



www.thsada.com



THSADA NEWSLETTER

Presented by HomeTown Ticketing | January 2021

MESSAGE FROM THE PRESIDENT

David Kuykendall – THSADA



Hello THSADA members and Happy Holidays to you. I am honored to serve as your president, and I am thankful for all the relationships developed over the years in this great organization.

I am fortunate to have the help and guidance of a strong group of leaders in THSADA, including former Presidents Debbie Decker and Shawn Pratt. I am also grateful to lean on the expertise of leaders such as President-elect Debbie Fuchs, Vice President Phillip O'Neal, and past President Rodney Chant, who have benefited THSADA tremendously over the years and continue to do so.

As we prepare for the start of 2021, the big question on everyone's mind is whether COVID-19 will have the same impact in the new year. Although we do not know what lies ahead, dealing with the pandemic has taught us lessons that will be valuable regardless of where COVID-19 stands in the upcoming year.

We all now know the value of virtual communication, whether among athletics staff, players, or parents. We have also learned more about online ticketing and how to organize staff, students and fans in stadiums and gymnasiums. The pandemic also required a new way of thinking about how to keep players hydrated during practices and games, as well as changes to procedures for transporting students to and from practices and games. All those changes will be beneficial in the future.

The pandemic has also magnified some of the challenges we face, such as clarifying game administration duties on our campuses. Additionally, it created some requirements that we hope will not be part of the long-term future, including enforcement of social distancing and face coverings and contact tracing of students.

The pandemic has required scheduling flexibility as we worked to accommodate all the possible scenarios, and the question of how COVID-postponed games factor into playoff positioning has caused headaches. With all we have learned from the complicated process, maybe our shared experience in this season of "what ifs" will lead to widespread agreement on rules for COVID postponements.

With as much adversity as 2020 has offered us, it is nice to look forward to 2021. And I am confident that our members will help the state's athletic programs continue moving forward and providing a sense of normalcy for students, staff, and communities.

As we look ahead, everything the pandemic has taught us to do – and avoid – gives us reason for optimism. If the COVID-19 pandemic fades, we will have reason to celebrate. But if it is here for another year, we now have a set of experiences to use as a road map to our constant goal of providing the leadership and support for effective athletic programs.



EXECUTIVE DIRECTOR REPORT

Rusty Dowling – THSADA



I WOULD LIKE TO TAKE THIS OPPORTUNITY TO THANK YOU FOR ATTENDING THE 49TH ANNUAL THSADA VIRTUAL STATE CONFERENCE.

It was truly an event that we had not planned on doing, especially in the VIRTUAL format and in the month of December. We had originally scheduled it for April of 2020, then of course when all of the COVID-19 issues became more significant we moved it to July thinking the pandemic might not stretch all the way to July. Obviously, we were mistaken and so another move to December happened with the thought that we would be out from under the pandemic and normalcy would resume in December. We were also wrong on that account as well. Knowing that another move was not possible and with approval from the THSADA Board, we decided to go with a Virtual format. It was an unusual year for Past President Rodney Chant to finish out his term and newly elected David Kuykendall to begin his term.

We tried as hard as we could to position the THSADA to hold an in-person event, however, the restrictions in the City of Waco and the Waco Convention Center were going to severely limit what we could do and made it financially difficult for us to deliver an in-person event. Once the decision was made to go with a VIRTUAL Conference, we had to figure out how to do it. The THSADA was very fortunate in this regard as we leaned heavily on our Technology Coordinator Jeff Lillibridge, our Director of Administrative Services Ally Kinzy and our relationship with AD Insider, specifically Pat Kohan and Karan Wade. Collectively these four individuals were significant in the THSADA being able to pull all of this together. With the work of Assistant Executive Director Bob DeJonge and Director of TAAC Johanna Denson, we were able to create a VIRTUAL agenda coordinated with our TAAC program.

We went with the concept of starting each one of our four-days with a LIVE event then making all of our pre-recorded videos available in our THSADA Library for those individuals who had signed up for the State Conference.

Through the process of developing a VIRTUAL format for the State Conference, THSADA has also developed the possibilities of doing more VIRTUAL TAAC events along with incorporating some THSADA Board and Committee meetings into the calendar utilizing everything learned by developing the VIRTUAL systems.

The THSADA will attempt to hold an in-person Board of Directors meeting in early January if possible, along with the aligned Committee meetings. Along with the Fall Forum that we held in 2019 and had to cancel in 2020, the THSADA has created a new event to be held in early March called the Spring Sponsor Showcase. This event will bring all of our THSADA sponsors together with our THSADA attendees for a day and a half of sponsor networking, golf tournament, professional development and some THSADA recognitions to be held in conjunction with our event reception. Further details will be released soon. The THSADA annual State Conference will now be held June 6-9 at the new Kalahari Resort in Round Rock, Texas. Moving the annual State Conference to June will allow THSADA to conduct our annual gathering each year without conflicting with the UIL and state testing calendars.

Watching athletic administrators navigate through the COVID-19 protocols and limitations has been unlike anything we have ever seen. The communication, adjustments and thought-processes that had gone into the daily work of all athletic administrators has been incredible and has allowed the State of Texas to lead the way in Return-to Play methodology. The work of the UIL and TAPPS staff has been nothing short of incredible and we truly appreciate the time and effort they took in communicating with the THSADA.

In closing I want to again thank all of our THSADA members and new members for their support of your Association and remind everyone that the THSADA is the principal advocate for all athletic administrators in the State of Texas. The THSADA exists to promote, facilitate, and recognize all athletic administrators and is the largest state association of its type in the country.

THSADA MEMBERSHIP UPDATE

Ally Kinzy – Director of Administrative Services

The 2020-21 Membership year began on September 21st and is off to an impressive start with 1,000 members completing their renewal in September through October! As of mid-November, 50 new members have joined the Association. Group membership has again proven to be a success comprising 60 school districts of over 530 members. A big shoutout to THSADA President David Kuykendall, who is leading group membership with 59 members from Frisco ISD. We look forward to the coming months as memberships increase across the state, and hope to reach over 1,200 members by the spring of 2021!

Individual and Group memberships are still available for registration at the THSADA website. Please contact Ally Kinzy (ally.kinzy@thsada.com) with any membership questions.

THSADA DATES OF INTEREST

2021

THSADA Sponsor Showcase	March 1-2	Round Rock, Texas-Kalahari Resort
UIL Legislative Council	June 15	TBA
UIL/THSADA Roundtable	June 16	Webinar
THSADA NEW Board Orientation	July 7-8	THSADA Office, Houston
THSADA Fall Forum	September 21-22	San Marcos, Texas
UIL Legislative Council	October	TBA
UIL/THSADA Roundtable	October	Webinar
THSADA Board of Directors/Chairs	December 1-2	THSADA Office, Houston
THSADA State Conference	December 7-10	Round Rock, Texas-Kalahari Resort

2022

THSADA Sponsor Showcase	March	TBA
THSADA State Conference	June 12-15	Round Rock, Texas-Kalahari Resort
UIL Legislative Council	June	TBA
UIL/THSADA Roundtable	June	Webinar
THSADA NEW Board Orientation	July 6-7	THSADA Office, Houston
THSADA Fall Forum	September 20-21	TBA
UIL Legislative Council	October	TBA
UIL/THSADA Roundtable	October	Webinar
THSADA Board of Directors/Chairs	December 7-8	THSADA Office, Houston

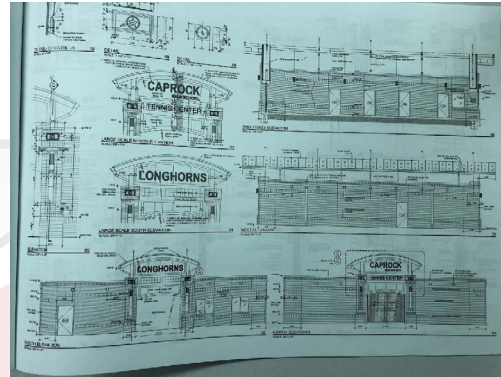
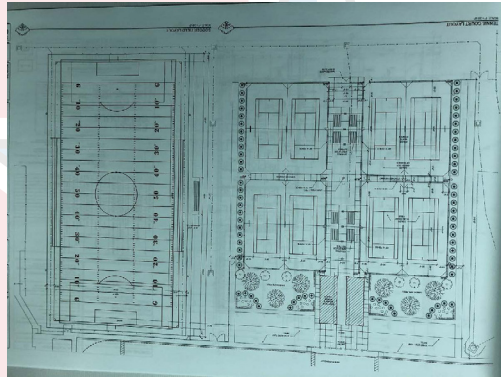
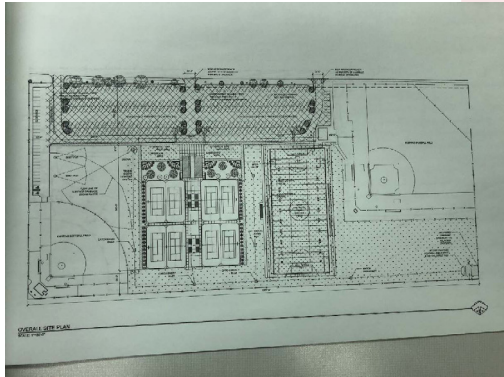
2023

THSADA Sponsor Showcase	March	TBA
THSADA State Conference	June 11-14	Round Rock, Texas-Kalahari Resort
UIL Legislative Council	June	TBA
UIL/THSADA Roundtable	June	Webinar
THSADA NEW Board Orientation	July 5-6	THSADA Office
THSADA Fall Forum	September	TBA
UIL Legislative Council	October	TBA
UIL/THSADA Roundtable	October	Webinar
THSADA Board of Directors/Chairs	December 6-7	THSADA Office



AMARILLO SPORTS COMPLEX Caprock High School

In 2017, Amarillo ISD Board of Trustees approved improvements to Caprock High School. These improvements included a new tennis center and turf field. 2019 Seasons of Tennis and Soccer were played in this facility. Not pictured in these diagrams is the new gymnasium that was built in place of the old tennis courts. The gymnasium has one gym, one wrestling mat room, and one dance room. This area has had delayed progress in fully opening due to COVID-19 era delays. Our bleacher system and padding on the walls has not been installed.



ARCHITECT:
MOFFITT ARCHITECTURAL GROUP

STRUCTURAL ENGINEER:
PHARIS STRUCTURAL ENGINEER

MECHANICAL ENGINEER:
BROWN CONSULTING ENGINEERS

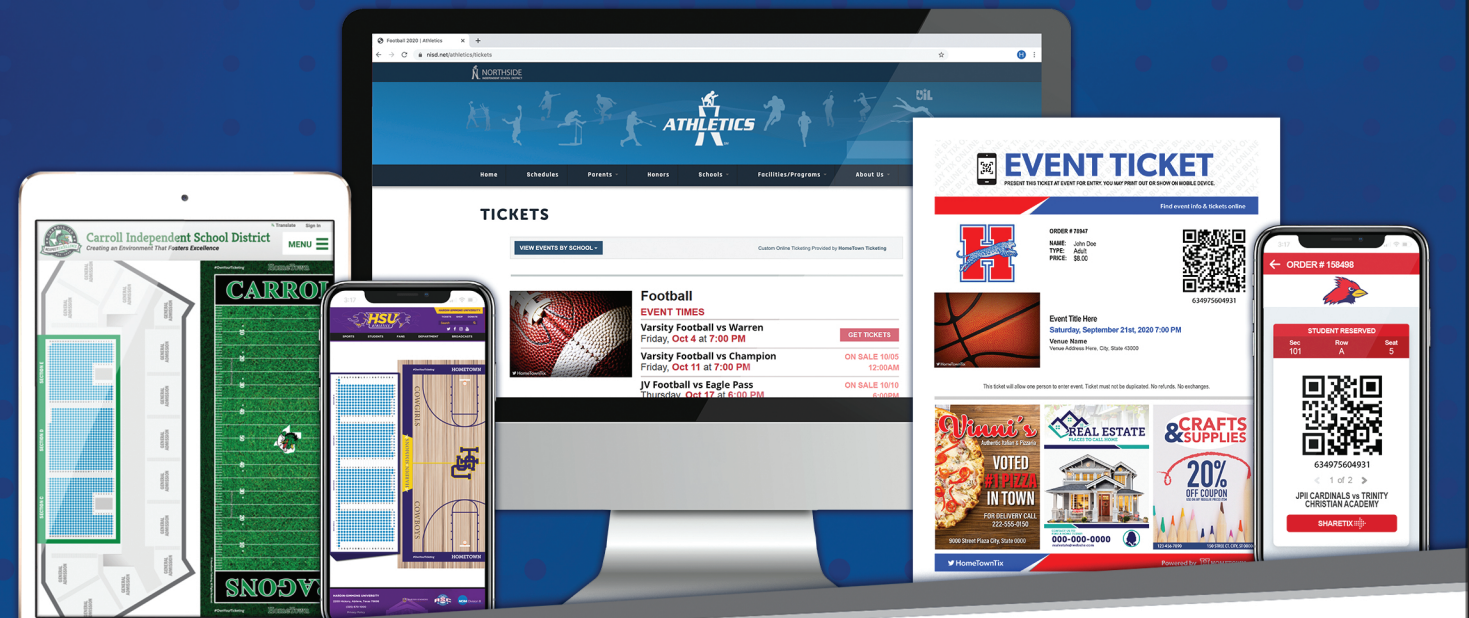
ELECTRICAL ENGINEER:
BROWN CONSULTING ENGINEERS

CIVIL ENGINEER:
OJD ENGINEERING



YOUR BOX OFFICE. YOUR REVENUE.

The only district-wide pro-level digital ticketing solution that provides end-to-end management, secure transactions, real-time reporting and touch-less redemptions with immediate access to funds.



Fast Scans. Happy Fans.

Proud to Support Over 250 School Districts Across Texas

OFFICIAL SPONSOR OF

Don Campbell's
TEXAS FOOTBALL

UIL

TAPPS



HOMETOWN

Contact: 866.HTT.4TIX | sales@hometownticketing.com

hometownticketing.com HomeTownTix HomeTownTicketing



ASSISTANT EXECUTIVE DIRECTOR

Bob DeJonge – THSADA

Well it appears that 2020 is finally behind us! Hopefully, this newsletter finds us all on the good side of a healthy and prosperous 2021. As I write this article my crystal ball says that very soon, we are all going to be able to share an actual handshake and enjoy some in-person social time. This year has presented challenges that few could imagine and not that we want to do this again, but I have witnessed the power of the human spirit that has helped us overcome seemingly insurmountable obstacles. We have found new ways to communicate, created innovative ways to solve problems that seem to present themselves at every turn and then reinforced to student athletes, coaches and entire communities that the leadership that an Athletic Administrator provides is an invaluable commodity.

I went back and reviewed some of our Region Meetings over the past several months and watched countless AD's discuss, share, plan and re-plan entire safety protocols for individuals and facilities. I witnessed you sharing ideas and valuable strategies not only in your district but across your region and in many cases across the state.

We also learned new and effective ways to communicate, Zoom, Google Hangout, Ring Central, Intermedia AnyMeeting, Blue Jeans, Cisco Webex, Join Me, Go to Meeting, Skype, Microsoft Teams, Zoho Meeting and countless others which are now part of our everyday vocabulary and daily regimen. How many times did I hear "you're on mute Bob"? Over the course of the past 10 months THSADA has conducted over 40 Virtual Region Meetings with several thousand attendees, 9 Summer Sponsor Series recordings, 3 Round Tables (Spring, Summer and Fall), 1 athletic training webinar, dozens of staff meetings and of course our 1st THSADA Virtual State Conference! While communicating virtually may not be our preferred method we have found a way to make it work. I think we will all agree that the 2020 pandemic challenge has brought the words resolve and resilience to a heightened presence in our daily work.

THSADA AWARDS UPDATE

We tried to hold our State Conference in a live format last March, June and most recently in December. Each of these live event opportunities contained a special Hall of Honor event to highlight the conference. As we all know, none of our attempts to honor some exceptional award winners came to fruition. However, we do have a plan! This March we are planning a new event called the Spring Sponsor Showcase. It's a special event designed to offer a meaningful in-person experience for our membership and key THSADA sponsors. While we are still planning the event – mark your calendars for the 1st few days in March at the brand-new Kalahari Resort in Round Rock. Included in the event will be professional development / TAAC opportunities, UIL updates, golf, and an awards reception for several of our 19-20 honorees. These awards will consist of our 19-20 Regional Athletic Administrators of the Year, Joe Bill Fox Award, Kelly Reeves State Award of Merit, NFHS Citation, NIAAA Distinguished Service, and our 19-20 PBK Sports Athletic Administrator of the Year. Our 3 Hall of Honor inductees will slide over to the June State Conference also at the Kalahari Resort in Round Rock along with a new slate of 20-21 National Awards winners 20-21 Regional AD's of the Year, 20-21 Joe Bill Fox, 20-21 and the 20-21 PBK Sport Athletic Administrator of the Year. Hope you can join us for these two special events this spring and summer. Let's all have a fantastic 2021!!



....CONTINUED FROM PAGE 16

The Borger athletic improvements consisted of an artificial turf field, collegiate-grade track and field, new steel bleachers, accessible press box, ticket and concession building with public restrooms, coaches area, film room and weight rooms, soccer fieldhouse, renovated cross country fieldhouse, and all new parking and landscape areas. Attached to the field house is a 22,500-SF multi-sport indoor practice facility with pole vault insert and batting/golfing nets. Attached to the practice facility is a 6,400-SF wrestling area. These 2 facilities were funded through the district's fund balance.

The seating capacity at Borger Bulldog Stadium is 6,000. On the home side, there is seating for 3,500 and on the visitor side there is seating for 2,500. Borger ISD is very pleased with the facilities and appreciative of the support of the Borger Community.

PROJECT SPECIFICATIONS:

ARCHITECT:
PARKHILL

DIRECTOR OF ATHLETICS:
ERIC WILSON

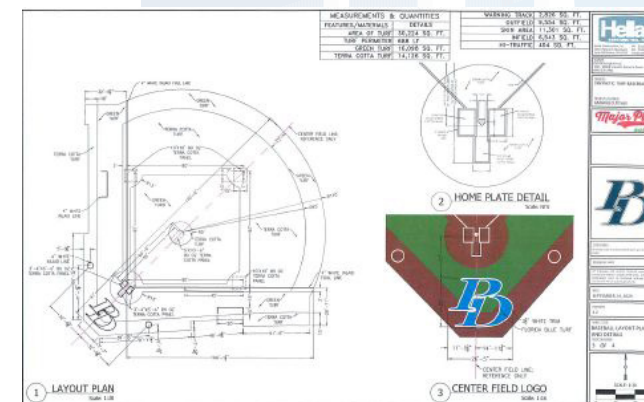


AMARILLO ISD

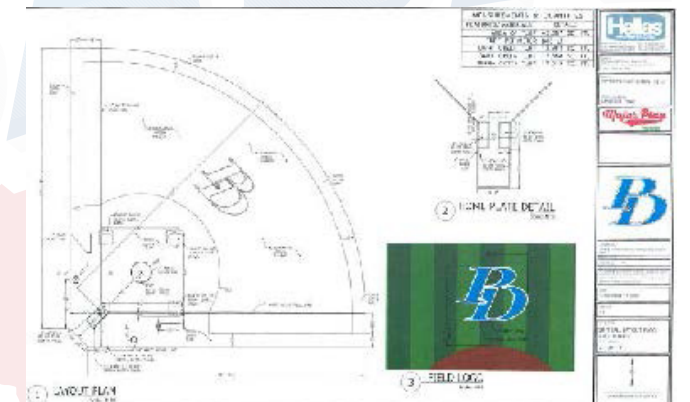
Synthetic Turf Baseball & Softball Fields

Synthetic Turf Fields for both baseball and softball fields were approved by the Amarillo ISD Board of Trustees in September 2020. Director of Athletics, Brad Thiessen, approved similar layouts for each of Amarillo ISD high schools: Amarillo HS, Tascosa HS, Caprock HS, and Palo Duro HS. Hellas Construction, Inc.

AMARILLO ISD BASEBALL - PALO DURO HIGH SCHOOL



AMARILLO ISD SOFTBALL - PALO DURO HIGH SCHOOL

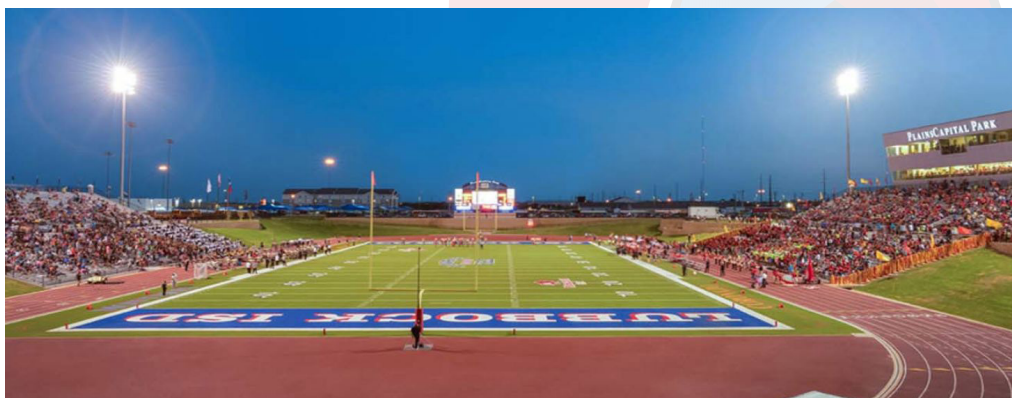




LUBBOCK ISD LOWREY FIELD AT PLAINS CAPITAL PARK

IN 2013, LUBBOCK ISD RENOVATED LOWREY FIELD AT PLAINS CAPITAL PARK

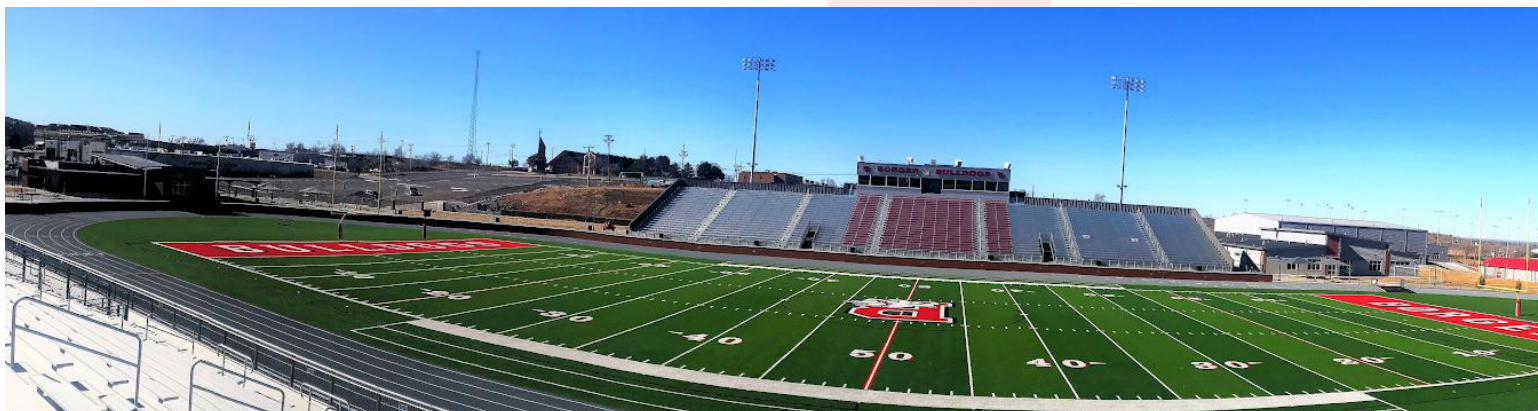
Lubbock ISD's High School football stadium has a new 3-tiered 30,174 square foot press box, two new concession buildings and public restrooms, three new ticket booths, and a 14,671 square foot new field house. Seating at Lowrey Field was expanded and now seats 8,500. The press box contains a community room and conference suites as well as home and visitor coaches rooms, home and visitor radio room, scout/media and band room, public address system room, LISD-TV room, and an outdoor camera deck. The fieldhouse scope includes four locker rooms, four coaches offices, four trainers' rooms, and one official locker room to allow hosting of double headers. Track and field areas are included in the stadium with discus and shot put rings, pole vault pits, and long jump pits. The project also includes landscape enhancements utilizing desert willow, crape myrtle, cedar, elm and mexican feather grass.



PROJECT SPECIFICATIONS:
ARCHITECT: PSC, INC.
SQUARE FOOTAGE: 45,000
PROJECT DELIVERY: CM@RISK
DIRECTOR OF ATHLETICS:
MIKE MEEKS

BORGER ISD Bulldog Stadium

In May of 2017, Borger Independent School District voters approved a \$40.897 million bond. Included in that bond was the construction of a new stadium next to the site where former Bulldog Stadium stood for 60 years. Parkhill, formerly Parkhill, Smith & Cooper, was the architecture and engineering firm on the project. They worked with the district's vision to create a collegiate feel at the stadium as well as the renovations at the campuses. Western Builders did the construction on the athletic facilities.



CONTINUED ON PAGE 17....

COVID-19 – FROM THE START TO NOW Debbie Fuchs – President-Elect – THSADA



HELLO TO ALL FELLOW THSADA MEMBERS!!

It is hard to believe that it is already December 2020 even though I think all of us would agree we are okay for 2020 to come and go. I am honored and humbled to have the opportunity to serve as your President-Elect for our organization. Having the opportunity to work with such a strong group of leaders within our organization is a blessing. I thank our President – David Kuykendall as well as Phillip O'Neal – Vice-President and our Past President – Rodney Chant. I must also thank Rusty and Bob for their mentorship and leadership during my time as an officer and regional director. Rusty asked me to speak about COVID-19 – "From the start to now", and I can say that when we speak about the "start" of this terrible pandemic, we as an athletic director organization relied on each other to begin the process to create procedures and guidelines that were going to get our athletes back to practice and competition safely. We bounced things off each other with our many "virtual meetings", and those meetings were so meaningful and beneficial to land us to the procedures that the UIL and our districts mandated that we follow. I must thank my athletic coordinators and coaches as they have done an outstanding job of following the procedures and guidelines that we implemented.

Clear Creek ISD has had its share of COVID-19 cases, but with the support of our administration and fellow athletic directors, we have made it through our team tennis season, our district cross country season, and we are currently finishing up volleyball and football district play. Leaving a couple of weeks at the back end of our season for volleyball and football has proven to be a beneficial choice as we did postpone some district matches/games. Along with the scheduling issues, there were many other obstacles that kept all of us awake at night, but we continued to trudge forward for our coaches and athletes. There is not a better day or evening than when we can watch our coaches' coach and our athletes participate, and "we" have made that happen.

When it comes to "now", girls' and boys' basketball has started, and the scheduling of gyms is no easy task due to volleyball still playing. Soccer is around the corner as well as our other Spring sports.

What I would like to leave with all of you regarding COVID-19 – start to now, is that I am so proud to be a fellow Athletic Director with all of you who have a passion to do the right thing for your athletes and coaches. This pandemic is still with us and we do not know when we will return to normalcy. One thing I do know is that we will follow all protocols to keep our athletes, coaches, and community safe. I do believe that our glasses are half full and 2021 is going to be a super year. Bless all of you for what you do every single day.

YOUR BEST IS NEXT!!



CONCERNS FOR ATHLETIC TRAINERS MOVING TOWARD 2021

Scott Galloway
Associate Director of Athletics
White Settlement ISD

While the year 2020 has proven to bring forth unprecedented challenges, as we look towards 2021, decisions made by athletic trainers and administrators will prove to impact students for months and years to follow. In a perfect world we would be well on our way past the COVID-19 pandemic in 2021, however we must be prepared to continue to navigate these uncharted waters and learn from our experiences in 2020. Athletic trainers should work collaboratively with their local school district administration and public health officials to ensure the necessary policies are in place to provide a safe return to sport after COVID-19.

Students affected by not only disease, but quarantine or time off, should be at the center of conversations with regards to acclimatization periods, expanded preseasons, and adequate progression and training back into sport. This is a great opportunity to review and update policies and procedures including pre-participation physical exam requirements, in addition to assessing supply and equipment needs in response to COVID-19.

The risk mitigation strategies that were implemented on campuses should become the gold standard moving forward to promote wellness and hygiene in the athletic training room and athletic locker rooms. Finally, COVID-19 has moved the athletic trainer to a seat at the table of decision making in many school districts and department. Athletic trainers and administrators should continue this collaborative work, moving past COVID-19, for the betterment of student athlete safety in every area.

RICK PAGE

Former Director of Athletics
Corpus Christi ISD

One of my greatest achievements as a coach/AD was my early use of computers. I was one of the first, if not the first, coach in Texas to use a PC in my office. I began in 1982 by entering my playbook and using an off-season testing program for my athletes. I used computers for both athletics and academics throughout my coaching career.

Upon becoming the assistant AD in Bryan in 1992, I continued to make use of a computer for record-keeping, inventory, and converting the district's financial office budget printouts into electronic spreadsheets. This allowed me maintain immediate access to all the constantly changing records the athletic office needed. In approximately 1995, I also created and maintained a website for Bryan ISD athletics even before the school district had one. As the THSADA continued to grow, I offered to create a website for the organization and in 1999 began serving on the THSADA Board of Directors as webmaster. I continued serving as webmaster after my retirement in 2007 until a professional website was developed in 2014. In my retirement, I have worked for three separate computer-based companies, currently including the Texas Coach Network.

I never learned computer code and taught myself to use computers in my coaching/athletic director positions. I realize that currently, most of you are using programs that are part of your district's software or stand-alone computer programs you purchase for a specific purpose. My point is to encourage you to "not settle" for what you can get from one of these programs. Don't be afraid to talk to technical support and explain what additional information you desire. If there is information that you don't readily have, there is always a way to get it!

BEST OF LUCK TO ALL OF YOU, ESPECIALLY DURING THESE CHALLENGING TIMES.

GINA FARMER

Former Director of Athletics
Cedar Hill ISD

I was blessed beyond measure to have a 37 year career in education..... and it rarely felt like work! As a passionate educator, I grew exponentially during my 32 years as a Cedar Hill Longhorn and I can't imagine doing it anywhere else! I absolutely feel like the luckiest person on the planet to have had the opportunity to be the Executive Director of Athletics for the Cedar Hill Longhorns!

With the amazing staff and support of administration, our athletic department was able to establish a culture in which the entire community could be proud. Our culture was one that focused on loving the student athletes we served! Our belief was that we were morally obligated to enter every day with only the highest of expectations, an abundance of energy, and a passion for getting the most academically and athletically out of every student athlete. I expected us to bring consistency, diligence, and transparency to our job in the hope that we inspired and encouraged such traits in those we coached.

While we had several state championships and a ton of success in all sports, the thing I most value is the relationships I established during my years teaching, coaching, and being the Athletic Director at the best district in the state! I am so proud of our accomplishments and how we grew exceptional young men and women while enjoying success at the highest level.





COMMUNITY IMPACT – RETURN TO PLAY
Beck Brydon – Director of Athletics/
Head Football Coach – Regents School of Austin

Regents School of Austin, a private, K-12 Classical Christian school in Austin returned to school in a combined at-home and in-person format in mid-August. Families were given an option as to which one they would prefer, but their choice was a semester long choice. If students chose the in-person option, they could participate in co-curricular activities, including athletics. Students who chose the at-home option were not eligible to participate in athletics for the fall semester. Regents' Director of Athletics Beck Brydon stated, "From an athletics standpoint, we were fortunate that most of our 325 high school kids chose the in-person option so we had very little impact on our fall sport rosters."

While formal practices for high school fall sports didn't start until early September due to TAPPS rules, the middle school teams were able to start in late August. "That we were able to start school when we did, was a blessing. That we were able to start sports and play games was a bonus. That we were able to complete all of our fall sports seasons with health and safety at the forefront... wow. This has been a great fall for kids, and their families, during a difficult time," Brydon added.

Regents' Head of School, Dan Peterson, said "The impact of athletics on our community has helped our community to be courageous and humble. Courage to live life in the midst of a pandemic and humble to do what is necessary in order to conduct athletic events. These two characteristics will benefit our community for years to come."

The feedback from the community was consistently positive. From keeping kids active to fighting mental health issues associated with isolation and remoteness, the decision to return-to-play was the right one. “While I’ve always thought that sports are important for a child’s development, during the pandemic the importance of sports seemed even more pronounced. Playing on the school volleyball team during the tough time - and during their senior year - has been such a benefit for my girls for so many reasons,” said Suzanne Spradley, mother of two high school senior volleyball players.

Pulling off a home varsity football game required a lot of evaluation, assessment and change. Adjustments to ticketing, fan seating, security, locker room layouts, foot traffic paths, and more required tremendous commitment from the school board and administration down into the athletic department. Sherry Franklin, mother of a senior football player stated, "It has been such a blessing that our senior son has been able to play football this fall. It has been important to us as it is one "normal" thing that has returned; although with accommodations and the knowledge that each game is a gift. On a deeper level, a missed football season would be missed opportunity for the mentorship of coaches, teamwork and lessons learned so because of this, we have an enormous gratitude for this season."

Regents' Cross Country program experienced one of its highest participation levels in many years. "After so many months of uncertainty and change cross country has provided a healthy stress outlet and a much needed source of fellowship. In a sport that can easily become about the individual, there has been a wonderful sense of camaraderie as we get to spend time together, even with masks and the other changes that were unique to this season," said Head Cross Country Coach John Elcock.

As of the time of this article being written, the Regents' varsity football team had just won district and was preparing for playoffs. Winter sports – basketball, soccer and swimming – were just starting.



REGENTS SENIOR VOLLEYBALL PLAYERS AFTER THEIR BI-DISTRICT PLAYOFF MATCH

THSADA CELEBRATING OUR 50TH YEAR
AT THE BEAUTIFUL, NEW KALAHARI RESORTS & CONVENTIONS

Long before the Kalahari broke ground on their spectacular new resort in Round Rock, your THSADA staff was hard at work securing space and special rates to celebrate our 50th anniversary!

Kalahari Resorts Round Rock- which just opened in November- is a \$550 million, 350-acre complex just off US 79 across from Dell Diamond! With nearly 1,000 guest rooms, State-of-the-Art Convention Center, America's largest Indoor Waterpark, Tom Foolery's Adventure Park of thrill rides, ropes course, climbing walls, indoor zipline, bowling, laser tag and mini-golf, outdoor pools spanning three acres , five restaurants and 10,000 sq. ft. of retail space, we can ALL be together under one roof, with plenty of things for families to do while you network and learn. No more driving back to your hotel or making your way between two exhibit halls!

Everything you need is right here!! Bring the family to experience everything Kalahari has to offer.

MARK YOUR CALENDAR
FOR THE 2021 THSADA STATE CONFERENCE SUNDAY, JUNE 6- WEDNESDAY JUNE 9.

Special THSADA guest room rates have been secured and will be available upon conference registration (registration opens March 1st). THSADA room rates include dramatically reduced resort fees which afford waterpark and Tom Foolery's Family Entertainment Center access during your stay. Complimentary self-parking, High speed wireless internet and fitness center access are also among the inclusions in our special rate.

SEE YOU IN JUNE TO CELEBRATE 50 YEARS TOGETHER!!!





SPRING Sponsor KALAHARI • ROUND ROCK, TX • MARCH 1-2, 2021 SHOWCASE

WITH THIS INAUGURAL EVENT, THE THSADA HAS ADDED A UNIQUE OPPORTUNITY FOR MEMBERSHIP TO MEET AT KALAHARI RESORTS & CONVENTIONS, SITE OF OUR UPCOMING 50TH STATE CONFERENCE IN JUNE.

MARCH 1:

9:30 AM-3:30 PM HELLAS CONSTRUCTION GOLF TOURNAMENT

3 PM HOTEL CHECK-IN

4-6 PM PBK SPORTS HOSPITALITY & AWARDS RECOGNITIONS

MARCH 2:

8:30-11 AM PROFESSIONAL DEVELOPMENT SERIES 1

11 AM-2 PM DAKTRONICS MINI-TRADESHOW
(LUNCH SERVED FOR ALL ATTENDEES IN TRADESHOW AREA)

2-4 PM PROFESSIONAL DEVELOPMENT SERIES 2



SPECIAL THSADA RATES FOR OUR MARCH WORKSHOP INCLUDE WAIVED RESORT FEES THAT COVER WATER PARK AND TOM FOOLERY'S FAMILY ENTERTAINMENT CENTER ACCESS DURING YOUR STAY. COMPLIMENTARY SELF-PARKING, HIGH-SPEED WIRELESS INTERNET AND FITNESS CENTER ACCESS ARE ALSO AMONG THE INCLUSIONS IN OUR SPECIAL RATE.

REGISTRATION CLOSING FEBRUARY 5TH ON THSADA.COM

HOW COVID-19 HAS IMPACTED ATHLETIC PARTICIPATION

Dena Scott – Director of Athletics, Fort Bend ISD

With the current COVID-19 pandemic, there are many issues facing Athletic Administrators and one is student athlete participation numbers. Several Athletic Administrators across the state have shared their district's experience with athlete participation: Philip O'Neal (Mansfield ISD), Ben Pardo (Pearland ISD), Lisa Langston (Fort Worth ISD), Debbie Fuchs (Clear Creek ISD), and Andre Walker (Houston ISD).

1. HAVE YOU SEEN A DECREASE IN STUDENT ATHLETE PARTICIPATION NUMBERS DURING COVID AND IF SO WHAT LEVELS?

PHILIP: Yes, we have seen a small decrease mostly at the sub-varsity levels and below.

BEN: Yes, we have seen a decrease specifically in Junior High football.

LISA: All fall sports have been impacted in some manner. We have a few football programs that did not field a freshman team. Volleyball has been the least impacted. In cross country, the majority of schools did not field full squads at Varsity and/or JV level.

DEBBIE: There has been a decrease at the intermediate football level where some campuses are not able to have "B" teams.

ANDRE: There has been a decrease in participation at all levels - cross country, football, and volleyball. We are not sure about upcoming sports yet.

2. WHAT ARE SOME OF THE FACTORS THAT ARE CONTRIBUTING TO PARTICIPATION NUMBERS?

PHILIP: COVID-19 is all I can attribute it to.

BEN: Grades have been a factor for mostly online learners.

LISA: Fears related to COVID is the reason behind the decline in participation.

DEBBIE: Parents are nervousness as well as some athletes have pre-existing conditions.

ANDRE: In my opinion, the decrease in the participation numbers are directly related to COVID-19 and the decision to attend school face-to-face or virtual.

3. WHAT ARE COACHES AND/OR ATHLETIC ADMINISTRATORS DOING TO INCREASE THE PARTICIPATION NUMBERS?

PHILIP: We are working with coaches to provide safety protocols to insure the safety of our students and coaches. The COVID-19 Pandemic has been the most difficult time during my 34 year career.

BEN: We are addressing student failures (mostly virtual learners) to hopefully maximize return at the grading period. We are also seeing that a higher number of student-athletes are attending face to face.

LISA: We are showing that we can practice and compete safely. We highlight the success of the programs. Our 4A volleyball concluded their season without stoppage of play! Coaches share their mitigation plans with parents that illustrates the depths and insight that goes into their planning.

DEBBIE: We are encouraging our coaches to build positive relationships with the student athletes while also sharing the safety protocols to relieve some of the parent concerns.

ANDRE: Our coaches are focusing on the athletes they have at this time by providing support. They will focus more after their seasons on increasing participation numbers. A lot of coaches are waiting to see and engage their freshman.

As we navigate through this pandemic, one thing is for certain, we are all in this together and athletic administrators across the state are poised to meet any challenge and succeed.



COVID 2020: LEARNING HOW TO PIVOT

By Grace McDowell-Assistant Athletic Director-Frisco ISD

As we approach the end of fall seasons, it's a good time to reflect on what has been learned, what has effective, and what improvements are needed. Athletic directors have been creative, flexible, and thoughtful in their approach to problem solving this fall. "Pivot" is the word of the year in a time of changing directions on a moment's notice by adjusting procedures or modifying policies to do what is best for our Texas student athletes.

Back in August, athletic directors didn't know what to expect. A lot of experience and knowledge on protocol and mitigation was gained during summer strength and conditioning workouts. Athletic directors took the lead on guiding coaches through workout organization and contact review processes. This was only the beginning of their challenges. The next hurdle was to plan how to have athletic seasons while providing a safe environment, including decisions regarding locker room protocol, sideline protocol, transportation, gym and stadium capacities, ticketing, spectator control, and stakeholder communication to name a few. Throughout the fall, athletic directors have continued to "pivot" as changes and new challenges have occurred.

Disruptions have been repeatedly happening during fall seasons due to COVID and have presented difficulties such as multiple schedule changes and cancellations. Richardson ISD's Athletic Director Leslie Slovak, shared that "covering for coaches and athletic trainers who are quarantined" has been a challenge. Once UIL districts started experiencing some of these disruptions, many came back together to adjust schedules and district policies. Joel Johnson, Northwest ISD AD, mentioned that their district "3-5A football schedule will have several teams playing multiple games every

five days as we end the season.” He also assured that they will try to get district games played as soon as possible and leave as much time for make-up games as they can as they move into winter and spring sports. Joey Florence, Denton ISD, commented that “policies in all of our districts have been changed in almost all sports since we started in August.” Mansfield ISD’s Phillip O’Neal stated that adjustments to district plan tie breakers need to be made, and that we need to “continue to lean on AD’s in districts to make the best decisions for the students we all serve.”

In addition to dealing with disruptions in seasons, the anxiety surrounding medical concerns due to COVID has obviously been great. Jeff Smith, Plano ISD, mentioned concerns about the “strain that has been put on our athletic trainers due to being on the front line. They are stretched very thin, yet persevere. We owe a lot to them.” Many districts have made many adjustments in response to medical needs. Gerry Stanford, Texarkana’s athletic director, shared that his programs have “worked directly with a team of physicians so that as soon as an athlete exhibits any symptoms they are immediately seen by their team physician.” Richardson ISD’s Athletic Department will continue to film all practices and walkthroughs. Slovak remarked that it helps tremendously with contact tracing. Many mitigation protocol details have been added to keep coaches and athletes safe. Florence shared that they restrict coaches from using elevators at football stadiums and limit the number of coaches in the press box. Many football teams have taken advantage of the ability to extend the box on the sideline to allow for social distancing. Many teams are having athletes wear gaiters during competition so they can easily “mask up” when they are not on the field or court.

There are practices that have been adopted this fall that athletic directors will continue to utilize and other practices that will be changed for upcoming seasons. Prosper ISD's Valerie Little commented that her department will continue using online ticketing and that they "like the pre-packaged concessions because it is very quick and efficient, and also requires fewer volunteers." Changes that Prosper's Athletic Department will make for winter sports is adjusting limits on ticket sales in response to the decreased demand compared with the sizes of their facilities. Northwest ISD will continue to limit attendance at sub-varsity games to families only. Phillip O'Neal, Mansfield ISD, will continue to use "Zoom meetings to avoid interfering with coaches' or staff members' time." Smith wants to focus on "taking good care of our coaches, making sure they are healthy and not stretched too thin" during upcoming seasons. He stated, "We want to try and connect even more than we have with our coaches."

As we finish up fall seasons and move into the winter, the hope is that the experiences our athletes have in practices and competitions can provide them with an outlet and some sense of normalcy in their lives in times of uncertainty and stress. This is why Texas athletic directors will continue to grind, collaborate, work side by side with the UIL, THSADA, THSCA, and TGCA, and continue to “pivot” as needed to do what it takes to provide our students with these opportunities. It has been challenging, but also very rewarding as athletic directors watch their athletes compete on the field, court, or course this fall. As Highland Park’s Athletic Director Johnny Ringo, stated while he was watching his athletes compete in the Team Tennis Regional Finals “it’s the best part of my day”.

STREAMING DURING COVID

Armando Jacinto-Assistant Athletic Director-Spring ISD

In my 52 years of being a player, a coach, and an administrator; never in my wildest dreams did I think something as dramatic as this pandemic would affect so many facets of life.

One of the many problems we have faced in athletics is finding a way to allow spectators to attend indoor competitions; such as, volleyball and basketball at the high school and middle school levels.

When UIL sent out the COVID spectator guidelines limiting spectator seating to 50% capacity, we at Spring ISD had to consciously consider what that would look for competitions that we will host.. At Spring ISD, our gym capacities vary in capacity from 500-2000 people per gym. With multiple teams playing, and continuous traffic flow, we knew spectator attendance would be an issue. We also had to consider teams waiting to play and teams who already played safety. Those numbers alone could range from 45-50 players, leaving in some cases in our larger gym, only 60-70 spectator seats available. Therefore, we had to develop a plan so our parents, student- body, and community could attend athletic events.

First, option was not allowing any spectators at all, i.e., (NBA, WNBA, MLB, and NHL) but unlike those teams, we realized we didn't have the luxury of a TV contract, so we had to consider other options. One of our middle coaches suggested I contact Jay Larsen from Media Channel.Com about streaming games. After a lengthy conversation with Jay, we agreed on the perfect package for our middle and high school campuses. Our package contains unlimited access to games and can be streamed on tablets, cell phones and ipads for our coaches and staff. Our students and parents will be able to stream games live or view them at their leisure.

What is so amazing about this package is our athletes will be able to access videos for highlights, serving as a learning tool to help improve their game and create highlight tapes for recruiting. With limited capacity still in place, we intend to continue to provide streaming services until UIL raises capacity to 100%.

Just a few tips to know should you purchase streaming services. First, consult with the district legal technology department and communications department on your campus to insure all legal laws are followed. Also, make sure all blocks are removed so streaming service can provide video. Lastly, notify the opposing team that games are being streamed live and can be accessed at any time for their fans who are not able to attend games.

We are excited to know that we have had positive feedback from spectators, especially those of older age and those with underlying conditions who are unable to attend games due to Covid apprehension about their well-being.

Through the generosity of our administration, we were able to purchase tablets, tripods, tablet covers, and a monthly subscription for all our gym facilities- 7-12 grades to allow all our volleyball and at this time plan to stream basketball games as well. All equipment is a multi-purpose use product; therefore, devices can be used for PE class instruction and taping practices and games.