

# TEXAS

Athletic Administrator  
March 2025  
Newsletter



# Message from Executive Director — Rusty Dowling

Welcome to the 5th annual Spring Sponsor Showcase. We appreciate all our members and THSADA sponsors who have made the effort to support this event and all athletic administrators throughout the State of Texas. As we enter the Spring semester, we are about halfway through the 2nd semester and as we all know the spring sport calendar has events and activities pretty much six days a week until mid-May. The challenges that await athletic administrators during the 2nd semester are always significant and seem to be never-ending. Personnel, Budget, Re-scheduling events, end-of-year Banquets and Award Ceremonies, Summer Planning and beginning of the school-year staff developments. We hope this mid-semester Showcase event will afford you the opportunity to re-charge, engage with your colleagues and provide that push going into the last



part of the school year.

Another element to 2nd semester is the 89th State Legislative sessions that are occurring in Austin. Specific to that are numerous bills that have been filed that affect our world of athletics and extra-curricular. Senate Bill 2 is the school choice bill that will determine if taxpayer money is to be spent on private school education along with teacher pay increases and additional funding for our public schools. Included in all the numerous bills that have been filed that athletic administrators will have to deal with is HB 619 or better known as the transfer bill, which had its genesis with



THSADA Citation Award renamed the Dr. Charles E. Breithaupt Award.

*Dowling Continued on next page*

## THSADA Financial Report as approved by the THSADA Board of Directors-December 2024

2023 - 2024		
Assets	Checking	
Ch. Account	Tx First	822,402.04
Ch. Account	Wells Fargo	4,146.83
Total Assets (7/31/24)		826,548.87

THSADA Revenue		8/2023-7/2024	THSADA Expenses		8/2023-7/2024
Sponsorships	595,638.12	<b>63,000.00</b>	Contract Services	595,426.93	
Conference Registration	77,600.00		Dues / Registration Fees	450.00	
Exhibitor Fees	97,275.00		Meals & Entertainment	3,367.43	
Golf Tourn.	11,660.06		Operations	49,103.73	
Raffle Tickets	3,819.00		Scholarships	7,000.00	
Hall of Honor Banquet	7,530.00		Fall Forum	17,048.06	
Fall Forum	9,495.00		Spring Sponsor Showcase	51,239.67	
Spring Sponsor Showcase	14,805.00		State Conference	249,410.21	
Memberships	92,100.00		Advertising/Promotions	645.99	
NIAAA Webinar	2,409.00		Board Mtg. Exp.	7,143.27	
LTC Classes for NIAAA	1,275.00		NIAAA Conf. Exp.	1,364.84	
Other/ Petty Cash/Misc.	2,100.00		Travel	23,494.92	
Total Net Revenue	<b>915,706.18</b>		Other Expenses	2,200.00	
			<b>Less Duplicate Payroll</b>		<b>(\$37,000.00)</b>
<b>Adjusted Revenue</b>		<b>\$978,706.18</b>	Total Expenses	1,007,895.05	
			<b>Adjusted Expenses</b>		<b>\$ 970,145.05</b>



**Dowling** Continued from previous page

one of our public schools not understanding or abiding by UIL rules and also an NIL bill 2211. It's incumbent on our members to stay aware of what is happening in Austin so we can respond accordingly.

THSADA membership continues to rise as we currently sit at over 1,600 members and we increase every day as we move towards our State Conference. You must be a member to attend any THSADA event and the benefits you receive are significant whether it's through our TAAC program, Region meetings or any of our three THSADA-sponsored event throughout the calendar year.

This past December 4th and 5th the THSADA Board of Directors and Committee Chairs met in Houston at the Doubletree Hotel at Hobby Airport to conduct the business of the THSADA. As it always does, the Board meeting provided an opportunity for Officers, Region Directors, and Committee Chairs to not only conduct the affairs of the THSADA but also provided Board members the opportunity to discuss issues specific to athletic administrators during several social gatherings held in conjunction with the Board meeting. PBK Sports acted as a host for the annual Board/Committee Chairs dinner held Wednesday, December 4th. Reports were given to the Board by our Board Committee's, THSADA Committee Chairs and the Region Directors.

For the first time in many years, we had the Director of Athletics for the UIL Ray Zepeda give a very good presen-

tation to the Board. Executive Director Rusty Dowling also gave a Financial Report to the Board.

Several significant items and actions came out of the Board meeting. The Board approved the following proposals:

- THSADA Award winners for Hall of Honor and the JBF Award.
- NIAAA National recognitions
- As approved by the Board, the THSADA Citation Award was re-titled to the Dr. Charles E. Breithaupt Citation Award.
- The Board also approved the following reports: Financial/Extending Ex-Officio term for two more years/ Code of Ethics/Executive Directors contract
- There is unanimous support for moving the start of our membership year to July 1st.
- Leslie Slovak announced her retirement effective at the end of the school year (June)
- Ray Zepeda – Director of Athletics-UIL- gave an update to the Board.
- Next Board meeting is via TEAMS in April



## 2025 Scholarship Application



THSADA announces that the application for the Whataburger scholarship is now open. Whataburger will award a \$4,000.00 scholarship to one female athlete and one male athlete. Applications available at [www.thsada.com](http://www.thsada.com)

In closing I again want to thank everyone for your continued support of THSADA, have a great last half of the school year and we look forward to seeing everyone at the State Conference, June 1-4, 2025, at the Kalahari Resort and Convention Center in Round Rock!



# Associate Executive Director Update — Bob DeJonge

We hope you are planning to attend this year's 54th Annual THSADA State Conference at the Kalahari Resort and Convention Center in Round Rock Texas. The dates for this prestigious event are June 1-4. State Conference planning is a yearlong process. Immediately after each year's event the staff does detailed debrief on all the components of the conference from session offerings, speakers, room sets, audio visual quality, tradeshow traffic, food and beverage and quality of service by the hotel and event staff. It's our goal to make each conference more valuable and enjoyable than the last!

The Kickoff Event of the conference is the PBK Hall of Honor Celebration. The THSADA Awards Committee and NIAAA Committee work year-round preparing for this outstanding event. It's so appropriate to start the conference with a celebration in honor of THSADA's outstanding leaders. This year's event will be held on Sunday June 1 from 1:30 p.m. – 3:15 p.m. in the Kalahari Ballroom. The link for tickets is available on the THSADA website and is sent to all attendees and exhibitors.

This year's award recipients are listed at the bottom of this article.

The rapid increase in attendees at the State Conference from just over 200 to 700 plus in the last decade is directly correlated to the quality of programming that is offered to our membership. Our Professional Development programs - TAAC, Quad A, JHAMS and Sponsor Programming offer informative and innovative experiences to our membership. The conference course offerings consist of nearly 30 sessions, including 16 TAAC and UIL, 8 Quad A (Aspiring Athletic



Administrators), 4 JHAMS (Junior High and Middle School), along with 2 brand new sessions – Innovative Showcase – an opportunity to meet select exhibitors while enjoying a complimentary lunch, and Product Theater which provides a unique opportunity to gain a detailed look at what a THSADA Sponsor has to offer public schools!

In addition to three plus days of incredible professional development opportunities, an attendee will also

get to enjoy four tradeshow. Monday (breakfast), Tuesday (lunch) along with Monday and Tuesday afternoon shows with appetizers, beverages and cash prizes! If you are interested an enjoyable day of golf at one of Texas's favorite public golf courses – be sure to sign up for the Annual Benny Carter / Hellas Construction Memorial Golf Tournament on Tuesday June 3rd at The Golf Club at Star Ranch

We hope you are planning to attend the 54th THSADA State Conference – Between the quality professional development opportunities, social events and the “Kalahari” park experience you are assured to have a valuable and enjoyable experience!!

## THSADA Awards

### Hall of Honor

Todd Vesely – Retired Ft. Worth ISD

Brenda Marshall – Corpus Christi ISD

Ray Zepeda – University Interscholastic League

### THSADA Regional Athletic Administrators of the Year - TBD

### THSADA Joe Bill Fox Award

Jeff Lillibridge – Lillibridge Digital

### THSADA Outgoing Regional Directors

Region 1 Toby Tucker – New Home ISD

Region 3 Jennifer Frazier – McKinney ISD

Region 6 Jason Dean – Georgetown ISD

Region 7 Rob Davies – Harlingen ISD

### THSADA Dr. Charles E Breithaupt Award

Andrea Edwards – Amarillo ISD

### THSADA Superintendent of the Year

Dr. Richard Kilgore – Bruceville Eddy ISD

### PBK Athletic Director of the Year

Leslie Slovak – Richardson ISD

### National Recognitions

**NFHS Citation** Mike Bass – Alvin ISD

**NIAAA Bruce Whitehead DSA** Dr. Lisa Langston – Ft Worth ISD

**Kelly Reeves SAM** Melanie Hinson – Southwest ISD

**Frank Kovaleski P.D. Award** Dena Scott – Fort Bend ISD

**NIAAA HOF Texas Nominee** Sandra Howell – Ret Little Elm ISD

**NIAAA Triple Legacy Award** Sandra Mader – Aldine ISD



# THSADA President's Message – Leslie Slovak

I am sure all of you can relate when I say, this year is flying by! I am filled with so many emotions as I reflect on this year. Serving as President of THSADA has been an incredible honor. I am truly blessed to be a small part of an amazing organization. We have incredible leadership in Rusty, Bob, Jody, Johanna and the entire THSADA staff. What makes our organization so special is the fact that no matter how challenging our jobs are, we have a group of administrators that we can lean on that are going through similar situations. We are better together! Our membership continues to grow, and I truly believe it is because the THSADA provides exceptional growth opportunities for athletic administrators and aspiring athletic administrators. We are all on a leadership journey regardless of years of experience. Whether you are a rookie or a veteran, there is always room to improve as leader. I am so proud that our organization offers quality opportunities like the following:



- The Texas Athletic Administrator Certificate (TAAC) program. TAAC is specifically for athletic administrators in the State of Texas. The Texas-based curriculum consist of courses that will enhance the ability of the Athletic Administrator to successfully perform the duties and responsibilities of an Athletic Administrator in the State of Texas.
- The Aspiring Athletic Administrators Academy (QUAD A) is an introduction to the duties and responsibilities specific to a Texas Athletic Administrator. The Texas High School Athletic Directors Association has created a program designed for those individuals who would like to pursue a career as an Athletic Administrator in the State of Texas. Major topics covered provide an individual with an understanding of what Athletic Administrators must be familiar with in order to be successful in athletic administration. In addition, the QUAD

A program enables candidates to network with Athletic Administrators from across the state.

- The JHAMS (Junior High and Middle School) program consists of Professional Development opportunities that enhances the growth and vision for those individuals that lead programs, or have a goal to lead programs, at the Junior High and Middle School level. The Professional Development sessions are developed by Junior High and Middle School Coordinators as well as District-level Athletic Directors. We had a great turnout in Katy and McKinney for a JHAMS Professional Development Day.

I look forward to seeing everyone at our Spring Sponsor Showcase in March and our State Conference in June. These events are not only a great way to grow as a leader, but you will also have an opportunity to network with other athletic administrators as well as our vendors that are vital to our organization. Keep leading with love and grace! Our kids and coaches need you!

With much love and respect,  
Leslie Slovak



# Athletic Director Spotlight: Celebrating Coach Brenda Marshall's Legacy of Leadership

By Enrique Cantu (Asst. AD RCGGISD)

“Life is a journey, not a destination” wrote T.S. Eliot and for Coach Brenda Marshall, these words resonate deeply, embodying her remarkable 46-year career journey in education, coaching, and athletic administration. From breaking barriers to building a legacy, Coach Marshall has dedicated her life to empowering students, coaches, and communities through the transformative power of athletics.

## A Journey of Commitment and Resilience

Coach Marshall's career spans nearly five decades, with 39 years devoted to Corpus Christi ISD. A Corpus Christi Ray and UT-Arlington alum, she became district's first female hire in the athletic department. Her career began by coaching collegiately at West Texas State & Sam Houston State (7 yrs), then as a third administrative assistant (11 yrs), assistant athletic director (9 yrs), and eventually to athletic director, a role she has been devoted to for an impressive 19 years.

Her journey was initiated with a promise to her mother to return to Corpus Christi only if she could help elevate athletic opportunities for girls. Growing up in an era when CCISD offered limited sports for girls, Coach Marshall experienced firsthand the inequities in athletics. “I knew what it was like to not have sports as an avenue,” she shared. “My focus has always been on creating opportunities for students and coaches to thrive.”

When Coach Marshall entered athletic administration in 1986, there were only five female athletic administrators in Texas. She recalls the skepticism



she faced as a woman on football sidelines and at other athletic events. But instead of letting doubt deter her, she worked twice as hard to prove herself. “I educated myself and gained the knowledge to help coaches and athletes succeed,” she said.

Coach Marshall's athletic talent provided vast opportunities to excel including playing for the first USA Softball Team in 1979 including winning a gold medal at the Pan American Games. She was the first softball player from UT Arlington to be honored as a Distinguished Alumni. Her determination has earned her numerous accolades, including induction into the THSADA Hall of Fame, the THSCA Jody Conradt Award, and the UTA Sports Hall of Fame. These achievements reflect her trailblazing career and the respect she's earned from peers and stakeholders alike.

A servant leader at heart, Coach Marshall prioritizes mentorship and collaboration. With over 330 coaches within the CCISD athletic department, she spends time with new coaches, sharing pathways to success and leading by example. Whether it's attending games or offering guidance, she makes herself accessible to staff and students alike. Her dedication extends beyond the district. Through her involvement in organizations like THSADA, THSCA, and NIAAA, Coach Marshall has gained invaluable insights, learning from peers across the state and nation. “Meeting people from other districts and states has given us new perspectives on how to solve challenges and improve daily operations,” she noted.

## A Legacy of Servant Leadership

Coach Marshall's vision for CCISD is ambitious yet heartfelt, to be one of the top 10 multi-school districts for athletes and coaches. She is committed to providing state-of-the-art facilities and ensuring that athletics remain a cornerstone of student success. “Athletics is an important piece to the success of our students,” she explained. “Our work is about making opportunities better for everyone.” Her advice to aspiring athletic administrators reflects the values she's lived by Persevere. “Never give up on your dreams, no matter how long they take to achieve.” Serve Others: “Be a servant leader, always focusing on helping students and coaches succeed.” Work Hard: “Hard work and determination will always set you apart.”

As CCISD continues to thrive under Coach Marshall's leadership, her legacy serves as a powerful reminder of the impact one person can make. Through her resilience, vision, and unwavering commitment, she has transformed not only CCISD athletics but also the lives of countless students, coaches, and colleagues. Coach Brenda Marshall's story is a testament to the power of grit, heart, and purpose. Her leadership is not just about building programs, it's about building people. And in doing so, she has paved the way for future generations to achieve more and continue to dream big.



# Regional News Updates

## Region 1

- Congratulations to the past Regional Director Toby Tucker on his new position as Superintendent at Anna ISD.
- Congratulations to Jaime Boswell, Andrews ISD Director of Athletics, on being named Region 1 THSADA Director.
- Amarillo ISD lone finalist for Superintendent, Dr. Deidre Parish.

## Region 2

- Ector County ISD announces the lone finalist for Superintendent, Dr. Keeley Boyer.

## Region 3

- Region 3 had great representation this past week at the THSCA Leadership Summit in Arlington. We were honored to have three great speakers from our region who shared with coaches and AD's from around the state. Joe Castillo- Little Elm Head Football Coach, Jennifer Frazier – McKinney ISD AD, and Dr. Chivonne Kiser – Denton ISD Assistant AD.
- Region 3 has a familiar face finding a new home. Tyler ISD AD Greg Priest moves over to the same role in Rockwall ISD.

## Region 4

- Ray Zepeda, AJ Martinez, Joseph Garmon, and Gracie McDowell from UIL met with the El Paso Area ADs and ACs for a very productive informational and planning meeting at the Socorro ISD SAC2 on January 22.
- Ysleta ISD Athletic Department is bringing in Stephen Mackey to speak about 2Words and The Texas Way early in April. All the athletic coordinators and athletic directors in our region have been invited to attend, to help the region collectively improve the level of sportsmanship in our athletic programs.

## Region 5

- Region V had another great turnout for the February meeting held at the Pasadena ISD Phillips Field House. The panelists, Lee Martinez of Goose Creek Consolidated ISD, Kirby Killingsworth of Clear Creek ISD & Jordan Johnson of Friendswood ISD did an incredible job of sharing information on how to maximize your athletic budget during troubling times along with how to pair up with Booster Clubs to help offset any potential budget cuts.”

## Region 6

- Region 6 has welcomed three new athletic directors since October.
- Manor ISD announced Lanny Williams as Athletic Director on November 18th. Coach Williams joins Manor from Killeen ISD where he previously served as the Assistant AD.
- Lenader ISD announced Becky Craig as senior director of athletics in December. She most recently served as assistant athletic director for Frisco ISD.
- Hutto ISD promoted Coach Will Compton in January from head football coach to athletic director after Brad LaPlante's exit to Montgomery ISD.

## Region 7

- Congratulations to Robert Davies, current Region 7 Regional Director from Harlingen CISD, for being selected as our new THSADA President-Elect.
- New Head Coaches/Athletic Coordinators to our Region include Henry Jamaar Taylor (Nikki Rowe HS), Joseph “Jody” Cantu (Mission HS).
- New Head Coach/Athletic Director is Will Littleton at Raymondville ISD.

## Region 8

- Assistant Athletic Director, Stacey Moore of North East ISD has retired.
- Corpus Christi ISD, North East ISD, Southwest ISD, and United ISD hosted a Regional Swim Meet this past month.
- San Antonio hosted the UIL State Championship Meet at the Josh Davis Natatorium and Bill Walker Pool for 4A.



# 89th Legislative Session Updates

There are currently 23 Proposed Bills filed in the 89th Legislative Session that include the mention of the UIL in its text. This will be a busy time in the legislature for our profession. It is important for us as educators to stay informed and communicate with our representatives when necessary to protect the core values that have allowed Texas to be the best place in America for high school sports. Below are some short summaries provided by THSADA and THSCA through their collaborative works.

**89(R) HB 619** - Introduced Version - Bill Text Author: Gervin-Hawkins

*Caption: Relating to the transfer for an athletic participation purpose of a student from the school district of the student's residence to another district.*

This bill allows students to transfer one-time for athletic purposes without sanction. It is unclear if this would also eliminate the parent residency requirements in UIL rules related to that transfer.

The THSADA Board of Directors created an addendum to accompany the THSCA position on HB 619. Specific to HB 619 is to point out the difficulties that UIL Athletic Administrators and Coaches will have implementing and providing oversight into this bill.

For as many years as the UIL has existed the concept of moving for athletic purposes has always been in place with a few exceptions along the way. This rule has ensured that all athletics remain focused on community-based participation and pride in your hometown or campus community school and school district.

Much of how public-school athletic programs operate trickle down from the University or College programs such as coaching philosophies, strength training, athlete conditioning

and offensive/defensive concepts, no matter the sport. Athlete transfers in the manner to which this bill has been written has also never been an issue until it entered the University/College arena, and it is a mistake to think that because the Universities and Colleges do it that it can be done at the High School level. It is not the same.

Even though the rules and regulations at the University/College are still non-descript and essentially have no guardrails, the reason a Transfer Policy at the collegiate level is accepted does not equal the same at the High School level.

The THSADA is adamantly opposed to HB 619, believes it can negatively impact all the different sport programs, provide significant competitive disadvantage for programs that already struggle and will move Texas athletic programs towards a model that is used by other states that have seen turmoil and discontent within their high school athletic programs.

**89(R) HB 775** - Introduced Version - Bill Text Author: Frank

*Caption: Relating to the participation by non-enrolled students in University Interscholastic League-sponsored activities.*

This bill would allow a homeschool student living in an ISD that does not allow homeschool students to participate to participate at the school closest to the student's residence that does allow homeschool participation. Additionally, it changes what is a currently and opt in process to an opt out process for school districts. Currently, schools must opt in to allow homeschool students to participate. This changes that to say a school shall allow them to participate unless, through board action, they opt out of doing so.

**89(R) HB 810** - Introduced Ver-

sion - Bill Text Author: Gervin-Hawkins

*Caption: Relating to the requirements for hearings and meetings conducted by the University Interscholastic League.*

This bill changes UIL DEC and SEC processes considerably. These changes would include: • No sanction can be imposed until the sanction has been reviewed and approved by the Commissioner of Education. • All DEC and SEC meetings must be video and audio recorded and those recording made accessible on our website with 24 hours of the end of the meeting. • Hearing posting would be required at least 5 days in advance and include all evidence collected on a case and a full list of witnesses to be called. • Anonymous complaints cannot be included, investigated, or considered. • Testimony must be presented in person and subject to cross examination. • The same rules of evidence would apply to hearings as those in a court of law. • All DEC's and the SEC would be required to have an attorney present at all hearings. • No time limits may be set on hearings at all. • Each DEC and SEC decision would have to be followed with a written finding of facts following the decision.

**89(R) HB 819** - Introduced Version - Bill Text Author: Gervin-Hawkins

*Caption: Relating to the functions and duties of the University Interscholastic League.*

This bill contemplates making UIL subject to open meetings requirements and public information requirements, which already apply to UIL business. The bill also adds parental rights to information requirements in 26.008, which already apply. Further, the bill adds sections

*Legislative Session Continued on next page*





2001.051 requiring a minimum of a 10-day notice for a hearing at the DEC or SEC level, 2001.052 specifying the requirements of a hearing notice, and 2001.053 which provides for a person's right to legal counsel which UIL rules already provides.

**89(R) HB 830** - Introduced Version - Bill Text Author: Gervin-Hawkins

*Caption: Relating to the administration of the University Interscholastic League.*

This bill would put into statute essentially the same requirements for UIL rule making that already exist in UIL rule with some additions: • The bill states the UIL Executive Director may not serve more than one four-year term. Thus, the UIL would be required to hire a new Executive Director every four years. • SEC members would be limited to two two-year terms.

**89(R) HB 832** - Introduced Version - Bill Text Author: Gervin-Hawkins

*Caption: Relating to procedures regarding hearings and meetings held by or involving the University Interscholastic League.*

This bill includes essentially the same requirements as listed in HB 810 with some additions: • States the hearing of a DEC must take place in an ISD that is part of the DEC. No central sites could be used that are not located in an ISD in the DEC. • Decisions of a DEC or the SEC are further appealable to an Administrative Law Judge in addition to being approved by the Commissioner of Education. • The maximum penalty for changing schools for athletic purposes would be limited to one year with that sanction being stayed until both the Commissioner has approved it and the appeal to the Administrative Law Judge has been completed. • A DEC or the SEC must give the greatest weight in making a decision to the testimony of the student's parent over all other evidence.

**89(R) HB 850** - Introduced Version - Bill Text Author: Lalani

*Caption: Relating to the availability of automatic external defibrillators and a cardiac emergency response plan at public schools and certain private schools in this state.*

This bill changes the requirements on schools for placing AEDs in locations and for developing a cardiac emergency response plan and cardiac emergency response team.

**89(R) HB 1123** - Introduced Version - Bill Text Author: Lopez, Janie

*Caption: Relating to interscholastic athletic competition based on biological sex, requirements for physical examinations and genetic testing in interscholastic athletics, and the adoption of rules by the University Interscholastic League to implement these requirements.*

This bill requires a physician conducting a UIL preparticipation physical examination to refer a student for chromosomal testing if the physician reasonably suspects the student's chromosomal sex is different than that indicated on the student's birth certificate issued at or near the time of birth. The bill prohibits a student from participating as a sex different than that of their chromosomal sex. Currently, some other medical professionals other than physicians may conduct these physicals. This bill specifically refers to physicians. It is unclear if that means medical professionals other than physicians will be able to continue conducting these exams.

**89(R) HB 2211** - Introduced Version - Bill Text Author: Bumgarner

*Caption: Relating to the compensation and professional representation of certain students participating in University Interscholastic League activities or in intercollegiate athletic programs at certain institutions of higher education.*

This bill would allow high school student athletes to enter into and

profit from NIL agreements without those impacting a student's UIL athletics eligibility.

**89(R) SB 401** - Introduced Version - Bill Text Author: Paxton

*Caption: Relating to the participation by non-enrolled students in University Interscholastic League-sponsored activities.*

This is a companion bill to HB 775 with the same language.

**89(R) SB 551** - Introduced Version - Bill Text Author: Schwertner

*Caption: Relating to selection of statewide competition locations by the University Interscholastic League.*

This bill requires regular formal RFP processes for all UIL state championship event facilities. We already have a competitive process, it simply is not the formal RFP process because, so few facilities actually meet the requirements for our events.

**89(R) SB 587** - Introduced Version - Bill Text Author: West

*Caption: Relating to terms for members of the state executive committee of the University Interscholastic League.*

This bill limits SEC members to serving two three-year terms.

**89(R) SB 655** - Introduced Version - Bill Text Author: West

*Caption: Relating to prohibited student athlete name, image, and likeness agreements; providing injunctive relief and a civil penalty.*

**89(R) SB 686** - Introduced Version - Bill Text Author: Paxton

*Caption: Relating to the transfer of students between public schools.*

This bill allows a student to transfer to any ISD. It only relates to UIL in that it specifically states it does NOT change UIL eligibility rules related to that transfer. It leaves all UIL eligibility rules in place.



# Harlingen CISD Hosts Regional Student Seminar

## (FCTA): Preparing the Future Coaches of Texas

By Sandra Flinn (Asst. AD HCISD)

Visit with any Director of Athletics across the state of Texas and you will no doubt discuss the number of coaching openings that remain unfilled as the school year begins. As of July 2024, MyCoachingTree data indicated a critical need for over 7,500 coaches in Texas public schools. Most notably, a resounding 50% of coaches under the age of 25 will leave the coaching profession within 2 years. The concept of “who will fill your shoes” is at the heart of FCTA, The Future Coaches of Texas Association.

The Future Coaches of Texas Association (FCTA) introduces young adults to the fundamentals of coaching and encourages them to explore opportunities in the coaching profession. Through FCTA, accredited educational entities throughout the state of Texas can establish local chapters to introduce students to coaching concepts and encourage them to build an understanding of how to:

- promote athletic performance
- facilitate team leadership
- drive towards overall excellence as a future coach.

FCTA began as an idea within the Thornton-McFerrin Coaching Acad-

emy at Texas A&M University, under the leadership of Dr. Mike Thornton (Director) and Mrs. Kelli Campbell (Assistant Director). Program elements

were defined with the help and support of the FCTA Advisory Council, THSCA Education Foundation, THSADA, and the Texas Education Agency.

FCTA started to take shape in the Fall of 2022 with the vision to operate like other student organizations such as FCA, BPA and TAFE by establishing local Future Coaches of Texas (FCT) chapters in accredited educational institutions throughout the state. The association was then created to help govern and serve the local high school chapters and thus promote athletic coaching as a profession to FCT members. In December 2024, FCTA was officially recognized as a Career and Technical Student Organization (CTSO) by the Texas Education Agency with the goal of aligning with the Education and Training and the Health Science Programs of Study.

Goals associated with FCTA:

1. To recruit members with high ethical and moral standards interested in athletic coaching in a volunteer or professional capacity.
2. To provide opportunities that promote a positive attitude in the field of athletics and enhance depth of knowledge related to coaching.
3. To provide a support system of mentors and peers to help grow confidence and competence as members participate in coaching related activities.
4. To encourage member involvement, promote personal growth, and develop servant leaders that foster pride in their school and contribute to the educational and athletic experience of others.

On November 19th, 2024, The



Harlingen CISD Department of Athletics, and Texas A&M University College Station along with students from Texas A&M McAllen, hosted the 1st South Texas Future Coaches of Texas Regional Student Seminar. The daylong event was held at the Boys and Girls Club of Harlingen. Registration for the event was open to all schools in the region, with a cap of 75 students. Students attending the seminar spent the day interacting with peers and coaches working between activities, lectures, and a coaches panel. All activities centered around 4 concepts:

1. Learn about the coaching profession, its opportunities, responsibilities, and its role in our schools and communities.
2. Explore personal interests and abilities in relation to the various fields of coaching as well as pathways to enter the profession.
3. Cultivate the qualities of confidence, character, and leadership which are essential in good coaches.
4. Study the methods and influence of existing coaches.

This event was financially supported by local businesses that provided funds for materials, snacks, T-shirts, and lunch. Harlingen CISD prides itself on the partnerships created in and out of the valley. We view this partnership with Texas A&M and FCTA as an opportunity to build a pipeline for educators and coaches starting in high school. Harlingen CISD currently has

*Harlingen Continued on next page*



3 FCTA chapters. As of February 2025, there are 30 chapters of FCTA across the state with memberships ranging from 4-31 members.

The Thornton-McFerrin Coaching Academy is set to host 3 additional regional seminars this spring.

March 26th – Bryan, Texas

April 9th – TCU

May 8th (tentative) Angelo State

For more information: [www.futurecoachesoftexas.org](http://www.futurecoachesoftexas.org) [futurecoachesoftexas@tamu.edu](mailto:futurecoachesoftexas@tamu.edu)



# Celebrating Athletic Trainer Month: The Unsung Heroes of Student-Athlete Safety

By Cecilia Kellar - Director of Athletics, Ector County ISD

March is National Athletic Trainer Month, a time dedicated to recognizing the invaluable contributions of Licensed Athletic Trainers (LATs) in ensuring the health and safety of student-athletes. In Texas, where high school and middle school athletics thrive under the University Interscholastic League (UIL), the role of athletic trainers is more critical than ever. These professionals serve as the first line of defense against injuries, extreme weather conditions, and long-term health complications, making their presence an indispensable part of student-athlete success.

## The Importance of LATs in UIL Athletics

Athletic Trainers play a crucial role in preventing, diagnosing, and managing injuries in young athletes. Their expertise goes beyond taping ankles and icing injuries; they are trained medical professionals who ensure that student-athletes receive immediate and proper care. With the UIL's commitment to safety, having LATs in middle and high school athletic programs is



Janice Murrell

not just a luxury—it is a necessity.

With the rise of sports-related injuries, including concussions, ACL tears, and heat-related illnesses, LATs provide critical on-site medical care that significantly reduces recovery times and prevents minor injuries from escalating into serious conditions. Their ability to assess, rehabilitate, and educate athletes on injury prevention is key to maintaining a safe and competitive environment.

## Teaching the Next Generation: The Role of Student Trainers

Beyond treating injuries, athletic trainers also serve as educators and mentors to student trainers. High school and middle school students who assist LATs gain hands-on experience in sports medicine, developing skills in injury prevention, first aid, rehabilitation techniques, and emergency response. These student trainers often become the next generation of healthcare professionals, carrying forward a deep understanding of sports medicine and the importance of

*Trainers Continued on next page*



**Trainers** *Continued from last page*

athlete safety.

By involving student trainers, LATs not only enhance the support system for athletes but also instill a culture of safety, responsibility, and medical awareness within the athletic community. This experience provides students with valuable life skills that can lead to careers in healthcare, physical therapy, and sports medicine.

## The Challenges of Texas Weather and Safety Protocols

Texas presents unique challenges for athletic trainers, especially when it comes to extreme weather conditions. From sweltering summer heat to unpredictable storms, ensuring athlete safety requires rigorous preparation

and strict adherence to UIL protocols.

Heat-related illnesses, such as heat exhaustion and heat stroke, are among the most significant risks for student-athletes. Athletic trainers implement hydration plans, monitor heat index levels, and enforce acclimatization periods to protect players from the dangers of extreme temperatures. Additionally, they ensure that schools follow UIL-mandated guidelines for lightning safety, air quality concerns, and cold-weather protocols, minimizing risks associated with severe weather conditions.

## Commitment to Athlete Health and Safety

Athletic Trainers work tirelessly to put the health and safety of stu-

dent-athletes first. Their dedication extends beyond practices and game days; they are present during pre-season conditioning, post-game recovery, and even off-season training programs. LATs conduct baseline concussion testing, enforce return-to-play protocols, and educate coaches, athletes, and parents on injury prevention strategies.

In addition to responding to injuries, they advocate for improved safety measures, updated equipment, and enhanced medical support within school athletic programs. Their unwavering commitment ensures that student-athletes have the medical care and guidance necessary to compete safely and confidently.

## A Special Thank You from UIL and THSADA

As we celebrate National Athletic Trainer Month, it is essential to recognize the vital role that LATs play in UIL athletics. The University Interscholastic League (UIL) and the Texas High School Athletic Directors Association (THSADA) extend their deepest gratitude to the Athletic Trainers across Texas. Your dedication, expertise, and selfless commitment to the health and well-being of our student-athletes does not go unnoticed. From the sidelines to the training rooms, your unwavering support ensures that athletes receive the highest level of care. Thank you for being the champions of safety, education, and excellence in athletic training.



# Balancing the Budget: How Athletic Departments Are Managing Event Staffing Amid Cuts

By Sonia Almanza, Assistant Athletic Director, Northside ISD

Dena Scott, CMAA, Fort Bend ISD Athletic Director

As budgeting season continues, Athletic Administrators are closely evaluating every aspect of their departments to ensure financial stability. One critical area under review is event staffing at competitions. To understand how schools are balancing potential budget cuts while maintaining a safe and efficient game-day environment, we surveyed Athletic Administrators across the state. Here's what they had to say.

**Currently, how are you staffing athletic event? Ex. Ticket taker, admin, concessions, PD, security, ATs. Are there any specific qualifications to staffing your athletic events?**

**Arriloa:** We have one high school in our district. All games (9th, JV, Varsity) are played on the high school campus. Athletic administrator assistant is in charge of assigning workers to the event. We prefer stadium workers who are district employees. High school has two athletic trainers to cover events on the high school campus. Middle schools contract out to have coverage. Would like to add an additional Athletic Trainer to the middle schools, but with budget cuts this will not happen. For concessions we contract out.

**Bernal:** For Softball/Baseball/Soccer, varsity will play at the district facilities. An accountant for the district assigns and hires stadium workers. We like to use current district employees/retired employees. We only have a pool of 20 stadium workers we use between the 3 complexes. Games played on the HS campuses, campus is responsible for providing all work-

ers. District will send an accountant to work the gate. For concessions we contract out. They cover the games on campus and handle everything related concessions.

**Lewis:** We hire and train ticket takers, wanders, and any other gate personnel. We coordinate with our PD to outline special events were more than 1 officer may be needed. Athletic trainers work all HS events, MS football, and MS track. We have 2 ATs on each HS campus and during our peak season we hire out additional AT's.

We require 2 admin from each campus for home and home events and one admin for all other campus events. At varsity football we require all admin to work home games. Admin are scheduled by each campus. We meet with the Coordinating HS Principals and their Associate Principals at the beginning of the school year to discuss athletic expectations. We also use the UIL AOD as part of our presentation. This is also an opportunity for our Chief of Police to outline his expectations as well.

**Muniz:** SAISD has varsity stadiums – Has a secretary that handles “game help” All workers are part time workers: table, ticket takers, parking attendants (for larger events), supervisors. Most workers are retired coaches/teachers from SAISD. Supervisors at the stadiums/complexes train other supervisors and workers.

Athletic Trainers at varsity events are contracted out. Campus athletic trainers cover campus games. On campus, campus is responsible for covering games, supervisor, campus police, table workers, athletic trainers.

**Pardo:** District employees/retirees have first opportunity to work athletic events. Then it is open to family members of the employee or retiree.

Campus assigns administration on duty through a calendar of events. Athletic Trainers are assigned through a calendar of events as well.

**Plummer:** Swimming event – Depending on length of meet, 1 or 2 shifts of life guards must be red cross certified. Workers at the events are currently district employees. Supervisor, 2 ticket takers full time employees, console operators, officials, 2 police officers at the event. Could request more police officers based on the event. These workers are per pool, we can run up to 3 pools at 1 event.

**Thompson:** All workers apply to the Athletic office about working athletic events. Once accepted, they are assigned to a facility. They can either apply as a ticket taker, concession worker, clock operator or usher. Aldine Police handles all security assignments. They are given a schedule of events each week and officers are assigned. Each home team provides the Athletic Trainer from the campus to work the game for both teams. If it is a week where there are more events than trainers, then we contract out to an EMT service that we have on contract.

**Walker:** Each stadium managers are responsible for hiring staff for games, and it has become increasingly difficult to do so. We have the dedicated people that always work, but adding new people has been a struggle. Ticket takers and concessions are staff basically by relationships. We do make sure to have a kitchen manager from a school oversee our concessions workers to make sure we are in compliance with city and state food regulations and laws. You have to gain trust with ticket seller and ticket takers. They must be honest

**Balancing Budget** Continued on next page



people with a great personality, and able to problem solve at all times. As far as administrators, because we play games at our district facilities, we staff those with athletic administrators and require each school to send an administrator as well. Pre-season or sub-varsity games played on the campuses, are staffed by school administrators. For varsity games played at the district facilities, we try our best to have schools play at the same stadium or back-to-back when applicable. We also express to principals that they can use people on the campus that are looking to one day be in administration. This helps spread the load of responsibilities place on campus leaders. When it comes to the police, we have a captain that has been assigned to athletics by the chief of police. That person works with the sergeants and stadium managers to make sure we have all athletic events covered. We are constantly working to ensure we have the correct number of officers to work an event- not too many, not enough. Lastly, athletic trainers, we have athletic trainers at our district facilities, not on campuses. Our senior athletic trainer works diligently to assign contract trainers to cover our events.

***Is your district/school experiencing an athletic budget cut for the 2025-26 school year? If so, how will these athletic budget cuts affect staffing at your athletic events? If so, please explain.***

**Arrilola:** Yes, we had a 10% cut last year and will still be in place for next year. No, we have to have workers to run events. The 10% cut was to the overall budget, so we will make cuts elsewhere.

**Lewis:** As of right now, we have not been told we are having budget cuts, however, for the 24-25 school year we cut our district budget by over \$11 million. We passed a VA-

TRE this year, but our athletic office is preparing and looking for areas to cut that will have minimal impact on students just in case.

**Muniz:** Yes. Most of the cuts has been addressed more at the campuses.

**Plummer:** Yes, we will have a 10% cut. Swim meets are a fixed cost. We will need workers to run events, the way we can make cuts to stadium workers is to cut down the number of meets we host each year.

**Thompson:** Each year Aldine ISD holds budget workshops for all departments. During the workshops, each Director presents their requests and then the committee reviews and a discussion takes place to determine needs versus wants. I have not received any notifications that we will receive a budget cut.

**Walker:** Yes, budget cuts have impacted our athletic budget. However, we are still able to provide meaningful opportunities for our student athletes by streamlining a number of our processes to be more efficient and effective.

How do you provide security at your athletic events? District PD, Security Guards, Contract with city/county?

**Bernal:** We use our own CCISD police and we corresponded with the sergeants. We use two officers per event, safety officer and police officer.

**Muniz:** Security is covered by SAISD Police Department. Usually there is 1 police officer on duty, depending on the nature of the game there may be more. Football will have a team of officers due to the high attendance.

**Pardo:** Pearland PD and campus SROs provide security for all athletic events.

**Walker:** We have our own police department, so they are the ones that cover our events. It is my belief that by having our own PD, we can work together to better serve our school communities. We do have a great

working relationship with the city and county police. They are always collaborating concerning school safety, and those efforts continue at our athletic events.

In the face of budget constraints, Athletic Administrators are finding creative ways to adjust event staffing while prioritizing safety and efficiency. From reallocating existing resources to exploring volunteer and partnership opportunities, schools are making difficult decisions to ensure competitions run smoothly without compromising the game-day experience. While challenges remain, these adjustments highlight the resilience and adaptability of athletic departments as they strive to maintain high-quality events despite financial limitations.

## **Contributing Athletic Administrators:**

*Suzette Arriola, Athletic Director, East Central ISD*

*Delma Bernal, Assistant Athletic Director, Corpus Christi ISD*

*Marla Brumfield Lewis, Director of Athletics, Alief ISD*

*Marissa Muniz, Assistant Athletic Director, San Antonio ISD*

*Ben Pardo, Athletic Director, Pearland ISD*

*Antony Plummer, Athletic Director of Aquatics, Northside ISD*

*Dre' Thompson, Executive Director of Athletics, Aldine ISD*

*Andre Walker, Executive Director of Athletics, Houston ISD*



# Three Creative Ways to Generate Athletic Revenue

By Megan Symank Assistant Athletic Director, College Station ISD

As school districts approach a crisis for school budgeting, consideration for generating revenue is more important than ever. Traditionally, athletic departments have been able to generate revenue through ticket sales, entry fees, and playoff rentals. However, extenuating circumstances calls for more extended measures. Here are 3 creative ideas on how athletics can generate even greater revenue than ever before.

## Outside Group Facility Rentals

Some school districts have always allowed for outside groups to lease a school athletic facility such as gymnasium, stadium, or baseball/softball fields. As facility use agreements are drafted, itemized costs generally include a base facility rental, site administrator fee, and security/custodial fees if necessary. While the fees for workers are not the school district's profit, any base rental fee

is direct revenue generated for the school district. Generally, this process is time consuming and costs employee productivity for processing outside facility rentals. Though there are many facility rental/schedule programs I recently learned about a platform called Facilitron that conducts outside facility rentals for school districts by advertising availability of school district athletic facilities online, books and schedules availability, and saves employee time by collecting payment for the lease agreement. Mansfield ISD has used this platform for several years already. During that time, the revenue has been a steady and growing revenue generator. "The biggest advantage for using Facilitron is the convenience of providing a customer readily-available access to leasing details like facility availability, insurance requirements, pictures, and pricing all in one location rather than requiring a lengthy, multi-step process" shared Executive Director of Athletics Jerod Womack. If exploring an online platform to assist with outside facility

rents, consider investigating Facilitron or any other software to make the process easier for your school district.

## Scoreboard Sponsorships

Another creative idea to generate revenue includes sponsorships advertised on scoreboards or gymnasium scoring tables. Obviously, large digital scoreboards located at the stadium provide ample visibility to large spectator groups. As a result, high dollar sponsorships are possible for community advertisements. Waller ISD uses the largest digital scoreboard in Texas to generate profit through advertising and has created a sports marketing position within the athletic department to help manage this. Their advertising packages for game and season are shown below.

Sponsorships don't just have to be solicited on a digital scoreboard. These can be advertised on banners or interactive scoring tables in gymnasiums and can generate revenue to cov-

*Generating Revenue Continued on next page*

**Waller**  
Independent School District

**24-25  
DAIKIN  
STADIUM  
ADVERTISING**

**Game Day Options**

- Post-Quarter PA Announcement (4)** \$150  
Announcement made once quarter ends.
- Ad Space** \$200  
Ads Rotate every 1 minute for a whole quarter.
- 15-30 Second Full Screen Digital Commercial (6)** \$500  
MP4 files only. Played once every game. There will be an additional fee included if company requests Waller ISD to create their commercial.

**Waller**  
Independent School District

**24-25  
DAIKIN  
STADIUM  
ADVERTISING**

**Season Options**

- Includes season and hosted playoff games.
- 15-30 Second Full Screen Digital Commercial (6)** \$1500  
MP4 files only. Played once every game. There will be an additional fee included if company requests Waller ISD to create their commercial.
- Seasonal Ad Space** \$1000  
Ads Rotate every 1 minute for a whole quarter. Package includes one ad per quarter per game.
- Seasonal Replay Sponsor (1)** \$3000  
Company logo appears every replay of each game for the whole season.
- Seasonal Touchdown Sponsor (1)** \$2000  
A 15 second video highlighted with the company's logo or message of choice will be played every time the bulldogs score a touchdown.
- Seasonal Halftime Helmet Shuffle Sponsor (1)** \$1500  
A 30 seconds helmet shuffle video featuring the company's logo will be played for the remaining amount of halftime once per game.



**Generating Revenue** *Continued from last page*

er costs not just for athletic expenses, but in some cases employee salaries.

## Naming Rights

Finally, a bold and creative idea to generate revenue for athletics is providing naming rights invitation-al tournaments or even high school stadiums. Examples include both Con-roe’s and Waller ISD district stadiums. Daikin earned naming rights for Waller ISD stadium by guaranteeing over \$1 million to the athletic department. These considerable partnerships are helping school districts allocate more resources to athletic programs.

Head Coaches can also pursue sponsorships for invitational tournaments that are hosted by school districts. Naming rights not only help keeping tournaments afloat, but this kind of collaboration can turn into profits for the athletic program that will in turn help provide needed resources for student-athletes.

In conclusion, exploring new ways to generate athletic revenue can help athletic directors contribute to the growing needs of their school district. The ideas may not be possible for every school district, but might stimulate some thought on how athletics can be part of the budgeting solution.







# SPRING SPONSOR SHOWCASE

MARGARITAVILLE RESORT - LAKE CONROE ★ MARCH 3-4, 2025

