

# Texas Athletic Administrators Certification (TAAC)



The Texas Athletic Administrator Certificate (TAAC) is a THSADA State certification. TAAC is specific for athletic administrators in the State of Texas. TAAC was developed by the THSADA with the assistance of Texas Retired Athletic Administrators, the THSADA TAAC Committee, UIL Staff, Superintendents TAAC Advisory Committee and representatives of various UIL committees and Superintendent members of the UIL Legislative Council. The Texas-based curriculum will 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.

## **Purpose of TAAC**

To better prepare the Athletic Administrator to perform the duties and responsibilities of a Texas Secondary Athletic Administrator in grades 7-12.

## **Criteria to receive a Texas Athletic Administrator's Certificate**

- Must be an Active/Associate member of THSADA
- Must complete a total of **30 TAAC courses** offered in the certification program.
- A minimum of five TAAC courses in Section 100-Governance must be completed by school candidates for certification.
- Cost for TAAC courses: Required THSADA Active/Associate membership and the cost of registration for THSADA-sanctioned events.
- TAAC courses are offered at the State Conference, Fall Forum, Spring Sponsor Showcase. TAAC Videos for all event registrants that are current members **will be available approximately three weeks following the event.**

## **Faculty**

TAAC certification courses are presented by individuals who have extensive experience and knowledge of the specific topics. The courses are presented by THSADA members, UIL Staff, designated industry representatives, designated topic professionals and School District Superintendents.

## **Certification**

After the candidate successfully completes a total of **30 TAAC courses**, they will be recognized as having earned a Texas Athletic Administrator's Certificate of Completion. TAAC Certification will confirm that an Athletic Administrator has completed a **Texas-specific field of study in Athletic Administration.**

To maintain TAAC certification the athletic administrator must complete 6 TAAC classes over a 2-year period. Three of the six courses will be offered every year 101/302/304.

## **TAAC Courses**

### **Section One: Governance Courses**

#### **UIL Governance Courses**

- 101 State of Texas High School Athletics
- 102 UIL Updates
- 103 UIL DEC/SEC Protocols
- 104 UIL PAPF Documentation/Waivers
- 105 C&CR/Manuals/TEA Side by Side
- 106 UIL Section 21 Orientation
- 107 Conducting a Thorough UIL Investigation
- 108 Navigating the UIL Portal

#### **Section Two: Organization/Administrative Procedures and Strategies**

- 201 Critical Components of the Athletic Department Handbook
- 202 Athletic Personnel: Pre-Post Conference/Documentation/Evaluation and Recommendation
- 203 Managing the Athletic Administrator/Head Coach position (5A-6A)
- 204 Athletic Department-Organization/Management and Administration
- 205 Budget Preparation/Athletic Department Purchasing
- 206 Athletic Facilities Event Management
- 207 Athletic Program Marketing
- 208 Guidelines for Game Day Administrators
- 209 Recruiting/Retention of Athletic Personnel
- 210 1A-4A Athletic Directors-Focus on Small School Athletic Leadership
- 211 Assistant Athletic Administrator Duties/Responsibilities
- 212 Athletic Directors Role in the District

#### **Section Three: Community/School Engagement**

- 301 Professional Relationships with all Stakeholders
- 302 Texas School Law for Athletic Administrators (Part One)
- 303 Crisis Management/Conflict Resolution
- 304 Texas School Law for Athletic Administrators (Part Two)
- 305 Ethics in Athletics for Athletic Administrators and Athletic Staff
- 306 Developing Positive Relationships with Various Media Sources
- 307 Social Media Guidelines for Athletic Personnel and Athletes
- 308 Addressing Student/Parent/Fan Behaviors
- 309 Educating the Parents of the Athlete

#### **Section Four: Athletic Facilities Planning, Construction and Management**

- 401 Athletic Facility Design, Project Planning and Programming
- 402 Construction/Installation/Renovation Projects
- 403 Bond Support by the Athletic Administrator and Campus Athletic Personnel
- 404 Developing a Maintenance Plan for Athletic Practice and Competition Facilities
- 405 Enhancing the Athletic Facility Experience

#### **Section Five: Health and Safety**

- 501 Legislative Mandates and UIL Required Documentation
- 502 Emergency Action Plans
- 503 Concussion Management and Special Medical Conditions
- 504 Mental Health/Stress Management of All Stakeholders
- 505 Addressing Student-Athletes with Special Needs
- 506 Weather Safety

### **Section Six: Leadership**

- 601 Crisis Leadership
- 602 Servant Leadership
- 603 Working with District Leadership-HR/Principals/Superintendents
- 604 Emotional Intelligence
- 605 Superintendent's Perspective of the Athletic Director's Role in the District
- 606 Professional Leadership in Athletics

### **Section Seven: Best Practices**

- 701 Trending/Current Issues
- 702 Trending/Current Issues

### **Course Identification**

TAAC Courses will be identified by a designated Section Number and Course identification number.  
*Example: Section 300 – TAAC 304 Texas School Law for Athletic Administrators -*

### **TAAC Course Descriptions:**

#### **Section One: UIL Governance Courses**

##### **101 State of Texas High School Athletics**

Course gives an overall view of the state of high school athletics and the current trends and issues that affect athletic administration in the State of Texas. The course will discuss eligibility, legislative updates, and relevant information regarding competition.

##### **102 UIL Updates**

Course provides an update of current UIL mandates, Summer strength and conditioning guidelines, NIL and the future of Texas athletics.

##### **103 DEC/SEC Protocols and Orientation**

Course will cover the responsibilities, procedures and orientation of each UIL committee. Presentation is specific to the function of each committee in relation to the prescribed duties as stated in the *UIL Constitution & Contest Rules*.

##### **104 UIL PAPF Documentation-Waivers**

Course reviews the UIL documentation required for varsity athletic eligibility in Texas Public Schools. Verification of the athlete's residence, divorced parents, guardianship and bona fide residence criteria are discussed in the course.

##### **105 C&CR/Manuals/TEA Side by Side**

Course will familiarize and educate athletic administrators on sections of the governing manual(s) of the University Interscholastic League. The utilization of both manuals will be discussed in addition to various administrative procedures.

##### **106 UIL Section 21 Orientation**

Course provides an overview of the required UIL training for all coaches, directors and sponsors of UIL competitions.

##### **107 Procedures for Conducting A Thorough UIL Investigation**

Course consists of strategies to effectively and efficiently conduct an investigation of alleged UIL noncompliance or rule violations. Presentation will include discussion of penalties for District personnel, programs, and athletes.

##### **108 Navigating the UIL Portal**

Course designed to assist the athletic administrator and campus administration in understanding and navigating the UIL Portal. Tips on assigning roles within the district and the efficient flow of documentation within the district.

## **Section Two: Organization and Administration**

### **201 Critical Components of the Athletic Department Handbook**

Course will focus on the Athletic Handbook as a source of administrative guidelines for local and State compliance by athletic personnel. The course will outline the essential components for a comprehensive Athletic Department Handbook, specific to pro-active procedures and policies supported by appropriate forms and checklists.

### **202 Athletic Personnel: Pre-Post Conferences/Documentation/Evaluation and Recommendation**

Athletic personnel job descriptions, pre-season and post-season conferences and procedures to evaluate performance will be highlighted in this course. Documentation of athletic personnel for job performance improvement in the evaluation process and criteria for contract recommendation is also included in the course discussion.

### **203: Managing the Athletic Administrator/Head Coach position (5A-6A)**

Course will focus on the dual responsibilities of the Athletic Administrator/Head Coach. Specific to this topic is the delineation of duties between the two roles and the division of time and effort in the position. The balance of each role is critical as many of the responsibilities become intertwined throughout the day. Significant to this position is the engagement of other athletic personnel in assisting to balance the administration and organization of the athletic department.

### **204 Athletic Department-Organization/Management and Administration**

Course will cover the essential components for conducting athletic department meetings and required UIL training throughout the year. This course will also discuss the importance of developing an Athletic Department Organizational Flow Chart and administrative guidelines to aid the athletic administrator in effectively leading and directing athletic personnel.

### **205 Budget Preparation/Athletic Department Purchasing**

Course identifies specific procedures and protocols in developing a comprehensive athletic budget and the aligned purchasing guidelines specific to Texas and Independent School Districts.

### **206 Athletic Facilities Event Management**

Course will review best practices to ensure that athletic facilities are properly supervised, rental agreements, maintenance protocols and UIL compliance regarding facility use during the season and/or off-season.

### **207 Athletic Program Marketing**

Course will present information specific to the maintenance and marketing of athletic programs, sponsorships and booster clubs guidelines.

### **208 Guidelines for Game Day Administrators**

Course will cover the roles and responsibilities of the UIL required Gameday Administrator on Duty for athletic events. Course will review critical components that are essential for a smooth event to include the UIL guidelines, a checklist of do's and don'ts for Game Day Administrators, suggestions to Principals for who should be a designated Administrator and real life scenarios and solutions. A powerpoint will be available to share with District Administrators.

### **209 Recruiting and /Retention of Athletic Personnel**

Course will discuss new strategies to recruit and retain athletic personnel for future professional opportunities within your district. In addition, this course will discuss best practices and leadership academies for elite athletic personnel; preparing them for district athletic administrator positions.

### **210 1A-4A Athletic Directors-Focus on Small School Athletic Leadership**

Course will focus on the role of the Athletic Administrator in a small school classification. The responsibility of the small school athletic administrator for the development, management, coordination and supervision of all competitive athletic programs and facilities is reviewed. The course will also discuss visionary leadership, strategic planning and policy development for the athletic program and methods to administer the overall athletic budget, recruit and manage the athletic personnel and ensure compliance with all UIL and district policies, rules and regulations.

### 211 Assistant Athletic Administrator Duties and Responsibilities

The role of the Assistant Athletic Administrator is one that varies by district, but all serve as active support for athletic programming. Administrative duties, coordination of programming, ensuring compliance of policies and procedures and serving as a resource between internal and external parties, just touch the surface of the Assistant Athletic Administrator's responsibilities. This TAAC Course will discuss the best practices of Assistant Athletic Administrators from across the state.

### 212 The Athletic Directors Role in the District

The current role of the athletic administrator requires a variety of strategies and new thinking to be successful. Event management, eligibility, purchasing remains an essential part of the athletic administrator's duties, but also, time must be allocated to retain coaches, manage sport official shortages, and market athletic programs so they remain an integral part of the educational experience. This course will explore new ideas and various strategies to balance the ever-changing role of the athletic administrator.

## **Section Three: Community/School Engagement**

### 301 Professional Relationships with All Stakeholders

Course discusses the various athletic stakeholders and strategies to maintain professional relationships. Course will review critical components that are essential in establishing effective communication, relationships and maintaining a professional relationship in dealing with all stakeholders including staff, parents, and the community.

### 302 Texas School Law for Athletic Administrators

Course is delivered by a law professional focused on familiarizing athletic administrators with legal procedures, documents and guidelines that are conducive to making effective legal decisions that may affect the athletic program.

### 303 Crisis Management/Conflict Resolution

Course will present procedures and strategies to handle critical issues with students/staff and/or community. Also, specific to this course will be the development of "proactive" concepts when it comes to crisis management.

### 304 Texas School Law

Course will be delivered by a law professional focused on familiarizing athletic administrators with legal procedures, documents and guidelines that are conducive to making effective legal decisions that may affect the athletic program.

### 305 Ethics in Athletics for Athletic Administrators and Athletic Staff

This course will emphasize acquiring a deeper understanding of the impact of Ethics in Athletics for Athletic Administrators and Athletic Staff. While managing Department and Campus Athletic Leadership Teams, systems are needed in place to identify certain basic behavioral job responsibilities; these will be aligned with district and UIL policies and procedures. This course will detail and cover topics that often routinely influence Ethics in Athletics such as: Observation and Feedback, Professional Development, Student Centered Culture, Staff Centered Culture, Checks and Balances (Finance), a "No Excuses" mentality, etc.

### 306 Developing Positive Relationships with Various Media Sources

The course will cover various aspects of the media and the important role they play in athletics. Administration will learn strategies to build and maintain healthy relationships with the various media sources. In addition, this course will provide examples of district local policies regarding media relations and athletic administration.

### 307 Social Media Guidelines for Athletic Personnel and Athletes

Course will provide insight and direction to athletic administrators regarding the use of social media for athletes and athletic personnel. Administrators will learn to adapt guidelines to the changing methods of communication and learn to build an atmosphere of trust and individual accountability when using social media. The course will provide examples of district policies and procedures and relevant local, State and federal laws.

### 308 Addressing Student/Parent/Fan Behavior

- ☐ This TAAC course gives insight on best practices for positive student, parent, and fan behavior at all UIL athletic events. Insight is shared throughout the course from experienced athletic administrators. The course will help provide schools with defined pillars of how to set a culture of accountability at all UIL athletic events.
- ☐ TAAC 308-Pillars
- ☐ How to build a Positive Foundation that fosters a safe and positive game environment
  - How to define roles --Culture shaping means administration, parents, students, and fans have a level of accountability.
  - Intervene When Necessary
  - How to remove spectators when necessary

### 309 Educating the Parents of the Athlete

Course is designed to help educate parents on the expectations of student athletes. It will include program expectations, paperwork requirements, physical requirements, and rules that each program has in place. It will also include proper communication between both parents, coaches, and student athletes.

## **Section Four: Athletic Facilities**

### 401: Athletic Facility Design, Project Planning and Programming

Course will provide insight and direction to those athletic administrators responsible for working with the district's designated Operations Department in the programming, design, and building of athletic facilities.

### 402: Considerations for Construction/Installation and Renovation Projects

The scope of this course will address elements that are essential to an athletic administrator's need to facilitate the elements identified by the course topic; including Title IX regulations, ADA and other relevant concerns for facility projects.

### 403 Bond Support by the Athletic Administrator and Campus Athletic Personnel

Discussion of how the district and campus athletic personnel can support and contribute in the promotion of bond elections for district improvement projects. Guidelines for bond discussion, talking points and regulations when presenting bond information to the community are included in the course.

### 404 Developing a Maintenance Plan for Athletic Practice and Competition Facilities

An essential component of the health and safety of student-athletes is the condition and safety of the practice and competition facilities. The focus of this course is the development and implementation of an effective maintenance plan to insure the safety and functionality of all practice and competition facilities in the school system.

### 405 Enhancing the Athletic Facility Experience

Course will focus on the designs and technology that are specific to Scoreboards/Video Boards that provide a "state of the art" experience for competition and performance venues.

## **Section Five: Health and Safety**

### 501 Legislative Mandates and UIL Required Documentation

Course will review and discuss implementation strategies for the 3 key pieces of Texas State Law that pertain to the health and safety of student-athletes and extra-curricular activities (SB 7, SB 82, HB 2038 and required UIL documents.)

### 502 Emergency Action Plans/Weather Safety

Course will examine the importance of developing and implementing effective Emergency Action Plans (EAP) for each district athletic facility that hosts practices or games. In addition, this course will provide insight and direction specifically for the development of EAPs for the school district athletic facilities.

### 503 Concussion Management and Special Medical Conditions

Course will provide an in-depth look at compliance with HB 2038 (including Concussion Oversight Teams, Return to Play Protocols and best practices) and into the following special medical conditions associated with non-traumatic death in student athletes. Strategy and policy implementation for the prevention and treatment of the following conditions will be reviewed: Sick Cell Trait, Sudden Cardiac Death, Exertional Heat Stroke, and Asthma.



#### 504 Mental Health/Stress Management of all Athletic Stakeholders

This course will help athletic administrators establish goals and develop approaches to target emotional wellness of athletes, coaches, administration and other stakeholders through potential opportunities for education, prevention, intervention and/or treatment.

#### 505 Addressing Student-Athletes with Special Needs

This course will explore the current trends and best practices for special needs students participating in athletics. We will explore the physical, social, and legal aspects related to participation. In addition, we will communicate the importance of providing equity in all aspects of programming for student athletes with special needs.

### **Section Six: Leadership**

#### 601 Crisis Leadership

This course equips current and aspiring athletic directors with the essential leadership skills to navigate crises within athletic programs. Focusing on real-world challenges, participants will explore crisis management strategies, communication protocols and decision-making processes that ensure the safety, integrity and continuity of athletic departments. Topics may include: risk assessment, stakeholder engagement, media relations and handling legal and ethical issues.

#### 602 Servant Leadership

This course equips current and aspiring athletic directors with the skills to develop principles and practices of servant leadership. Characteristics of Servant Leadership and topics possibly included: listening, empathy, commitment to growth, trust, self-awareness, values driven, and teamwork. This course will help leaders take ownership of the process and actively partner with their coaches, athletes, and community.

#### 603 Working with District Leadership-Human Resources/Principals/Superintendents

The focus of this course is to equip current and aspiring athletic directors with strategies to engage various district and campus leaders with the athletic department initiative. It is the aim of this course to help foster relationships with others in school leadership positions to build a stronger school and positive district culture.

#### 604 Emotional Intelligence

Understanding yourself and others is a strong indicator of success in life, both professionally and personally. Daniel Goleman's work on Emotional Intelligence emphasizes 5 areas that lead to a strong Emotional Quotient (EQ) and why it is more important than IQ.

- Self-Awareness
- Self-Regulation
- Motivation
- Empathy
- Social Skills

Participants will self-reflect on their own personal strengths and weaknesses and how it affects how they work with others.

#### 605 Superintendent's Perspective of the Athletic Director's Role in the District

The role of the athletic administrator requires a variety of strategies and new thinking to be successful. Event management, eligibility, purchasing remains an essential part of the athletic administrator's duties, but also, time must be allocated to retain coaches, manage sport official shortages, and market athletic programs so they remain an integral part of the educational experience. This course will explore new ideas and various strategies to balance the ever-changing role of the athletic administrator.

#### 606 Professional Leadership in Athletics

This dynamic course is designed for high school athletic directors and aspiring leaders in the realm of sports management. The Professional Leadership in Athletics course will provide participants with essential skills and knowledge to navigate the complexities of athletic programs while fostering a positive environment for athletes, coaches and the Community.

## **Section Seven: Trending Hot Topics in Athletic Administration**

### **701 Best Practices and Current Trends in Athletic Administration**

In this course, a review and discussion of “best practices” and current trends as identified by current athletic administrators, superintendents and district leaders are shared by presenters.

### **702 Best Practice and Current Trends in Athletic Administration**

In this course, a review and discussion of “best practices” and current trends as identified by current athletic administrators, superintendents and district leaders are shared by presenters.