

# TEXAS

Athletic Administrator

November 2025 Newsletter



# Message from Executive Director

*Rusty Dowling*

As the Fall athletic season starts to move towards playoffs and state championships, we begin the transition to the winter athletic seasons that seemed so far away when we started this past August. Each and every year I become more impressed with the work of athletic administrators throughout the State of Texas and their ability to handle multiple responsibilities, issues, concerns and facilitate the general operations of the athletic department no matter the level of 1A-6A.



Through my many interactions with Texas Athletic Administrators it has become apparent that the role of the high school athletic director has changed dramatically over the last decade, evolving from a post-coaching role to a complex, full-time profession requiring advanced business management, communication, legal, and ethical skills to oversee a wider range of athletic operations and player welfare initiatives. Athletic Administrators must manage budgets, negotiate sponsorships, ensure compliance with regulations, and serve as vital community connectors, reflecting the expanded complexity and strategic importance of their position. Elements conducive to effective athletic administration have evolved to some of the below components:

## **Professionalization:**

The role shifted from being overseen by a head coach to a specialized, full-time profession demanding comprehensive administrative and leadership skills.

## **Expansive Skill Set:**

ADs now require expertise in areas like finance, law, ethics, business management, and marketing, moving beyond purely athletic expertise.

## **Increased Responsibility:**

Responsibilities have expanded to include managing powerful coaches, ensuring compliance with regulations, and overseeing student-athlete welfare programs like concussion protocols and mental health awareness.

## **Technological Integration:**

The integration of technology in streaming events and communication platforms has added new layers to event management and community engagement.

## **Focus on Student-Athlete Welfare:**

A significant new focus is on student-athlete well-being, including compliance with return-to-play protocols and mental health support.

## **Community Leadership:**

ADs now act as “movement leaders” and vital bridges between the school and the community, building relationships with parents, students, and other stakeholders.

## **Financial Oversight:**

The financial aspects are more complex, involving larger fundraising efforts, sponsorship negotiations, and management of media deals.

I want to take the opportunity to recognize the THSADA Executive Staff and the work they do in their respective areas. Just recently Johanna Denson was promoted to Assistant Executive Director responsible for all Professional Education for the THSADA. Both Johanna and Jody Hormann are listed as Assistant Executive Directors and Jody will continue as Assistant Executive Director responsible for THSADA Operations. Below is a listing of THSADA Executive staff members:

## **Executive Staff**

- Executive Director-Rusty Dowling
- Associate Executive Director-Bob DeJonge
- Assistant Executive Director-Jody Hormann (Operations)
- Assistant Executive Director-Johanna Denson (Professional Education)
- Director of Administrative Services-Ellissa Unger

The THSADA Board of Directors will have their regular in-person meeting in Houston on December 3-4, 2025. President Andre Walker-Houston ISD will chair the Board meeting and will conduct the normal agenda along with entertaining any new proposal, initiatives and/or programs that are presented at that time.

The Texas Cup was an initiative that was approved by the Board of Directors in December 2024 and is currently in place. The **TEXAS CUP** is athletic competition sponsored by the Texas High School Athletic Directors Association that aims to determine the highest achieving high school sports programs in the State of Texas. Points will be earned by place finished in district, regional and state competition with a graduated system of



points as a team advances in competition beyond district play. Sports for which points will be awarded will be All SPORTS which UIL recognizes as a TEAM state champion. The **TEXAS CUP** awards will be presented annually to six schools (1A6-A) at the annual THSADA State Conference in June. The awards will be based on information gathered by the THSADA on a point system that is devised and approved by the THSADA Board of Directors.

The THSADA has been actively involved with the Texas Way initiative from the very beginning, and the overall involvement of Athletic Administrators, Coaches, Student-Athletes and Fans has been tremendous. A strong emphasis on sportsmanship has been established with many ISDs' and campuses participating.

This movement was founded by the Texas High School Coaches Association (THSCA), the Texas High School Athletic Directors Association (THSADA), and 2Words Character Development. Its stated goals are to:

- **Improve** the level of sportsmanship at University Interscholastic League (UIL) events.
- **Decrease** the number of ejections from UIL sporting events.
- **Strengthen** relationships and communities among all participants.

The initiative is based on three core pillars: respect for others, control of self, and the spirit of competition.

In closing I want to wish everyone a most successful conclusion of the first semester as we look forward to the Holiday Seasons. As we approach our membership goal of 2,000 members, keep your efforts strong and your vision clear as you move forward and thank all of you for making the THSADA the best state Athletic Administrators Association in the country.



## Texas High School Athletic Directors Association Board of Directors 2025-2026

<b>Officers</b>	
President-Andre Walker-Houston ISD	(Board Committee)
President-elect-Rob Davies-Harlingen CISD	(Finance Committee)-Chair
	(Finance Committee)
<b>Region Directors</b>	
Region 1-Jaime Boswell-Andrews ISD	(Management)
Region 2-Jim Garfield-Abilene ISD	(Strategic Planning)
Region 3-Jennifer Frazier-McKinney ISD	(Management)-Chair
Region 4-David Cervantes-El Paso ISD	(Strategic Planning)-Chair
Region 5-Mike Bass-Alvin ISD	(Strategic Planning)
Region 6-Jason Dean-Georgetown ISD	(Strategic Planning)
Region 7-Gilbert Leal-Brownsville ISD	(Management)
Region 8-Jay Govan-North East ISD	(Strategic Planning)
<b>Ex-Officio</b>	
Dr. Roland Hernandez-Superintendent-Corpus Christi ISD	(Resolutions)
Dr. Joe Young-Superintendent-Brownwood ISD	(Strategic Planning)
Dr. Charles E. Breithaupt-(former) Executive Director-UIL	(Resolutions)
<b>THSADA Committee Chairs</b>	
Membership: Tom Lee-Mission CISD	(Resolutions)
Awards: Dean Colbert-Aldine ISD	(Management)
Policy: Dr. Chivonne Kiser-Denton ISD	(Resolutions)
Publications: Andrea Edwards-Amarillo ISD	(Resolutions)
Athletics: Stan Leech-Boerne ISD	(Resolutions)-Chair
Officials: Mike Bass-Alvin ISD	
Professional Education: Johanna Denson-THSADA	
NIAAA: Dr. Lisa Langston-Fort Worth ISD	(Resolutions)
<b>Executive Staff</b>	
Executive Director-Rusty Dowling	(Finance Committee)
Associate Executive Director-Bob DeJonge	(Management)
Assistant Executive Director-Jody Hormann (Operations)	(Strategic Planning)
Assistant Executive Director-Johanna Denson (Professional Education)	(Resolutions)
Director of Administrative Services-Ellissa Unger	(Management)



# Associate Executive Director Update

Bob DeJonge

The professional development opportunities that THSADA offers continue to grow in number and significance. We offer forty-eight Regional Meetings, four JHAMS sessions around the state and of course our three main events of the year. Fall Forum, Spring Sponsor Showcase, and the shining star of the year the THSADA State Conference. This article will focus on the three main events and what they offer our membership.



**The 25–26 year kickoff event was our Fall Forum.** This is the sixth time that we have offered this to our members. This year we returned to the always popular San Antonio. Day one took place at the Embassy Suites Landmark Hotel and Conference Center. Our day began with an Official's Committee meeting, followed by a Keynote address from Dr. Charles Breithaupt former Executive Director of the UIL. We are so fortunate to have a speaker of his magnitude speak to our members. His 50+ years of experience in public education give him the chance to review our last few decades and add a special insight into our future challenges. We like to call these sessions Dr. B Unplugged! He does such an excellent job reminding us of our “why” and preparing us for the battles that face us now and in the future. We ended the day with a social hour that allowed us to interact with eleven key event sponsors and attendees. Day two we moved over to State-of-the-Art Facility Northside ISD. We cannot thank Conrad Hernandez and his staff enough for doing such a fantastic job opening their facility to us and providing excellent service. We are so fortunate to have districts like NISD willing to host these important events. TAAC Committee member feedback guides curriculum for this and future events. Assistant Executive Directors Jody Hormann and Johanna Denson make the final choices. Our opening session, led by Pat Kohan, CEO of Kohan Content, focused on how to leverage AI, enhance your marketing strategies, and improve time management. The second session featured a panel of athletic directors, led by Jaime Boswell from Andrews, and centered on developing an athletic environment that maintains both quality and safety. After lunch we returned for a great session “Whistles and Wisdom” which focused on providing better support officials and our athletic programs. The fourth session was “Hot Topics” which focused on the key issues that AD's face in today's times. Our colleagues from the UIL facilitated the previous session. Athletic Director Ray Zepeda and his staff presented meaningful strategies and reminders to help our athletic programs function efficiently and successfully.

This year's event was the most well attended Fall Forum we've had. We had around 230 attendees and exhibitors. A special thanks to NISD for their hospitality, our attendees for making it a priority to attend and of course to our sponsors for providing the support needed to host events like this.

I think this reflection by Dr. Stu Musick, Superintendent of Navasota ISD says it all! *“This year's Fall Forum was a great, mini-conference experience! The event featured outstanding speakers, important subjects, and up-to-date information. It was my first Fall Forum, but it will NOT be my last!”*

**Spring Sponsor Showcase 2025.** Last year's event was highly praised. Both the venue and the sessions proved to be extremely popular. Provided we can avoid windstorms and power outages, everything should turn out well. This year, the event is returning to Margaritaville Hotel and Resort on February 22nd and 23rd. We really think the Sunday-Monday format will make it easier for our attendees and sponsors to attend. The format of this event is a combination of TAAC and Quad sessions on both days. On Sunday we will have committee meetings to get us started followed by a few sessions before our Sponsor Reception to end day 1. Day 2 will offer a series of TAAC and Quad A sessions followed by a closing session by the UIL. A special highlight will be our Tradeshow, which will give us an opportunity to spend time with fifty of our key THSADA Sponsors. Lunch will be available while the tradeshow is taking place. We hope you make plans to attend. Please be sure to save the date and look for updates on when registration will open!

**State Conference 2025 and looking forward to 2026.** We continue to set attendance records at all our events. State Conference 2025 attracted over seven hundred attendees and four hundred exhibitors! That is quite an increase for the 250 attendees and exhibitors we had about 11 years ago. Way to go THSADA!! The summer event included the Hall of Honor Celebration, a variety of educational sessions such as TAAC, Quad A, and JHAMS, along with resume workshops and mock interview opportunities. Attendees also enjoyed multiple UIL presentations, four tradeshows, and a range of sponsor receptions focused on learning, networking, and celebrating achievements. The 2026 State Conference will be larger and even more valuable. Please save the date for May 31-June 3 once again at the Kalahari Resort and Conference Center! Across these three events, we hosted more than 700 attendees and 550 sponsor and exhibitor representatives. These are the highest attendance numbers you will find anywhere in the country for a State Athletic Administrator Conference! THSADA is truly the shining star among state Athletic Administrator Associations.



# From the President

*Andre Walker, Houston ISD*

As we enter a new THSADA season, my focus is on helping Athletic Administrators understand the importance of being present, prepared, and passionate about building programs that truly impact student-athletes. This year, our goal is to continue promoting Educational-Based Athletics that support student success both in the classroom and on the playing surface.

I want to strengthen collaboration among athletic administrators because we're better when we share ideas, lift one another up, and grow together. When we develop coaches as leaders- and provide mentorship, tools, and confidence to lead with integrity and purpose, we build programs that last. Keeping student-athletes first—emphasizing character, academics, accountability, and respect for self and



others—will always be our foundation. Equally important, we must continue building meaningful partnerships with parents, community members, and sponsors who understand that athletics teaches life lessons that reach far beyond the game.

At the end of the day, my mission is simple: lead with purpose, serve with

passion, and make a lasting difference in every program across the State of Texas. These principles will continue to guide Athletic Administrators as we face everyday challenges—whether it's funding, sportsmanship, competitive balance, or aligning personal achievement with team success.

I encourage every Athletic Administrator to stay connected by attending your Region meetings and all THSADA events, including the Fall Forum, Spring Sponsor Showcase, and the State Conference. These professional development opportunities provide real-life strategies, shared experiences, and inspiration from some of the best in the business. Together, we'll keep raising the standard for interscholastic athletics and continue making a positive impact across Texas.

## A Message from the President-Elect

*Rob Davies, Harlingen ISD*

### **What I am looking for this upcoming year as I continue my leadership journey in THSADA:**

We have great interscholastic athletic programs in the State of Texas- that are worth both defending and advocating for. As I step into the role of President-Elect, I look forward to learning from the outstanding leaders across our state while also bringing my own perspective and energy to the work. My goal is to strengthen the relationships that make THSADA such a valuable professional family while continuing to advocate for the needs of athletic administrators statewide. I am eager to contribute to initiatives that support professional development, elevate the profile of our profession, and ensure

that our organization continues to provide the resources needed to serve our student-athletes, coaches, and communities with excellence.

### **The importance of serving on a THSADA committee:**

I often think back to my own journey with THSADA. I joined the association years ago as an assistant coach, paying my own way, because I had a clear goal: to become a head football coach and, eventually, a full-time athletic director. Looking back, that single decision probably did more to shape my career path than anything else. It pushed me to start networking, to learn, and to think like the people who already sat in the positions I aspired to hold.

Membership is the first step, but

getting involved is what truly drives both personal growth and the strength of our association. Serving on a THSADA committee is one of the best ways to do that. Committees give members the chance to share their expertise, collaborate with colleagues from across the state, and directly influence the direction of our association. Just as importantly, they help members develop leadership skills and build a strong professional network—peers you can rely on for guidance and support.

The work done in committees is what keeps THSADA relevant, responsive, and forward-thinking. Every member has something meaningful to contribute, and your involvement makes a difference.



# Updating Athletic Facility Signage

October 2025

Megan Symank, Assistant AD - College Station ISD

Maybe your school district has just built brand new athletic facilities. Maybe your school district has just renovated existing athletic facilities. Or, maybe your school district athletic facilities need a fresh look with updated signage. Whatever state your athletic facilities are in, slapping a new set of rules on an entry gate is not so simple. Rather, athletic directors should be thoughtful and intentional (as well as follow the law) when considering posting new signage. This article includes taking a purposeful approach to the type of signage the athletic facility needs.

## Considerations

Athletic directors are responsible for the well being of all individuals who enter an athletic facility. This can include event participants like student-athletes and coaches, as well as spectators and emergency personnel. As signage is being updated, athletic directors should consider who the intended viewers are and ensure they are providing the necessary information to help all parties be successful. Athletic Directors can use the information below to help navigate through the process of updating athletic facility signage.

## Athletic Venue/Event Rules

Athletic venue expectations and facility rules set a standard the school district expects when the facility is being utilized, and even when it is closed. School districts have a variety of approaches to share information on signage, like shown in the examples from College Station, Georgetown, and Montgomery ISD. These clearly describe stadium policy, facility rules, and details on how the facilities can be leased. Hopefully, these examples will



serve as a starting point for athletic directors considering updating facility signage.

## Firearm Warning Signage

Alongside facility rules and expectations that describe standards for spectators, signage for firearms are recommended by TASB.

Sporting events and interscholastic events: In addition, a person commits an offense (class A misdemeanor) if the person intentionally, knowingly, or recklessly possesses or goes with a fire-

arm, or other prohibited weapon, on the premises where a high school, collegiate, or professional sporting event or interscholastic event is taking place, unless the person is a participant in the event and a firearm, or other prohibited weapon listed in Section 46.05(a) is used in the event. Tex. Penal Code § 46.03(a)(8), (g-2).

According to TASB, school

Signage Continued on next page





districts have four possible firearm warning signs to consider:

- Texas Penal Code 46.03 (NEW): Posted as notice to all individuals (who are not otherwise authorized to carry a firearm) that firearms and other weapons are prohibited under Section 46.03 on the premises of a school district building and other locations specified by law
- Texas Penal Code 30.05 (NEW): Posted as notice that unlicensed individuals may not enter property with a firearm
- Texas Penal Code 30.06: Posted as notice that a license holder may not enter a location specified under Texas Penal Code 46.03 (including the premises of a school district building) with a concealed handgun
- Texas Penal Code 30.07: Posted as notice that a license holder may not enter a location specified under Texas Penal Code 46.03 (including the premises of a school district building) with an openly carried handgun.

References: <https://www.tasb.org/news-insights/new-firearms-prohibited-posters-available>

### Spectator Behavior/Texas Way Signage

Montgomery ISD recently updated their signage at the district stadium and placed an emphasis on expectations for spectators, utilizing *the Texas Way* initiative to emphasize positive behaviors. Athletic Director Brand LaPlante utilized the UIL Sportsmanship Manual to design the following signs.

**MONTGOMERY ISD  
UIL BEHAVIOR  
EXPECTATIONS  
OF SPECTATORS**

- Remember that you are at the contest to support and yell for your team, and to enjoy the skill and competition—not to intimidate or ridicule the other team or its fans.
- Remember that school athletics are a learning experience for students and that mistakes are sometimes made.
- Praise student-athletes in their attempt to improve themselves as students, as athletes, and as people, just as you would praise a student working in the classroom.
- A ticket is a privilege to observe the contest, not a license to verbally assault others or be generally obnoxious.
- Learn the rules of the game, so that you may understand and appreciate why certain situations take place.
- Show respect for the opposing players, coaches, spectators and support groups.
- Respect the integrity and judgment of game officials. Understand that they are doing their best to help promote the student-athlete, and admire their willingness to participate in full view of the public.
- Recognize and show appreciation for an outstanding play by either team.
- Refrain from the use of any controlled substances (alcohol, drugs, etc.) before, during, and after the game on or near the site of the event (i.e. tailgating).
- Use only cheers that support and uplift the teams involved.
- Be a positive role model of events through your own actions and by censuring those around you whose behavior is unbecoming.
- Parents and spectators should be aware that the school can (and should) remove them from the premises and can prohibit them from attending future contests due to undesirable behaviors.
- Game officials can ask that school administrators have unruly fans removed from a contest facility.
- There is no such thing as a "right" to attend interscholastic athletics. Interscholastic athletics are considered a "privilege" and the spectator who avails themselves of it is expected to conduct himself or herself accordingly.
- Keep in mind that you are a guest of the school, and that while winning is certainly an admirable goal, it is hollow if it comes at the expense of morals, ethics, and just plain common sense.

*The school is responsible for the behavior of their spectators. The school district can be and will be punished for actions of patrons in violation of UIL standards and rules.*

### Way Finding Signage

Finally, it is always important to consider additional wayfinding signage to help your visitors navigate the facility. Labeling every gate, such as shown below, entry can be beneficial in identifying where not only visitors, but medical personnel or security may be needed. Athletic Directors shouldn't overlook wayfinding signage if looking to freshen up the athletic facility.

In conclusion, there is plenty to consider when updating signage at athletic facilities. The resources provided can serve as a starting point for athletic directors.



**THE TEXAS WAY**

AN INITIATIVE FOUNDED BY:  
THSCA 2W THSADA

**WHAT IS THE TEXAS WAY?**  
The Texas Way is a collaborative campaign between THSCA, THSADA, and 2Words Character Development to:

**IMPROVE** the level of sportsmanship at UIL sporting events.  
**DECREASE** the number of spectators at UIL sporting events.  
**STRENGTHEN** communities & the relationships between coaches, athletes, officials, & fans.

**THE THREE PILLARS OF THE TEXAS WAY**  
To coach, officiate, or support The Texas Way means you commit to the following three pillars:

<b>RESPECT FOR OTHERS</b> Respect for Others is a commitment to give respect to all participants (players, players, officials, and fans) because of who I am, not because of what they do. Respect, The Texas Way, is given generously.	<b>CONTROL OF SELF</b> Control of Self is a commitment to give boundaries to our thoughts, words, and actions, and to control our anger in the face of competition and adversity. Self Control, The Texas Way, is to handle adversity with class, and keep your anger in check.	<b>SPIRIT OF COMPETITION</b> Spirit of Competition is a commitment to give everything we have to be the absolute best we can be, and to put our team in the best position to win, but we will not sacrifice our integrity to do it. Competitions, The Texas Way, is about more than a scoreboard.
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**LEARN MORE & REGISTER AT: PLAYTHETEXASWAY.COM**



# 2025 October UIL Legislative Recap

## 2025 October Athletic Committee Reports

### The Standing Committee on Athletics

#### Passed the Following Proposal

- a. A proposal to remove the pilot status for UIL approved state association all-star games
- b. A proposal to remove the pilot status for 1A and 2A sixth grade participation
- c. A proposal to require DEC's to include all schools in the district schedule, unless unanimously agreed otherwise
- d. A proposal to prohibit all interschool scrimmages for boys and girls soccer after the designated "first day for games" on the UIL calendar
- e. A proposal to implement a two-year pilot program beginning with the 2026-2027 school year to allow an optional spring training period for water polo programs.
- f. A proposal to implement a two-year pilot program beginning with the 2026-2027 school year to allow college students to coach if they are in a UIL approved college coaching program in alignment with the exception currently allowed for student teachers

#### Will Continue to Study the Following Proposals

- a. A proposal to add girls' flag football
- b. A proposal regarding softball and baseball noisemakers
- c. A proposal to add an Ambulatory Adaptive Division for UIL Track and Field
- d. A proposal to award points for Adaptive Track and Field events at the UIL Track and Field State Meet

#### Denied, Rejected or Took No Action on the Following Proposals

- a. A proposal to allow districts to utilize non-chapter officials for regular season varsity contests
- b. A proposal to allow 1A and 2A schools to utilize non-chapter basketball officials for regular season varsity contests
- c. A proposal to add pickleball as a sanctioned sport
- d. A proposal to add boys volleyball as a sanctioned sport
- e. A proposal in volleyball to cap the third set in sub-varsity games
- f. A proposal to add lacrosse as a sanctioned sport
- g. A proposal to add ice hockey as a sanctioned sport
- h. A proposal to limit the number of working hours for coaches
- i. A proposal to add gymnastics coaches and sponsors to the list of sports for UIL CCP and to comply with state concussion training
- j. A proposal to update the team tennis state tournament seeding process

## 2025 October Policy Committee Reports

### The Standing Committee On Policy

#### Passed the Following Proposals

- a. A proposal to require cheerleading and spirit participants to complete the Medical History/ Pre-participation Physical Examination form
- b. A proposal to prohibit Foreign Exchange students from participating in varsity athletics

#### Authorized Staff to Study the Following Proposal with a Survey

- a. A proposal to add dance as a UIL sanctioned activity

#### Denied, Rejected, or Took No Action on the Following Proposals

- a. A proposal for students to pass a standardized test for eligibility within first six weeks of school
- b. A proposal to exclude students on J-1 visas from reclassification and realignment calculations
- c. Proposals to amend Section 360
- d. Proposals to add Ballet Folklórico as a UIL sanctioned activity
- e. A proposal to amend Section 406
- f. A proposal to waive residency rule without penalty
- g. A proposal to expand varsity transfer eligibility exception from an activity not offered at their previous school to their district



# Amplifying THSADA: The Kohan Content Effect

Jody Hormann, THSADA Assistant Executive Director, Operations

In today's fast-moving digital world, telling the story of Texas athletic leadership takes more than words- it takes creativity, connection, and a clear vision. That's where Kohan Content comes into play. As a trusted partner of the Texas High School Athletic Directors Association, Kohan Content plays a vital role in capturing and sharing the heart of what THSADA stands for.

THSADA brought Kohan Content on board several years ago in order to elevate the THSADA brand by capturing all the required professional development sessions, conducting in-depth interviews and conversations with THSADA members, and producing creative materials designed to bring THSADA to the forefront. Since then, the partnership has become an essential part of how THSADA tells its story and connects with members statewide.

From producing dynamic highlight videos and insightful member interviews to crafting engaging social media content and promotional features, Kohan Content helps showcase the people and programs that make THSADA strong. The videos that can be found in The Vault on the THSADA website along with the TAAC and QUAD A videos that members can access, are all due to Kohan Content recording and editing them. Their work brings to life the dedication, professionalism, and community spirit that define athletic directors across the state. Whether it's documenting the collaboration at



Patrick Kohan

the Fall Forum, connections made between vendors and members at the Spring Sponsor Showcase, or the energy of the State Conference, Kohan Content ensures that THSADA's story is told with authenticity and impact.

So the next time you see Pat Kohan either in front of or behind the camera at a THSADA event capturing those moments that connect us all, take

a second to say hello and thank him. His work helps make sure that the story of Texas athletic directors continues to be seen, shared, and celebrated statewide.

## Cross Country: Building Strength in Motion

Cecilia Kellar, Director of Athletics - Ector County ISD

Cross Country is one of the purest forms of athletic competition. It demands grit, endurance, and mental toughness in ways few sports can match. Every race is a test of preparation and perseverance, requiring athletes to push through fatigue, discomfort, and the unpredictable conditions that nature itself presents. Beyond the miles logged, cross-country teaches patience, focus, and resilience. Those traits serve our student-athletes far beyond the course.

Despite its many benefits, the sport continues to face challenges. Participation numbers in some programs are lower than they have been, often because of competing time demands or a lack of understanding about what the sport offers. A common hurdle for many districts is retaining runners as they move from middle school to high school. The excitement and energy of

starting something new can fade when athletes transition to a more demanding schedule, social pressures increase, and other sports begin to compete for their attention. We must bridge this gap by keeping the experience fun, connected, and purposeful.

Many cross-country runners are multi-sport athletes, balancing their fall running seasons with winter or spring commitments. Supporting these athletes requires flexibility and cooperation across programs. When coaches work together, the results are remarkable. Multi-sport athletes bring better conditioning, improved competitiveness, and a stronger school culture that values shared success. Encouraging these well-rounded competitors ensures that we are developing complete athletes, not just participants in a single season.

Growing cross-country takes

intentional support through improved visibility, celebrating milestones, and creating a culture where every athlete feels valued. Whether it is recognizing top finishes, hosting community fun runs, or promoting team accomplishments on campus, every effort helps raise awareness. Cross country reminds us that strength is built one stride at a time, and when we invest in this sport, we invest in the endurance, character, and spirit that define high school athletics.

Congratulations to all teams and individual runners who competed throughout this Cross Country season, including those who advanced to the Regional and State Meets. A special congratulations to the finalists who represented their schools and communities with pride, perseverance, and heart.



# THSADA Membership Update: Building Toward 2,000 Strong

Jody Hormann, THSADA Assistant Executive Director, Operations

Member registration and renewal for the 2025–2026 THSADA membership year officially opened on July 1, 2025, which was a shift from the traditional August 1 date. This change was implemented with the below key goals in mind:

- To allow Athletic Directors the month of July and more time to secure Individual and/or Group Membership registrations.
- Alignment with educational budget cycles, many of which begin July 1.

## Membership Growth Goals

Our target for the 2025–2026 year is ambitious but achievable: 2,000 total members. As of mid-October, THSADA membership has already reached approximately 1,400 members, placing us well on the path toward that goal.

Since 2014, THSADA has averaged 13.6% year-over-year membership growth, reflecting the ongoing value our members see in professional development, networking, and advocacy through the Association. If each Region achieves 12% growth above their 2024–2025 end-of-year numbers, we will surpass the 2,000-member milestone this year.

## Group Membership Momentum

One of the most encouraging trends this year is the sharp rise in group memberships. In just 3.5 months since enrollment opened, THSADA has recorded 42 group memberships, totaling 616 individual members. This sets a new precedent for participation and engagement, and we anticipate exceeding last year's total number of groups before the close of the 2025–2026 membership cycle.

Additionally, THSADA is seeing an increase in junior high and middle school athletic coordinators/coaches joining the Association after attending JHAMS satellite sessions. This is a promising sign of the growing recognition of THSADA's professional value at all levels of athletic administration.

## Membership Resources

Members and prospective members can explore the benefits of joining THSADA at [thsada.com/about/membership-benefits](https://thsada.com/about/membership-benefits). This page outlines:

- Membership benefits and professional opportunities
- Membership types and eligibility guidelines
- Calendar of events and key dates

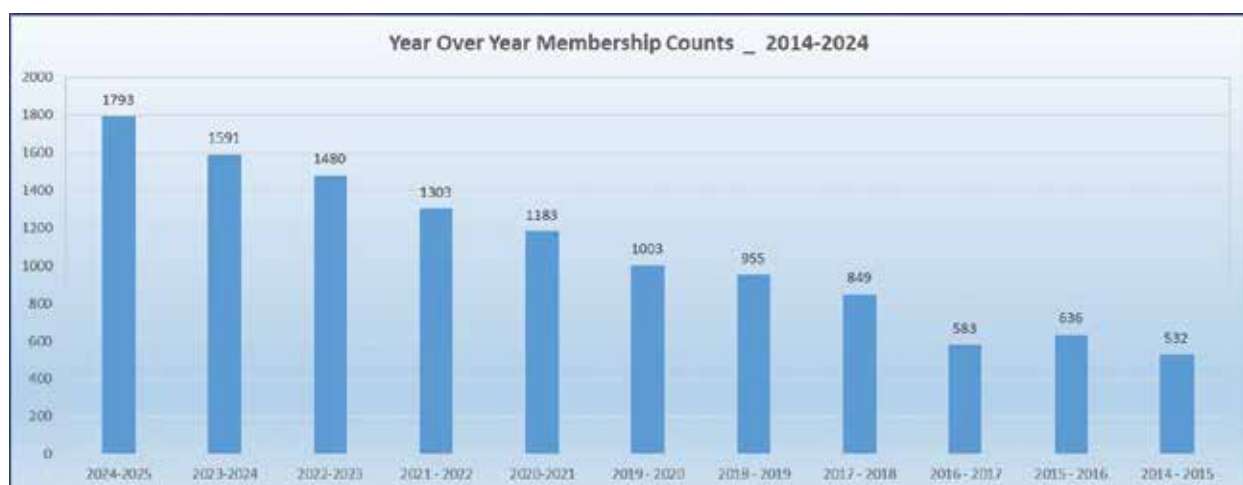
- Information resources and support tools
- Direct links to online enrollment

## Addressing Data and Reporting Challenges

As membership continues to grow, especially through group enrollment, THSADA faces challenges in maintaining accurate regional reporting. Missing information such as ISD, county, region, or job title can lead to undercounting within regions and inaccurate data trends.

To address this, THSADA staff is actively reaching out to members with incomplete profiles. We ask for your support in encouraging your staff to review their membership profiles and ensure all fields are completed. Accurate data allows every Region to be properly represented in our membership reports and strengthens the Association's statewide advocacy.

Together, we're building a stronger, more connected THSADA. With your continued engagement and support, we're on track for a record-setting membership year and one that reflects the collective impact of athletic administrators across Texas.



# Educate. Excel. Play.

Rusty Dowling-Executive Director - THSADA

The Texas High School Athletic Directors Association, along with numerous coaching associations throughout the State of Texas, strongly supports the Educate. Excel. Play Campaign as it represents all the best things that Public Education and Public School activities can offer.

With the recent increase in sports-centric academies, it is extremely important that we as a collective group tell the story of how public education and how the related activities are the best combination of academics and extra-curricular activities for students in Texas.

Public schools can offer a wide-range of academic offerings from base-level courses to an advanced curriculum taught by certified educators who are trained in their specific discipline and have experience in facilitating a classroom. Public schools also offer students a wide range of extra support should students struggle academically.

It's extremely important for a student to experience a balanced curriculum of both academics and extra-curricular activities and not get into a situation where your environment is completely dominated by sports or a sport-specific activity. Many academies label themselves as a "Player Development School" whereas Public Schools focus on a well-rounded student-athlete.

Multi-sport participation can be a tremendous benefit for most student-athletes as there is minimal amount of opportunity for a sports-centric participant to do this. Students have the opportunity to engage with other coaches, coaching philosophies, character, and personalities that can prepare them for life beyond school and athletics. A year-round concentration on a single sport

can lead to burnout or significant injury no matter what the sport.

In a public school environment, a student-athlete will have a certified individual that is coaching them and/or leading their specific sport(s), not a non-certified individual or "volunteer." The qualifications of a coach go well beyond the fact that an individual played a certain sport. Coaches put a vast amount of time and effort into both the academic and athletic phases of preparation.

Public school students do not require the high dollar admittance fee that most academies do, and the level of overall athletic competition as opposed to public schools can be questionable.

The Texas High School Athletic Directors Association stands firm in its position on the benefits of public education, public school activities, certified coaches, and a well-rounded public school experience for all Texas students.



# Showcasing Excellence: The Power of an Athletic Technology Coach

Laura Cavazos, Assistant Athletic Director - Sharyland ISD

In today's fast-moving digital world, every great athletic program deserves to be seen, celebrated, and shared. The success of a program doesn't stop at the final whistle—it continues online, where stories of teamwork, dedication, and achievement inspire an entire community.

That's where the Athletic Technology Coach comes in. This innovative role blends sports passion with creative communication—capturing the moments that define a program and turning them into stories that engage

families, excite fans, and honor student-athletes.

At Sharyland ISD, we are proud to have an Athletic Technology Coach on each high school campus. This initiative began with the vision of Coach Richard Thompson, our former Athletic Director, who saw the potential to enhance how we share and celebrate our athletic story. What started as a simple idea has grown into something extraordinary. Today, both Athletic Technology Coaches are capturing, promoting, and showcasing the ac-

complishments of our student-athletes, coaches, and teams—elevating how our community connects with and celebrates Sharyland athletics.

From eye-catching graphics and highlight reels to timely updates and heartfelt celebrations, the Athletic Technology Coach brings a professional touch to every post, photo, and video. They ensure that every athlete, coach, and team receives the spotlight they deserve.

More than just managing social media, this role builds connection and pride. The Athletic Technology Coach strengthens the bridge between athletics and the community—keeping families, alumni, and supporters informed, inspired, and involved. Each post becomes a celebration of effort, growth, and tradition.

Working alongside coaches, athletic directors, and campus leaders, this team member helps shape the voice and vision of the program. Every visual, caption, and video reflects the school's values—showing what makes the district's athletes and teams truly exceptional.

When schools invest in an Athletic Technology Coach, they invest in visibility, pride, and long-term success. The result is a unified, professional image that amplifies school spirit and ensures your program doesn't just compete—it stands out.

**THSADA JHAMS SATELLITE SESSIONS**

- MONDAY, NOVEMBER 17 HOSTED BY REGION 4 AT SOCORRO ISD
- MONDAY, JANUARY 26 HOSTED BY REGION 1 AT AMARILLO ISD
- WEDNESDAY, JANUARY 28 HOSTED BY REGION 5 AT ALVIN ISD
- FRIDAY, FEBRUARY 6 HOSTED BY REGION 6 AT GEORGETOWN ISD

*“JHAMS sessions are a great opportunity to connect with other coaches in the region and state who understand the unique challenges and triumphs of working at the junior high and middle school level. You leave refueled with new ideas that are practical, proven, and ready to be taken back and put into action on your campus.”*

Lesley Stewart- Athletic Coordinator- Reynolds Middle School- Prosper ISD

**FREE OF CHARGE**



# Stages of Coaching

*Stan Laing, Retired Assistant Superintendent of Athletics -Northside ISD*

Like many things in life, a coach's philosophy evolves over time.

Through trial and error, learning from mentors, reading books, attending clinics, and talking with fellow coaches, your philosophy and style will develop over time.

## Survival Stage

A coach's primary focus in this initial stage is simply to survive and eventually advance.

While sometimes these coaches may think they know all there is to know, they have much to learn not only about the game itself but also all the other responsibilities which go along with coaching.

The two major mistakes in this stage center on friendship and power. On the friend side, some coaches are concerned that they must be liked by every player/staff at all times. In an effort to be liked, they often avoid challenging athletes/staff enough and let them get away with things they shouldn't.

On the other hand, some new coaches feel that the only way they can get respect is by forcing it upon the athletes/staff. These insecure coaches try to impose their methods on athletes/staff with the thought that toughness equals control. However, respect must be earned from your athletes/staff, not forced upon them.

## Striving for Success Stage

In the second stage, coaches focus on building a winner and making a name for themselves.

These coaches are often very driven to prove that they are good coaches, not only to their colleagues but also to themselves.

The potential problem with this stage is that sometimes coaches are primarily concerned with their own personal success and not always the welfare

of their athletes/staff.

Athletes/staff can tell whether you are in coaching for the right reasons or in it for yourself.

## Significance Stage

Coaches in this stage not only seek success for their programs, but equally as important, they seek to have a significant impact on the personal lives of their athletes/staff.

These coaches play to win but they also have the perspective to understand that the most important game their athletes/staff will ever play is the game of life/change lives for a living.

Credible coaches are significant because they value their athletes/staff as people.

## Satisfied Stage

This stage tends to happen after coaches have reached their goal of winning a championship. Or it also can happen when a coach finally gives up the goal of winning a championship after several years and becomes content being a little more above .500.

Coaches tend to lose their intense drive, passion, and competitiveness. They don't work quite as hard as they used to and display less enthusiasm for the job.

This stage might be comfortable for the coach, ultimately it is doing the athletes/staff a disservice because they are being led by someone who is settling for mediocrity.

## Spent Stage

This is when the coach is burned out. Because coaching is such an intense and demanding profession, coaches are very susceptible to burn out.

Hopefully coaches will find a way to rekindle your passion for coaching as well as effective ways to minimize the stresses and demands. Or you might find that it is time to get out of coaching and put your energy into a new direction that is more fulfilling for you.

The important lesson in examining these stages is to determine where you are now in comparison to where you would like to be.



# Behaving Like Relationships Matter!

Natasha Stewart, Director of Athletics - Irving ISD

If every athletic department administrator in the state of Texas were asked for key components of leading an effective athletic department, I am confident that 100% of them would communicate that building relationships is a vital element. Now, if we asked every coach in the state of Texas if they believe people are valued in their athletic department, would 100% of their responses reflect the belief that relationships matter according to athletic directors? Before assuming our current roles, I imagine some of us worked in organizations where positive relationships were emphasized verbally and in written form, but behaviors of the people in the entity didn't always align with the idea of relationships being important.

I have served in the field of education for 29 years with 20 of those being in varying administrator roles (Athletic Coordinator – Mansfield ISD (7), Assistant and Associate Principal – Mansfield ISD (5), Middle and High School Principal – Irving ISD (6), Director of Athletics – Irving (2)). I know first-hand how relationships amongst people impact the work environment positively or negatively. If we only talk about valuing relationships without backing it up with intentional actions, the workspace will reflect all talk, limited action, and varying degrees of true human connection. As athletic directors it's imperative for us to move beyond talking about the significance of relationships to behaving like relationships are significant by modeling it for the people we are blessed to lead daily. Those people include office staff, campus coordinators, all coaches, student athletes, and parents. If you're wondering what behaving like relationships matter might look, I have provided five simple but powerful actions that make people feel seen and valued beyond the job description at work.

**1. Connect with People:** The easiest way to connect with our people is to talk to them. Every person in the department has a story. Be intentional about creating time to learn their stories and get to know who they are outside of work. Learn the names of their spouses and children and genuinely ask about their well-being when the opportunity presents itself. You might have to create the opportunity instead of waiting for it to magically appear. Find out what excites people and encourage them to make time to do those things to maintain a healthy work-life balance. Discover their why and remind them of it when they encounter challenges that make them question themselves and/or the profession when faced with obstacles that don't feel good. Remember that human touch is powerful when connecting with employees. Obviously, maintaining professionalism is of the highest importance, but it's essential for us to make eye contact, high five, shake hands, pat on the back, and/or hug when we experience people encounters. It's necessary to tell our stories (who we are, where we come from, what we are about, how we got here) to the people we lead as well. It makes us relatable during the process of leading them.

**2. Celebrate/Appreciate People:** Birthdays, marriages, anniversaries, growing families, and so much more are BIG DEALS. Send congratulatory messages to folks about matters that don't have anything to do with work by making a phone call, sending a handwritten card through interoffice mail, sending a text, or sending an email. Make sending emails the last resort because they get so many regarding work and might not read it. Leaders at the administrator level are accustomed to doing a thankless job that can feel lonely at times. As a result, we don't expect "atta- girl/boy" recognition to

do our jobs well. On the contrary, the people we have the privilege of leading do need acknowledgement and recognition to feel valued. Prioritize recognizing employees publicly and privately for their specific contributions. Schedule time on your calendar to stop by an office of a coordinator or head coach. If they aren't there when you arrive, leave a handwritten note (sticky note, index card, or stationary) of appreciation on the computer monitor so they know you came by and left the positive note. Schedule a different time to get appreciation notes to assistant coaches. Visit a film session or the end of a practice to appreciate coaches in front of the team. Attend parent meetings at the beginning of seasons to brag about the people leading those parents' children. Appreciate parents for being partners while at the meeting. Drop off snack baskets and good luck cards to coaches and student-athletes to kick off their seasons. Utilize social media to shout out and recognize people. Send announcements to the principal to make during the morning announcements. No matter how people claim to be built, EVERYONE appreciates words of gratitude and appreciation.

**3. Lead with Transparency and Fairness:** Tell people the truth. Even if the information will not be received well, tell the truth. Be mindful of tone and delivery choices, of course, but be honest and tell them why things are the way they are. Simon Sinek wrote a book encouraging leaders to start with why because undesired news, changes, and/or new direction is tolerated best when people understand the why behind it. I do not believe you treat everyone in any organization the same. That thought would be contradictory to the purpose of getting to know your

*Relationships Continued on next page*



people. However, as it relates to policy, organizational practices, expectations, and guidelines, everyone should be held to the same standard. Effective accountability and trust are compromised if standards differ from person to person. Keep your office door open for honest conversation. Be accessible and allow people to hear good news from you so they aren't only hearing the "heavy stuff" from you. Our titles will give us authority, but it won't earn respect. Respect will be earned by the way we treat people in our communication and actions.

#### **4. Grow and Develop People:**

We have a great responsibility to build leadership capacity with our people. Our duty is to invest in their growth and development by meeting them where they are and guiding them to where we need them to be. This process is not a one size fits all experience. Our employees come to us with varying degrees of leadership experience, capabilities, and aspirations. Learning about our people through intentional interactions allows us to discover their strengths and aspirations to provide them with opportunities to practice who they want to become. Some will naturally pursue leadership opportunities while others will not. Regardless of how they come to you, I believe it's necessary to expose them to a healthy balance of stretching them beyond their comfort zone. People don't know what they are capable of until they are stretched. Growing and developing leaders in our field of expertise communicates value to employees and demonstrates that their goals and dreams are meaningful.

#### **5. Account for Accountability:**

Good leaders have the ability to account for people doing what they are supposed to as an employee. Before we focus on the employee here, it's imperative for us to be clear about organizational expectations, communicate the scope and sequence of consequential responses, support people to carry out expectations, celebrate the

good, follow up when people operate outside the guidelines, and apply the reasonable response for improvement. Leaders who waiver in this area tend to experience confusion, inconsistency, undesired employee behaviors, and morale issues in their camp. In all of my leadership roles, I have discovered that there are only four reasons employees perform outside the boundaries of expectations. I call them the "Four U's," and they all require actions of support from us as leaders. When employees do not comply with expectations, it's due to one of the four reasons below:

- They are **UNAWARE** of expectations – It's our responsibility to set our people up for success by providing clear and concise communication regarding expectations. That communication should be provided often and in various forms (verbal and written). If we don't properly communicate employee expectations, expect employees not to comply. Organization alignment, high quality performance, and efficiency are directly correlated to how well expectations are expressed. If we do the communication work effectively on the front end, it will minimize the amount of work required to redirect employee mishaps.
- They are **UNABLE** to achieve expectations – Employees who fail to complete expectations in this category have a skill versus will deficiency. Most employees want to do the right thing. Be mindful that people only know what they have been exposed to. We can't assume everyone knows how to do what they are asked to do simply because we ask them to. We must properly support employees to execute expectations by modeling expectations, by creating systems of support through mentoring, and by establishing processes that foster employee growth.
- They are **UNADDRESSED** and not required to perform expect-

tations – Some employees fail to fulfill expectations because no one addresses their behavior(s). The phobia of confrontation generally contributes to leaders opting not to address undesired behaviors. When we know people in the organizations we lead are not complying with expectations and fail to address them, we are as much of the problem as the offender(s). Allowing poor, insufficient employee behavior creates morale issues, compromises trust, and a lack of respect for leadership.

- They are **UNWILLING** to conform to expectations - These are the employees who refuse to comply with expectations. They tend to need a more consequential level of support. Once they are made aware of expectations and are provided support to perform, behaving according to standard is non-negotiable. When people do not respond accordingly, we are obligated to engage in difficult conversation, to communicate the non-negotiables, administer directives, and provide opportunities to self-correct. The goal is to redirect behaviors and grow these employees. However, should they choose not to elevate, the process changes from elevating them up to documenting them out.

When we reflect back on this amazing career that we get to be a part of, it's not wins and losses that are going to matter the most. It's not even a championship, if you have been lucky enough to win one that will matter. It's the work we've done to pour into our people and build life-long relationships that will be the most gratifying. Let's not just talk about relationships being significant. Let's put action behind those words and truly behave like relationships matter. My leadership motto is "People Work Over Paperwork!" That doesn't mean we neglect the work that has to be done behind the desk, but people should always be our priority.



# Honoring a Legacy of Leadership: Allen Moore Boren

*Texas High School Athletic Directors Association Hall of Honor Member*

The Texas High School Athletic Directors Association proudly remembers and celebrates the lasting legacy of **Allen Moore Boren (March 28, 1934 – November 14, 2018)**, a remarkable coach, athletic director, and mentor whose career profoundly influenced generations of student-athletes and coaches across Texas.

A native of Carthage, Texas, Boren was a four-sport athlete at Carthage High School, excelling in football, baseball, basketball, and track. He went on to play football and baseball at Sam Houston State University under Coach Paul Pierce, setting the foundation for a lifelong commitment to education-based athletics.

Boren began his coaching career in 1956 as an assistant at Wharton High School, followed by a stop at Sweeny High School. In 1959, he took on his first head coaching position at **Bellville High School**, where his teams achieved two district titles, a bi-district championship, and a state runner-up finish, compiling an outstanding 37–9–1 record. He later guided programs at **Edna High School**, earning two district titles and another state runner-up finish, and at **Humble High School**,



where his teams captured a district championship.

In 1972, Boren returned to his alma mater to serve as **Head Football Coach at Sam Houston State University**, leading the Bearkats for two seasons before transitioning into athletic administration.

It was in this next chapter that Allen Boren made his most enduring mark. In 1973, he became the **Director of Athletics for Klein ISD** in north Harris County. During his 17-year ten-

ure, the district experienced extraordinary growth- expanding from one 4A high school to three 5A campuses (Klein, Klein Forest, and Klein Collins) and growing the coaching staff from 23 to 126. Boren's vision, organizational leadership, and unwavering commitment to student-athletes helped establish Klein ISD as one of the state's premier athletic programs.

After retiring in 1991, Boren's contributions to the profession continued to be recognized statewide. His numerous honors include induction into:

- The **Texas High School Coaches Association Hall of Honor**
- The **Texas High School Athletic Directors Association Hall of Honor**
- The **Sam Houston State Bearkat Hall of Honor**
- The **Bellville High School Brahma Hall of Honor**

Allen Moore Boren embodied the spirit of Texas high school athletics- a coach's heart paired with a leader's vision. His legacy continues to inspire those who serve student-athletes with the same passion, integrity, and dedication that defined his remarkable career.



# YOU DON'T KNOW WHAT YOU DON'T KNOW: Lessons for First-Time Texas Athletic Administrators

Johanna Denson, THSADA Assistant Executive Director, Professional Education

Accepting your first athletic administrator role in Texas is a proud moment — a culmination of years spent coaching, mentoring, and leading. But as the excitement settles, a sobering truth emerges: you don't know what you don't know. And in this job, what you don't know can surprise you, challenge you, and ultimately shape your success.

## The Hidden Complexity of the Role

Athletic administration isn't just about scheduling games and hiring coaches. It's about navigating a labyrinth of state regulations, district politics, community expectations, and student needs. From UIL compliance to transportation logistics, the learning curve is steep — and often invisible until you're in the thick of it.

- **UIL Rules & Realities:** You may know the basics, but the nuances — eligibility, transfer protocols, and appeals — can catch you off guard.
- **Budgeting Beyond the Field:** Uniforms, referees, travel, equipment, facility maintenance — each line item has implications you won't fully grasp until you're balancing them.
- **Community Relations:** In Texas, high school sports are woven into the cultural fabric. Parents, boosters, and local media all have a stake — and a voice.

These aren't just tasks—they're systems. And without guidance, they can overwhelm even the most organized leader.

## Embracing the Unknown

The key isn't to fear what you don't know — it's to build systems that help you uncover it.

- **Ask Early, Ask Often:** Veteran ADs are your best resource. Don't wait for a crisis to reach out.
- **Document Everything:** From injury protocols to fundraising approvals, having a paper trail protects you and clarifies expectations.
- **Build a Network:** Join regional AD associations, attend workshops, and connect with mentors. The more perspectives you hear, the more blind spots you'll uncover

## Why THSADA Matters More Than Ever

This is where the Texas High School Athletic Directors Association becomes your lifeline. THSADA isn't just a professional organization— it's a network of mentors, peers, and experts who've walked the path and want to help you succeed.

- **Professional education:** Access workshops, certification programs, and leadership training tailored to Texas athletic administration.
- **Annual conference:** Learn from the best, discover new tools and leave with actionable strategies.
- **Mentorship opportunities:** Get paired with experienced ADs who can help you navigate your first year with confidence.

## Invest in Your Growth

The most successful athletic directors aren't just reactive—they're proactive learners. They seek out education, ask questions and lean into the THSADA community. Whether it's understanding new legislation or mastering budget forecasting, professional education isn't optional —it's essential.

## What I Wish I'd Known

Many first-time Texas ADs say they underestimated the emotional labor of the job — the late-night calls, the student crises, the pressure to win. Others point to the importance of mastering transportation logistics or understanding how Title IX plays out in real time.

The truth? You'll never know it all. But if you stay curious, humble, and proactive, you'll learn faster than you think.

You won't know everything on day one. But you're not alone. THSADA exists to make sure you don't have to figure it out the hard way. So lean in, show up, and ask the questions — because what you don't know today can become your greatest strength tomorrow.

## THSADA Member Resources

Professional Education Opportunities  
THSADA offers three major professional education events each year:

- Spring Sponsor Showcase (February 22-23) Lake Conroe-Margaritaville
- State Conference (May 31-June 3, 2026) Kalahari Resort-Round Rock
- Fall Forum (Fall)

## THSADA Website Tools

- Video Vault: On-demand access to training sessions, expert panels and past presentations.
- Director's Cut Videos: Short-form insights from experienced ADs on real-world challenges.
- Resource Tab: Templates, checklists, compliance guidelines and more — all developed for Texas ADs.

Stay connected, stay informed and stay ahead — THSADA is here to support every step of your journey.



# Regional News Updates

## Region 1

- Amarillo ISD installed new lighting on our high school campus fields. This has allowed Amarillo ISD Music, Fine Arts, and Athletic programs to utilize the field, providing more opportunity for student involvement. The middle school feeder schools for each high school showcased games on the high school campus.
- Frenship ISD hosted a ribbon cutting to celebrate the official opening of Frenship's newest campus and second high school, Frenship Memorial High School. The ribbon cutting also marked a historic moment as Frenship ISD celebrates its 90th birthday.
- Amarillo ISD will host the THSADA JHAMS Satellite Session on Monday, January 26, 2026

## Region 2

- Ector County ISD will host the State Gymnastics meet at Permian High School.

## Region 3

- The construction for the Crowley ISD Indoor/Outdoor Event Center is currently in session. This State-of-the-Art facility is a part of the bond passed in 2023. The doors open in the Fall of 2027. The structure will be used to host Track and Field, Basketball games and tournaments (6 courts), Volleyball matches and tournaments (12 courts), Tumbling, Powerlifting, Wrestling, Conferences (1200 seats), and Concerts (1500) seats.
- Irving ISD: The Irving ISD Athletics Department is participating in events designed to strengthen the relation-



ship between the department and the Irving community. One of the relationships building projects consists of middle school and high school student-athletes visiting elementary schools to greet the littles during the morning arrival process. Student-athletes and the elementary kids benefit because the energy is BIG, the littles are in awe, hearts are full, and everyone's day starts positively.

- Community ISD: The Community High School Lady Braves Volleyball team engaged in the Texas Way by conducting a fundraiser to purchase a car for a CHS custodian when they discovered he did not have a car. Experience the feel-good story by watching the YouTube video of them providing the car to him.

## Region 4

- Socorro ISD will host the THSADA JHAMS Satellite Session on Monday, November 17, 2025
- Martin Segovia, Ysleta ISD Athletic Director is working to bring in a

NIAAA workshop later in the year

## Region 5

- Alvin ISD will host the THSADA JHAMS Satellite Session on Wednesday, January 28, 2026

## Region 6

- Georgetown ISD will host the THSADA JHAMS Satellite Session on Friday, February 6, 2026
- Former Fort Bend ISD Athletic Director Dena Scott left her position to join the Thornton-McFerrin Coaching Academy at Texas A&M University to lead the Future Coaches of Texas Association. She is moving from Region V into Region VI. Welcome Coach Scott!

## Region 7

- Brownsville ISD has completed former THSADA President Joe A. Rodriguez field project. The field converted to a football/soccer layout from the original football/track and field configuration. Sams Stadium is ready for competition for BISD, UTRGV, and others.

## Region 8

- New Athletic Directors in Region 8. Conrad Hernandez, Executive Director for Northside ISD, Jay Govan III, Executive Director for North East ISD, Kevin Hendrickson Senior Director for Athletics Corpus Christi ISD.
- Northside ISD in San Antonio hosted the THSADA Fall Forum. North East ISD will host the UIL State Water Polo Tournament at Josh Davis Natatorium.



