

# Athletic Administration: Learning to Speak Their Language

Please scan the QR code below if you require CEU credit for this session.



This session is sponsored by



# Athletic Administration: Learning To Speak Their Language

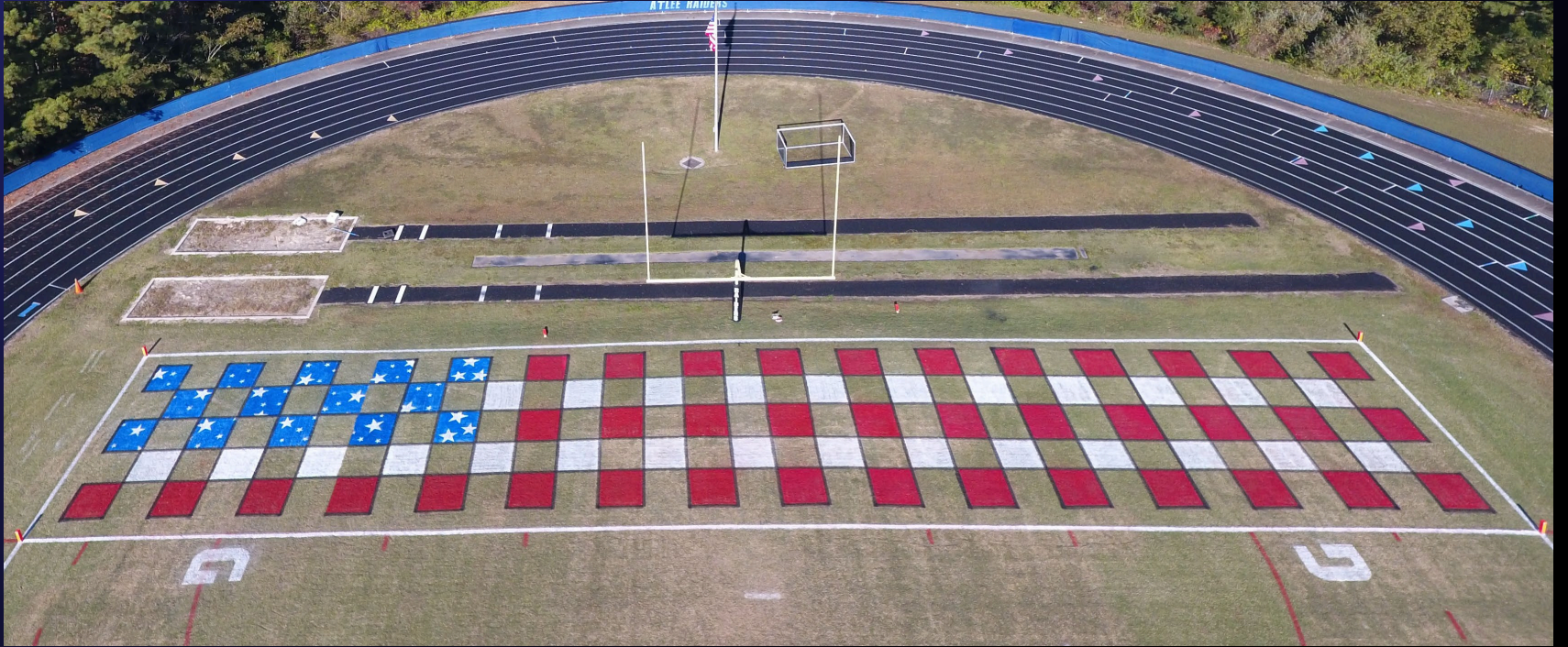
Working with Athletic Administration

Marc Moran, CSFM  
Atlee High School

Dave Kannewurf, CAA  
Atlee High School, Retired

# About Us...

- 22 Years as a Turf Science Program
- 3 Classes: 60 Students
- 28 Acres
- 8 Sports....and Band
- Other Events
- 32 year old facility
- Zero Capital Field Improvements































# Insight From An A.D.

1. Cost Of Operations
  - Game/Program Revenue
2. Timing Of Events
3. Impact Field Management/Use Affects Teams
4. Pro/Con of Certain treatments
5. Title IX: The Impact it has on the decision Making

# The Challenges

- Everyone must believe that they have a similar end-goal.
- We work in the same world, but often face different challenges.
- At the end of the day, to be effective we must both handle our challenges that gets us to our common goal.



# The Challenges

- Differences
  - Priorities
  - Education/Experiences
  - Vocabulary
- Similarities
  - Coaches/Demands
  - User Groups
  - Budgets/Limitations

# Differences

- Education/Experience
  - We are both experts in our respective areas
  - Our experiences have placed us in these areas of responsibility
  - Our vocabularies are often very different



# Similarities

- Working With Coaches/End Users
  - These two groups are often the least predictable.
  - Coaches/End Users come in two forms:
    - Field Friends
    - Field Foes
- Budget Constraints/Limitations

# What Creates Challenges?

- Habits Of Coaches
  - “Always Have Done It This Way”
- Agronomy vs. Athletics
- Our Goals vs. Their Goals
- Budgets



# Priorities vs. Priorities

- Depending on the situation, some Athletic Administrators have a job that encompasses more than athletics.
- In my experience, in-season is always a crazy time for Admin.
  - Weather
  - Schedules
  - Conflict
  - Coaches
  - Budgets

# Priorities vs. Priorities

- Sports Field Managers often are sports/team focused or field focused.
- Admins are team/sports focused as well, but also have other considerations.
  - Transportation
  - The “People”
  - Weather Delays/Cancellations
    - Rescheduling
  - Good of the many vs. good of the few.
    - Not a popular place to be and often the most stressful part.

# How Do We Overcome?

- Communicate!
- Educate!
  - This works both ways!
    - Administration needs to work with you.
    - You need to work with administration.



# Communication

Be Effective. Not Everyone Has Experience.



# Communication

- Have An Open Dialog With Administrators
- Gauge Their Expectations
- Every Conversation Is An Opportunity To Teach or Create Change
- Include Them In The Solution
  - Discuss new techniques
  - New advances in technology



# Communication

- Be Genuine
- Keep Emotion Out Of The Conversation
- Begin Every Conversation By Asking How Things Are Going.

# Communication

- Be Involved In Their Success
- Place Ego And “Your Field” On The Back Burner
- Understand Why You Do What You Do
  - Know Your Role

# Coaches vs. Administrators

- Do Coaches and Administrators Communicate??
- Do they have common long term goals?
- Do they communicate those goals with the Sports Turf Manager?
- Are you the one with the goals?
- The Sports Field Manager is often in the middle.



# Educate!

- Keep The Core In Your Loop Of Info
  - Administrators
  - Coaches
  - Workers
  - Etc.
    - These Folks Can Answer The Questions Before A Lot Are Sent To You.
- Invite them to SFMA or Your State Chapter Events

# Organize

- Keep accurate records
- Have a detailed plan
- Use a Calendar
  - SHARE!!

# Buy In

- Explain to Coaches/Administration your plans
  - Show them results
  - Use industry contacts for support
- Build a Plan and Commit to the plan
- Make them a part of the solution
  - Hard for any coach to say no when you include them in the success.



# Innovate

- Help Coaches Learn to Coach...again.
  - Practice Ideas
  - Alternative Markings
  - New Technology
- Encourage Administration to enforce the plan.
  - Often this can lead to budget savings.

# The Nightmare































# Follow Through

- Deliver!!
- Do what you say you are going to do.
- Do not be afraid to be bold!



# A Team Approach

- Win by using a team approach.
- Make it a Team Solution
- Thank them!
  - The Coaches
  - The Players
  - Your Staff

# Do The Unexpected

- At least Once Season, Do something No one expects.
- If you can, tell no one.
- Showcase your capabilities
- Give credit to the ones above you for their support.













# Questions?

Marc Moran

mmoran@hcps.us

804-467-4000

@AtleeTurf (Twitter)

Atlee High School Horticulture (Facebook)