



CELEBRATING 50 YEARS

November 2021

**Preserving
Our Legacy,
Preparing
The Future**

In This Issue...

- **University Interscholastic Updates**
- **Special Programs, Character Development**
- **Professional Development Articles**



Executive Director's Report — Rusty Dowling

As we head into the end of 2021, it has been rewarding to see a return to action regarding all of our Fall sports and UIL activities. Policies and procedures that were in full force during maximum time of the COVID period have been significantly relaxed and the Fall sports of 2021 resemble the seasons that we enjoyed prior to the onset of COVID. While it is great to see all activities essentially up and running, it hasn't been without some drawbacks. One of the items that athletic administrators are facing is a significant coaching shortage. Many ISD's, no matter what their size, have dealt with fielding teams that may not have a full compliment of coaches forcing double duty for those already on staff. COVID related, could be... Coaches finding other opportunities outside of coaching, could be. There have been several times where some football games have been cancelled because of COVID but not to the extent that it was in 2020. As we move forward and look towards 2022, we can all hope that our world that we live in will continue to improve for all student-athletes, coaches and athletic administrators...

At THSADA we have also had some staff adjustments. Both Carolina Arcay and Stuart Raty who initially joined us as interns have carried over for this first semester and continue to work with us up until December when new opportunities await them. All of the original staff members remain and we have hired Ellissa Unger as our new Director of Administrative Services where she will serve in a full-time capacity and take over the Membership program.

THSADA membership has increased significantly over the past year as each Region has done a great job of surpassing their previous years region membership. Total membership of the THSADA is



now around 1,500 and climbing. We continue to have big numbers in our group membership program as well as a good number of private school individual memberships. Membership is a requirement to attend the THSADA State Conference. Benefits of membership with the THSADA can be found at: <https://www.thsada.com/about/membership-benefits/>

We have eight committee's that serve the THSADA and that involves almost 70 active members that have the ability to serve THSADA. COVID took us out of our regular committee meeting calendar, but we are slowly moving back towards catching up with all of our committee scheduling and meetings. We look forward to the work of all our committees has they continue to serve the different programs and events that we have at THSADA.

As of this newsletter we are looking towards our Board of Directors/ Chairs meeting where we will conduct the business of the Association and look to move forward with several new THSADA initiatives. Several items that the THSADA Board is looking to do is approve addition of several Aspiring Athletic Administrators Academy courses for those

individuals that are looking to move towards a career in athletic administration. This will involve a THSADA faculty that will work to establish what a carrier path towards athletic administration in the State of Texas will look like and what courses and/or field of study are conducive to those individuals looking to athletic administration. The Board will also consider a several new committees to expand the reach of the THSADA to continue to bring in those Dual-Position administrators as well as the small ISD Athletic Director.

As mentioned, the THSADA Board of Directors will meet in League City at the THSADA office on December 1-2. This will be the annual meeting of the Board and Committee Chairs. President David Kuykendall will lead this meeting as he is in his 2nd year as President as we extended all Board members one additional year as we traveled through COVID. THSADA will be introducing a new leadership model at the Board meeting as well as preparing for the election of several new Region Directors.

Finally, THSADA would like to thank all of our sponsors who have stayed the course with THSADA during the difficult COVID period. We continue to appreciate all they do for our members and our Association. We will continue to stress to our members that THSADA sponsors continue to receive first considerations when athletic administrators are looking at creating their budgets and who they will purchase from.

Have a great Spring Semester.

**Look forward to seeing everyone at the
2nd annual Spring Sponsor Showcase,
March 1-2 in San Marcos at the Embassy Suites.**



THSADA Assistant Executive Director's Report

Bob DeJonge

Over the past several years the THSADA has worked to provide meaningful professional development opportunities for our rapidly growing membership. We seek input from our Board of Directors, THSADA Committees, our 1400 members as well as the UIL and various industry leaders. Born of this effort has come more than 40 high quality annual Regional Meetings and three outstanding yearly conferences. In March we host our Spring Sponsor Showcase, June brings us to our Annual THSADA State Conference and Tradeshow and in the fall, we offer our Annual THSADA Fall Forum! Each of these stand-alone events provide a thoughtful, thoroughly planned professional learning opportunity for our members. Let's take a quick look at the past year!

2021 Spring Sponsor Showcase

While we were able to host a fantastic virtual State Conference in December of 2020, we really wanted to bring everyone back together in the spring for an in-person event. From the outstanding response we received it was evident that both THSADA members and Sponsors were chomping at the bit to finally get to interact with each other again! This hybrid event provided an opportunity to honor our 2020 THSADA Award winners at the Tuesday evening Balfour Awards Ceremony. Day two led off with a panel led by our President David Kuykendall followed by a joint presentation led by Daktronics, Musco Lighting and PBK Sports. The lunch hour featured our 1st ever mid-day trade show designed to provide a setting where THSADA Sponsors and Attendees could interact in an extended and relaxed setting. The day concluded with a motivational presentation by Kevin Atlas followed by



an outstanding presentation from Dr. Susan Elza and the University Interscholastic League

THSADA 50th Anniversary State Conference

Upon completion of the 2021 Spring Sponsor Showcase we moved forward making final plans for our Association's 50th Annual State Conference! This conference was held at the State of the Art, Kalahari Resort in Round Rock Texas. The Kalahari provided outstanding conference and tradeshow facilities, several on campus restaurants and social areas along with a unique family events center and water park for all in attendance. The over 900 Attendees, exhibitors, sponsors, and families all gave the resort and the conference very high marks!!

The event itself was spread over four days and offered nearly two dozen outstanding professional development and TAAC opportunities, the PBK Awards Celebration, THSADA planning meetings for Officers, Regional Directors and THSADA Committees, three Tradeshow opportunities, multiple evening social events and the annual Benny Carter / Hellas Construction Golf Tournament. This conference paired with such an outstanding facility provided

the perfect backdrop to celebrate our 50th State Conference. If we had to choose a specific highlight, it just must be the moving speech by our 1st THSADA President Coach Joe Bill Fox! His historical perspective on our association was meaningful to all in attendance.

Special Congratulations to all THSADA award winners – especially our Hall of Honor Inductees, Retired Allen ISD Director of Athletics Steve Bubba Williams, Retired Houston ISD Director of Athletics Marmion Dambrino and of course UIL Executive Director Charles Breithaupt. See you all next June at the Kalahari!

2021 Fall Forum

We just wrapped up the 2021 Fall Forum at the San Marcos Embassy Suites. 200 Athletic Directors, event sponsors and special guests attended this exciting event. Tuesday night we began with a presentation on Effective Communication in a Digital Age by Jen Gros from SportsYou. The day concluded with our THSADA Fall Forum Reception sponsored by Home-Town Ticketing, Musco Lighting, Daktronics, Paragon Sports Constructors, Huckabee, DTN, Balfour, HWH and Waterboy!

Day two began with an outstanding panel discussion on Athletic Program Marketing followed by two informative sessions focused on Addressing Security Concerns for Athletic Contests, we also held a lively open forum on Policy and Decision-Making Strategies for Athletic Administrators in regard to current trends. We concluded the two-day event with an outstanding presentation from the UIL led by Dr. Charles Breithaupt, Dr. Jamey Harrison, and Dr. Susan Elza.

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President's Message — David Kuykendall, President-THSADA

Hello THSADA members and best wishes to all of you during this fall of 2021 that, fortunately, seems to be trending back toward the normalcy we remember from before the coronavirus pandemic. It was great seeing everyone at the Fall Forum and Legislative Council, and I'm thankful that we all have great stories to tell of how we rose to the challenges of handling the pandemic, topical issues such as social injustice and the Capitol insurrection, and of course the historic winter storm in February. Kudos to everyone for your leadership during an unprecedented 18-month stretch of challenges.

Hopefully, many of those challenges are now in the rear-view mirror and we can look ahead. With that in mind, it's wise to become familiar with the proposals that the UIL Legislative Council passed during its meeting October 18th. Among the proposals is the addition of water polo to high school sports, starting with a pilot program beginning in August 2022, and the addition of a third conference for swimming and diving. Another pilot program will allow boys basketball coaches to coach their own students in an NCAA/NFHS approved June scholastic basketball event hosted by the Texas Association of Basketball Coaches. The Council also passed a



Reclassification and Realignment Policy to account for home-school participation (using 1.2 as the home-school multiplier).

Approval was also granted for payments to officials to occur within 30 days instead of 45, which had been discussed a month earlier at the Sport Official Committee meeting. That SOC meeting also produced a recommendation that the UIL create a Game Day Training Video, as well as a recommendation to create a long-term plan for pay raises for officials.

I want to thank all our THSADA members for their hard work in their individual districts, as well as their contributions to this organization. The members are what make THSADA great, and their commitment to the organization has helped make it the largest and best state association of its type in the country. THSADA strives

to serve those members through a leadership model that includes an Executive Director and Assistant Executive Director, departmental leadership, office staff, officers, regional directors and committee chairs.

Many people are involved, obviously, and that makes the regional meetings an important opportunity for administrators to network and share ideas. The regional meetings, whether they are monthly for large regions or quarterly or semiannual for smaller regions, feature agendas with statewide topics tailored to the specific needs of a region as well as timely topics originated from each region. The regional meetings also offer opportunities for state and local sponsorships.

As mentioned, it's the dedication of THSADA members that makes this organization so outstanding. Some of those members who have provided many years of service to coaches and students are now retiring, and while THSADA will miss their leadership, it's also proud to congratulate them on retirement:

Cliff Odenwald, Garland ISD
Debbie Fuchs, Clear Creek ISD
Maria Kennedy, El Paso ISD
Dicky Thompson, Sharyland ISD
Paula Gonzalez, McAllen ISD
Jaime Escobar, Roma ISD
Sandra Howell, Little Elm ISD
Steve Williams, Allen ISD
Charlie Stevens, Katy ISD
Veronica Fair, Corpus Christi ISD
Willie Amendola, Spring ISD
David Kuykendall, Frisco ISD

THSADA is proud of all its members and will continue to work toward its goal to promote, facilitate and recognize athletic administrators. Your leadership is essential to helping coaches and athletic programs thrive while providing students the joys and benefits of athletic participation.

DeJonge Continued from page 4

Mark your calendars! – our next THSADA event will be the 2022 Spring Sponsor Showcase.

The event will be held at the San Marcos Embassy Suites on March 1-2. We are planning several TAAC / professional development opportunities designed to meet the needs of Athletic Administrators as they navigate through the second half of the school

year. The event is unique in that it provides an opportunity for Athletic Administrators and THSADA Sponsors to interact in an exclusive setting both at the day one reception as well as the one of a kind Mid-Day Tradeshow on day two. Programming is still being finalized but I can assure you that you'll find class offerings entertaining, exciting, enjoyable and maybe even a bit edgy.....Make your plans now!!



UIL Legislative Update

THE STANDING COMMITTEE ON ATHLETICS Moves that the Legislative Council **PASS** the following proposals.

THE STANDING COMMITTEE ON ATHLETICS Passed the Following Proposals

A proposal to add Water Polo to the high school athletic plan. PASS Aug 2022

Factual and Policy Justifications
Water Polo will begin as a pilot program in the 2022-2023 school year. The addition of this language will provide the rule structure to be included in the UIL Constitution and Contest Rules.

A proposal to add Water Polo to the 7th and 8th grade athletic plan. PASS Aug 2022

Factual and Policy Justifications
Water Polo will begin as a pilot program in the 2022-2023 school year. The addition of this language will provide the rule structure for 7th and 8th grade to be included in the UIL Constitution and Contest Rules

A proposal to establish an officials' fee schedule for Water Polo PASS Aug 2022

A proposal to add a third conference for swimming and diving. PASS Aug 2022

Factual and Policy Justifications
Continued growth in the sport of swimming and diving has caused an increase in the number of schools that participate in conference 5A. This amendment would provide for the addition of a 4A and below swimming and diving conference.

A proposal to adjust the time period to pay officials. PASS Aug 2022 45 to 30 days

Factual and Policy Justifications
This proposed amendment from the UIL Sports Officials Committee (SOC) would change the time period to pay officials from 45 days to 30 days

A proposal to adjust allowable playoff playing dates for softball and baseball. PASS immediate please review notes

Factual and Policy Justifications
Under current rule, playoff games shall not be scheduled before Wednesday of that week unless by mutual consent. This amendment would prohibit playoff games from being scheduled before Thursday without mutual consent of the two schools. Weather delays and pitch count restrictions can lead to one school having a competitive advantage over the other if a coin flip forces a game to be played prior to Thursday.

A proposal for a pilot program to allow basketball coaches to be able to coach their students during the June TABC showcase event. PASS Immediate – please review notes

Brief Explanation of Proposed Recommendation
This amendment to Section 1209(g), Non School Participation would allow boys' basketball coaches the opportunity to coach their students only during the NCAA/NFHS approved June Scholastic Basketball event hosted by TABC. B. *Factual and Policy Justifications*
This pilot program will only be for the 2021-2022 school year and will be reevaluated after one year.

THE STANDING COMMITTEE ON ATHLETICS Authorized the Staff to **STUDY** the Following Proposals.

A proposal regarding strength and condition for in-season athlete. STUDY

A proposal to alter the language of softball scrimmages per week. STUDY

A proposal to adjust the process of a PAPF if the previous school is a private school. STUDY

A proposal to study participation protocol for UIL member schools competing against non UIL schools.

STUDY

A proposal to allow 6th grade participation at the 1A level. STUDY

THE STANDING COMMITTEE ON ATHLETICS Denied, Rejected, or Took **NO ACTION** on the Following Proposals.

A proposal to adopt adjusted weight classes in accordance to NFHS rule changes. NO ACTION

A proposal regarding the softball playoff run rule. NO ACTION

A proposal to add track and field ambulatory events. NO ACTION

A proposal regarding education around Paralympic sport participation. NO ACTION

THE STANDING COMMITTEE ON POLICY Passed the Following Proposals **PASS AT FULL COUNCIL**

Resolution to amend UIL Reclassification and Realignment Policies and Procedures to account for homeschool student participation in enrollment calculation for schools allowing homeschool students to participate in UIL activities. PASS AT FULL COUNCIL
1.2 is the home school multiplier – **Please read the details in the notes**

GENERAL ENROLLMENT INFORMATION (A) Enrollment Calculation Formulas (8) HOME-SCHOOL STUDENTS – NONENROLLED STUDENT ADJUSTMENT FOR SCHOOLS OPTING TO ALLOW NONENROLLED STUDENTS TO PARTICIPATE IN UIL ACTIVITIES UNDER THE PROVISIONS OF TEC 33.0832, SHALL CALCULATE ENROLLMENT AS FOLLOWS: TOTAL ENROLLMENT = ENROLLMENT AS CALCULATED VIA ABOVE PROCEDURES X 1.2

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Trust the Process — Stanley Laing, Northside ISD



Like many of you that are parents, there is no greater joy than watching our children embrace something they are passionate about and commit themselves to reaching their potential. For the three pictured here it has been athletics. To compete at any level takes a special kind of understanding that there really is a Process and you have to Trust the Process. If you don't believe in the Process nor Trust it, reaching your potential is never going to happen. Part of Trusting the Process is acknowledging it is going to be difficult at times, it requires fortitude to endure the challenges. This requires not only Trusting the Process, but Trusting ourselves as well.

Courtney had a season ending back injury her freshman year at UTSA. Through a lot of fortitude and endurance, she persevered and finished her college playing career at ACU with a degree and went on to get her doctorate as a chiropractor. She is now a successful business woman and an even better mom that has learned through athletics the value of Trusting the Process.

Noah was in quarantine 98 days last year and due to complications from covid, was never released to



play last season at St. Mary's. Instead, his coach allowed him to be on the bench the remainder of the season as a student coach. They valued his efforts so much, they asked him back to be a graduate assistant and get his Masters. Noah looks at his setback as a blessing because he has learned through athletics, sometimes things are out of our control and do not turn out how we thought they would. But we still must Trust the Process and something great will happen when one door closes and another one is opened.

Ethan less than two years ago in high school was sitting in a wheel chair after blowing his knee out and the doctor telling him he may not ever play again. Through a lot of fortitude and endurance, he persevered through the Process and is now in his freshman year at UTSA. He is in a program now that explicitly values Trusting the Process. Being a typical freshman

on a very good team, he is having to endure with patience, persistence, and perseverance in regards to finding his role on the team. He is being reminded that before coaches can Trust him, he needs to Trust himself through the Process to get good enough to contribute.

For you and I in our roles as leaders, we have to embrace a Process and Trust what we embrace. For me, Process is the Culture and the Culture thrives on the Process. Both require Passion and Purpose. It is when these two things come together, great things are going to happen, if... That big "if" is Trust. The best way to build Trust is for us to do what we say we are going to do, be intentional, and keep being intentional through the Process. Only then are Trusting relationships built. The heart and soul of everything mentioned evolves around those relationships, especially during those challenging times. Because of Trust, we know deep down, "Everything is going to be Okay..." (Mrs. Stein).

We aspire to go Beyond the Game in Northside Athletics, this is our culture. The Process evolves around making Hope and Love Relevant. There is no better way to build Trust than to be intentional when it comes to Hope and Love. I will argue there is no better Purpose to be Passionate about! I will also argue there is no better platform to learn how to Trust the Process than Athletics. I have seen others do amazing things in their lives as a result of learning how to Trust the Process. I'm still a work in the Process...

I have to also make a strong case for Trusting the Process in education. I lived it as a campus principal/coach, there is no better Process than a Professional Learning Community. I think

Legislative Council Continued from page 5

Resolution to allow the UIL Executive Director to conduct reclassification and realignment via pre-existing approved policies in situations where new policies which have been approved by the Council have not been approved by the Commissioner of the Texas Education Agency, as required by law PASS AT FULL COUNCIL

THE STANDING COMMITTEE ON POLICY Denied, Rejected,

or Took **NO ACTION** on the Following Proposals.

A proposal to limit the number of band members allowed to perform at athletic events. NO ACTION

A proposal to add competitive bass fishing as a UIL sanctioned activity. NO ACTION

A proposal regarding UIL Reclassification and Realignment Policies and Procedure NO ACTION.



where some miss the boat on PLCs is that they miss it truly is a Process (culture). Part of that Process requires challenges and growing pains and many give up too easily because they do not Trust the Process. Just like I mentioned in athletics, PLCs require fortitude and endurance. I am also of the opinion great teacher/coaches make what they teach/coach relevant. Relevant to Hope, Relevant to Love. There is no better Passion and Purpose than these.



Find Your Truth

Trust the process... As I shared, we have to embrace a Process and Trust what we embrace. Process is the Culture and the Culture thrives on the Process. So, what is the Process you and I Trust? This is a very important question if we are truly passionate about our purpose in making a difference in the lives we are responsible to. I see too often, leaders not knowing what they really stand for or they may make a stand as a leader, but feel it does not apply to them personally, or vice versa. This is extremely important for you and I to really think about, what is Your Truth you will live by and is it aligned both personally and professionally?

Even on the back nine of my career, I'm still a work in progress. But I want to share with you, "I wish I knew then, what I know now...". In my humble opinion we are not going to have the impact, as Coach Grant Teaff is passionate about, as educators and coaches in turning this country around, if our personal and professional values are not aligned. The following is what I have found to be my four Truths:

Action reflects Faith. Faith is more than just believing, it's the process of doing. Living what is believed to be the Truth through self-control and effort.

Attitude reflects Hope. Hope is

not wishful thinking, it's an expectation with gratitude and perseverance. Knowing adversity builds endurance; Endurance builds character; Character creates Hope.

How we treat Others reflects

Love. Love holds us accountable to making good things happen for Others with dignity and kindness. Living in a way that exhibits selfless Love, Love for others, and Love for self.

Trust the Faith in Your Truth.

Trust the Hope in Your Truth. Trust the Love in Your Truth. Trust is simply living each day the way you say you are going to live it. When you fail, and you will, just do the next right thing.

The picture above shows how Faith, Hope, and Love are connected with Trust being the foundation. Remember this as a servant leader to others: Faith is what gets you started on Your Truth journey. Hope is what keeps you going through the difficult "seasons". Love brings you to the end by seeing the fruits of your labor in the differences you have made in the lives You are responsible to.

Find those you Trust "On the Way", that will help You live Your Truth. We are all called to be role

models to one another and this means holding one another accountable. Surround yourself with those that will make you better this way. Sometimes we have to seek those role models and the examples they have lived, if we are truly passionate about our purpose.

Below are two word clouds filled with what over 600 coaches consider Our Truth in Northside. Every coach's values are valued. Collectively these values are connected to our Beyond the Game culture. The larger the words, the more prevalent they were in the responses. Both clouds have the same words, but for illustration purpose, one illustrates making Hope Relevant and the other making Love Relevant. Yes, even in the spirit of competition and in the classroom, both can be Relevant. Whatever Your Truth is, live it both personally and professionally by being All In! Let's live with On the Way Hope together, embrace the power we have in the present, and as Coach Grant Teaff believes, we will turn this country's moral compass around!

We Are Love
We Are Hope



Coaching Academy — Sandra Flinn, Coordinator for Athletic Advancement, Aquatics, & Wellness, Harlingen CISD

“A coach will impact more people in one year than the average person will in an entire lifetime”. We have all no doubt heard this over and over, the impactful statement by the great Billy Graham. In HCISD, our belief is we are *Transforming Lives* through athletics.



One of the greatest things an athletics administrator can do is give 100% effort into the development of its coaches. The trickle-down effect of not properly equipping your staff in effective and appropriate best practices aside the X's and O's, can make or break a program. These skill sets can affect the professional careers of many coaches and have a positive or negative impact on the lives of the youth they work with every day.

With these things in mind, Harlingen CISD Department of Athletics with the support of the Texas A&M University Thornton-McFerrin Coaching Academy, created a professional development framework to address these needs. The HCISD Coaching Academy serves to support the mission of HCISD by developing leaders within our district by supporting the ideas of Experience HCISD as defined in our leadership definition by having a *Heart for People* and *Commitment to Excellence*.

During the fall of 2021, we solicited applications from our coaching staff to fill 15 spots in our inaugural coaching academy. The cadres consist of 5 – Middle School Coaches, 5- 0-3 Year Coaches, 5- Current Head Coaches. The academy is composed of 3 competencies: Effi-

cient Administration and Organization, Developing the Coach, and Ensuring Program Integrity. Each cadre, or group, is assigned to 1 of 3 of our district athletics administrators. We will meet with the coaches 7 times over the course of the school year, during the school day. The

coaches will complete “competency rotations” within our department administrators. We have included a book study of John Maxwell's: *The 21 Irrefutable Laws of Leadership*, which is conducted in open forum during lunch. Our coaches will also have the opportunity to complete the Enneagram Institute, *Discovering 9 types of Leadership: Mastering the Art of people in the 21st Century Workplace*. Our Academy will conclude with a feedback loop for evaluation as well as a BOY coaches in-service topic presented by the group.

Endeavors such as these by a department of athletics took time, effort, and collaboration. We needed the support of senior administration, funding, and most of all, principal support for days the coaches would be off campus. Progress comes at the level of trust. We are thankful we have been given the opportunity to help shape our coaches in ways that many may not “see” but will definitely “feel” when their programs run a bit smoother off the field of play. Most importantly, our kids will feel it. Each district can create their own framework as each has unique needs, goals, and culture. A local professional development program, along with the THSCA R.O.C.K. Program,

can only help our profession remain stable and flourish.

THSADA Committee Chairs

Membership

Scott Moehlig-Alief ISD

Awards

Russ Reeves-Rockwall ISD

Policy

Vince Sebo-Tomball ISD

Publications

Andrea Fluhman-Amarillo ISD

Athletics

Andre Walker-Houston ISD

Officials

Mike Bass-Alvin ISD

TAAC Committee

Johanna Denson-THSADA

NIAAA

Brenda Marshall-Corpus Christi ISD



The “Why” of Hometown Coaches

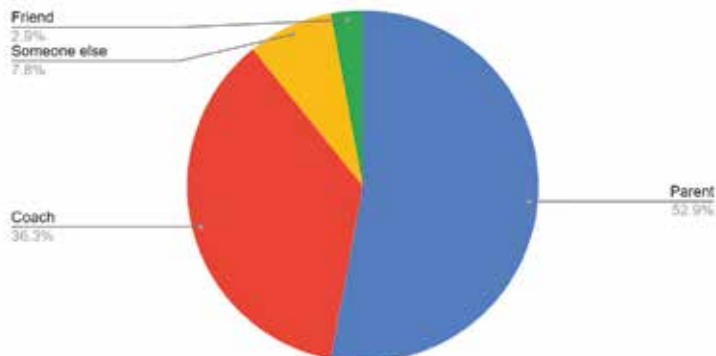
Deena Bosier, Pflugerville ISD

When I requested to write this article it was to highlight our hometown coaches. I personally was interested in finding out about coaches who went back to the district they graduated from and their inspiration over the years. First and foremost, to have 102 coaches take out the time to respond and give their story has been impactful. Their “why” is relevant to our field. It allowed me to compare data and realize this could be more than about being a hometown coach. I have focused on intentionality, influence, and experience.

First, as athletic directors we are daily intentional, ensuring we are taking in consideration all aspects of managing our department, district and community. Intentionality is needed with every aspect of building a successful program. I asked **hometown coaches**, when did they become **intentional** about playing sports...can you guess when most felt they became intentional? The outcome may surprise you, 20 responded elementary, 37 middle school, 40 said high school and



Count of 3. Who was the biggest influencer on your love for sports?



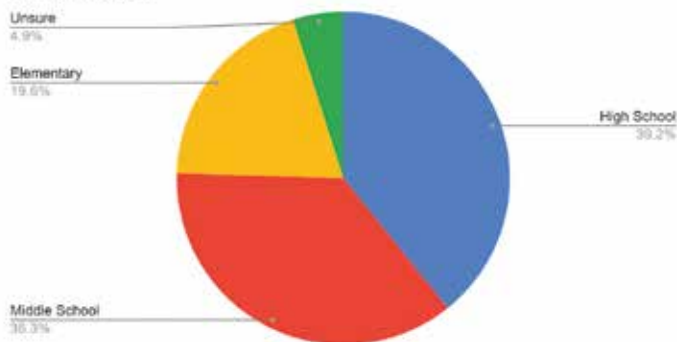
the remainder were unsure. When you actually look at the chart you actually can see how middle school and high school become the bridge of a competitive focus for an athlete.

Secondly, being a hometown coach, I was wondering when they started playing sports. The majority of the answers landed at elementary with 88%, then 9% said middle school and 2% said high school. When you think about those percentages you realize who got them into sports. We know and realize players start in little league, pop warner and community programs. This took me to the next big question: who was their **biggest influence**? Parents are extremely influential in the athletes life; out of 102 coaches there were 54 in the group influenced

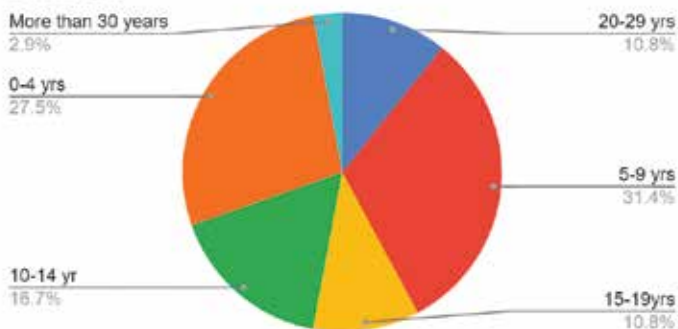
by a parent, 37 were influenced by coaches and 11 were through someone else. Look at the graph to give you a visual of the data received from our hometown coaches. The feedback from coaches, historically and now, points to us having to catch parents and athletes early. Therefore, as athletic directors more and more we are going to be responsible for getting coaches to build those relationships. Our department has to be responsible for teaching both the expectation of being a spectator and an athlete. This is important because sometimes we don't realize **the influencer** behind the passion, which may be the “why,” for the love of the game. And if you listened to the Athletic Insider on October 19, 2021

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Count of 4. When did you become intentional about pursuing a specific sport?



Count of 5. How long have you been coaching in schools?



Middle School Coaches Summit: Houston ISD Athletics recognizes Coaches' needs and provides the necessary support.

By: Dena Scott, CMAA, Director of Athletics, Fort Bend ISD

André Walker, CMAA, Director of Athletics, HISD

Leslie Harris, CMAA, Athletics Program Manager, HISD

It is no secret that the future of high school athletics lies with the positive exposure and experiences student athletes receive at the middle school level. Across the state, there is a shortage of teachers and coaches, but as we look to reverse this trend, we must also create growth opportunities for our coaches to help retention but also improve our main goal which is maximizing athletic participation at all levels of public education.

Houston ISD Athletic Director, Andre Walker, and his staff have recognized this need to grow coaches and they are providing the support and direction in the form of an annual Middle School Coaches Summit open to not only HISD coaches, but all middle school coaches in and around the Houston area. Below is the concept put into action.

Often, middle school coaches are new to teaching and the coaching profession. Many of them are asked to coach without truly understanding the demand of what it takes to be a teacher first, and a coach second.

Middle school coaches are asked to motivate and develop their athletes to excel and compete at a high level, monitor their academic eligibility, assist them in reaching their full potential, and instill discipline while creating a fun and safe environment



Dena Scott

for this process. In addition, middle school coaches must monitor and mentor, evaluate, and instruct, and listen and relate to all student athletes in which they interact. Whether they are improving athlete's athletic performance, developing time management skills, or teaching life skills, it is the middle school

coach who provides student athletes with the foundation of the necessary and important tools they will need to succeed at the high school level and beyond. It is important that all middle school coaches are provided with the tools and support that they will need regardless of experience to promote a safe and positive learning environment for student athletes. This includes pre-season planning and specific planning for each 1.5-2-hour practice sessions to develop the student athletes' technical abilities.

Although winning is important to all that participates in athletics, middle school coaches must set a solid foundation by acting in a positive manner and by exhibiting professionalism, sportsmanship, and leadership on and off the field. They must expose their athletes to positive role models, college and career opportunities, and tools for success. Not only should middle school coaches be expected to exhibit these traits, but student athletes must also be expected to be positive role models and ambassa-

dors by respecting opponents, coaching staffs, and their communities.

Houston ISD Athletics started the Middle School Summit in 2019 to help middle school coaches grow. The goal was to retain coaches by supporting current coaches, especially the new to the profession coaches. This summit was designed to reach areas that could have a direct impact on their pathway to success. The summit is open to all districts in the region at no cost. Topics discussed at previous the summits have been:

- The Do's and Don'ts of Middle School Coaching**
- Preparation (Practice Plans, Paperwork, Communication, etc.)**
- Training your Athletes for the Next Level (include nutrition)**
- Positive Relationships with Officials**
- Building a Complete Middle School Program**
- The Importance of Middle School Coaches**

HISD looks forward to hosting The Middle School Coaches Summit for years to come, as well as looks for ways to continue providing meaningful professional development for teachers in the coaching profession.



Leading During a Crisis — Mark Miranda, Executive Chief of District Operations, Spring ISD

Spring Break 2020

College and COVID



Organizational Structure

Mark Miranda – Executive Chief of District Operations

Student Support Services

- Counseling & Guidance
- Athletics
- Nursing
- Performing & Visual Arts
- Student Affairs
- Special Education

Information Technology

- Support Services
- Application Support
- Infrastructure
- Student Information Systems

Operations

- Maintenance
- Child Nutrition
- Building Operations
- Transportation
- Emergency Systems
- Construction

Spring ISD COVID Action Plans



Our Plan



What I Learned:

Embrace disequilibrium

- Keep your finger on the pulse/temperature
- Depersonalize conflict
- Embrace courageous conversation

Generate leadership

- Distribute leadership
- Mobilize everyone to generate solutions
- Leverage diversity

Take Care of yourself

- Hit the pause button
- Act out on positive emotions
- Use humor
- Engage in physical exercise
- Reach out to a confidant
- Be both optimistic and realistic

Spring ISD Recovery Framework



Cameras, Connections and Capturing: The New Wave in Sports Video — Scott Campbell, Frenship ISD

Fifteen years ago HUDL was created and introduced to high schools across the nation. The world of recording various sports was changed forever. Students athletes and coaches alike are benefitting from both practice film and game film. Film study has extended from the coaches film room, to the classroom, to the bus or wherever an internet connection will take you. Players have benefited from the clear HD quality video, to the playtools in studying playbooks as well as through the highlight package a player can create to help promote the individual and team. A complete “suite of products” is now available to empower sports teams.

HUDL's latest tool the HUDL Focus is now changing the way we live-stream and capture events. Introduced in 2019, HUDL brought video recording to a fixed location in the gym. Vol-



leyball and Basketball teams were the first to benefit from these features. The automatically adjusting and player tracking system allowed teams to capture practices and games remotely all while keep the same high quality.

Closely tied to the release of

HUDL Focus was the hot topic discussion of Live Streaming of UIL Athletic Events for all sports. We are taking the responsibility of the live capturing out of the hands of a student manager or coach and allowing them to benefit the team in a different role. This video is able to be captured remotely from a fixed location. The benefits of these cameras have extended to the football field, soccer field and beyond.

The automated camera and live capture abilities have now extended to other sports including football. In July of 2021 the UIL voted to allow live

streaming of all UIL Football Games. A live streaming production was once an afterthought that small schools with limited resources could only dream of. Now with advancements in media technology and the green light from the UIL, high school sports are delivered into more homes than ever before.

Additional uses of the HUDL Focus cameras include the live capture of various school events such as graduation, band performances, school assemblies and pep rallies. Athletic Departments continue to look for ways to better the experience for the student athlete, the school district and community. Platforms such as this and the expansion of live streaming is just one of many tools that places UIL Athletics at the forefront of the high school experience.

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it was mentioned that many new refs stop officiating after only 3 years due to treatment at games. Most of these officials are officiating middle school games. We have to explain to parents and athletes the expectation and about sportsmanship.

Finally, if we can continue to mentor and give upcoming coaches the right positive guidance for upward mobility our future looks bright. In this group there are 75% of coaches between 0-14 years and 3% of the group has more than 30 years of experience in the coaching educational field. This gave a range of answers, but I decided to highlight the 3% as their experience is advantageous. **Janice Williamson**, who has been a part of athletics for over 30 years and is now the current AD in Bryan ISD, was a former Texas

A&M Softball player and a bowler, she shared this insight, “Title IX provided me an opportunity to play sports. Young ladies need to understand a little of the history and struggle for girls to be able to play sports. I would have loved to play middle school sports.” **Keith Kosh**, the current head golf coach at Weiss HS in Pflugerville ISD stated, “I graduated from Pflugerville High School and I went to school in Pflugerville all 12 years, Pflugerville was a great place to grow up, it was a small town and we had the opportunity to play any sport we wanted, however as a coach the challenges of coaching are the size of the district and how much it has changed since I was growing up. My favorite memory was the regional finals when I was an assistant coach at Hendrickson in 2017.

B.J. Gotte from Katy ISD, Paetow High School, Athletic Coordinator/ Head Football Coach gives this advice, “Surround yourself with professionals you believe in and maximize every opportunity to serve your school, your athletes, your staff, and the community you are currently in and understand the importance of coaching “beyond the game”.

I’m hoping this story either gave you some aha’s, or if not maybe it reminded you of your hometown and your love for the game. As athletic directors we are in the trenches with our coaches, parents, players and community and it is awesome when we can hire our former athletes back as coaches to hopefully carry the torch.





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