

How To Effectively Lead when a third of your ADs are new each year



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Embracing Constant Change

Root Cause of Turnover

Cost of Constant Turnover

Reframing Change: Reactive → Proactive

Practical Solutions

Action Plan



“Please add Mr. Smith as the **new** Athletic Director at North Shore High School.”

Why are they leaving?

BURN OUT

RETIREMENT

CAREER SHIFT

RELOCATING

What's at Stake?

Lost Institutional Knowledge

Program Instability

Weaker Compliance

Poor continuity with
long-term plans and
data-driven decision-making

Risk to school reputation

Eligibility and regulation
oversight

Less effective support to
school community

Inconsistent
student-athlete experience

Coach supervision

Increased support load on
district/state leadership

Strained relationships and
lack of growth

Liability risks

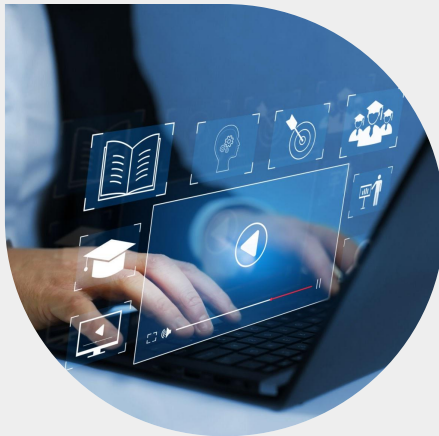
Turnover = Reset

New ADs = Fresh perspectives

New initiatives.

Improved systems and structures.

Innovative technology.



Built in Leadership Opportunities

Mentorship programs for veteran ADs to develop leadership skills and find a renewed sense of purpose.



Culture Building

Creates an opportunity to build a unified culture from day one.

New ADs can become leaders in this process.

Moving from Reactive to Proactive



Responding to a crisis vs. anticipating patterns and building solutions



Re-explaining repeatedly vs. building accessible resources



Relying on memory and expectation vs. relying on systems and structures



Offering training when issues arise vs. developing ongoing training efforts

How?



Track trends in AD inquiries, compliance violations, and turnover reasons.

Use this data to develop new AD training and professional development programs



Create tangible resources:

- Step-by-step guides
- One-pager with frequently accessed regulations
- Deadlines/calendars
- Compliance checklists
- Templates



Create systems beyond initial training:

- Mentorship programs
- Follow up communication throughout first year
- Annual to-do list
- Email reminders for due dates



Develop statewide learning through:

- Webinars and How-to Videos
- AD Manual/Guidebook
- Periodic meetings/trainings
- Annual refreshers

What You Can Do Now



AD Manual

Create a “one-stop shop” living document for easy access to all the information an AD would need to know.

Link webinars, documents, timelines, calendars, forms, etc.

Year-Round Training

Create an environment of continuous support and learning opportunities through trainings, resources, and communication.



Mentorship Program

Develop a mentorship program pairing new ADs with seasoned leaders.

Invite new ADs to serve on committees and, get involved with state and national associations.

Support Veteran ADs

Provide professional development targeted to your “old-guard” to renew their sense of purpose.

Invite experienced ADs into leadership roles without overextending their responsibilities.



What are we doing to better support our ADs?

Self-paced Webinars:

- NIAA basics, website, form submission, getting involved (state and national/certifications)
- General tips: AD role, parent nights, coaching supervision/meetings, social media, fundraising, school/community engagement
- Schedule submissions and stats platform
- Coach compliance platform
- Student registration platform and eligibility rules
- Hosting event/facilities expectations, security, EAPs
- Adding a new sport on campus
- Working with officials, ejections, sportsmanship
- Award programs
- Other platforms used by Association (“how-to”)



What are we doing to better support our ADs?

Nevada Athletics Summer Institute

- General Session: AD 101
- Scheduling Training
- Eligibility Training / Open Lab
- Coach Compliance Training
- LTC 501
- LTC 502

LTC 503 (online)

Leadership
opportunities for
veteran ADs to
present workshops
and teach LTC courses

NIAAA Outreach Grant
NADC Scholarship



What are we doing to better support our ADs?



AD Manual

- Award Programs
- Academic Eligibility
- Age Limitation
- Announcers
- Athletic Director Role
- Bench Clearing Incident
- Chain of Command
- Club Sport Participation
- Coaches Rules Clinics
- Coaches Education
- Drug, Alcohol, Tobacco Policy
- Ejection Policy
- Eligibility Rules Guide
- EAPs

- Game Limits
- Gender Policy
- Hall of Fame Games
- Hardship Appeals
- Heat Acclimatization
- Hosting Event Expectations
- Ineligible Player Violations
- Intramurals
- NIAAA / Certifications
- NFHS - Rule Books/Courses
- Officials
- Parent Nights

- Physical Forms
- Practice Rules
- Realignment
- Rosters
- Scheduling
- Scrimmages
- Security Plan
- Social Media
- Sportsmanship
- Supervision
- Team Composition
- Title IX
- Tournaments
- Tryouts

What are we doing to better support our ADs?



Other ideas from Nevada:

- Mentorship program (AD Association)
- Seasonal meetings throughout the year as touchpoints
- Eligibility training offered virtually and in person at pre-season meetings
- Annual and seasonal reminders (housekeeping on platforms, form submissions, coach compliance, scheduling reminders, eligibility reminders, etc.)
- Registration instruction template for parents and students
- Eligibility overview for parents and students
- Determining student eligibility step-by-step guide for ADs

What will YOU do to
better support your new
and veteran ADs?



**Ask us
anything!**



PRESENTATION
QR CODE:



THANK
you