic programs as possible.

But that leads to burnout, and it leads to becoming ineffective. So, figure out what can be delegated to your Head Coaches, to their Assistants, to your Administrative Assistant, or to other administrators. Heck, maybe you can even delegate something to trusted volunteers and Booster Club parents. Don't be above asking for help.

Delegating tasks to others will help you to manage your time more effectively, and it will help you to prioritize your time more efficiently.

For instance, let's say an equipment guy wants to come by to pitch their latest football helmet to you. Instead of taking that meeting right away, have your football coach meet with him first. I've seen and heard a lot of ADs do this backwards. They will meet with an equipment or jersey rep for an hour, like what they are pitching, then take it to the Head Coach who doesn't like it and has valid reasons for whatever might be the case. Now, the Athletic Director has just wasted an hour.

### **TIMELY COMMUNICATOR**

Highly effective Athletic Directors are among the best communicators you know. They take communication seriously, they are timely in their communication and they are accurate with their communication.

Most of the time when an Athletic Director gets an email or phone call, the matter is very important to the person on the other end. Many times it is urgent.

"The bus isn't here yet."

"The officials haven't shown up yet."

"Is our game at 3:30 or 4:30 today, the opponent is telling me different than what you told me."

This is why Athletic Directors must be quick and accurate with their communication. If you don't know, say that you don't know, find the answer and return the phone call or email quickly. Don't leave people out to dry, it doesn't reflect well on you, the athletic program or the school.

I've always told my in season Head Coaches that there is no such thing as after hours for your communication with me. If it is urgent to you, it is urgent to me, don't hesitate to contact me.

### **USE THE PHONE**

I don't think enough people these days use the telephone. I agree, many times it's much easier to just blast off an email. But many times, Athletic Directors are like firemen or policemen. They are either putting out a fire or investigating something. Communication on the screen doesn't come out nearly as well as communication through voice. If things are getting contentious in an email thread, put a stop to it by picking up the phone. It can go a long way to help you solve problems. In fact, in the long run, it will usually save you time because you get to the heart of the matter a lot faster. Get back to using the phone, you'll be surprised at how much of a time saver it can actually be.

### **BE PRESENT FOR THE MAJOR THINGS**

Yes, it is important to manage your time. We've covered that. It is important to prioritize your time. But you've got to be at the "major things," you've got to make appearances (at minimum) at what athletes and their parents would consider the major points of the athletic year.

For instance, banquets. These can take up a lot of time. No Athletic Director has the time to sit through 8 Freshman team banquets in one year. But you should try hard to at least make an appearance. It tells the parents and athletes that you care. Better to show up for 20 or 30 minutes, say a few words, then not show up at all.

The absence of the Athletic Director at some events says a lot to parents and kids and coaches. Again, sitting down at the end of the month, to prepare for the coming month should help with making sure you are present for the "big" things. Setting your calendar for the "big events" will help you prioritize your time in order to be a highly effective Athletic Director.





# Introducing a New THSADA Event

*Inaugural THSADA Athletic Administrators Fall Forum*

*Northside ISD-Farris Athletic Complex*

*San Antonio, Texas*

*Tuesday, September 24th-Wednesday, September 25th - 2019*



Engaging our membership with issues and concerns conducive to athletic administrators in a day and a half workshop. Initiative will rotate every fall to showcase one of the latest athletic buildings, stadiums or multi-purpose arenas on the campuses of our membership

Registration and Workshop Agenda information will be posted at [www.thsada.com](http://www.thsada.com) in the near future.







# THSADA Financial Report

August 2017 - July 2018

*Prepared by Gavrel Financial Services*

*Approved by THSADA Board at December 2018 Board Meeting*

## THSADA Revenue

Sponsorships	\$238,194.00
Memberships	\$45,969.00
Conference Registration	\$47,015.00
Exhibitor Fees	\$95,600.00
Golf Tourn.	\$12,590.00
Raffle Tickets	\$4,365.00
Hall of Honor Banquet	\$55,885.01
Interest-Savings-CD	\$9.00
Misc.,	\$3,535.30
Total Net Income	<b>\$503,162.31</b>

## THSADA Expenses

State Conference	\$105,282.57
Scholarships	\$3,000.00
Hall of Honor Banquet	\$1,441.73
NIAAA	\$2,181.24
Contracted Services	\$165,145.25
Operations	\$58,984.55
Meals-Entertainment	\$6,211.97
Advertising	\$1,169.00
Board	\$791.00
Travel	\$21,557.39
Dues	\$125.00
Misc.,	\$590.00
Registrations	\$260.00
Total Expenses	<b>\$366,739.70</b>

## Assets

Ch.Account	\$485,925.07
Savings	\$30,026.09
CD#1	\$22,334.03
CD #2	\$33,431.33
Total Assets	<b>\$571,716.52</b>

## THSADA Office

Executive Director-Rusty Dowling  
 Assistant Executive Director-Bob DeJonge  
 Director of Membership/Registrations-Kathy Mathis  
 Administrative Assistant-Ellissa Unger  
 Conference Program Coordinator-Keith Kilgore  
 TAAC Coordinator-Larry Peil  
 Exhibits Coordinator-Bill Daws  
 Strategic Partnership Coordinator-Dave Stephenson

## THSADA Committee Chairs

Membership: Maria Kennedy-El Paso ISD  
 Awards: Rodney Saveat-Beaumont ISD  
 Policy: Vince Sebo-Tomball ISD  
 Publications: Bernie Mulvaney-Goose Creek ISD  
 Athletic: Lynn Pool-Austin ISD/Andre Walker-Houston ISD  
 Officials: Johnny Tusa-Waco ISD  
 TAAC: Jerry Littlejohn-Frisco ISD  
 NIAAA: Brenda Marshall-Corpus Christi ISD

## Publications Committee

### Members

### **Bernie Mulvaney-Chair**

David Kilpatrick  
 Albert Hernandez  
 Dena Scott  
 Armando Jacinto  
 Beck Brydon  
 Leal Anderson  
 Sheila Henderson





## Promoting Success: Spotlighting Student Athletes, Coaches, and Athletic Programs

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

*Athletic Directors are always looking for ways to promote student athletes, coaches and athletic programs. The following are just a few examples of how Athletic Administrators are highlighting athletic successes throughout the great state of Texas.*

**Debbie Fuchs**

**Director of Athletics, Clear Creek ISD**

"CCISD hosts a luncheon specifically for our signed athletic scholarship athletes. We select a Wednesday in May and host it at our community room at Challenger Columbia Stadium. The senior athletes are released from school to attend and they wear their college/university shirt. Our Superintendent along with his cabinet and our school board members attend the event and Dr. Smith always says a few words to our athletes. I am the master of ceremonies and run the event. We ask two former scholarship athletes (one male, one female) to come back and speak. I have the event sponsored so it is taken care of monetarily and the sponsors are also allowed to speak. At the end, I announce every athlete and the school they will be attending. We then take pictures of them as a campus and then we take a large group picture."

**Leal Anderson**

**Director of Athletics, Austin ISD**

"We promote our athletes through our website, Facebook, and social media. We also have partnered with the Fellowship of Christian Athletes to do an end of year Coaches Convocation. It is in honor of former LBJ head coach Andrew Jackson who passed away last year from cancer. We have a meal and they award a coach of the year. We are working to invite our Middle Schools this year as well."

**Debbie Decker**

**Director of Athletics, Katy ISD**

"When we have an athlete receive state-wide recognition, we will recognize the athlete at our monthly school board meeting. Regarding coaches, we recognize a Katy ISD girls high school sport head coach of the year, boys high school sport head coach of the year, assistant high school girls sport coach of the year, assistant boys sport coach of the year, a Jr high girls sport coach of the year, Jr high boys sport coach of the year and an athletic trainer of the year. Coaches are nominated on the campuses and the athletic office selects the award winner per category. We then recognize them at

our all coaches UIL meeting in August. Each high school campus holds their own signing day event. The assistant athletic directors and I spread out to try and attend all of them. One of my assistants and I take most of the pictures and post the information on Twitter. We take pictures anytime we're at a game, meet, or tournament. On occasion a coach will send us the photo."

**Ray Zepeda**

**Director of Athletics, Cy Fair ISD**

"Our staff works hard to publicize as many positive things about our programs, athletes and coaches. All central district athletic administration members work hard to have a positive social media presence. We heavily utilize twitter and will share, like or retweet information that highlights the many positive things happening on campus. If it is a larger event or result, we work collaboratively with our school district's communication team to issue a formal press release that will then be shared via the different social media platforms that the district utilizes. We ask our coaches and campus athletic coordinators to inform us of any positive event that they have upcoming to allow us to publicize that for them. This has worked well for us and our community seems to appreciate the amount of information that we share with them on a daily basis."

**Paula Gonzalez**

**Director of Athletics, McAllen ISD**

"We recognize our athletes and coaching staffs at a board meeting when they are District Champions, Area, Regional, and State Qualifiers. They also receive a certificate. We do signings for our athletes when they will be playing at the college level. There is a celebration either at the high school gym or hall lobby. Students, administration, parents, the community, and media attend. Every high school sports hosts a banquet and invites their athletes and parents. Middle school athletes also have one banquet which includes all of their sports. Three years ago, we purchased a large video scoreboard and our Community Information Department does short highlight films to recognize athletes, coaches, and teams during football games. We recognize different teams such as cross country, volleyball, etc. at our football games in person and through the video scoreboard. We recognize our coaches and they receive a plaque when they reach a coaching milestone, such as 100, 200, etc. wins."

Story continued on page 11...





...Story continued from page 10 (Promoting Success)

**Gilbert D. Leal**

**Athletic Administrator, Brownsville ISD**

**Sandra A. Powers**

Assistant Athletic Administrator, Brownsville ISD  
"Posters are created of all District Championship teams and coaches, which are placed in the local newspaper with information of dates and times of regional competitions. Pictures and announcements are posted on social media, twitter, Facebook and district and department web pages for parents and community. Athletic coordinators, coaching staff and players are interviewed by our District TV station and programs are televised monthly. Campuses send videos to be played on our State of the Art stadium scoreboard. Campuses host sport banquets, parent night, and feeder middle school nights. Campuses host college signing days and receptions. District Board of Trustees, and superintendent schedule a Special Call board meeting to recognize athletic programs and coaches. Coaches are recognized during the Annual Coaches in-service. A Middle School Hall of Honor celebration for Middle School coaches is celebrated periodically. Emails and letters and cards are sent to Coaches to congratulate them and their teams."

**Scott Moehlig**

**Director of Athletics, Alief ISD**

"One thing that we do to recognize some of our student athletes is that we have a boys and girls scholar athlete each month. We do this from September through April. Each head coach from all of our high schools nominates a scholar athlete for their team during their season. Our office looks at the nominations and chooses one boy and one girls each month. We interview them and take several pictures of them in uniform and with their coach. We give them the pictures, a certificate and their nameplate goes on the perpetual plaque for the year in our building as well as their picture is mounted on the wall honoring all our scholar athletes. They are formally recognized at a presentation at one of their home games and an announcement is read regarding their accomplishments and activities and plans after high school."

**Mike (Mac) McEachern**

**Athletic Director/Head Football Coach, Huffman ISD/Hargrove HS**

"Our athletes conduct "Spirit Walks" with the elementary students during Playoffs and STARR Testing Pep Rallies and they also read to them. We host camps for younger aged students. We invite motivational speakers, business owners in the community, and alumni to practices. We participate in community service projects such as a Cancer Awareness fundraiser for a local community member, Angel Tree Christmas gift donations, and Can Food Drives. We host appreciation game nights to recognize teachers and staff members. We host a Little League Night where we recognize young Huffman teams. We promote all of our students at Meet the Falcon's Night (Athletes/Band/Drill Team, etc.). We have implemented a mentoring ship program for boys in grades 7-12 that is led by Coach Buchta and myself called BAMM (Becoming A Man's Man). We designed the program a few years ago after attending the THSADA Leadership Summit in Katy, Texas. We meet once a month, have a guest speaker and a meal provided for the boys. We average about 50-80 kids and other male coaches. The speakers cover topics such as over-coming obstacles in life and how to treat people/women, etc. We had a session over tying a tie, table manners, and changing a flat tire. Our speakers (radio host, college coaches, youth pastors, professional boxers, rodeo, etc.) are from all walks of life and do it without charging."

*These are just a few great examples of how Athletic Administrators across the state are recognizing deserving student athletes, coaches, and athletic programs. We all know that the future of our athletic programs rely on positive exposure and it is our job to continue to find ways to spotlight all of our athletic successes.*



## Region 7 Area News Letter

Region 7 would like to extend congratulations to all of its areas fall and spring sport teams. 2018 was a successful year for many of our area fall sport programs. This year's coveted 2018 Mr. Texas Football award winner, went to a Region 7 area athlete. Landry Gilpin, from Mission Veterans High School received the honor. We would also like to recognize, McAllen Memorials Varsity Cheer team for winning back to back state titles in the UIL State Spirit Championship in the 6A - Division II. In addition, McAllen ISD also congratulates Darrin Everage a Nikki Rowe High School a varsity basketball athlete, for being selected to receive the Dave Campbell Texas Basketball Unsung Hero award. Mercedes ISD athletics would like to congratulate both Girls Bi-District Champions and Boys basketball team for making the playoffs. Donna ISD would also like to recognize its girls basketball team for winning a Bi-District Championship. Hats off to Bianca Cardenas from Edcouch-Elsa High School, for signing with Texas A&M track and field. With the recent upcoming state character development implementation, Weslaco ISD Athletic has recently purchased a curriculum called 2Words Character. A program designed for coaches and athletes to educate and devote time during athletics for character development. Region 7 is proud of all its area athletes, coaches and sport teams. We look forward to great achievements this upcoming spring from our area programs.

**Jacob C. Howell**

Mercedes ISD

Assistant Athletic Director

Region 7

Co-Publication Committee Chair





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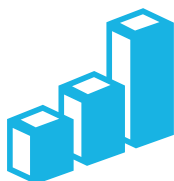
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**KEVIN GREENE**

Executive Director of Athletics, Forth Worth ISD, TX

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