

THRIVE OR SURVIVE

**Thriving instead of
Surviving in today's role as
an Athletic Administrator**

*What do we need to improve
regarding the balance of
athletic administration?*

In this Edition of Thrive:

SELLING THE PASSION

**The Future of Athletic
Fundraising**

THE POWER OF ONE

**What makes athletic
administrators special. It
must be in their DNA!**

FINDING QUALITY COACHES

**Recruitment, Retention, &
Evaluation in Today's Sports
Culture**

AD LESSONS LEARNED

- 10 Lessons I've Learned
- Creating Allies Parent Relations
- The DNA of an AD

>> BOUND

**COURTESY OF
SCOTT GARVIS C.M.A.A.**

"SELLING THE PASSION"

ATHLETIC FUNDRAISING & DEVELOPMENT FOR ATHLETIC DIRECTORS & COACHES: EFFECTIVE FUNDRAISING STRATEGIES

Fundraising and Development has become a necessity in today's role as an athletic administrator. Financial constraints and increased budget cuts in public and private educational institutions, combined with increased costs make fundraising essential to the success of any athletic department.

A recent survey conducted by Coach & Athletic Director Magazine cites Reduced School Funding ranks second amongst athletic directors' top concerns in its annual athletic director survey.

Due to increased budget constraints many educational institutions across the country are considering drastically reducing spending or cutting athletic programs entirely. Many athletic administrators fear the elimination of non revenue sports, and the reduction or elimination of lower level teams and development programming.

As Athletic Administrators it is imperative that we find solutions to the ever increasing budget short fall to support educationally based athletic programs. This requires us as athletic directors to be innovative and creative in our revenue generation strategies as well as developing fundraising opportunities that utilize technology to reduce donor and volunteer (student-athletes & parents) fatigue.

Written by: Scott M. Garvis C.M.A.A.

Athletic Administrator | Author | Podcast Host

How do we as athletic administrators leverage America's most Dominate Sports Platform to increase revenue to provide student-athletes with positive education based athletic experiences.

Why is High Schools Athletics the Most Dominate Sports Platform in America?

- Approximately 10 million fans attend high school football games weekly.
- The Average High School Sports Fan Attends 4.78 Events per Year (Scarborough Research).
- 67% agree that they would feel more loyal to a company that sponsors the local high school. (Turnkey Sports & Entertainment)
- 89% of youths are likely to switch from one brand to another if the second brand is associated with a good cause. (Turnkey Sports & Entertainment)

PURCHASE MY BOOK



THE POWER OF ONE 1

Written by: Scott M. Garvis C.M.A.A.
Athletic Administrator | Author | Podcast Host

ONE PLATFORM | ONE SYSTEM FOR ATHLETICS

As an athletic administrator, I've been waiting for this platform for twenty five years. The frustration of using multiple systems to manage our day-to-day operations is over. The Power of One Platform is now available from Bound. Bound can manage everything in one place from schedules, officials, game worker/volunteer management, transportation, communications, social media, facilities, online registration, ticketing, fundraising and more.

Get School and Team Websites That Standout

Bound software truly brings your community together around your high school sports program. With Bound, your school and team websites look great. It's like ESPN for your school!

Get Your School Branded App

Meet the only app your athletes, parents, and fans will need. It's all here—your schedules, scores, stats, standings, driving directions, team/fan communication and more. Even better, it's custom branded with your school icons and colors.

Make Your Bound Platform a Revenue Generating Machine

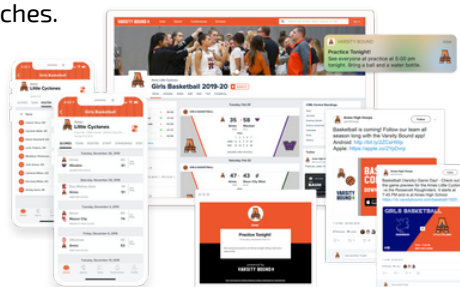
Utilize the Bound Platform to generate tens of thousands of dollars with digital advertising. Bring all of your fundraising opportunities together with Bound administrative tools and a single website to send all your sponsors to.

Connect with your athletes, parents and fans

Bound provides built-in messaging tools that make it simple for you to compose and send messages that reach your entire community via email, text message and notification in the Bound app.

Build your team's brand

Promote your teams on Social Media, automatically. Quit spending hours creating and posting graphics to your social media accounts. Connect your accounts and the Bound platform will automatically create and post game preview, live score and final score cards for all your games, meets and matches.



"As an AD, I absolutely love Bound. They keep making great updates, definitely listen to feedback, and are definitely fan-oriented."
— Matt Weis, West Delaware



THE POWER OF ONE

ONE PLATFORM | ONE SYSTEM

Events Calendar

Schedule all your events in one easy digital platform that connects game & event workers, officials, transportation, ticketing, coaches, students, & fans. Bound provides everything need to manage all your events in one platform.

Ticketing

The Best Ticket Platform for High Schools. A simple ticketing solution integrated right into your schools app and web. Give your fans a consistent place to find and buy digital tickets.

Registration

Save Time, Eliminate Paperwork & Mitigate Risk. AD's deserve an easy Registration Process. With Bound Activity Registration, parents can sign up their kids, provide forms & connect to communication from their coaches and your department.

Facilities

The Bound Facilities Scheduler provides your athletic department the tools to easily utilize your facilities to its maximum potential. Allowing your school community to easily schedule facilities & avoid conflicts in shared spaces.

Statistics

Bound provides State Associations & Schools with easiest way to report scores, rosters, detailed player stats, & standings. Bound is a high effective communications tool designed to help promote your team.

Communication

Connect with your team & school community with ease. Message your athletes, parents and fans. Bound provides built-in messaging tools that make it simple for you to compose and send messages that reach people via email, text and in your schools app.



Welcome To Your High School Sports Headquarters. Software that brings your community together around your high school sports program.

Scan the QR Code to Learn More

LEARN MORE

FINDING QUALITY COACHES

Recruitment, Retention, & Evaluation
in Today's Sports Culture



Written by: Scott M. Garvis C.M.A.A.
Athletic Administrator | Author | Podcast Host

RECRUITING NEW COACHES.

Finding coaches in today's sports environment is becoming increasingly difficult. As an athletic administrator, the old way of posting an open position and waiting for the applications to pile up is no longer a viable option. Here are a few tips for sourcing high quality coaching applicants:

- Create a positive culture within your department
- Reach out to quality candidates
- Use social media to promote your open positions
- Increase your visibility in your community
- Reach out to local colleges & universities
- Keep your eye out for talent everywhere

It is important as an athletic administrator to align your recruitment, retention, and evaluation processes and procedures. Assure that your interview process, professional development, and evaluation practices align with your school's philosophy, mission, vision, and goals. This practice will allow you to hire and retain quality coaches that share your athletic department's philosophy.

RETAINING YOUR LEGACY BUILDERS.

Coaches today, more than ever, need the support of their athletic administrators. The most effective strategy in retaining your quality coaches is to engage them in professional development opportunities that extend beyond the X's & O's of coaching. These leadership sessions allow coaches the opportunity to learn from other coaching staff, as well as build a positive culture within your athletic department. This has re-energized our coaching staff, increased retention, and has built confidence and trust amongst our staff.

EVALUATING COACHES.

Evaluation provides you, as the athletic administrator, the opportunity to develop your coaching staff. Coaches can thrive in a setting in which the evaluation model provides constructive feedback, recognizes achievement, and allows opportunities for growth. The evaluation provides a time to set goals, discuss expectations, & improve program success. Utilize these strategies in your evaluation:

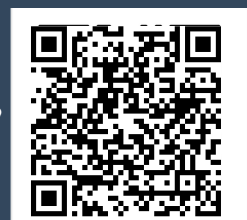
- One-on-One Meetings
- Practice & Game Observations
- Coaching Conversations
- Season Assessments
- Coach Self-Assessments



Check out our website for Free Evaluation Tools for your athletic department: <https://scottgarvisconsulting.com/services/pocketad/>

BTB LEADERSHIP SEMINARS

The BTB Leadership Team empowers & trains athletic administrators to build & plan a sustainable leadership program for your school. We will tailor a development program to your unique community needs. Scan the QR Code below to book a BTB Leadership Seminar for your school.



SCAN ME

10

LESSONS I'VE LEARNED IN MANY YEARS AS AN ATHLETIC ADMINISTRATOR

Being an Athletic Director is ultimately your ability to lead your coaches, staff, student-athletes, and school community toward a common goal. Every day your focus is on the continual improvement not only for yourself, but those you serve. In this article, we would like to share our top ten lessons learned through 80 years of combined athletics leadership.

1

Surround yourself with like-minded, successful athletic leaders. Find mentors that pour greatness into you and network with athletic directors from across the nation & world.



Key Strategies: Become a member of your state Athletic Director Association, the National Interscholastic Athletic Administrators Association & any network that improves your leadership skills.

2

Tell your story or someone else will. Communication is such an important skill as an athletic director. Make sure you clearly convey your vision for your athletic department.



Key Strategies: Make sure you utilize social media, share your vision with your community & encourage your coaches, students, and community to join the journey.

3

Make sure you continue to develop your skills through professional development.



Key Strategies: Make sure you read. Leaders are readers. Facilitate leadership retreats for you & your coaching staff. Attend the NIAAA National Conference & State AD Conference. Invest in YOU!

4



Always remember your "Why?" Your purpose in why you do what you do as an athletic administrator leads you to success!

Key Strategies: Write your purpose statement & post it where you can see it everyday. Let it drive you in your decision making as an athletics leader!

5



Whenever you have the choice, choose patience. Being effective is more important than efficiency. You don't have to rush to make a decision if time is needed to research & talk with trusted colleagues.

Key Strategies: Make sure to communicate that you've heard a request or a concern. Taking time to make a difficult decision can be a good practice to follow.

6



Start. The most important step is always the step that gets you started. An initiative or program you may be wanting to start may just need to be started.

Key Strategies: Sometimes we wait too long to start something because we want it to be perfect or want it to have a "wow" factor and impact everyone in the school. Start with what you have and go from there.

7



Adjust/Adapt/Overcome. Oftentimes the first attempt at something may not be the best way to do it. Learn to be humble enough to keep tweaking and working on a better solution and maybe that will lead to the best solution.

Key Strategies: Sometimes that solution comes from continuous evaluation and adjustment. You can never overcome any of the obstacles in front of you if you don't show up and do the work the best that you can with the best effort you can give on that day. Keep learning. Keep growing.

8



People over Product. Lead people to pursue their best and the product will be greater than you ever imagined.

Key Strategies: The most important investment we can make in someone is our time. Make sure you invest time into your coaches & students. Consider starting a Student Athletic Advisory Council or allow our team to help facilitate a leadership retreat.

9



If not Me then Who? Be the Standard.

Key Strategies: Don't wait for others to lead. Your coaches & students need you! Strive for excellence in everything you do!

10



We are all made for Moments! Time can never be purchased. It is truly the most valuable commodity we have.

Key Strategies: There are no accidents if you carry the title of leader. Every moment and interaction is an opportunity to impact those around us. Even if it is just one person, that moment may be just what they needed to make it through their day.



Building Positive Relationships

Building strong positive relations with your school community as an athletic leader is pivotal in leading any successful athletics program. In this article, we will explore strategies to create allies not adversaries with your parents.

Building positive relationships with your parents is so important in maintaining a collaborative environment that produces increased parent involvement. It also creates positive engagement in volunteerism & increased revenue through quality interactions with boosters. The better your parent relations are the better your life will be as an athletic leader. It's not always easy, it takes intentionality in developing these relationships.

Ultimately, building good parent relations is based on three basic principles including Trust, Respect, and Communication.

Written by: Scott M. Garvis C.M.A.A.
Athletic Administrator | Author | Podcast Host

BUILDING POSITIVE PARENT RELATIONS CREATING ALLIES

Developing Trust

Developing trust with your parents is essential in creating positive relationships. Engaging your parents in meaningful dialogue is important in building your culture. They have entrusted you with their kids! Build those relationships before issues arise!



Displaying Respect & Appreciation

As an athletic leader make sure you smile. Thank your parents for all they do to support your students. This is tough one.. Be willing to say you are sorry. Make sure you follow through on your promises and respond to questions in a timely manner.

Effective Communication

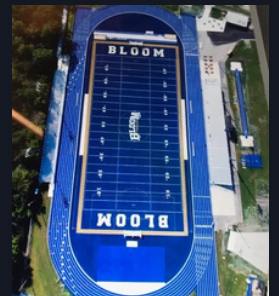
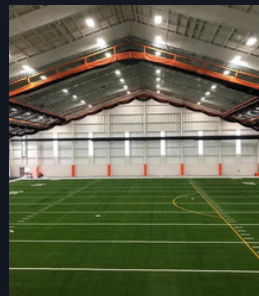
Telling your story is important. If you are not telling your story someone is telling it for you. Utilize Social Media, Messaging Tools, Community Organizations Presentations, and Newsletters to assure your parents are informed about all the great work your student-athletes and coaches are accomplishing through your athletic programs.

8 Tips to Being a Great Sports Parent

1. Be Positive
2. Enjoy the Moments
3. Find Joy in the Journey
4. Celebrate
5. Let kids Fail Forward
6. Create Allies in Coaches
7. Academics 1st
8. Love



Your #1 Source for Athletic Facility Expertise



Our Athletic Facilities Planning & Design team provides comprehensive planning, design, bid, & administrative services for our clients. We help your athletic department design & install first class products to enhance your student-athletes!

LEADERSHIP SERIES

THE DNA OF AN AD LEADERSHIP SERIES IMPLEMENTS THE 3 KEYS TO EFFECTIVE LEARNING

- LEARN FROM GREAT ATHLETIC LEADERS TEACHING YOU ABOUT LESSONS THEY'VE LEARNED | FAILURES & SUCCESS!
- READ THE BOOK | LISTEN TO THE SERIES WITH GREAT STORIES THAT INSPIRE YOUR WORK IN ATHLETICS!
- REFLECT WITH OUR SELF GUIDED STUDY, ONE ON ONE & GROUP SESSIONS.

>SOUND MEDIA

THE DNA OF AN AD-ATHLETIC DIRECTOR

12 Principles of Highly Effective
Athletic Administrators

FOR MORE
INFORMATION
ON ANY OF OUR
SERVICES VISIT
OUR WEBSITE @



SCAN ME

*"This will make you want to bring out
the best in your athletic department."*

— Bruce Brown, Proactive Coaching