

# NORTH FORK ATHLETIC STRATEGIC PLANNING



A good coach improves  
your game. A great coach  
improves your life.

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# Athletic Department Strategic Plan

## Why Are We Here?

Where are we? — Where do we want to go? — How can we get there?

We are all in this together!

## Mission-Vision-Values-Goals

Does your program have these? Do your athletes know them? Do your parents?

## Athletic Dept Will

Max Participants - Many Growing Programs and Levels

Now have 18 Varsity Programs

Facility upgrades are continuous but we still need more (space).

## Positives and Negatives

Post-It Note Brainstorm

Head Coaches at different tables

Assistants can't be with a head coach they coach with.

## What Do We Need?

Post-It Note Brainstorm

Coaching Area?

Student Participation?

Facilities?

Governance?

Social Media?

# POSITIVES

- We all get along
- Everyone is here for the kids
  - Good A.D. (Leadership)
    - Share athletes
  - Main goal is academics first
    - Great coaches
- Wrestling team competes with the LCL each year
  - Organized
  - Response to Inquiries
  - Communication
- Helps reach out to other schools
- Supportive parents who believe in our goal for the girls and the program
  - Wrestling program has cohesion from youth to HS
    - Works with community
    - Great involvement for students
  - The track program is full of young potential
  - Football participation increases every year
    - Options available
  - Can participate in multiple activities
    - Kids are involved and having fun
      - Community engagement
  - Highlighting achievements online
    - Engagement of social media
- Allowed to make own choices and not micro-managed
  - Coaches support each other
    - AD support
    - Promote all programs
      - Support of AD
    - Good coach interaction
      - Share athletes
  - Open to implementing my ideas
- Supportive biddy program to build fundamentals
  - Work hard to achieve goals
  - Communicate with students
    - Support
  - Coaches work together
    - Communication



- Assist in problem solving
    - Great coaches
- Growing interest in my program
  - Busing to and from events
  - Student athlete of the week
    - Supportive AD
- Ability to participate in more than 1 program at a time
  - This meeting
- Coaches open to sharing athletes
- Boosters are helpful and improving and maintaining equipment
  - Supportive AD
  - Facilities are improving
  - Participation numbers
    - Participation
  - Coaches work together
    - Admin support
  - Successes celebrated
    - Participation
    - Eager coaches
    - Staff support
  - Communication
    - Participation
    - Admin support
    - Coach support
    - Coach support
  - Always available
- Coaches helping each other
- Community among coaches
  - AD supports coaches
  - Sharing of athletes
- Collaboration of scheduling
  - Program Pride
- Coaches willing to work
  - Focus on kids
- Maximizing of resources

# NEGATIVES

- Communication throughout district
- No dedicated practice space for every team
  - Parent attitudes and expectations
  - Volunteers to support programs
- Kids choosing club sports over school sports
- Parent pressure on kids to perform and critique other players
- Lack of information in community about girls golf
- No feeling of support when needed the most
  - Inadequate space
  - Building use and scheduling
  - Need updated equipment
  - Need weight room and field house
- Better communication between activities
  - Support between activities
  - Help with concessions
- Incentives for attending athletic events
  - Parental support
  - Negative school board at times
- School-funded uniform budget for all teams
- Negative parents, coaching from the stands
  - Parents don't let coaches coach
  - No dedicated practice space
    - Negative parents
    - Permanent facility for golf
- School-provided CPR for all coaches
  - Parents
  - Lack of own facilities
    - Parent support
    - Parent support
  - Need a bigger weight room
    - LCL cross-over games
    - Negative bleachers
- Re-evaluate youth programs

- Bigger building
  - Coaches pay
- Parent attitudes
- Difficult parents
  - Youth sports
    - Wages
- Parent support
  - The LCL
- Parent and fan support
  - Cross-over games
- Community support
- Negativity in bleachers

# What do we need in the following areas?

## COACHING

- Support in all sports
- PD comes out of a specific sport's athletic budget
  - Better pay and more contracts
  - To keep coaches, pay more
  - Pay for coaching clinics
- Competitive financial contracts
  - Time during the school day
  - Coaches clinic paid for
- This meeting is a good opportunity to improve coaching
  - Pay more to compete with other schools
  - Clinics paid for
  - Weight room keys for assistants
  - School keys for assistants
- Pay scale to provide incentives to be here and stay here
  - School-funded training specific to the sport
- Hire and retain the best coaches, change coaches when needed
  - This meeting and including band is positive
    - More coach participation with youth
    - Creating biddy nights at HS
  - Create traditions from youth to varsity
  - Shared opportunities band/FFA/athletics
    - More support
    - Proper equipment
  - More people willing to coach
    - Competence
  - Fix the PA system in the gym
    - Increase pay scale
  - More opportunities like today



# FACILITIES

- Dedicated practice space
- Golf course superintendent dependence
  - AC
  - Locker room facilities
  - MS scoreboard
- Cleanliness of gym before practices
  - Golf simulator at the school
  - Space for every team
- Even out practice usage of spaces fairly
  - Build a big sports complex
  - Just keep improving
- Weight room in school with more space
- Maximize what we have - make a new football locker room (EX)
- Weight room inside school with more space
  - Maintain what we have
  - Respect what we have
- Have pride with all equipment
- Timeline for replacing things
  - Complete inventory
  - Building use schedule
    - AC in gym
    - Aux facilities
  - Off-season spaces



# GOVERNANCE

- Consistency
  - Admin has been supportive
    - Facilities management
    - Program-convenient
- Stop school board from micro-managing and controlling programs
  - Change the parent complaint form that reflects coaching
  - Parents need to follow a different process regarding complaints
- Attendance at all events and band including up to board members
  - Attendance at community events
  - Parent problems need to be discussed - try to fix negativity
    - Re-emphasize band inclusion and support of the band
      - Accountability across the board
      - Recognition for achievements
  - Provide access to grades for all coaches
- More communication on complaints and direction to face-to-face meetings
  - Consistently offer CPR annually for UHS coaches

# STUDENT-ATHLETES

- Attitudes
- After-school space
- Student environment before games (ms kids)
  - Better awards and achievements
  - Pep rallies all year
- Pride in the band similar to Johnstown
  - Make music cool
  - Not bully the band
  - Weight room
  - On-site trainer
- Student trainer program
- Ensure they have dedicated space for their sport
  - Mindset
  - Work ethic and attitudes
    - Work ethic
    - Expectations
- Accountability and responsibility to the team
  - Have access to my kids' grades
- I am a teacher and can't access grades
  - Space
  - Athletic personal trainer
  - Regular athletic trainer
- Give them an open door at every level

# PARTICIPATION

- Encouragement for students and examples to show them how
  - Move student section to the bleachers (football)
- Continue to promote programs and collaborate with other coaches to share
  - Continued collaboration of coaches
    - Not burning kids out before HS
  - More space to learn proper technique
  - Bring students back to the stands at football
- Need a better meshing of year-round sports and multi-sport athletes
  - No need- good numbers that support 3 teams
    - Give opportunities
      - Work around other activities
    - Healthy coach-student relationship
    - Show younger kids what is out there
      - Mentorship opportunities
  - Let lower grade levels know of upcoming opportunities
    - Dual sport - no specialization
  - School commitment comes before club participation
- Value every team member - only as strong as the weakest link mentality
  - Make being a member of a UHS team a source of pride
    - Starting kids too early in leagues

# Social Media

- Drown out negative comments and postings
  - No negative posting on social media
    - Promote athletes
    - Promote upcoming games
- Sports-only page to promote program successes
  - One focused program for all sports
  - 1-stop shop that promotes all sports
  - Social media coordinator in school
    - Social media coordinator
  - Anything other than Facebook
    - Use Instagram more
      - Hype videos
      - Game highlights
    - Highlight each group
  - Yearbook/social media class
    - Have one
- Superintendent on social media for support
  - Linked to the school webpage



# **North Fork Athletic Department Strategic Plan**

1. Value our coaches through
  - a. Competitive Pay
  - b. Recognition
  - c. Support
2. Provide dedicated space for each sport
3. Continuous improvement of our facilities
4. Continue to develop and improve our athletics image within our community