

DRAFT

ATHLETICS STRATEGIC PLAN

May 7, 2015

BELIEFS - DRAFT

Athletics play an important role in school climate and culture.

Student athletes deserve state of the art facilities and equipment.

Athletics promotes character traits that are of high value to personal development and success - now and in the future.

Athletics compliments a comprehensive wellness system for students.

Athletics play a vital part in the academic success of students - K-12 and beyond.

Athletics leaders make a significant difference for student athletes.

VISION STATEMENT – DRAFT

SBCUSD will be a leading force in athletics. Our student athletes will be personally ethical, scholastically successful, and athletically competitive. Our athletic personnel will be keepers of hope on and off the field. Our athletic programs will be hallmarks of the four C's:

- Contribution to academic success
- Consistent sportsmanship
- Competition with integrity
- Champion of wellness

STRATEGIES - DRAFT

We will ensure schools have a positive culture and climate that supports athletics.

We will allocate and secure funding to ensure modern, state of the art facilities and equipment.

We will embed transferrable life skills in the experiences of every student athlete.

We will contribute to creating a system of opportunities for SB youth to participate in a comprehensive wellness system.

We will cultivate college eligibility through graduation and use athletics as a springboard to higher education.

We will ensure that every student athlete has access to quality athletic personnel.

MOTTO - DRAFT

SHOW – Success through Hope, Opportunity and Will

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Action Planning Notes

STRATEGY: SCHOOL CULTURE – We will ensure schools have a positive culture and climate that supports athletics.

Action	Person(s) Responsible	Date
Provide positive /messages regarding athletics around campus – posters, marquis, etc.	Administration Athletic Directors ASB Director Coaches IT	Ongoing
Showcase program/student athlete successes whenever possible, including academics. Includes pictures/posters of successful student athletes around campus.	Administration Athletic Director Counselors Coaches ASB Students	Each Season
Conduct “Success Assemblies” – bringing in groups to “hype” the event. Guest appearances by former athletes.	Administration Athletic Directors ASB Students Coaches	Each Season
Consistently report game scores to media (internal/external) groups – e.g. Max Preps, local newspapers, etc. Add to morning announcements. Use all media outlets (e.g. Dyestat.com)	Coaches Athletic Directors Coaches Office Staff	Ongoing
Network with local businesses to support school athletics – e.g., Adopt a team/banners	Administration Athletic Directors	Ongoing
Create a webpage on the District’s website for district athletics.	Communications Department Athletic Directors Coaches	Ongoing
Develop and disseminate Athletics Newsletter	Youth Services	Quarterly
Recognize athletes of the Quarter - Board Presentation.	Youth Services Board of Education	Quarterly

Foster community support/exposure to athletic events. Make them "safe zones"/"rallying points" for the community.	Administration Communications Department Athletic Directors Coaches Athletes	Ongoing
Define the parameters of elementary and middle school athletics and clarify the administrative perspective and interpretation of these two programs as they relate to the goal of achieving "World Class" status.	High School Administration Middle School Administration Elementary Administration Athletic Directors Coaches	2015-2016
Provide funding for the updating and maintenance of all athletic banners and signage at all three (3) levels - elementary, middle, and high school).	Administration	Ongoing
Encourage all staff members to wear school colors on game days throughout the regular season and playoff schedule. Provide playoff ribbons or badges to all faculty members to wear during playoffs of each sport. Reinforce the importance of faculty and student attendance at all games.	Administration Athletic Directors Coaches	Ongoing
Have all elementary and middle school championships played at high school facilities.	Administration Athletic Directors Coaches	Ongoing
Reinstate districtwide cheerleading competition for all three (3) levels – elementary, middle, high schools).	Administration Athletic Directors Coaches	2015-2016
Reinstate one way transportation for middle school athletics to improve parental and student involvement.	Administration Athletic Directors Coaches	2015-2016
Use establish "link crews" to introduce/orient/mentor incoming student athletes	Link Crew Leaders Athletic Directors	2015-2016
Establish an Athletic Wall of Fame to highlight successful alumni	Athletic Directors Principal	2015-2016
Use the automatic calling system to notify parents of athletic events	Communications Department Athletic Directors	Ongoing

DRAFT

San Bernardino City Unified School District Athletics Strategic Plan

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STRATEGY: INFRASTRUCTURE – We will allocate and secure funding to ensure modern, safe facilities and equipment.

Action	Person(s) Responsible	Date
Identify equipment and facility master lists for each school	Administration Athletic Directors Coaches Equipment Attendants	May, June 2015
Conduct a comprehensive needs assessment for equipment and facilities	Administration Athletic Directors Coaches Equipment Attendants	May, June 2015
Establish and implement a base funding model that does not rely on fundraising	Administration	2015-2016
Identify and visit schools with model athletic facilities.	Administration Athletic Directors M&O	July, August, September 2015
Explore providing transportation for students who stay late for sports activities	Administration	2015-2016
Identify and cultivate facility partnerships (City of San Bernardino, external athletic fields, Little League, AYSO, etc.)	District Administration Athletic Directors Coaches City of San Bernardino	July, Ongoing
Explore alternate financing models – e.g. Bond Funding, sponsorships, fundraising	Administration Facilities Office Hector Murrieta Boosters/Parents	Ongoing
Develop a yearly equipment and facility maintenance matrix to serve as a guide for ongoing funding needs	Administration Athletic Directors M&O	May, June 2015
Explore having a private consulting firm calibrate/reconcile needs and	Deputy Superintendent Assistant Superintendent of	May, June 2015

provide strategies/ideas for procurement	Student Services Athletic Directors	
Dedicate athletic groundkeepers at comprehensive high schools	M&O	2015-2016
Explore feasibility of non-charges for outside organizations that serve our students	Business Services Facilities M&O	2015-2016
Establish a set of districtwide standards and guidelines governing coaches' responsibility to maintain equipment, uniforms, and facilities to the highest degree of quality as possible.	Administration Athletic Directors Coaches	2015-2016
Reinstate districtwide yearly equipment and facility maintenance matrix to ensure equal attention for all three (3) – elementary, middle, high schools – levels, e.g. softball and baseball fields are redone on a rotating schedule requiring coaches and onsite maintenance personnel to be responsible to maintain facilities between refurbishing cycles.	Administration Maintenance Department Athletic Directors Coaches	2015-2016

DRAFT

San Bernardino City Unified School District Athletics Strategic Plan

Action Planning Notes

STRATEGY: LIFE SKILLS – We will embed transferrable life skills into the experience of every student athlete.

Action	Person(s) Responsible	Date
Identify the core athletics skills (physical, mental, etc.) that are transferrable skills.	Athletic Director Coaches Educational Services PE Teachers	August – October, 2015
Develop a Framework and Checklist of transferrable skills for coaches to use throughout the semester (assigned by week).	Athletic Director Coaches Educational Services PE Teachers	October – December, 2015
Identify the common themes between transferrable skills and the behaviors emphasized with the PBIS program	Educational Services Athletic Directors Youth Services PBIS Site Leads PE Teachers	August – October, 2015
Incorporate transferrable skills into the start and end of practice/game comments – “Huddles”	Athletic Directors Coaches	Ongoing
Professional Development for Coaches – Clinics, Workshops	Administration Athletic Directors Coaches	Ongoing

DRAFT

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STRATEGY: WELLNESS – We will contribute (to creating) a system of opportunities for San Bernardino youth to participate in a comprehensive wellness system.

Action	Person(s) Responsible	Date
Hire Athletic Trainers	Human Resources Athletic Directors	As soon as possible
Explore partnerships with local hospitals/clinics regarding wellness activities for student athletes – i.e. hydration, nutrition	Athletic Directors School Nurses Hector Murrieta	Ongoing
Develop partnerships with local fitness centers regarding discount rates for student athletes	Athletic Directors Coaches Youth Services	
Select one (1) Athletic Director to serve on the Action Team for Strategy 9 of the Community Engagement Plan	Athletic Directors Hector Murrieta	May, 2015
Utilize District nurses as a resource for overall health information	Athletic Directors Heath Services	Ongoing
Have students take campus leadership on a healthy choices marketing campaign for the site	Athletic Directors Counselors Science Dept. Coordinators	Ongoing
Begin sports clubs at elementary schools – i.e., running clubs, 100 Mile Club, etc.	Site Administration Teachers Parents Elementary PE Department CAPS	Ongoing
Partner with local organizations (AYSO, Little League, etc.) to encourage youth participation	Youth Services Athletic Directors	Ongoing
Have each team select and implement a community service project related to healthy choices	Athletic Directors Coaches	Each Season

DRAFT

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STRATEGY: ACADEMICS/COLLEGE – We will cultivate college eligibility through graduation and use athletics as a springboard to higher education.

Action	Person(s) Responsible	Date
Hold an “all athletes/parents” meeting to review college entrance requirements	Administration Athletic Director Counselors Youth Services	Beginning of each season – or – Yearly
Align tutoring services with the hours needed by student athletes	Site Administration	Ongoing
Complete regular checks on progress toward graduation for all student athletes	Coaches Counselors Youth Services Athletic Directors	Quarterly (by season)
Develop ongoing structures/strategies for academic support for student athletes (i.e. Study Hall)	Administration Athletic Directors Counselors	Ongoing
Designate at least one counselor to serve as an NCAA Clearing House expert	Administration Coaches	Ongoing
Have the NCAA expert train all counselors on basic NCAA regulations	Youth Services NCAA Expert Athletic Directors	Yearly
Conduct a MS to HS academic articulation night for 6 th - 8 th grade students/parents. Mirror at the elementary level	Administration Athletic Directors	Yearly- May
Consider assigning specific counselors to athletes	Administration Counselors	Ongoing
Consider hiring an Athletic Compliance Officer	Administration	2015-2016
Sponsor workshops with college recruitment offices from local colleges/universities	Athletic Directors Career Center Counselors Youth Services	Ongoing

Develop and distribute an Athletics Handbook for all coaches and student athletes	Athletic Directors Youth Services	May, 2016
Connect to District Career Pathways	Administration Athletic Directors Pam Kempthorne Pathway Leaders	Ongoing
Reestablish vertical alignment for athletic eligibility requirements from elementary through high school.	Administration Athletic Directors Coaches	2015-2016
Establish the standard of mandatory weekly grade checks for all athletes and cheerleaders at all three (3) – elementary, middle, high schools – levels. Randomly checked by Athletic Directors or administration	Administration Athletic Directors Coaches	2015-2016
Develop parent education programs to share essential information – e.g., A-G requirements, High School Graduation requirements, NCAA requirements, etc.	Administration Athletic Directors	Ongoing

DRAFT

San Bernardino City Unified School District Athletics Strategic Plan

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STRATEGY: PERSONNEL – We will ensure that every student athlete has quality athletic personnel.

Action	Person(s) Responsible	Date
Develop districtwide expectations for coaching personnel and support positions and volunteers	Administration Athletic Directors Human Resources	July – August, 2015
Develop and implement clear hiring requirements (coaching certification, concussion protocol, CPR,)	Administration Human Resources Athletic Directors	July, August 2015
Analyze and recommend enhancements to the current Coaching Stipend structure in order to have competitive and comparative compensation	Administration Human Resources Athletic Directors	June, July 2015
Develop a well-defined Onboarding process for all coaches	Human Resources Administration Athletic Directors	Ongoing
Develop and distribute an Athletic Handbook for coaches, student athletes and parents	Athletic Directors Youth Services	July – September, 2015
Conduct regular coaches meetings to reinforce expectations, progress monitor transferrable skills implantation	Administration Athletic Directors Coaches	Quarterly (beginning of season)
Provide coaching clinics/training modules	Youth Services Athletic Directors	Ongoing
Develop a direct line of communication to all three (3) levels of administration for elementary, middle and high school coaches.	Administration Athletic Directors Coaches	July, August 2015
Create elementary and middle school athletic director positions. Utilize the \$1600 intramural director's stipend at each of the middle schools for	Administration	2015-2016

reimbursement. Utilize the CAPS leader and/or site leader to be assigned Athletic Director duties for elementary level. Compensation would fall under CAPS extra duty hours		
Establish a small committee to revisit and evaluate the status of the district's athletic programs and continue to improve and ensure the implementation of the current athletic strategic plan	Administration	2015-2016