



Preserving Interscholastic Athletics

Why your efforts are worth it





I was advised that light travels faster than sound, that is why some people will appear bright until you hear them speak.

NIAAA Board President Jeff Sitz, CMAA



Jeff has challenged the NIAAA Board of Directors and our membership to “Go Beyond” in 2018.

After celebrating our 40th Anniversary in 2017, we are challenged to look toward the 50th and the next 40 years.

“Strive for perfection and accept excellence”

Go Beyond



Current Membership

11,348

The Voice of Education-Based Athletic Administration





2018-2019
JULY 1, 2018 TO JUNE 30, 2019



PROFESSIONAL DEVELOPMENT ACADEMY

Including the Leadership Training Institute, Certification Program,
Assessment and Educational Initiatives

NATIONAL INTERSCHOLASTIC ATHLETIC ADMINISTRATORS ASSOCIATION

The NIAAA champions the profession of athletic administration through educational
opportunities, advocating ethics, developing leaders and fostering community.





Four Certifications to Display Professionalism



Accreditation



Report Cited Four Strengths of the NIAAA

- ✓ The volunteer engagement, commitment and consistency of dedicated service to the NIAAA is unparalleled.
- ✓ Stakeholders are empowered at all levels of the organization from the state organizations to the sections to the national level.
- ✓ The shared vision & high ethical standards of the executive leadership & Board of Directors are the pillars of the professional values of the organization & the cornerstone to success.
- ✓ The strategic plan, with its underlying philosophy of continuous improvement, directs the actions of, and provides a foundation for, all activities of the organization.



Showing the Way – Leadership, Education-Based, Service



There is an important story to tell, about Education-Based Athletics



@niaaa9100



Find us on
Facebook






IS THE NIAAA BENEFICIAL TO YOU?

Do you believe your NIAAA membership is beneficial to your professional growth as an athletic administrator?

Then help us reach out to your fellow colleagues that are not members of the NIAAA. They face the same day-to-day challenges as you but without the Association's resources, programs and support.

Introduce your professional network to the NIAAA and the opportunities it gives athletic administrators by sharing this message on Facebook and Twitter. All you have to do is click the buttons below.

POST TO FACEBOOK

POST TO TWITTER



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IF

...your school experiences a sports injury that involves possible liability issues, will you know how to handle the situation?

LTC 504, a leadership training course offered by the NIAAA, covers safeguarding the health and well-being of student-athletes, the legal standards governing liability for sports injuries, and developing an effective risk management program. It's "must-have" information for every high school and middle school athletic director.

You can take LTC 504 online, in webinars or at state and national conferences. To find out more, go to NIAAA.org.

You will be well-equipped to deal with your future "ifs."

The NIAAA.




BECOME A MEMBER AND SAVE.

As a coach, you preached leadership. You nourished it. You insisted on it. The success of your teams demanded it.

Now as an athletic director, your school needs the same from you. It needs for you to have the knowledge and skills that being a mentor and role model in today's world requires.

Becoming a member of the National Interscholastic Athletic Administrators Association (NIAAA), taking the leadership training courses the NIAAA offers and working toward a certification are steps you can take right now to "walk the walk" and become a more knowledgeable professional and a stronger leader.

To become a member and save \$85 on every course you take online, go to NIAAA.org.

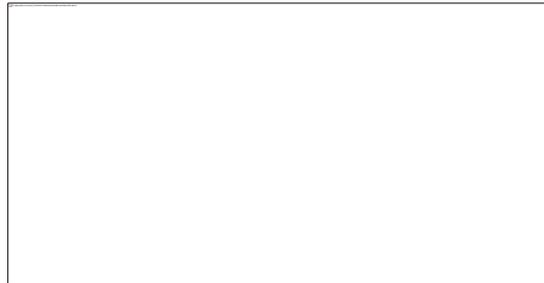
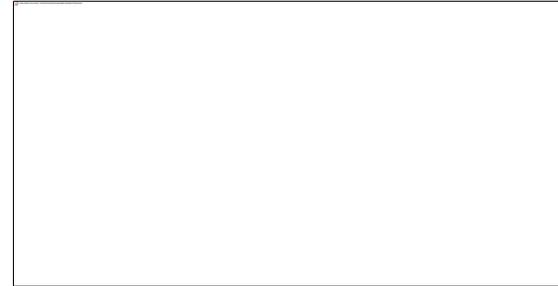
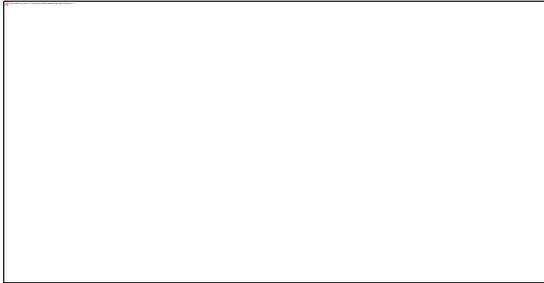
JOIN TODAY

Promotion of Leadership – LTI – Membership – Certification – Professionalism

1. Key NIAAA Volunteers Email – Social Influencer
2. Non-Members – Principals – Superintendents - Affiliates
3. NIAAA Members
4. All Groups

Social Media Campaign Public Service Announcements



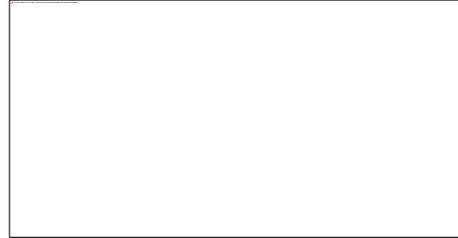
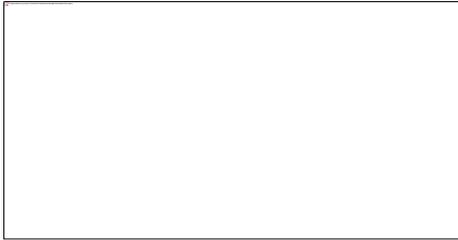


**Non Members
Principals
Superintendents**



Social Media Campaign Public Service Announcements





Social Media Campaign Public Service Announcements





**Social Media Campaign
Public Service Announcements**



Public Service Announcements

Radio PSA's

Two - 30 second & Three - 60 second

- Off and Running – 60
- Leaders we can depend on – 60 & 30
- No debate about it - 60



Leaders we can depend on
60 sec



Leaders we can depend on
30 sec



Showing the Way – Leadership, Education and Service





for Athletic Administrators

ADInsider

WEDNESDAY, AUGUST 8, 2018

AthleticDirectorInsider.com

Brought to you in partnership with the
National Interscholastic Athletic Administrators Association



This week's new content:



The Most Important Duty of an...

Dan Armstrong - Northwestern HS

The duty to plan is paramount to all other duties as an athletic administrator!

[Watch Video](#)



Stress Can be Related to Both...

Will Hostrawser - LaVille HS

The people you work with on a daily basis and the relationships you have with them...

[Watch Video](#)





Why is it important to get the word out?





Benefits

Education Based Athletics

- Goals of participation
- Habits (Taught and Learned)

Character Development

- Ethics
- Integrity

*Sports do not
build character,
they reveal it*

John Wooden





Educational Athletics

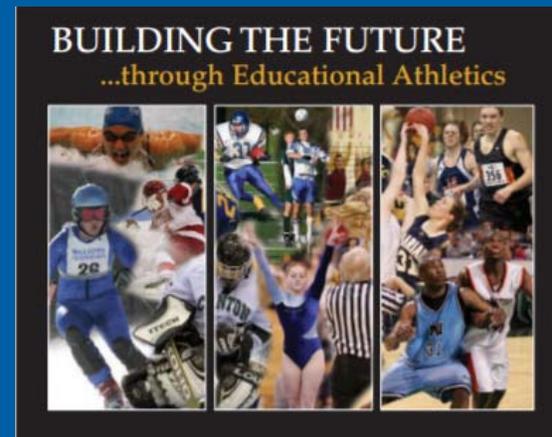
Participation in educational based athletics:

1. Is a privilege.
2. Enriches the educational experience
3. Encourages academic achievement
4. Promotes respect, integrity and sportsmanship
5. Prepares for the future in a global community
6. Develops leadership and life skills
7. Fosters inclusion of diverse populations
8. Promotes healthy lifestyles and safe competition
9. Encourages positive school/community culture
10. Should be fun



Educational Goals of Athletic Participation

- Learn Teamwork
- Learn to be Successful
- Learn to be a Good Sport
- Learn to enjoy Athletics
- Learn desirable Health Habits
- Learn to set Goals



Education-Based Athletics

- Extension of regular classroom
- Tracks, courts, fields, pools, courses are classrooms
- Compliment educational experience
- Inherently educational
- Enhance academic mission of the school
- Life lessons learned not taught in academic classroom





Research Study

Dissertation Research Involving:

- Schools From 49 States
- Representing 600,000 Students

**Significant Correlation
Between Participation and:**

- 1) Graduation Rates
- 2) Dropout Numbers
- 3) Attendance
- 4) Grade Point Average

Price. 2013.

Value of Education-Based Athletics

VALUES OF INTERSCHOLASTIC ATHLETICS

- High school athletes have higher grades, lower dropout rates and attend college more often than non-athletes. (Women's Sports Foundation survey)
- Student-athletes have a higher grade point average (2.84) than non-athletes (2.68) and are absent from school fewer days per year. (Minnesota High School Athletic Association)
- Students who participate in athletics missed an average of 4.9 days of school per year and non-participants missed an average of 10.8 school days per year. (North Dakota High School Athletic Association)





IT BETTER BE ABOUT EDUCATION!

Here are the odds of a female high school athlete playing at the next level for 4 popular sports:

Girls playing high School:

Playing in any Division in College

Playing in NCAA Division I

[Going Pro](#)



Basketball

16 : 1

84 : 1

3,416 : 1



Softball

12 : 1

62 : 1



Soccer

10 : 1

42 : 1

1,756 : 1



Volleyball

16 : 1

82 : 1

Here are the odds of a high school athlete playing at the next level for 4 popular sports:

Boys playing high School:

Playing in any Division in College

Playing in NCAA Division I

[Going Pro](#)



Basketball

17 : 1

99 : 1

1,860 : 1



Baseball

9 : 1

47 : 1

764 : 1



Football

12 : 1

41 : 1

603 : 1



Soccer

11 : 1

73 : 1

835 : 1



Your Best Source
for Promoting
and Sharing the
Value of Your
Programs is the
Measurable
Accomplishments
of Your Student-
Athletes.



High School Athletics have shaped me for all things I will face after graduation and beyond. It has taught me how to persist through failure. It has taught me how to work hard to reach success. It has taught me that ups and downs are something we will face every day, but it is how we react to failure and how we celebrate success that creates the character of a person. I have been blessed with coaches, teammates, teachers, parents, and friends that gave up their time and effort to work with me, support me, and push me so that I could be the best I could be. High School athletics will be missed, but they will never be forgotten.

Erin Houchens, Kentucky – 2016 National Winner-Warren East HS





“Sports is the single most influential currency of mass communication in the world. (It)...easily hurdles the barriers of age, education, language, gender, social & economic status that tend to divide the population.”

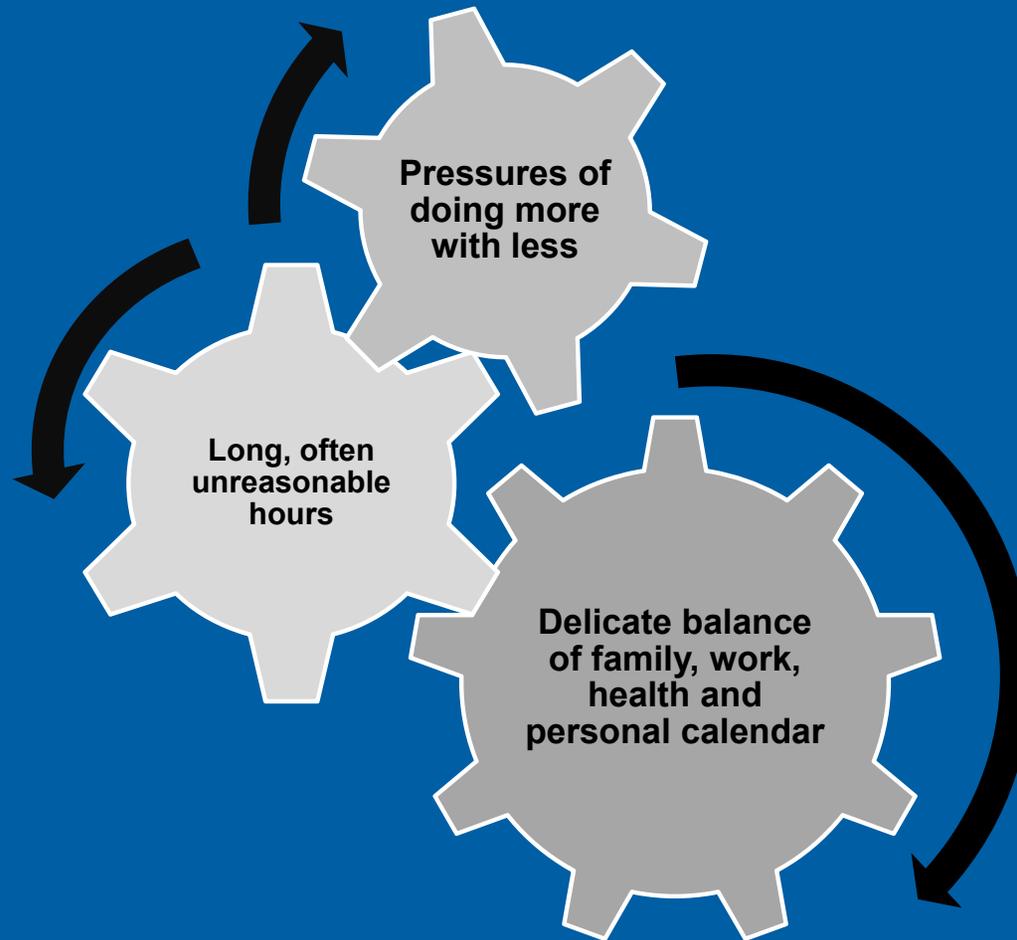
1979.

Lipsyt.



“The Athletic Director is the most demanding position in a school district.”

Robert L. Boyd





As an athletic administrator....

What are the primary challenges that you currently face?



- **Budgets**
- **Specialization**
- **Concussion**
- **Performance Enhancing Drugs**
- **Codes of Conduct & Expectations**
- **Parent Conduct & Expectations**
- **Issues surrounding Equity**
- **Hazing, Bullying, and Social Media**
- **Injuries related to Youth Sport Structure**
- **Transfer, Eligibility, Open Enrollment**
- **Political**
- **Transgender**
- **Educational Leaders**
- **Lack of quality coaches**

How are requests for support, assistance,
understanding of your role met?





Factors of Influence

- Board of Education
- Superintendent
- Principal
- Parents
- Coaches
- Players
- State/National Events
- Media
- Role Models



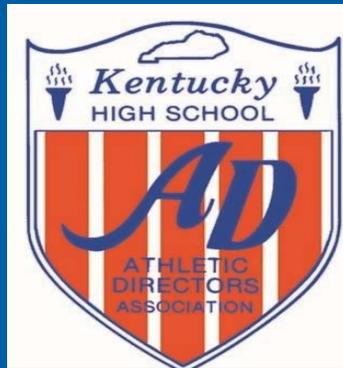


Athletic Directors Make the Difference

Having a positive experience as a part of a team will be one of the best memories that an athlete will have, and building those programs will be the athletic director's greatest legacy.

Read *The Bleachers* by John Grisham

Networking and Collaborating





We know a thing or two because we've seen a thing or two"



Site Visits-Title IX



Collaboration occurs within the membership and the KHSAA



Annual Meeting-Regional Meetings Policy Boards Advisory Committees



Collaboration occurs within the membership and the KHSAA



New Administration Workshops



Collaboration occurs within the membership and the KHSAA



Technology to Assist the AD



Collaboration occurs within the membership and the KHSAA



Site managers for District and Regional Events



Collaboration occurs within the membership and the KHSAA



Coaches Education-Sport Medicine



Collaboration occurs within the membership and the KHSAA



Sports Activities-Bass Fishing- Archery-Bowling-Competitive Cheer-Dance



Collaboration occurs within the membership and the KHSAA



When we learn how to work together versus against each other things might start getting better.





Teamwork is a Team without Blame

- Let us not seek the Republican answer or the Democratic answer, but the right answer. Let us not seek to fix the blame for the past. Let us accept our own responsibility for the future.





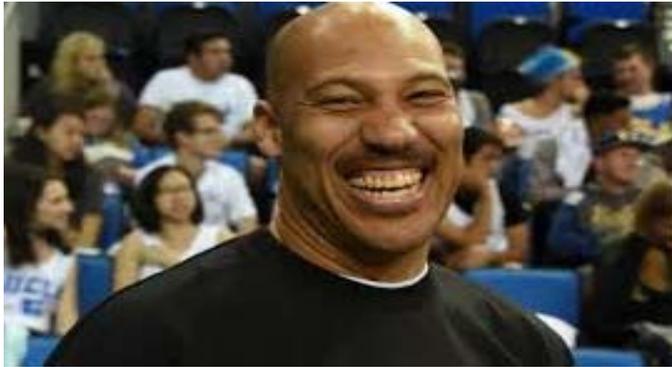
Why your Role is so Important!

(A Leadership Void in our Country)

We don't act like leaders anymore?

- Where has Servant Leadership gone?
- “We stoop the greatest when we stoop to help others”
- “Why can't we all get along”
- Whose fault is it?





If we don't change the culture then they will change it for us!



 **MAKE THE RIGHT CALL.
BECOME A HIGH SCHOOL OFFICIAL.** 



If we don't change the culture, then stadiums will be empty





If we don't change the culture, then facilities like Grand Park will change us!





Influence from the Athletic Administrator

- Leadership is defined as influence...
- Who are the individuals influencing our student/athletes today?
- Opportunity exist for us to be the voice of our **future**, and to be the **influencers!**





Who are today's role models for Leadership



**YOU DON'T HAVE TO
BE GREAT TO SERVE
BUT YOU HAVE TO
SERVE TO BE GREAT.**

CARPENTER11.COM



Back to our Role Models/Influencers

Business dictionary defines role model:

An Individual who is looked up to and revered by someone else. A role model is someone who other individuals aspire to be like, either in the present or in the future.

Common role models include:

We know actors, public figures, such as police or political officials, teachers or other educators, and parents or other family members.

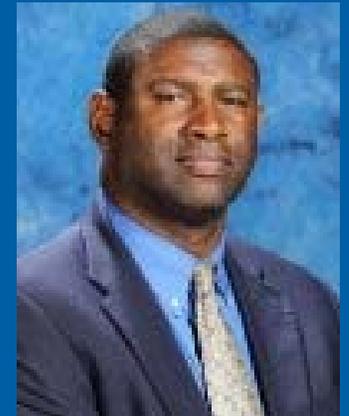
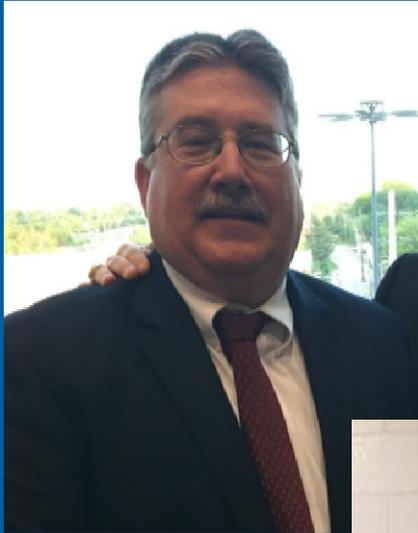


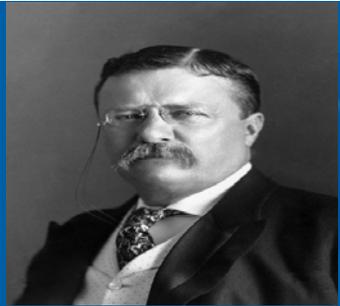
Who are role models for leadership in Kentucky?





The best role models could be you!





In The Arena

It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. **The credit belongs to the man who is actually in the arena,** whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; **who spends himself in a worthy cause;** who at the best knows in the end the triumph of high achievement, **and who at the worst, if he fails, at least fails while daring greatly,** so that his place shall never be with those cold and timid souls who neither know victory nor defeat.

Don't ever forget the why!

**Each day remember your purpose.
Remember why you do what you do.
We don't get burned out because of
what we do. We get burned out
because we forget why we do it.**

@jongordon11

THE
Seed

*Finding Purpose and Happiness
in Life and Work*

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My Reason Why!





Three Questions to leave you with today?

1. Why are sports in Schools?

(Educational Outcomes)

2. Why are sports on TV?

(Commercial Entertainment)

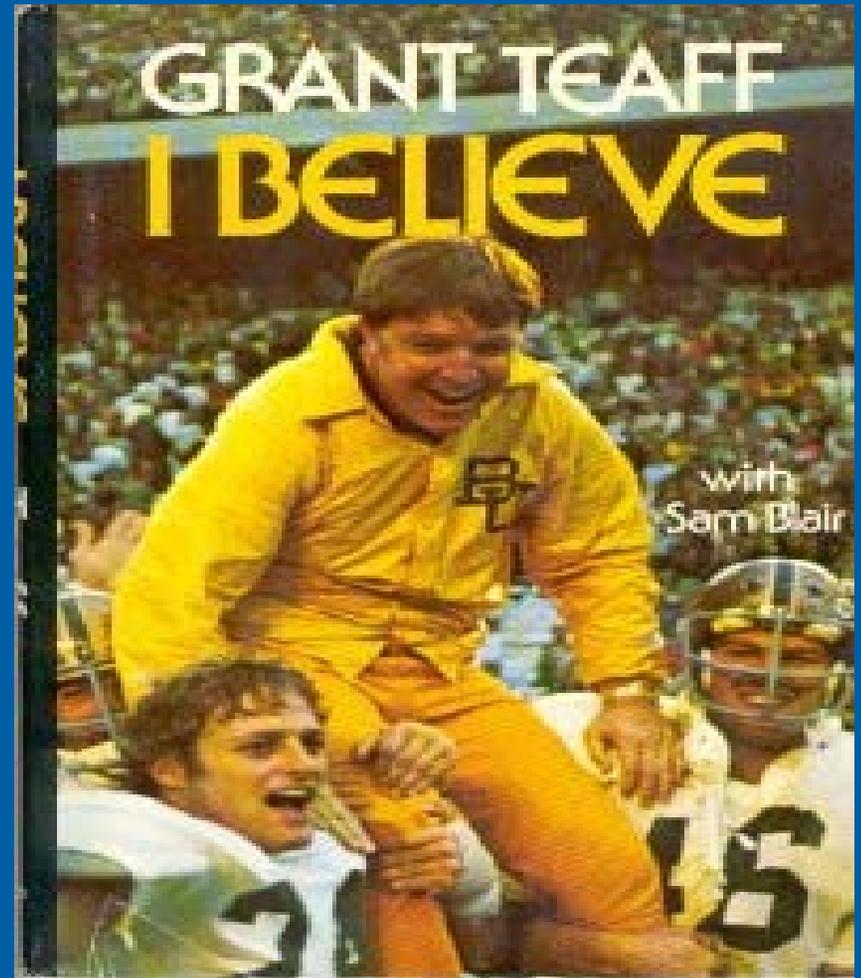
3. What do sports teach?

(Sports teaches nothing, it's a curriculum,
People teach sport and life lessons)



I Believe

**“I am only one, but I am one.
I can’t do everything, but I can
do something.
That which I can do, I ought to
do, and that which I ought to
do,
By God’s grace I shall do”**





“Far and away the best prize that life has to offer is the chance to work hard at work worth doing”

Theodore Roosevelt

Thank you for what you do daily.