New ADs Orientation
AHSAAA Webinar - August 6, 2020
Norman Mitchell, CAA, President
Steve Janski, CMAA, President Elect
Dr. Dustin Smith, CMAA, Secretary/Treasurer
Deon Birkes, CAA, Awards Chair
Johnny Johnson, CMAA and Doug Killgore, CMAA
Nick Lasker, CAA - Executive Director

AHSAAA - Norman
Membership
Resources
Scholarship
Awards & Hall of Fame
Conference:
March 10 - 12, 2021
Twitter @ArkHSADs

NIAAA - Johnny
Benefits
Resources – Networking
Website, LTI, Certification,
Publications, Insurance,
Research, Awards
National Conference
Dec 11 – 15, 2020 - Tampa, FL
Twitter: @NIAAA9100
www.niaaa.org
Philosophical Basis - Deon
+ You are an educator first
+ You are the guardian
+ You are honest all the time
+ You work hard and often
+ You are a source of information
+ You establish relationships
+ You are an advocate

Getting Started - Dustin
+ Become a member; AHSAAA & NIAAA
+ Become familiar with AAA, NIAAA & NFHS
+ Initiate contact with experience
+ Programs should be inclusive, not exclusive
+ Plan ahead if change is needed; be proactive
+ Involve coaches in the process
+ Work to improve sportsmanship

Getting Started - Dustin
+ Respond promptly
+ Handle paperwork only once – TRAF
+ Insulate yourself from outside distractions
+ Regularly check student eligibility
+ Regularly check schedules

Join – Volunteer – Be active locally – Take PD
Making Progress - Doug

Secure Core Values  
Foster Relationships  
Communicate with Coaches  
Communicate Expectations  
Be Present  
Sketch a Strategic Plan  
Oversee Event Coverage  
Cultivate School Spirit  
Promote Volunteer Assistance  
Involve the Community

Preparing Your Staff - Legal Duties

Johnny and Deon

1. Plan
2. Supervise
3. Assess Student Athletes
4. Maintain Safe Conditions
5. Provide Proper Equipment
6. Instruct Properly
7. Match Athletes

Preparing Your Staff - Legal Duties, cont.

8. Condition Properly
9. Provide Warnings
10. Address Injury Insurance
11. Provide Emergency Care
12. Develop/Communicate EAP
13. Provide Proper Transportation
14. Select, Train, Supervise Coaches
Cultivating Parent Allies - Steve

- Welcoming Environment
- Positive Communication
- Mutual Trust & Respect
- Be Aware of Anxiety
- Working Partnership

- Sensitivity to Needs
- Professional but Understandable
- Be Prepared & Specific
- Avoid Placing Blame
- Close Positively and Summarize

**NEW ATHLETIC DIRECTORS ORIENTATION**

Questions & Comments

More to Follow.........
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Online Resources
ahsaa.org @ArkHSADs
niaaa.org @AAA_Scores
nfhs.org @NEA9300
coachesinsider.com @AD_Insider
coachad.com @coach_evaluator

Priorities for the New AD
1. Learning
2. Document
3. Assistance
4. Priorities
5. Publish
6. Organize
7. Streamline
8. Communicate
Bits of Advice for Effectiveness
1. Be a Human
2. Be Confident
3. Be Connected
4. Be Organized
5. Be a Leader
6. Be a Teacher
7. Be Caring
8. Be Aware

Cultivating Parent Allies
1. Never Assume
2. Listen More; Speak Less
3. Be Available
4. Be Decisive
5. Compromise or Agree to Disagree
6. Be Surrounded by Good People
7. Value Curb Appeal
8. Follow Through