Current Trends In Technology For Athletics

Dr. Curt Miller

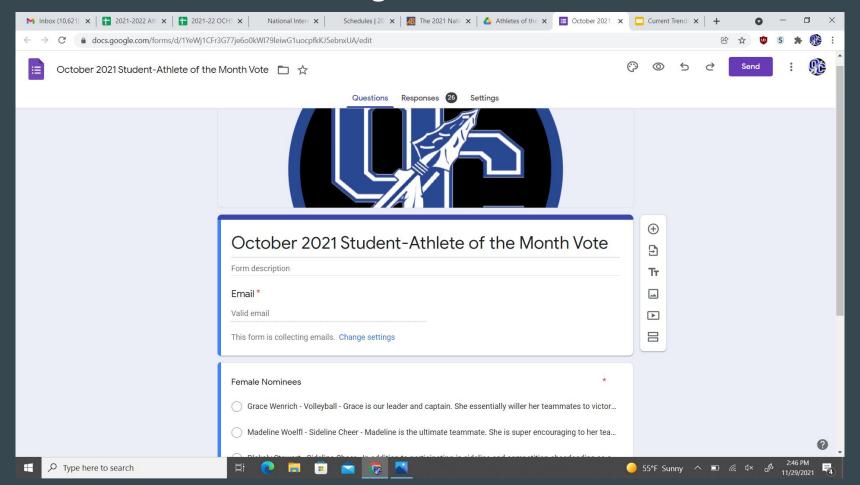
Assistant Principal / Athletic Director Oconee County High School

cmiller@oconeeschools.org - @Curt_Miller30 - @OCHS_Athletics

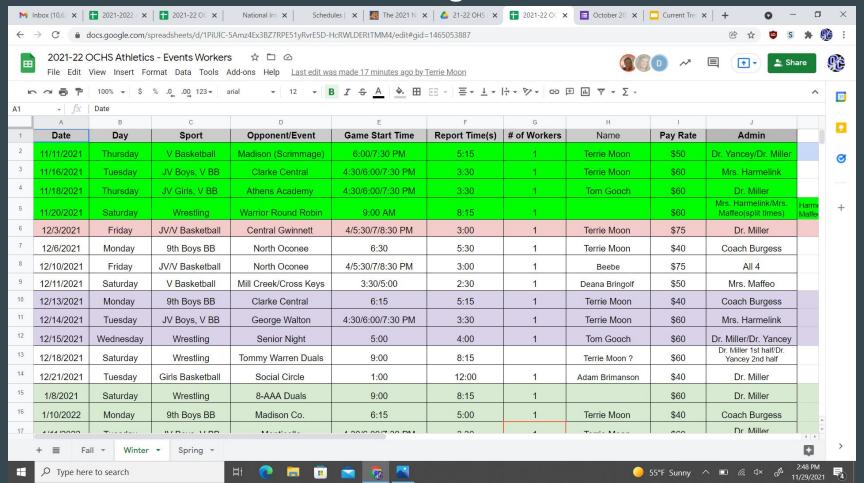
Basic Things Google Can Help With For Free

- Tryout sign-ups (QR Codes)
- Athlete of the Month Nominations and Voting
- Data collection (Forms and Sheets)
- Athletic handbooks
- Ticket sales when we had limited attendance due to COVID (Google form limited to OCS student email accounts.
- Accessibility (any device can allow you access to your information)
- There are no limits to what Google can help you do

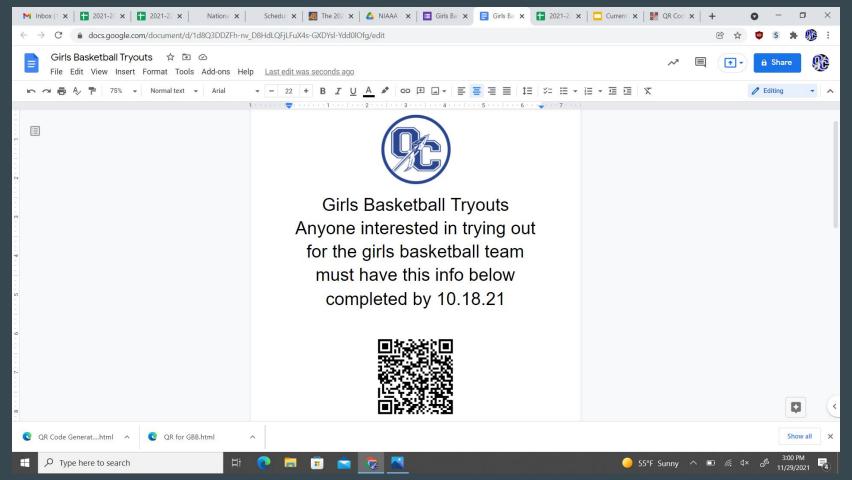
What Google Can Do For You



Athletic Event Coverage & Gate Workers



Utilizing QR Codes



Graphics - Adobe Spark



CROSS COUNTRY

8-AAA



CHAMPS



GHEA GOOD LUCK IN THE GHEA STATE FINALS

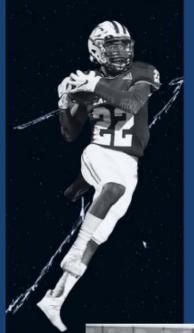




11.5.21

10:30/11:15

CARROLLTON, GA



August 30 - September 4









JV/V Softball vs. Morgan Co. 4:30/6:30pm

8.31.21

JV/V Volleyball vs. Hart Co./E. Jackson 5/7:00pm JV/V Softball @ Franklin Co. 4:30/6:30pm 9.1.21

JV/V Softball @ Jefferson 4:15/6:30

9.2.21

JV/V Softball vs. Stephens Co. 4/6:00pm JV/V Volleyball vs. Prince Ave./Jefferson 5/7:00pm

JV Football vs. Cedar Shoals 5:30pm

9.3.21

V Football @ Clarke Central 7:30pm

9.4.21

XC @ Berry Clara Bowl



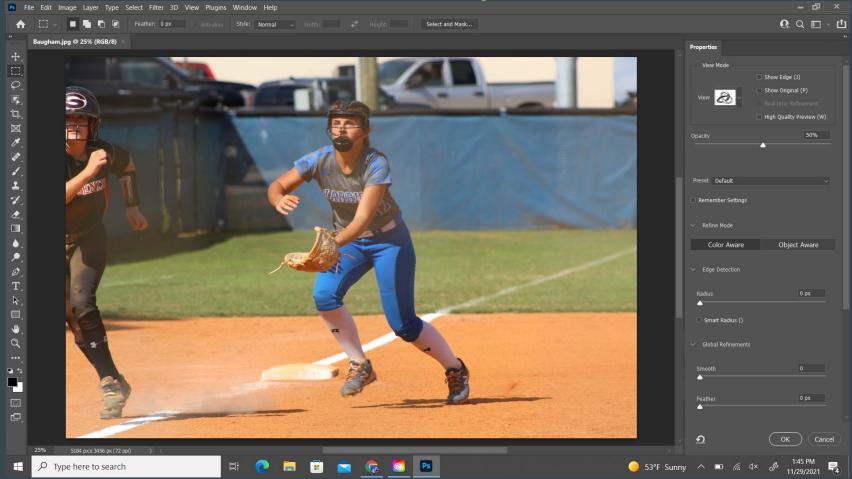
WARRIORS

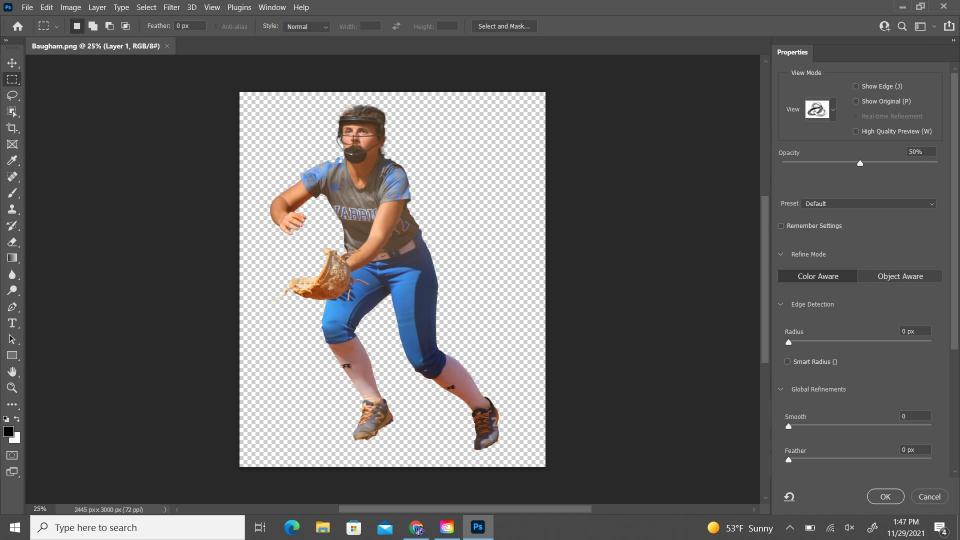


FINAL 92 FOUR



Photoshop





SEPTEMBER 28 - OCTOBER 2



9.28.21

V SB @ Hart Co. 6pm JV/V VB @ Stephens Co.

Athens Acad 5/7pm

9.30.21

JV/V VB vs. Flowery Branch &

JV FB vs. Flowery Branch 5:30pm

10.1.21

V FB vs. East Jackson 7:30pm

10.2.21

XC @ Alexander/Asics Invit.

JV VB @ Monroe Area #WeAreOne
V SB - Region Tournament









Graphics - Photoshop



JOHANSEN ARDS

MOST CAREER RECEIVING YARDS IN SCHOOL HISTORY



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GAME

GHSA RD 2 HOME





Social Media

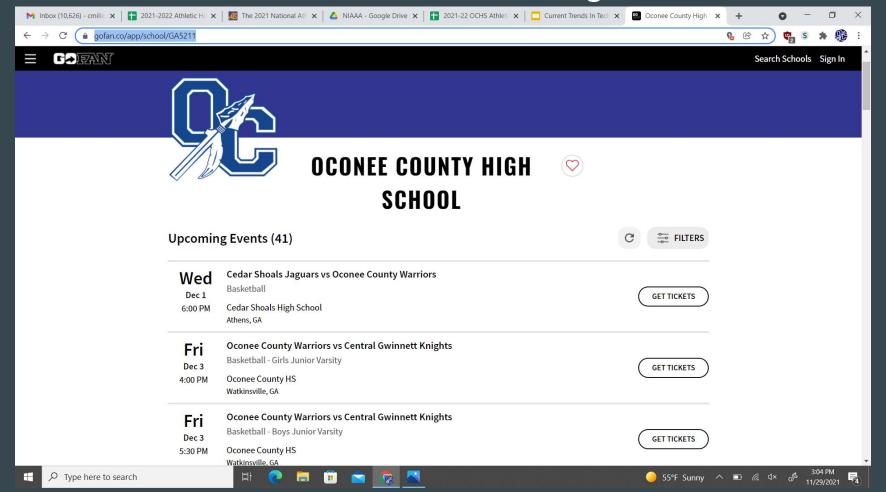
- Brand recognition
- Important updates/changes
- Upcoming games
- Recruiting for your players
- General promotions
- Athletic Signings
- Sponsors
- Twitter, Instagram, Facebook.....etc
- Warning Needs to be left up to adults or students looking to major in sports marketing

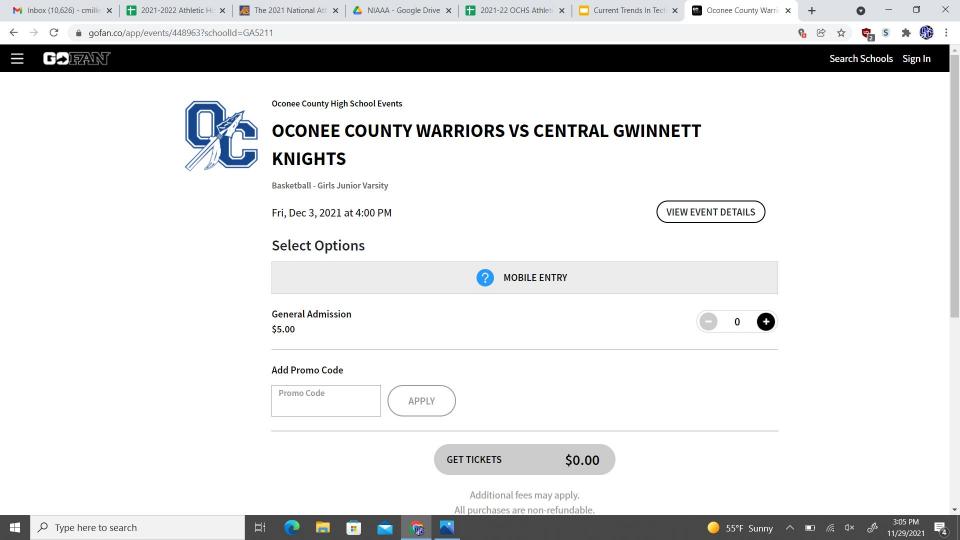
Social Media Examples

- https://twitter.com/OCFearTheSpear
- https://twitter.com/OCHS_Athletics
- https://twitter.com/OconeeVB
- https://twitter.com/ochsfastpitch
- https://twitter.com/oconeebaseball
- https://twitter.com/ochs_hoops
- https://twitter.com/OC_crosscountry

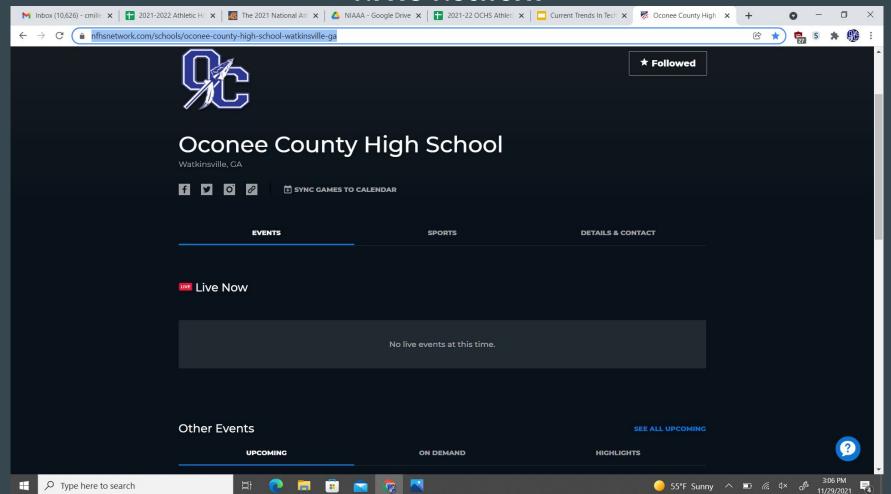
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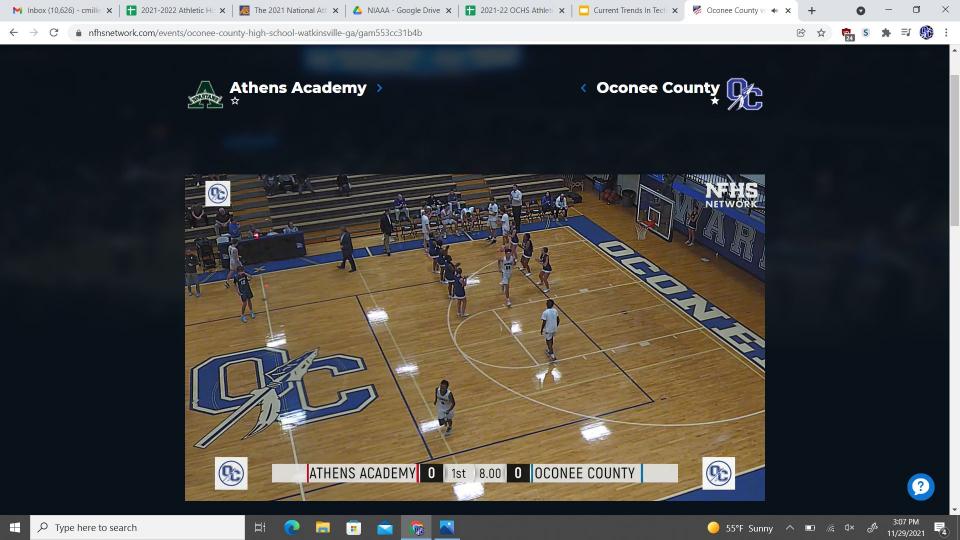
GoFan - Online Ticketing



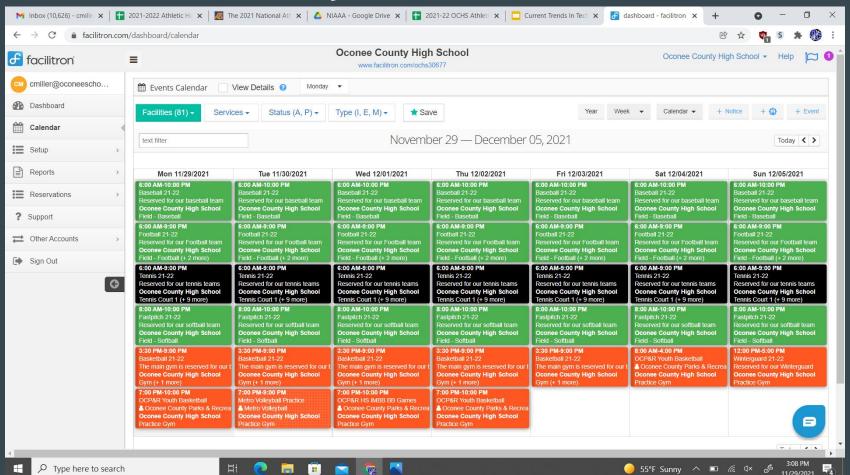


NFHS Network

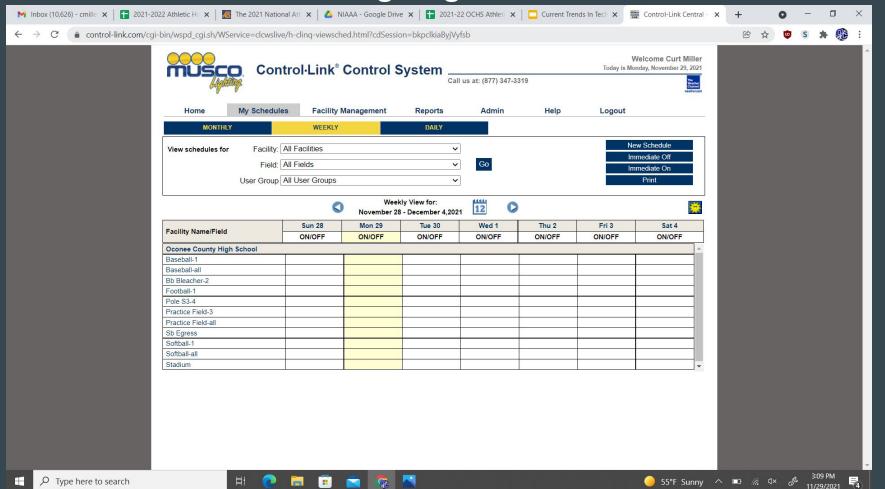




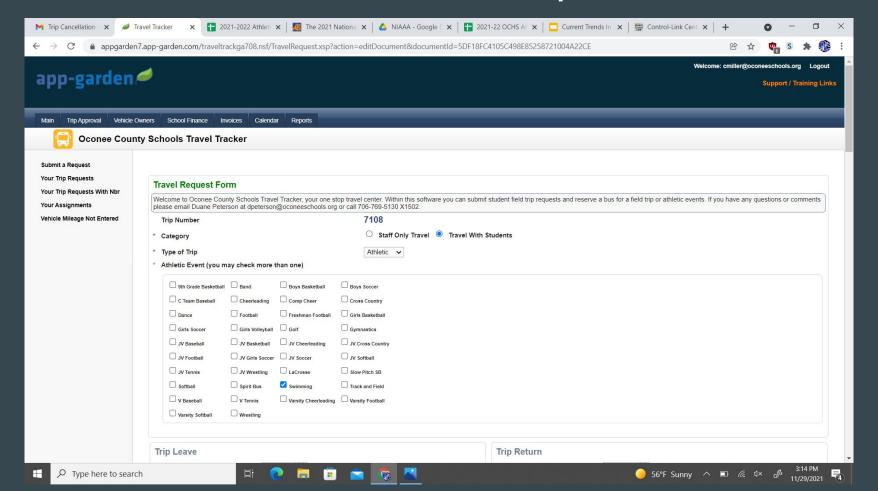
Facility Rentals - Facilitron



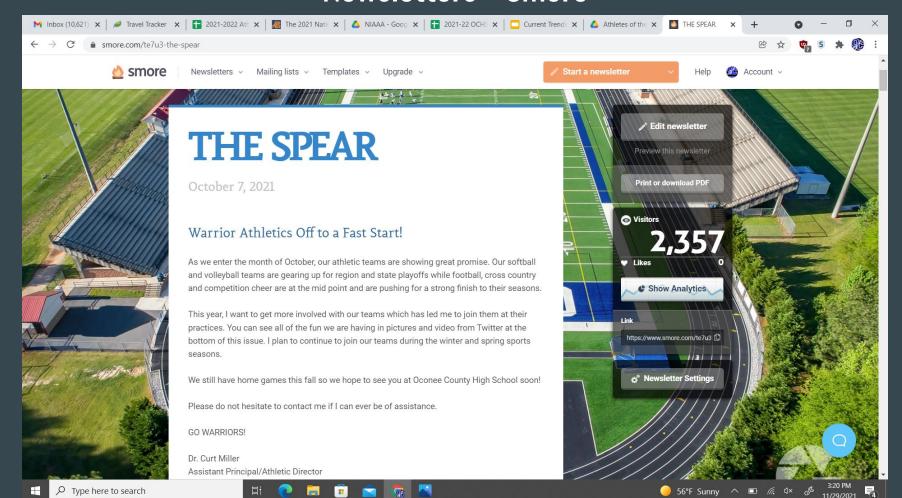
Athletic Field Lighting Controls - MUSCO



Travel Tracker - Bus Requests



Newsletters - Smore







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@LEBANONATHDEPT

@LEBANON CITY SCHOOLS ATHLETICS



THE ENGINEER

&

THE ARTIST

A NEED TO MODERNIZE

"As students lives become increasingly digital, so too much high school sports programs."

*Expectations and the scope of the job will only continue to grow. It's imperative that you have systems and methods in place that are working for you.

*We must attempt to stay on the cutting edge given the current pace of innovation in today's society.

BENEFITS OF NEW TECH:

- SAVE TIME & IMPROVE EFFICIENCY
- CREATE NEW REVENUE OPPORTUNITIES
- IMPROVE ATHLETIC PERFORMANCE

AREAS OF IMPACT

- INTERNAL OPERATIONS
- EXTERNAL ENGAGEMENT
- PERFORMANCE

Assess your current situation!!!

INTERNAL OPERATIONS

- SHARED DRIVES / TEAM OR CLASSROOM
- REGISTRATION/FORM COLLECTION
- SCHEDULING/PURCHASING
- ONLINE TICKETING
- SOUND DIRECTOR / GAME PRESENTATIONS
- QR CODES COVID SYMPTOM CHECKS, ATTENDANCE, ETC.

EXTERNAL ENGAGEMENT

- SOCIAL MEDIA GRAPHIC DESIGN
- VIDEO INTERVIEWS/PODCASTS
- DIGITAL TICKETING
- QR CODES (LINE UPS, TICKETS, ETC.)
- FAN FOOD APP
- LIVE STREAMING
- VIDEO BOARDS & INTERACTIVE DISPLAYS

IMPROVING SPORTS PERFORMANCE

- WEIGHT TRAINING (TEAM BUILDR APP)
- FILM ADVANCEMENTS (HUDL ASSIST, SIDELINE)
- ATHLETE GPS TRACKERS (CATAPULT)
- TIMING SYSTEMS
- GOLF SIMULATORS
- ONLINE TRAINING / PROFESSIONAL DEVELOPMENT

SCORES, NEWS, & GAME RESULTS

















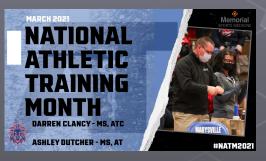


OHSA

SCORES, NEWS, & GAME RESULTS















SPONSORSHIP & REVENUE GENERATING **OPPORTUNITIES**

BARBIE & MATT WOEHRMYER

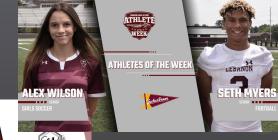
513-850-3272

ACQUIRE SPONSORSHIPS AND GENERATE REVENUE BY CREATING MARKETING OPPORTUNITIES FOR LOCAL BUSINESSES THAT WILL BENEFIT FROM YOUR CONTENT CREATION AND SOCIAL MEDIA EXPOSURE

The Warriors are 8-5-1.

STAT OF THE WEEK



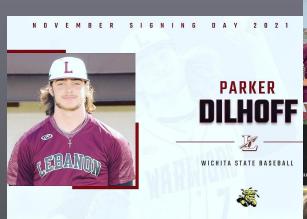


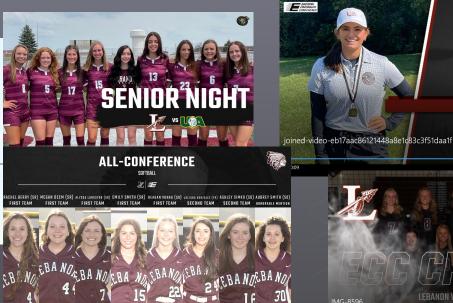




FRIDAY NIGHT LIGHTS PRESS BOX MEAL SPONSOR

AWARDS & RECOGNITION







GOOOOAALL!





1ST PLACE

0:00:01

ANY QUESTIONS?





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