

AUGUSTA INDEPENDENT SCHOOLS 2019 STRATEGIC PLAN FOR ATHLETICS

I. Academic Success and Student-Athlete Development

A. ACADEMIC SUCCESS

1. *Be recognized on campus and within your league for academic excellence by continuing to provide the student-athlete with an environment in which exceptional scholastic performance can be achieved*

- Provide a set of department-wide procedures to better identify grade-issues early on:
 - Grade check regularity, awareness amongst faculty/ dialogue with coaching staff; re-visit usefulness of current forms used to periodically check grades.
- Continue to educate coaches on the significance of academic success to their programs.

2. *Reward and recognize academic excellence of student-athletes*

- Develop a detailed incentive/recognition plan for academic performance- “All-Academic Team”.
- Establish a schedule to recognize scholar student athletes at a home athletic event.
- Create recognition clubs to honor student-athletes at different levels, i.e. 4.0/ 3.5/ 3.0 GPA.

3. *Build and enhance relationships with faculty and classified staff*

- Faculty guest coaches, teacher of the week recognized at half-time, My Favorite Teacher nights, etc.

B. STUDENT-ATHLETE DEVELOPMENT

1. *Provide opportunities for the student-athlete to develop as a person*

- Develop community service opportunities for each sport to regularly participate in.
- Educate our athletes on post-secondary playing opportunities—build a portal for the college-bound student, cast the widest net possible and use it to foster a college-going culture amongst our student-athlete population.
- Advocate the virtues of participation in multiple sports; be the proponent for the multi-sport athlete.

2. *Provide personal growth opportunities for student-athletes on campus*

- Promote multi-sport participation among the student-athlete population.

- Take an annual group to HYPE Leadership conference hosted by the KHSAA or
- Hold a fall semester Student-Athlete Summit: a night of guest speakers, divided into break-out sessions, attended by all varsity student-athletes, discussing a variety of key topics.

II. Competitive Success

A. PROGRAM DEVELOPMENT

1. *Ensure all teams constantly and consistently compete at levels of superior performance.*

- Department-wide competitive goals:
 - a. have all teams consistently finish in the top half of district/region each year
 - b. annually compete for team and individual championships
 - c. Be recognized regionally by having teams consistently advance to regional play.
- Work with head coaches to develop off-season skill development programs for all sports (utilize weight room and use of new Vertimax training system.
- Work with head coaches to establish new feeder systems where necessary and strengthen existing feeder programs
- Work with each head coach to create and maintain short to long -term lists of uniform/ equipment needs
- Have the Elementary Athletic Coordinator develop a plan to start with our younger athletes with fundamentals in all sports starting in Kindergarten
- Once a month have a team recognition from the past Augusta Panthers
- Start and add another small Little Panther basketball fundamental group and have them play on boys and girls games nights at halftime of Varsity or JV games

2. *Develop strength and conditioning program to assist athletes in becoming stronger, faster and quicker*

- Work with Coach Joey Crouch to develop off-season Agility/Strength and conditioning programs for all sports (utilize weight room and use of new Vertimax training system.

3. *Provide Athletic Training resources for student-athletes*

- Pursue supplementary athletic training services via nearby University Athletic Trainer Intern programs or enter into an agreement for weekly training services through PT facility

B. PERSONNEL

1. *Develop tools to help coaches succeed, different program's and materials*

- Produce a model for annual performance evaluations of coaches and staff in order to promote a productive and satisfying work environment.
- Update and maintain a school/district specific Athletic Department Policies and Procedures Manual and effectively educate staff on its intent and contents.
- Complete all emergency plans and communicate to all coaches and other athletics personnel.
- Require NFHS learning programs in addition to the KHSAA mandated coach requirement for professional development.

2. Hire and retain the best coaches in the 10th Region

- Utilize traditional and non-traditional networks to source coaching talent, and actively build a database of head and assistant coach prospects through contacts with other athletic departments, conferences, associations, networking, etc. rather than relying solely on advertising.

3. Create a productive and enjoyable workplace for coaches

- Properly educate and communicate with coaches and staff critical department issues through well-run meetings as well as formal and informal communications.
- Promote a philosophy of “build your resume” within our head coach fraternity: encourage and support coaches in their involvement with respective national organizations as well as review opportunities for professional development.

C. FACILITIES

1. Successfully coordinate/ support facility operations for the department

- Work with maintenance and custodial staff to ensure that all events are properly coordinated, set-up and torn down smoothly and successfully.
- Consistently and constantly communicate schedules to all personnel to ensure proper coordination of facility use.
- Create and maintain an event management schedule of responsibilities for key event personnel in key facilities.

2. Utilize athletics dept. webpage to enhance communication and reference materials available To fans, officials, and visiting teams.

- Develop a long-range athletic facility maintenance, repair and upgrade plan.
- Work with maintenance and custodial staff to ensure that all events are properly coordinated, set-up and torn down smoothly and successfully.
- Consistently and constantly communicate schedules to all personnel to ensure proper coordination of facility use.
- Utilize athletics dept. webpage to enhance communication and reference materials available to fans, officials, and visiting teams.

III. Fiscal Discipline

A. BUDGETING

- Develop a reporting process to assist with management decision making, include up-to-date revenue and expense status and provide detailed budget forecasting.
- Produce a set of strategies which will promote success and growth for the department's largest revenue producers (men's basketball), which will promote financial stability for all sport programs and the department overall
- Identify and communicate cost-saving opportunities to coaches: uniforms being taken care of
- Assemble a preferred vendors list, working with coaches and staff, for all needed supply and equipment categories in an effort to provide cost savings

B. COMPLIANCE

1. *Develop and maintain a comprehensive monitoring program which ensures integrity with KHSAA, 10th Region, 39th District and School Athletics Policies, Procedures and Protocols.*
 - Continually and constantly educate coaches on critical areas of the Red Book; ensure all coaches understand and abide by District and site-specific Athletic Policy, Procedure and Protocol.
 - Ensure coaches understand and consistently practice proper relationships with feeder clubs.
 - Generate a comprehensive compliance education plan for coaches and student athletes.
 - Create quick reference handouts of frequently asked questions.

C. GENDER EQUITY

1. *Develop procedures to comply with the requirements and spirit of gender equity*
 - Increase female participation in athletics through a coordinated campus-wide marketing effort; focus on increasing the minority female participation rate, especially in team sports.
 - Outline an education program to instruct staff, coaches and student-athletes on key gender equity issues; ensure all coaches understand:
 - Proportionality: Monitor student enrollment and manage rosters for all sports
 - Equipment: Annually review and manage equipment and supplies
 - Scheduling: Develop an assessment of practice and game schedules each year
 - Coaches: Create and implement a five-year hiring plan for women's programs
 - Facilities: In accordance with the Facilities Master Plan, address deficiencies as funding becomes available
 - Actively seek out female coaching prospects for all openings.

IV. Fundraising, Marketing and Connection with User Groups

A. FUNDRAISING

1. *Continue the centralized approach towards fundraising; avoiding separate booster groups for individual sports/teams*
 - Continue the Master Athletic Boosters organization, headed by the Athletic Director, whose purpose includes the support of common-shared facility improvement, program-specific capital expenditure and operational funding support.
 - Identify high-labor intensive fundraisers and limit the total to a manageable number with maximum coaching staff participation.
 - Haunted House
 - Mine Rescue
 - Father/Son and Mother/Daughter basketball camps
 - 3 on 3 basketball tournaments
 - Fall Festival
 - Half-court shot for a pizza, every game night
 - Dinner Night
 - Pursue new, low- labor intensive fundraisers high yield
 - Improve and seek additional business sponsorships with area community organizations, providing them additional recognition nights/giveaway opportunities
2. *Establish a stronger Season Ticket Holder membership with picture ID*
 - Seek additional businesses in the area to become a Platinum, Gold or Silver Level Sponsor
 - Platinum Level = \$500 or more: will receive a place on the Platinum Donor banner, 2 Athletic Season Passes, free drinks and popcorn for the family at all events and spirit gear.
 - Gold Level = \$300: will receive a place on the Gold Donor banner, 2 Athletic Season Passes and spirit gear.
 - Silver Level = \$150, will receive a place on Silver Donor banner and 1 Athletic Season Pass
 - Provide opportunities to do giveaways and promotional nights to strengthen their partnership.
 - Provide exclusive benefits (spirit wear, etc.) and social opportunities in exchange for an annual donation.

B. RELATIONSHIP BUILDING

1. *Build stronger relationships with all stakeholders: parents, faculty, alumni and the community as a whole.*

- Develop an annual parent/coach/student-athlete meeting communicate department wide policies, procedures and protocol, delivered by the AD.
- Encourage coaches and staff to be more visible and attend community activities.
- Develop methods to highlight school faculty, staff and students at athletic events.

2. *Grow student attendance and general participation at all events*

- Generate a detailed marketing plan to engage students and increase attendance.
- Work to develop student fan groups and retain a sponsor for student-athlete admission fees
- Implement half-time/set break events to encourage attendance and engage students at volleyball and basketball games.

Sources:

- **Canton USD ‘Athletic Strategic Planning Project’, 2013**
- **Ohio University, “Athletics Department Strategic Plan”, 2010.**
- **“Athletic Strategic Plan”, MSD Pike Township, 2011**
- **University City High School “Academics, Citizenship, & Athletics: *The Triple-Threat to Success*, 2012.**