The Future of High School Athletics

Iowa High School Athletic Association

Todd Tharp, Assistant Director

IOWA HIGH SCHOOL ATHLETIC ASSOCIATION
The Future of High School Athletics

Year: Sophomore
Position: PF
Height: 6-10
Weight: 190
School: High School to be determined

Helped lead Corona del Sol (Tempe, Ariz.) to the state Div. I title last season, averaging 19.6 points, 10.3 rebounds, 2.4 blocks and 2.3 assists. After transferring to Hillcrest Prep, he is looking to move again and is currently being home-schooled.
The Future of High School Athletics

• My Perspective

Student-Athlete
Coach
Athletic/Activities Director
Assistant Director
Father/Husband
The Future of High School Athletics

Times are a changing:

• Role of State Associations
  – Mandates, regulations
• Education
  – Virtual schools, charter schools, vouchers
• Students/Parents
  – Specialization, club sports
• Technology
  – Immediate gratification society

Half of the US population uses a smart phone
The Media reports on planes that crash, not those that land.
Don’t Let Kids Play Football

BY BENNET ONALU  DEC. 7, 2013

Sacramento — WE’VE known since 1964 that cigarette smoking is harmful
Ex-College Coach Explains Why High School Sports Should Die

Len Stevens is a former men’s college basketball coach (Washington State and Nevada) and high school coach who is now executive director of the Reno-Sparks (Nev.) Chamber of Commerce, and he has an idea about what to do regarding high school sports: kill them.

Stevens doesn’t hate high school sports. Instead, he sees the growing importance of club and elite sports outside of school as a means to getting a college scholarship, and what he believes to be more student apathy toward attending games while more parents are more strident about their kids getting playing time in them. He sees fewer coaches also employed as teachers in school, and while the piece in the Reno Gazette-Journal where Stevens explains all
HIGH SCHOOL SPORTS ARE DYING?

An interesting point was brought up in the discussion section of my last article on 400m training. A suggestion was made that if you (as a parent) don’t have faith in your high school’s coaches, pull the athlete from the high school team and have them compete for better coaches in a more appropriate environment.

That made me start thinking about an idea that seems to be gaining traction. High School sports are dying. And here’s why...

Most high school athletic departments are amazingly antiquated and
Hard times force rethinking of future of high school sports

Values, priorities are getting an airing as educators try to fit athletic programs into spending plans

By PETE IORIZZO and MARK McGUIRE Staff writers

Updated 11:02 am, Monday, April 11, 2011

ATHLETIC ASSOCIATION
Uncertain Future for High School Athletics

By Patricia Koning

As state funding to K-12 education decreases, school districts can no longer afford to pay for enrichment and extracurricular programs. Parents either bear the financial responsibility to keep those programs alive, or they are eliminated. You could plug almost anything into that formula - music, art, drama, or athletics, which was one of the topics at the Nov. 15 meeting of the Livermore Board of Education.

"It's difficult to overstate the importance of extracurricular activities, including athletics, in a comprehensive high school program," said assistant superintendent Chris Van Schaack. "Over the past three years, we've asked parents to contribute more and more. I'm fearful we are pricing families out of athletics. Are we missing opportunities for connections with students?"

The District has steadily reduced the amount of funding for high school athletics over the last few years. Last spring, all funding for high school athletics was eliminated.

In response to the reductions, parents were asked to contribute a "fair share" donation per student per sport. According to Van Schaack, the fair share donation was about $150 in 2008 but has increased to about $600 in the current school year. The percentage of parents donating
Are We on the Defensive?

“Saving our Programs”
“Building Support”
“Ensuring Value”
“Promoting Programs”

IOWA HIGH SCHOOL ATHLETIC ASSOCIATION
What are we doing on a daily basis to ensure we are telling our story and promoting our programs?
If we don’t promote daily…

In 10-20 years education-based activities will look drastically different than it does today.

- Community disconnect
- Pay to Play
- Club Sports Focus
- Lost Opportunities to be better Citizens
The Competition

- State Legislature
- AAU/Club Sports
- Sports Academies
- Specialization
- Financial Cutbacks

IOWA HIGH SCHOOL ATHLETIC ASSOCIATION
Education-Based Activities

- Community/School Recognition
- News coverage and promotion
- Pep Rallies/Homecoming Parades
- Leadership Roles
- Cheerleaders
- Letter Jackets
- Safety Awareness
- Crowds
- Tradition
- Academic Advisement
- Education
- Winning and Losing in a safe environment
The Future.....

• If change is to occur, we must be the change agent.

• Find new and creative ways to bring attention to education-based activities
  ✓ Social Media
    Michigan- “Battle of the Fans”
    “Anyone Can Save a Life”
  ✓ Marketing Campaign
    “Be a Part for Life”
The Future of High School Athletics

• Challenges
Proving the benefits communities and the student receive from education-based athletics

Communicating the Value

Branding our purpose

IOWA HIGH SCHOOL ATHLETIC ASSOCIATION
The Future of High School Athletics
The Future of High School Athletics

- Everything right about education can be found in high school athletics/activities:
- Community Support - Guest speaker in Health class
- Teamwork - Students working with elementary students on reading skills
- Hands on Experience - Students in speech class doing student radio broadcasts of athletics/activities
- Goal Setting
- Leadership Development
- Competition - Winning and losing with dignity and respect
The Future of High School Athletics

• Promoting the Value
  Website (Newsworthy Items)
  Events (Pre, During, Post)
  Initiate Campaigns
  Traditional Media
  Non-Traditional Media
The Future of High School Athletics

• Promoting the Value
  Website (Newsworthy Items)
  Events (Pre, During, Post)
  Initiate Campaigns

  Traditional Media

  Non-Traditional Media
“To improve is to change; to be perfect is to change often.”

-Winston Churchill
What does the Future of High School Athletics look like?

Dr. David Hoch, CMAA, CIC
National High School Athletic Directors Conference
December 13, 2015
The Future?
Wish that It were just as Simple as ...
What might be included?

• Issues, concerns, developments …
• Which can affect the future of high school athletics
• …and perhaps some HOPE
#1 Concept of Education-Based Athletics has to be Embraced

• Question: How many athletic administrators actually direct an education-based program?
• Many say all the right things
• Actions speak louder than words
• More have to embrace the concept!!!
Without Education-Based Athletics …

• No basis for athletics in high schools
• AAU, club sports & community travel teams will prevail
• Sportsmanship, citizenship, academic success, leadership, honor … sets our programs apart
#2 Coach Ed & NFHS Certification has to …

- Continue to grow
- Move on from relying on state legislation / mandates
- Get athletic administrators to embrace & promote
- Get past excuses: no money or time
NFHS Coach Ed & Certification

- Totally linked with education-based athletics
- Benefits the student-athletes and athletic programs
- Is not a passing fad
- Is the future …!
#3 Social Media continues to Develop

- Athletic administrators need to understand its role
- Athletes, coaches & parents need education & guidance
- Policies need to be developed / revised
- Efforts needed to stay abreast of developments
#4 Concussion Protocols continue to Improve

- Hope that more schools use base-line testing
- Recognition & treatment improve
- Better equipment is developed
- Athletic administrators & coaches will need continuing education
In addition ...other Sports Medicine Developments

• More with heat-related illnesses
• Better rehabilitation protocols
• Why? The health & safety of student-athletes has to be the #1 priority
#5 Funding Athletics continues to be a Challenge

- Not just dependent upon national economy – now a Global one
- Chinese economic downturn and Greece’s bankruptcy – two examples
- Economic conditions trickle down to schools = budget cuts
Funding Challenge

• Fund raising continues to be important
• Sponsorships will play an ongoing role
• Grants may be an answer
• **Hope**: It does not mean more districts using ‘Pay for Play!!!’
In spite of Any Potential Problems / Developments
In the Future

• **Hope**: Athletics continues to provide educational opportunities for students!

• **Hope**: programs expand to include more young people. Allied Sports for example.

• **What do you think?**
Contact Information

Dr. David Hoch, CMAA, CIC
DavidHochretAD@gmail.com

Or you can try -
What Does the Future Hold for High School Athletics?

46th National Athletic Directors Conference
Orlando World Center Marriott Orlando, Florida
December 11-15, 2015

Lisa L. Langston, Ph.D.
Board Certified Master Athletic Administrator (CMAA)
Assistant Director of Athletics
Fort Worth Independent School District (TX)
E-mail - lisa.langston@fwisd.org
SWOT Analysis

- **Strengths**
  - Internal
  - Some Measure of Control

- **Weaknesses**
  - Internal
  - Some Measure of Control

- **Opportunities**
  - External
  - Essentially No Control

- **Threats**
  - External
  - Essentially No Control

- **Philosophy of Interscholastic Athletics**
- **Quality of Interscholastic Athletic Coaches**
- **Societal Paradigm Shifts**
- **NFHS Certifications – AIC and CIC A&M Coaching Academy**
Philosophy of Fort Worth ISD Athletics 1975-1976 vs.
How To Increase The Benefits Of Athletic Competition – UIL (2015-2016)

**Fort Worth ISD 1975-1976**

- An Appreciation of Proper Health Habits
- An Understanding of Democracy in Action
- Proper Attitudes of Sportsmanship/An Appreciation for Teamwork
- Proper Attitudes Towards the Role of Victory and Defeat

**UIL 2015-2016**

- Teach The Value Of Fitness: Exercise, Nutrition, Self-Awareness
- Care about students even more than the sport. Know the players and help them handle pressure.
- Work With Students to Set Personal/Team Goals, includes Academics and Sportsmanship
- Cultivate good attitudes: "Give 100% no matter what the outcome."
The quality of adult leadership, the coaches, is paramount to the integration of interscholastic athletics as a beneficial component of the educational system.

As such, it is where we are most vulnerable.
Theme 1: Interscholastic Athletic Coaches are Integral to the Education Setting

Coaches

- Perceived as “good classroom teacher”
- More passionate
- Coaching is a way of life
- Teach life lessons
- Relationship with student-athletes
- “Trying to impart knowledge”
- Teach a sport

Teachers

- “Trying to impart knowledge”
- Teach a core subject
Texas’ Coaches and Teachers

Coaches

- HS=Full-time Employee (C&CR, 2007)
- MS=Qualified Faculty Leadership (UIL, 2008)
- First-year Coach & Part-Time Coach=NFHS Coaching Course, (Harrison, 2008)

Teachers

- Certification and recertification process=knowledge & skills to improve students’ performance TEC, 1995, §21.031)
- Standard Certificate as of September 1, 1999, (SBEC, 2006)
- 150 clock hours of Continuing Professional Education (SBEC, 2006)
Theme 2: Intangible Qualifications are Important for Individuals Entering the Coaching Profession

Intangible

Specific Interpersonal Skills

General Leadership qualities
“Cares for kids”

Communication Skills

- This skill “had to be there”
- “Have to be able to communicate with adults, students, and colleagues”
- “It is the number one thing outside of X’s and O’s”
Theme 3: Support for a Coaches Certification Process Varies Widely

- Favored (6)
- Opposed (3)
- Reflective Observation (2)
Theme 4: There are Benefits to Having Professional Requirements for Coaches

- Assuage Threats to Interscholastic Athletics
- "A lot better coaches in the state of Texas"

Benefits:
- Stronger Profession
- Students
Theme 5: Attending Coaching Clinics is the Major Strategy Utilized to Provide Educational Opportunities for Coaches

Six athletic directors conduct in-house clinics that
- Targeted specific groups
- Kept coaches updated
- Represented financial responsibility

Outside clinics did not address the needs of coaches as perceived by two athletic directors.
- We are going to continue to send coaches to clinics but we found specific things are not covered.
- “The thing that’s disappointing is that those clinics, 99% of them are X’s and C’s clinics.”
Credentials of Interscholastic Athletic Coaches

- Coaches qualifications should be of equal concern to teachers (Healey & Healey, 1976)
- Doctors, teachers, hair dressers are professionally prepared through a certification, why not coaches? (Flannery, 2003)
- Must provide for health, safety and well being of students (Krotee & Bucher, 2007)
- State boards of education should provide a coaching certification and professional requirement for all coaches (National Association of State Boards of Education, 2004)
The Athletic Directors: Addressing Quality of Interscholastic Coaches

- Teachers
- Leaders
- Mentors
- Opportunity Creators
- Standard Bearers
Level 1 – Accredited Interscholastic Coach (AIC)

- Fundamentals of Coaching
- First Aid, Health and Safety for Coaches
- Concussion in Sports
- Sport-Specific Course
Level 2 – Certified Interscholastic Coach (CIC)

- Completion of AIC requirements
- Creating a Safe and Respectful Environment
- Strength and Conditioning
- Teaching and Modeling Behavior
- Engaging Effectively with Parents
- Sportsmanship
- First Aid, Health and Safety for Coaches
- Two additional courses of your choice
High School Heads Up Football

- Concussion in Sports
- Heat Illness Prevention
- Sudden Cardiac Arrest
- High School Heads Up Football
Top 10 AIC States - 2015

1. Arkansas – 857
2. Ohio - 333
3. California – 315
5. Arizona - 257
6. Maryland – 205
7. Massachusetts – 146
8. New York – 132
10. Alabama - 116
Top 10 CIC States - 2015

1. California - 91
2. North Carolina - 91
3. Ohio – 52
4. Maryland – 51
5. Massachusetts - 41
6. Arizona – 37
7. New York – 34
8. Florida – 29
9. Oregon – 24
10. New Jersey - 22
**Texas A&M Coaching Academy**
Huffines Institute and College of Education and Human Development
“Preparing and Supporting 21st Century Coaches”

### Three Pronged Approach

<table>
<thead>
<tr>
<th>Undergraduate on Campus Initiative</th>
<th>Graduate and Continued Education for Practitioners</th>
<th>Secondary Education Programming /Partnership</th>
</tr>
</thead>
</table>


Texas A&M Coaching Academy Trains Future And Current Coaches
FINAL THOUGHT

“The Future Depends On What We Do in the Present.”
--Mahatma Gandhi