



Strategies for Engaging Your School Community to Embrace Your Mission



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Creating A Mission

Your department has to have a mission- ask yourself/your department:

What do we stand for?



Work together with all stakeholders to create something that embodies the entire department



Now What?

You have a mission statement- Action Steps!!

1. Publicize your goals- meeting agendas, [website](#), parent meetings, etc.
2. Promote your goals- Slogan on a t-shirt, Gym Banner
3. Highlight when goals are met: [Sportsmanship](#), [Student Sportsmanship](#)





Practical Steps - Coaches

1. Empower them- let them provide you feedback
2. Build Trust- <https://www.youtube.com/watch?v=PbfBUrh4QWM>

1. Importance of trust



More Action Steps- Including Parents

1. Needs to be part of your coach self [evaluation](#)
2. The student athletes, club members need to be aware and [evaluate](#)
3. Consistently discuss and evaluate how you are doing
4. Include everyone- [parents](#), etc.
5. Parents Survey- [Summary](#)



Practical Steps- Student Athletes/Students

1. Meet with student athletes before each season- [Presentation](#)
2. Focus on leadership- Group, [department wide](#)
3. Value their input- [Survey Responses](#)



Practical Steps- Coaches

1. Meet with coaches at least once a month- [presentations](#)
2. Have them work collaboratively- ice breakers, etc.
3. Positive To the Right
4. Prioritize Sponsors and Assistant Coaches- Get to know them and their families
5. Support each other- [Colbern Cup](#); [Colbern Cup 2](#)



Practical Examples for Staff

1. Staff Appreciation Nights- [Example 1](#),
2. [Example 2](#)

[Google Form Example](#)

1. Popcorn Fridays
2. Staff Tennis Events
3. Special Seating at Events/Tailgate





Practical Examples for Staff

1. Softball Staff Appreciation- Staff members Threw out the first pitch and got a signed Ball from the team.





Practical Examples

1. Yearly Update on Progress
2. Yearly reminder/gift
3. Yearly get togethers





Promote Successes



Broncos
@LSNsoftball

...

Umpire Appreciation Night!!

We'd like to extend a thank you to ALL of our umpires this year. We understand and appreciate everything you do to ensure that all of our student athletes have the chance to play high school athletics.

[@LSNActivities](#) [@MSHSAAOrg](#)



LSN Volleyball
@LSNvolleyball

...

THANK YOU to all our officials! We appreciate you all. [@AVCAVolleyball](#)
[@LSR7Activities](#) [@LSHSTIGERVB](#) [@LSNActivities](#) [#OFFICIATIONWEEK](#)



10:24 PM · Oct 3, 2023 · 930 Views



Promote Successes



LSN Activities @LSNActivities · 35m

Congratulations to LSN Football Coach, Jamar Mozee! Jamar was recognized yesterday as the 2023-24 NAIA Coach of Character. We are extremely proud of Coach Mo for earning this honor.

@LSR7

@LSNorthFootball



My coach is approachable- I feel comfortable talking to the coach.

Strongly Agree	265	69%	(65%)	(65%)	(66%)	(60%)	(57%)	(59%)	(53%)
Agree	97	25%	(27%)	(27%)	(26%)	(30%)	(33%)	(29%)	(32%)
Disagree	19	5%	(5%)	(5%)	(5%)	(7%)	(7%)	(8%)	(9%)
Strongly Disagree	4	1%	(3%)	(2%)	(3%)	(3%)	(3%)	(4%)	(6%)

My coach is concerned about how I perform in the classroom.

Strongly Agree	206	54%	(51%)	(56%)	(56%)	(52%)	(56%)	(52%)	(45%)
Agree	146	38%	(36%)	(33%)	(34%)	(35%)	(34%)	(39%)	(42%)
Disagree	20	5%	(9%)	(7%)	(6%)	(9%)	(8%)	(5%)	(7%)
Strongly Disagree	13	3%	(4%)	(4%)	(4%)	(4%)	(2%)	(4%)	(2%)

My coach encourages us to support other programs.

Strongly Agree	189	49%	(47%)	(48%)	(51%)	(39%)	(46%)	(47%)	(35%)
Agree	162	42%	(43%)	(43%)	(39%)	(46%)	(41%)	(42%)	(48%)
Disagree	31	8%	(8%)	(7%)	(7%)	(12%)	(11%)	(9%)	(9%)
Strongly Disagree	3	1%	(2%)	(1%)	(3%)	(3%)	(2%)	(2%)	(2%)

My coaches teaches us about the importance of character and leadership while preparing me with essential skills to succeed in life.

Strongly Agree	233	61%	(61%)	(59%)	(62%)	(52%)	(60%)		
Agree	124	32%	(32%)	(35%)	(29%)	(38%)	(30%)		
Disagree	26	7%	(6%)	(5%)	(7%)	(7%)	(8%)		
Strongly Disagree	2	1%	(1%)	(1%)	(2%)	(2%)	(2%)		

As I reflect on the season, I had fun.

Strongly Agree	277	72%	(69%)	(71%)	(65%)	(64%)	(66%)	(70%)	(61%)
Agree	96	25%	(25%)	(23%)	(25%)	(26%)	(25%)	(23%)	(30%)
Disagree	9	2%	(4%)	(4%)	(7%)	(7%)	(7%)	(5%)	(6%)
Strongly Disagree	3	1%	(2%)	(2%)	(3%)	(2%)	(2%)	(2%)	(2%)



ABOUT US

**MASCOUTAH IS A JOINT COMMUNITY AS WE SERVE STUDENTS FROM THREE
DIFFERENT CITIES , AND SCOTT AIR FORCE BASE .**

ENROLLMENT: 1200

**DEMOGRAPHIC: 72% WHITE - 11% BLACK
8% HISPANIC - 9% OTHER**

CIVILIAN/MILITARY: OVER 50% OF OUR STUDENT POPULATION HAS MILITARY INFLUENCE



NUMBERS DON'T LIE

1921-2014

- 1- Team State Championship
- 4- Individual State Champs
- 15- Sectional Titles
- 2 - State Trophies

2014-Present

- 1- Team State Championship
- 7- Individual State Champs
- 15- Sectional Titles
- 6 Total State Trophies

- Record 8 MVC Titles One Year

*2021 Finalist STL Post Dispatch Athletic
Program of Year



CULTURE IS CREATED

*Culture can be defined as what you **EXPECT** and **ALLOW**, combined with what you **DEMAND**!*

ENERGY – ATTITUDE – TOUGHNESS

***GOOD PROGRAMS HAVE RULES,
GREAT PROGRAMS HAVE STANDARDS!***

***IN PROGRAMS WITH GREAT CULTURE,
THERE ARE NO LITTLE THINGS!***





E.A.T. WEEKS

WE INJECT EAT PRINCIPLES IN OUR PROGRAMS DAIL

- **EVERY WEEK WILL HAVE A UNIFIED THEME**
 - ENERGY WEEK
 - ATTITUDE WEEK
 - TOUGHNESS WEEK
 - PROGRAM PHILOSOPHY WEEK
- **FIND UNIQUE WAYS TO COACH THROUGH THESE THEMES**
 - DRILLS
 - COMPETITIONS
 - ADVERSITY
 - HANDLING SUCCESS
 - TEAM CONCEPT





L-EAT-ERSHIP ACADEMY

- **VOLUNTARY LEADERSHIP ACADEMY OPEN TO ALL STUDENT ATHLETES AT MHS.**
- **ACADEMY IS OPEN TO ALL STUDENT ATHLETES, REGARDLESS OF ABILITY OR LEVEL.**
- **MEETINGS TAKE PLACE BEFORE SCHOOL EVERY OTHER WEEK THROUGHOUT THE SCHOOL YEAR.**



STRUCTURE

**EACH SESSION IS 30 MINUTES AND BROKEN
DOWN INTO FOUR SPECIFIC AREAS OF
TEACHING/LEARNING**

- 1. REVIEW LAST SESSION**
- 2. CRITICAL TOPIC DISCUSSION**
- 3. TOOLBOX TIME**
- 4. L-EAT-ERSHIP CHALLENGE**



CRITICAL TOPIC DISCUSSION EXAMPLES

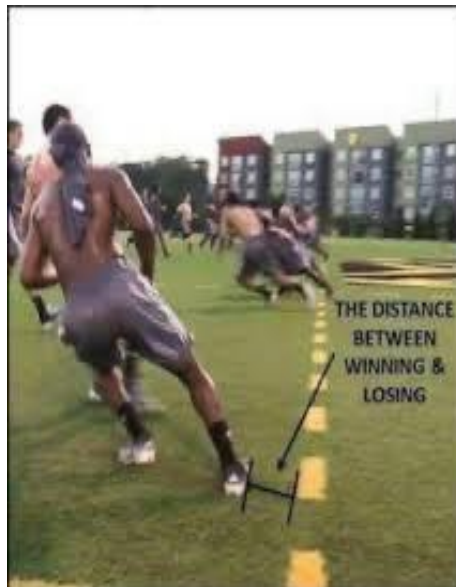


HOW LITTLE ARE "LITTLE THINGS?"

- REMEMBER, IN ELITE PROGRAMS, THERE ARE NO "LITTLE THINGS."
- DECISIONS YOU MAKE TODAY, WILL INDEED IMPACT YOU FOREVER.
- COUPLE REAL QUESTIONS FOR YOU....



HOW ARE "LITTLE THINGS" AFFECTING YOUR POTENTIAL?



- WHEN YOU GO THROUGH LIFE, AND YOU BECOME A PARENT, DO YOU WANT YOUR KIDS TO BE LIKE YOU, OR NOT LIKE YOU? BEHAVE LIKE YOU, OR NOT LIKE YOU?
- DO YOU WANT YOUR KIDS OR ANYONE THAT LOOKS UP TO YOU ONE DAY TO MAKE THE DECISIONS YOU MADE OR NOT MAKE THE DECISIONS YOU MADE?
- WHEN YOU ARE A HUSBAND OR A WIFE SOME DAY, WILL YOU WANT YOUR KIDS TO BE ONE LIKE YOU, OR NOT LIKE YOU?





PREACH A “BE FIRST” MENTALITY

- **SMALL GROUP ACTIVITY
(GROUPS OF 3-4)**
- **WITHIN YOUR SMALL GROUPS, INDIVIDUALLY WRITE DOWN YOUR
INTERPRETATION OF THE PHRASE “BE FIRST!”**

The First to awake. The first one to class. The first to smile. The first to initiate a conversation. The first to admit a mistake. The first to listen. The first to compliment someone else. The first to admit when I am wrong. The first to laugh at myself. The first to apologize.



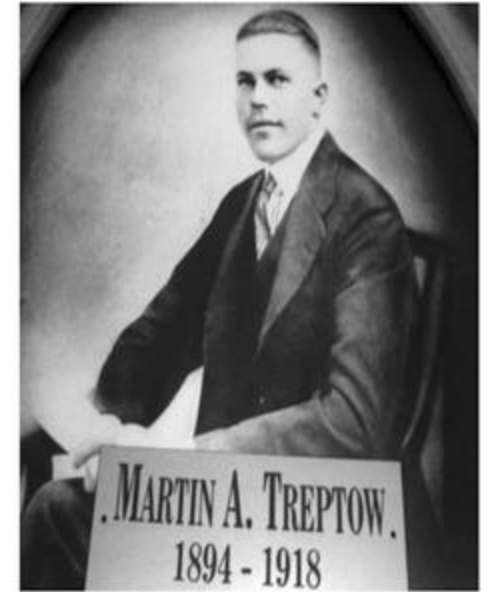
**ORGANIZATIONS AND
TEAMS WILL NEVER FULFILL
THEIR POTENTIAL UNLESS
THE BLAME OF FAILURE IS
OWNED BY ME AND ME
ALONE**

**CIRCUMSTANCES CAN NEVER DICTATE YOUR
BEHAVIOR...**



"America must win this war. Therefore, I will work, I will save, I will sacrifice, I will endure, I will fight cheerfully and do my utmost, as if the issue of the whole struggle depended on me alone."

- Private Martin August Treptow



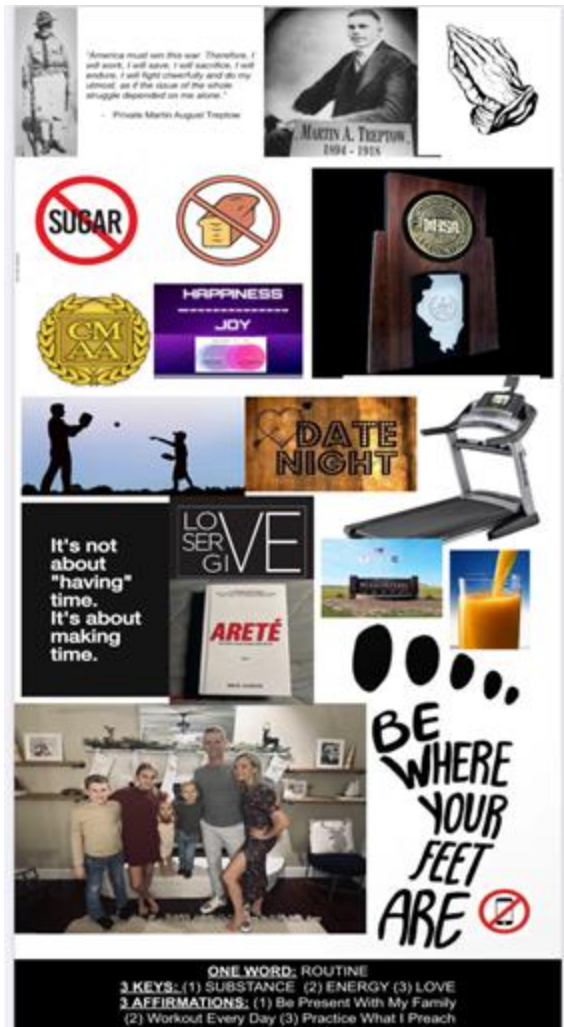


TOOLBOX TIME

- **GIVE EACH PARTICIPANT IDEAS OR TANGIBLE ITEMS THAT THEY CAN USE TO BENEFIT THEM AS LEADERS AND AS PEOPLE.**
- **DISCUSS HOW TOOLS CAN BE USED TO BENEFIT THEM IN THEIR EVERYDAY LIVES.**
- **DEMONSTRATE HOW I USE THEM TO HELP ME LEAD IN MY PROFESSION, AND MY LIFE OUTSIDE OF THIS ARENA.**



VISION BOARD



TIME BLOCK

					
PRIORITY:	MONDAY ____	TUESDAY ____	WEDNESDAY ____	THURSDAY ____	
TO-DO LIST:	FRIDAY ____	SATURDAY ____	SUN. WEEK:		
WEEKLY CHASE:	NOTES:				

STUDENT-ATHLETE PENCILS

EXPECTATIONS WHEN USING THESE PENCILS

- THINK ABOUT WHO YOU REPRESENT WHILE USING IT: FAMILY, TEAM, COMMUNITY
- USE IT WITH PRIDE AND INTEGRITY
- WORK WITH AN EFFORT THAT YOU AND YOUR PARENTS WOULD BE PROUD OF





L-EAT-ERSHIP CHALLENGE

FOR OUR NEXT SESSION, BRING THE ANSWER TO THIS QUESTION:

- **WHAT IS ONE THING YOU COULD BE DOING THAT, IF YOU STARTED DOING IT CONSISTENTLY, WOULD MOST POSITIVELY CHANGE YOUR LIFE?**



**SEND A TEXT TO SOMEONE TODAY WHO
NEEDS TO HEAR THAT YOU APPRECIATE OR
LOVE THEM.**

I'M HERE FOR YOU!



COMMUNITY SUPPORT





CULTURE TRANSLATES TO GAMEDAY

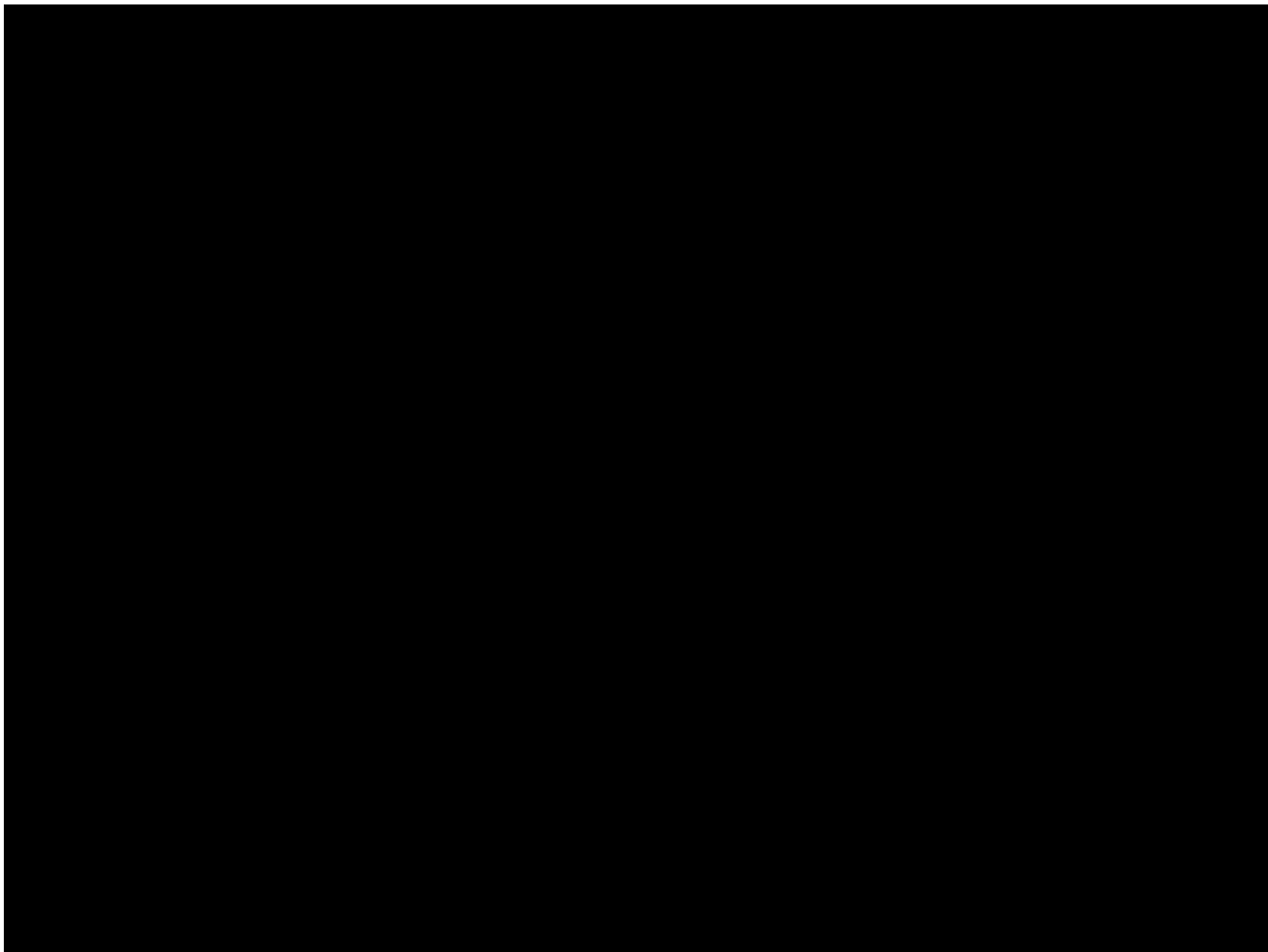
- IF YOUR CULTURE IS WORKING, IT TRANSLATE TO AN ELITE GAMEDAY EXPERIENCE.





WHAT SEPARATES YOU FROM OTHER PROGRAMS?







YOUR ENERGY IS WHO YOU ARE

FOR YOUR CULTURE TO BE SUCCESSFUL, YOU MUST LIVE IT!

Positive Energy

- * Fires people up and can hide minor flaws

Negative Energy

- * Fires people up and exposes all of your flaws,
and actually creates more

**YOUR ENERGY
INTRODUCES YOU
BEFORE YOU
EVEN SPEAK.**
#MOODQUOTES4U

WHAT IS YOUR ENERGY TYPE?



TWO ESSENTIAL SKILLS DETERMINE SUCCESS IN COACHING AND PARENTING

#1 – Communication

- **Body language Sets the Tone and must line up with message**
- **effective communication enables trust and gives validity**
- **kids MUST absolutely know you care or they won't care what you know**
- **Yelling generalized statements does not work.....ever**

#2 – Building Relationships

- **better relationships, better production**
- **Trust, respect, and mindfulness are essential**
- **Others work much harder for someone they appreciate**
- **most kids feed off of encouragement and shut down on aggression**



LEADERS LEAD!

STYLES WILL DIFFER BUT THE RESULTS ARE PROFOUND

- **WHEN BETTER IS POSSIBLE, GOOD IS NOT ENOUGH!**
- **LEADERSHIP IS ACTION. NOT A POSITION!**
- **YOU ARE THE EDITOR OF THE BOOK ON YOUR LIFE!**



BELIEF IS POWERFUL



Kids believe in Santa Clause without external validation.

We need to believe in ourselves with the same energy, passion, and purpose.



Contact Information

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