

The logo for the Iowa High School Athletic Association (IHSAA) is a large, stylized outline of the state of Iowa. Inside the outline, the letters 'IHSAA' are written in a large, bold, white font with a blue drop shadow. The background of the slide is a solid light blue color.

*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

- My Perspective

Student-Athlete

Coach

Athletic/Activities
Director

Assistant Director

Father/Husband



168252188

IOWA HIGH SCHOOL
ATHLETIC ASSOCIATION

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

IOWA HIGH SCHOOL
ATHLETIC ASSOCIATION

The Media reports on planes that crash, not those that land.



**IOWA HIGH SCHOOL
ATHLETIC ASSOCIATION**

The Future of High School Athletics

Don't Let Kids Play Football - The New York Times - Google Chrome

www.nytimes.com/2015/12/07/opinion/dont-let-kids-play-football.html?_r=4

SECTIONS HOME SEARCH

The New York Times

SUBSCRIBE NOW LOG IN

OP-ED CONTRIBUTOR The Assault on Climate Science

EDITORIAL Bizarre Responses to a Plea for Reason

DAVID BROOKS How ISIS Makes Radicals

CONTRIBUTING OP-ED WRITER What if Going Viral Matters More Than Iowa?

OP-ED CONTRIBUTOR Supreme Court Justices, Don't Reject College Diversity, Celebrate It.

PAID POST: MERRILL LYNCH Welcome to the Longevity Revolution

EDITORIAL In Fruit

GET YOUR FILL OF NFL ACTION

pepsi | OFFICIAL SOFT DRINK OF THE NATIONAL FOOTBALL LEAGUE

CHECK IT OUT

The Opinion Pages | OP-ED CONTRIBUTOR

Don't Let Kids Play Football

By BENNET OMALU DEC. 7, 2015

114 COMMENTS



Tamir Kalifa for The New York Times

Sacramento — WE'VE known since 1964 that cigarette smoking is harmful

The information you need when you need it with Google

learn more

RECENT COMMENTS

Joe M 1 day ago
I played football as a kid, back in the '70s, and I was always puzzled that some friends had parents who wouldn't let them play. For many...

Robert 1 day ago
Pretty simple. Do not let your kids play football. There is no excuse. A broken leg will mend. Your mind is a different story. Can someone...

Mama Rachel, MD 1 day ago
I predict that 25 years from now young kids will still be playing football, but the demographics will have changed. Affluent families, where...

Ex-College Coach Explains Why High School Sports Should Die



9 comments, 2 called-out

+ Comment Now

+ Follow Comments

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](#)

35



2.0



13



88



ATHLETIC ASSOCIATION

HIGH SCHOOL SPORTS ARE DYING?

 Like < 181

 Tweet < 0

 Google + < 0

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

ATHLETIC ASSOCIATION

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

VIEW: LARGER | HIDE

1 of 9

◀ PREV

NEXT ▶



ATHLETIC ASSOCIATION

Uncertain Future for High School Athletics

Story

Share  Print  Font Size:  

Posted: Saturday, November 26, 2011 12:00 am

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 Schacck, 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

0

 Tweet

 1

 Like

ATHLETIC ASSOCIATION

Are We on the Defensive?

“Saving our Programs”

“Building Support”

“Ensuring Value”

“Promoting Programs”

IOWA HIGH
ATHLETIC ASSOCIATION



Question?

- What are we doing on a daily basis to ensure we are telling our story and promoting our programs?



IOWA HIGH
ATHLETIC ASSOCIATION

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



IOWA HIGH
ATHLETIC AS

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

IOWA HIGH SCHOOL
ATHLETIC ASSOCIATION

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”

TOWA HIGH SCHOOL
ATHLETIC ASSOCIATION

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

COVERAGE
Pep Rally Basketball Wrestling Swimming

IOWA FARM BUREAU
PEOPLE. PROGRESS. PRIDE.
Proud Title Sponsor

IHSAA Basketball Scoreboard [view all basketball scores](#)

Mon Dec 7	Final	Mon Dec 7	Final	Mon Dec 7	Final	Mon Dec 7	Final
Independence	53	Essex	45	Iowa Falls-Alden	65	Montezuma	60
NFV	35	CBTJ	44	Central Springs	55	EBF	44

BASKETBALL
2015-16 Weekly Basketball Schedules and Score List
2015-16 Basketball Schedules by School
2015-16 Basketball Rules Meeting
2015-16 Preliminary Basketball Classifications

WRESTLING
2015 Regular Season Wrestling Manual
2016 Postseason Wrestling Assignments
2015-16 Wrestling Rules Meeting
PDF of Wrestling Rules Meeting (Reference Only, Not for Credit)

"Anyone Can Save A Life"

IHSSN.COM NFHS NETWORK DIGITAL SCOUT

ANYONE CAN SAVE A LIFE

QUICK Stats

IOWA HALL of PRIDE

PEP RALLY
Your Online Source for Championship

f t RSS

Would you like to make Internet Explorer your default browser? Yes No

11:35 AM 12/8/2015

ATHLETIC ASSOCIATION

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

IOWA HIGH SCHOOL
ATHLETIC ASSOCIATION

The Future of High School Athletics

- Promoting the Value
Website (Newsworthy Items)
Events (Pre, During, Post)
Initiate Campaigns
 - Traditional Media
 - Non-Traditional Media

IOWA HIGH SCHOOL
ATHLETIC ASSOCIATION

The Future of High School Athletics

- Promoting the Value
Website (Newsworthy Items)
Events (Pre, During, Post)
Initiate Campaigns
 - Traditional Media
 - Non-Traditional Media

IOWA HIGH SCHOOL
ATHLETIC ASSOCIATION

Change....

“To improve is to change; to be perfect is to change often.”

-Winston Churchill

IOWA HIGH SCHOOL
ATHLETIC ASSOCIATION



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 ...!



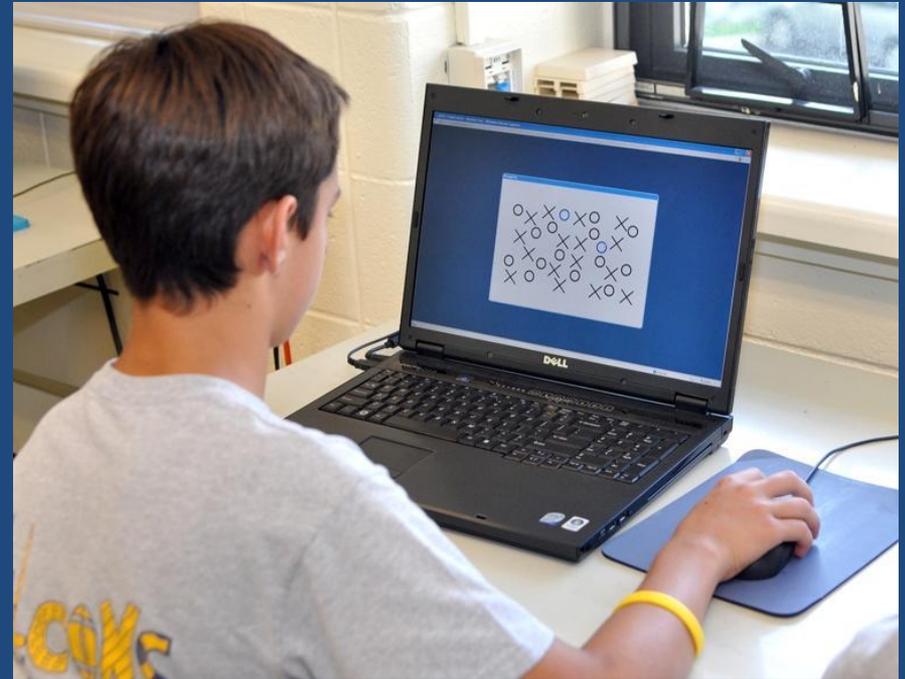
#3 Social Media continues to Develop

- 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



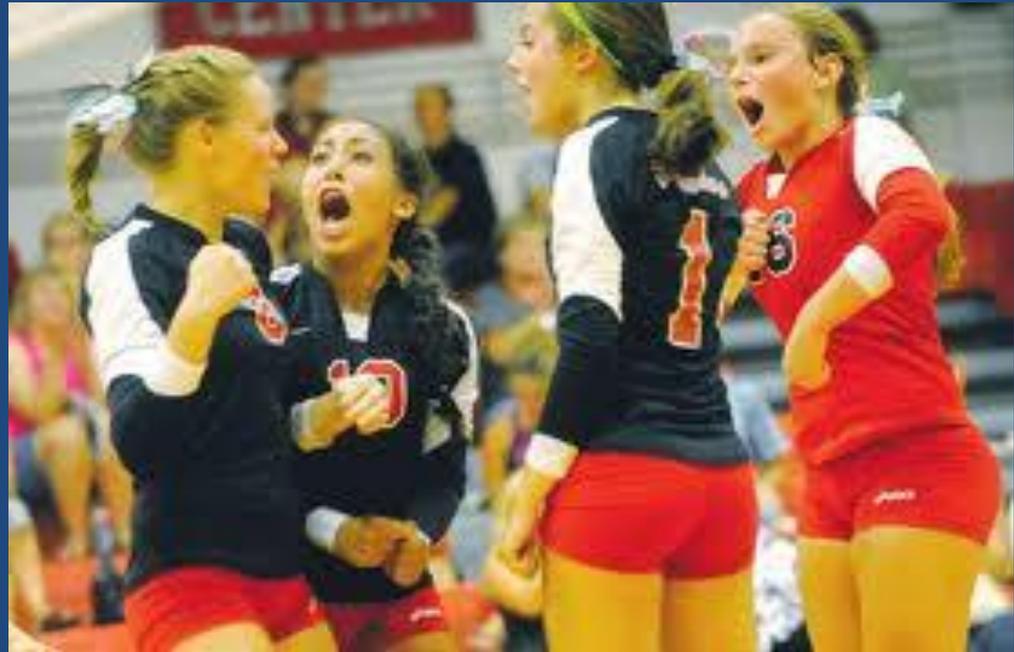
Funding Challenge

- 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 -

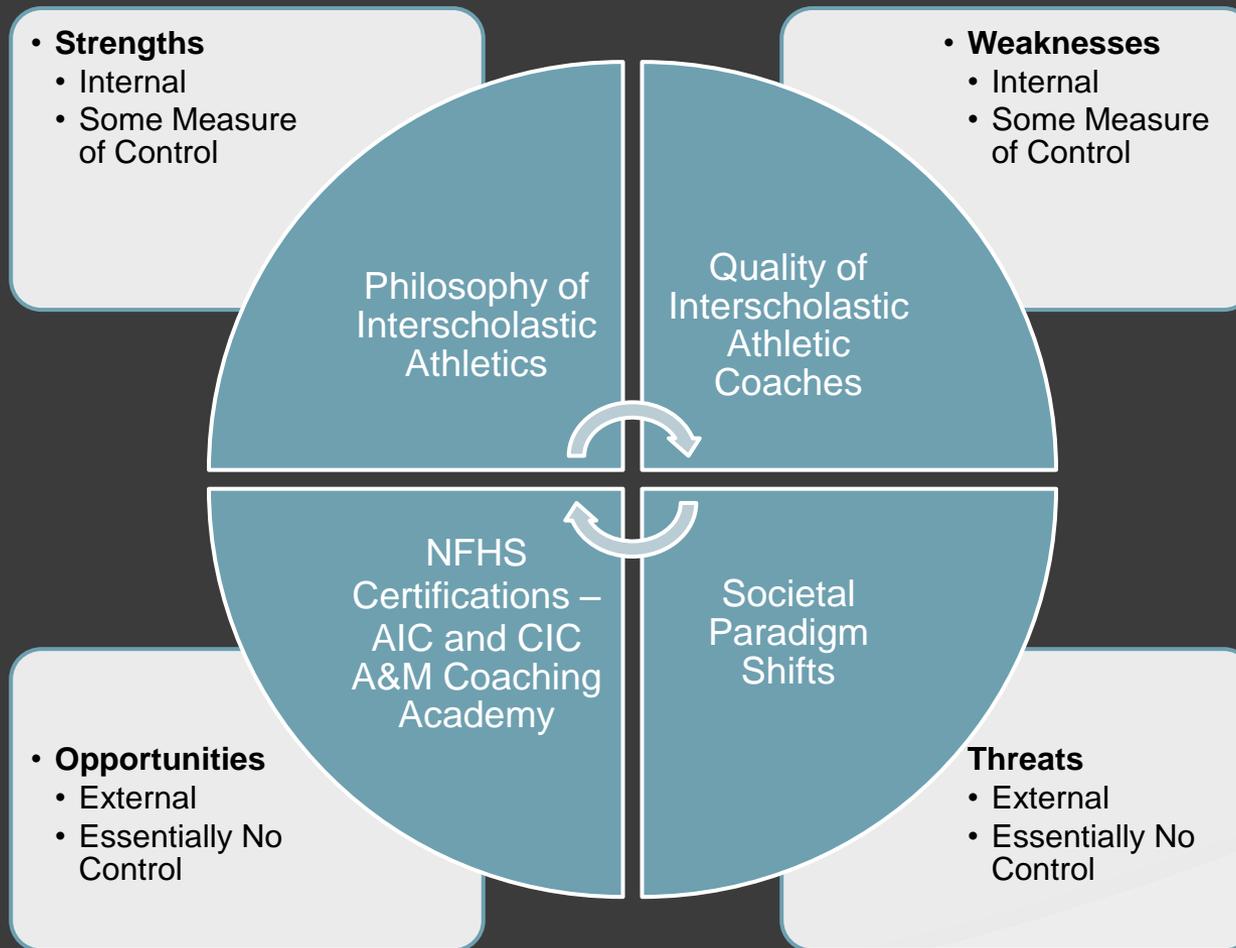


WHAT DOES THE FUTURE HOLD FOR HIGH SCHOOL ATHLETICS?

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)
Accredited Interscholastic Coach (AIC)
Assistant Director of Athletics
Fort Worth Independent School District (TX)
E-mail - lisa.langston@fwisd.org

SWOT Analysis



Philosophy of Fort Worth ISD Athletics 1975-1976

vs.

How To Increase The Benefits Of Athletic Competition – UIL (2015-2016)



THREATS

Time

Dearth of Female Coaches

Time Constraints on Teachers

Obtaining Time Staff Development

Desire for More Work-Life Balance

Funding

Unfunded Mandates

Current Requirements
i.e. First Aid/CPR/AED Training

Pay to Play – Impact on School Insurance / Continued State Funding

Corporate Sponsorship and Disparity

Paradigm Shifts

New School Structures
i.e.
IMG Academy,
Schools of Choice,
Vouchers

Competition with Club/Select/Travel Team
Their Coaches Impact on NCAA Recruiting

Overly Involved Parents / Lack of Respect Towards Officials

Integrity of High School Sports – Separation of Public & Private

Social Media/Technology

Coach-Student Athlete Communication

Student Athletes' Social Media Use

Unsupervised Access to Students

Live Streaming - Impact on Attendance

Student Athletes' Health and Safety

Concussions

Catastrophic Injuries / Sudden Cardiac Arrest

Transgender Athlete

Year-Round Competition and Potential of Overuse Injuries

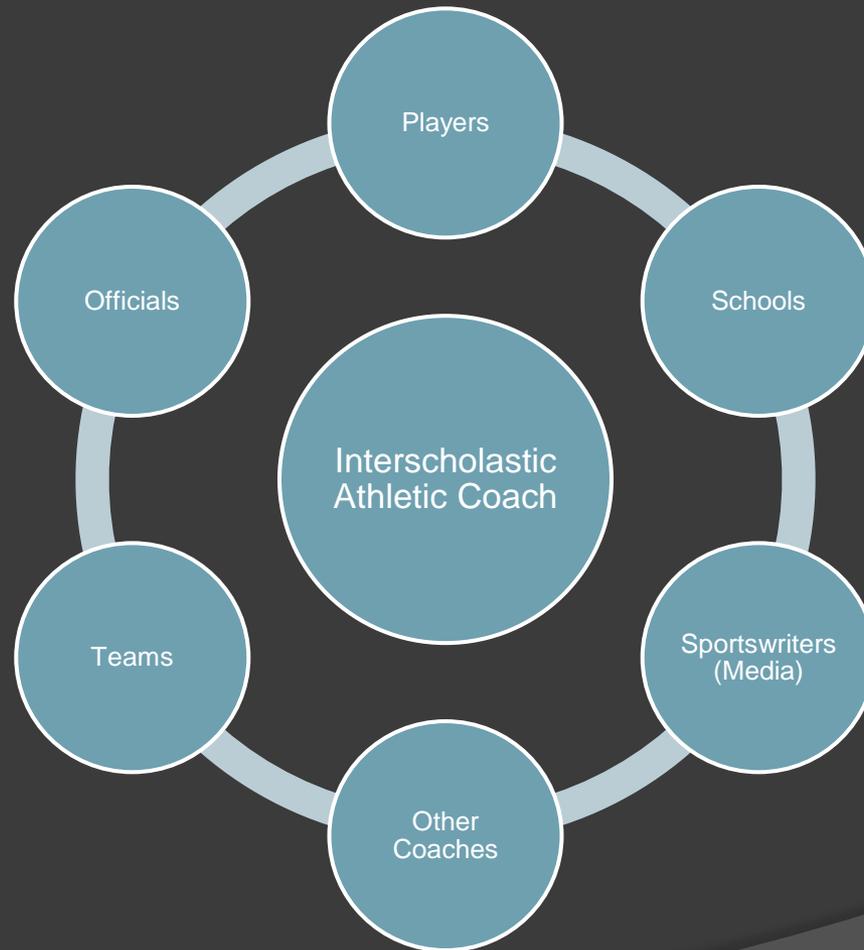
WEAKNESS

Assumption

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, THIS IS WHERE WE
ARE MOST VULNERABLE.**

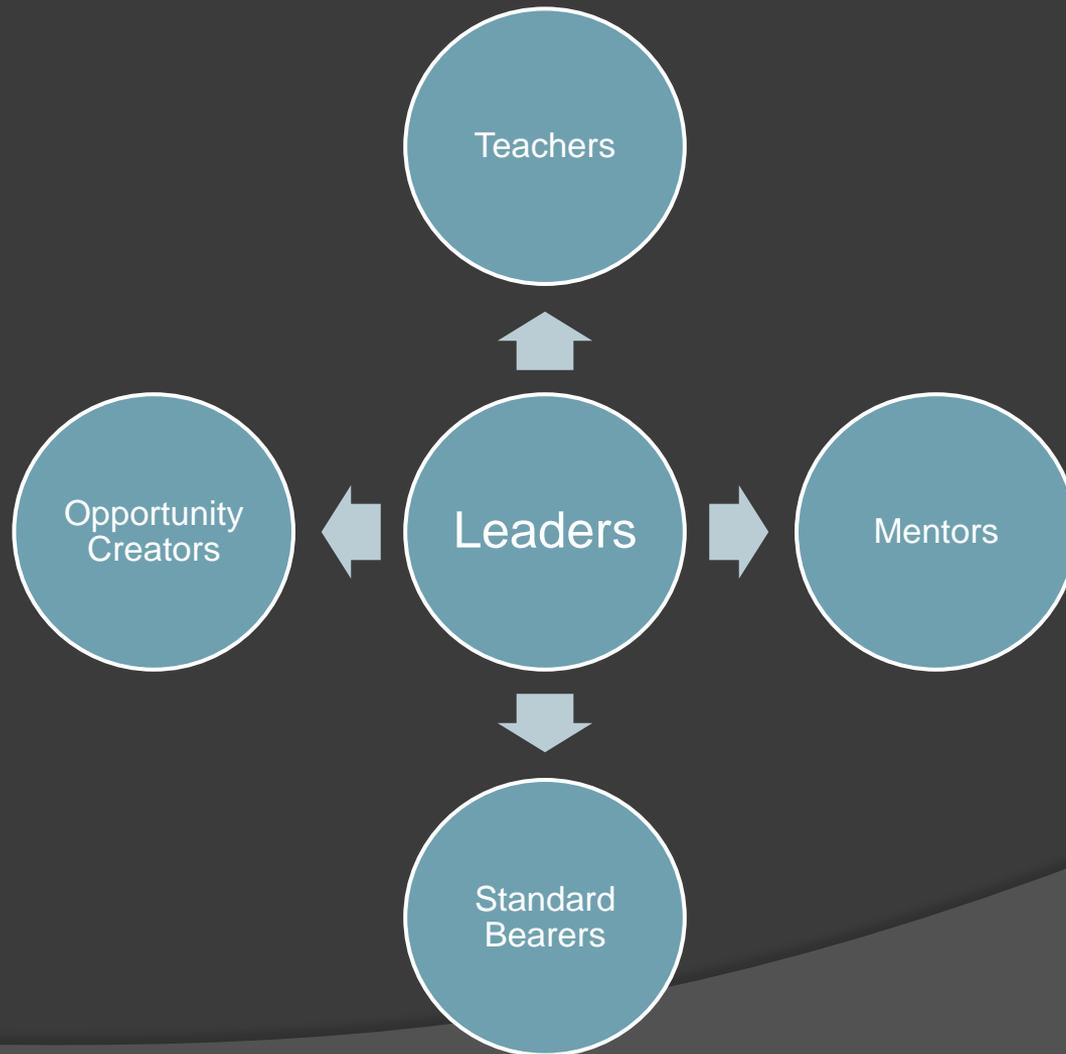
Coach's Total Responsibility 1975-1976 and 2015-2016



OPPORTUNITIES

- ◎ 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



NFHS

NATIONAL CERTIFICATION

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
4. North Carolina – 314
5. Arizona - 257
6. Maryland – 205
7. Massachusetts – 146
8. New York – 132
9. Florida – 127
10. Alabama -116

Top 10 CIC States - 2015

1. California - 91

1. 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

Undergraduate on
Campus Initiative

Graduate and
Continued
Education for
Practitioners

Secondary
Education
Programming
/Partnership

Texas A&M Coaching Academy Trains Future And Current Coaches



HEALTH & KINESIOLOGY
TEXAS A & M UNIVERSITY

▶ 🔊 0:00 / 2:25



FINAL THOUGHT

**“The Future Depends On What
We Do in the Present.”**

–Mahatma Gandhi