



JANUARY 2020 ISSUE

THE FIAAA NEWSLETTER IS THE OFFICIAL PUBLICATION FOR THE FLORIDA INTERSCHOLASTIC ATHLETIC ADMINISTRATORS ASSOCIATION.

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MISSION STATEMENT

The mission of the Florida Interscholastic Athletic Administrators Association is to develop, enhance and preserve the educational values of interscholastic athletics. The FIAAA serves its members by providing resources to develop and enhance leadership skills, developing mentorship programs for new athletic administrators and offering numerous opportunities for professional growth. In conjunction with the Florida High School Athletic Association, the FIAAA promotes the spirit of sportsmanship and fair play in all athletic contests and works to safeguard the physical, mental, social, and moral welfare of all high school students.

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President's Message

By: Roger Mayo, CMAA

District Athletic Director of Escambia County School District

FIAAA President - FHSAA ADAC

Greetings Fellow Athletic Directors,

This should have been a December newsletter, so I would have been excited about the upcoming NIAAA National Athletic Directors Conference in National Harbor, Maryland in a couple of weeks and looking forward to spending time with all of you that could attend. I would also be wishing all of you a very Merry Christmas and Holiday Season and encouraging all of you to enjoy some time off to relax and maybe do some self-evaluation on your accomplishments this year. It can be helpful to determine what areas were successful and what areas need some improvement.

But FIAAA is transitioning to a new E-Newsletter provider so rather than a December issue we will have a "January edition". Christmas and the start of the New Year will have come and gone so I will just reflect a little on my life as an athletic administrator. Just when you think, you have everything planned accordingly and ready to go, here comes an unexpected curve ball.

The world of athletic administration constantly changes due to "unforeseen circumstances" that we are faced with almost daily. Our jobs are influenced by everything from legislators changing state rules, district administrators changing local rules, teachers, coaches, parents, and dealing with 13-18 year olds on a daily basis. Don't forget about things like the weather, bus breaking down, officials not showing, and on and on and on.

My wish for the New Year is that all of you learn to do things better and easier. The best way to accomplish that is to take advantage of the many resources that are available to you. That is the best reason for becoming involved with the FIAAA. You are already all members so now you need to let us be your resource for best practices, professional development and networking with athletic administrators throughout our great state.

For those of you in FHSAA Districts 2 and 4, remember this conference will be hosting your mandatory Compliance Seminar on Sunday, May 3rd.

Make plans to join us at our 42nd Annual FIAAA State Conference May 1st-4th in Orlando. From the most experienced athletic administrator to the rookie, there is something to help everyone. There will be speaker sessions packed with great topics, Leadership Training Courses for national certification, many networking opportunities, and much more. Come meet our sponsors and exhibitors, meet up with old buddies, make new friends and enjoy some fellowship and laughter.

If you have any questions or concerns, go to our website and reach out to any of our officers or district directors for assistance.

Sincerely,

Roger Mayo, CMAA



President Elect's Message

By: Jake Von Scherer, CMAA
FIAAA President-Elect

First of all I hope everyone had a great Fall and that your Winter Season Teams are all doing well! I also want to say Thank You to everyone in the FIAAA for allowing me to serve as the President Elect for 2019-20 as it has been the highlight of my career (so far!). The individuals I get to work with including our District Directors, our Executive Board Members, and our Executive Director have all provided great encouragement to me going back to my first days of being involved with the organization! I like to say that for several years, I was a Coach & Athletic Director. Once I became involved with FIAAA, I actually became a (Better) Athletic Director and I certainly need to thank the mentors I had for helping me along the way!

Here we are at the start of a "New Year" and even though it's really only the second semester from a school standpoint, 2020 has arrived and 2020 Vision is the theme of this year's FIAAA Conference - 2020 Vision with FIAAA, Leading Today - Mentoring Tomorrow! As an Athletic Director we are all in positions of Leadership - leading not just our coaches but our students and many times our parents as well! Within that role comes Mentoring the next generation of Leaders and we want you to know that FIAAA is here - it has always been here - to help you be the best AD you can be and attending the 2020 FIAAA Conference is one of the best experiences you can have!

This year's conference will once again feature some Florida's "Best & Brightest" Athletic Directors who will be sharing on a variety of topics over two days and 24 different workshops. We are also excited about this year's Keynote Speaker - Mark Speckman - who will be sharing his inspiring story with us! Our Leadership Training Institute will also offer a variety of LTI Courses which can not only serve as professional development hours but they also count towards Certification through the National Interscholastic Athletic Administrators Association. Please make sure you register for these courses early as they frequently "fill up" in the first few weeks!

The dates for this year's Conference are May 1 - May 4, 2020 and it will once again be held at the Orlando Airport Lakeside Marriott. Registration will be available soon - go to www.fiaaa.org to register for the conference and to reserve your hotel accommodations. You will also want to sign up for the LTI Classes (these are held on Friday and Saturday) and those of you who have met the requirements to sit for the CAA (Certified Athletic Administrator) Exam will want to make sure you're registered! Finally, the Annual FIAAA Golf Tournament will be back along with the Corn Hole Tournament so make sure you have your "team" and get signed up for those events.



EXECUTIVE DIRECTOR MESSAGE

By Andrew Chiles

FIAAA Executive Director

I trust everyone had a successful start to the 2019-20 school year and hope you had a wonderful winter break where you had time to rest, recover and spend time with your loved ones. I'm excited to see what's in store as we embark on 2020. This is our first newsletter edition this year and it's my hope the newsletter continues to serve as a valuable member benefit.

I was fortunate to see many of you at the National Athletic Directors Conference in December and hope you were able to take some valuable ideas back to your schools and athletic departments. It's also great to see our own Lanness Robinson take over as the NIAAA President.

While on the topic of conferences, please remember our FIAAA State Conference this year will be held on May 1-4th at the Orlando Airport Marriott. I know our President-Elect, Jake Von Scherrer is planning a great conference. As always, we'll have a lot of Professional Development opportunities with our Leadership Training courses, multiple breakout sessions, valuable networking opportunities with colleagues and the FHSAA presentations and updates.

This year we start implementation of our 3rd Strategic Plan, if you haven't seen it please visit our FIAAA website and search under the "about" tab. Our FIAAA Board of Directors worked extremely hard in putting together this plan to guide the FIAAA in our continued growth.

I'd like to thank the Board for their unselfish service, tireless work ethic and collaboration in order to continue to bring valuable information back to the membership with the goal of helping you be better prepared as an Athletic Administrator and to assist you in bringing positive experiences to your athletic departments and to the student athletes you serve.

I applaud each Athletic Administrator in the FIAAA for your commitment to lead and serve. I am extremely honored and blessed to serve as the FIAAA Executive Director and I look forward to serving with you as we strive to better educational based athletics. I wish you the best of luck the rest of the school year and look forward to seeing everyone in May.

Andy Chiles, CMAA

FIAAA Executive Director

E-Spective Winter 2020

By: Jay Rader, E-Newsletter Editor

In one of the early leadership training classes, there is a somewhat oxymoronic slide that basically suggests that in athletics, one constant thread is change....and after a successful partnership with All American Publishing for almost 10 years to produce this e-newsletter, the FIAAA has entered into a new partnership with VNN to produce our newsletter.

As I write this column, I honestly cannot tell you how different the final product, the e-newsletter, will look under the production staff of VNN; but I can tell you that there is no desire from either the FIAAA or VNN to “re-invent” the wheel....the FIAAA remains committed to provide content that the school based AD can benefit from...VNN is committed to provide its marketing skills to help the FIAAA reach even more AD's.

Truth be told...I will not sugar-coat it...we/aka the FIAAA... has a problem motivating AD's to access the newsletter...frankly...the “lack of clicks” by our Florida AD's led, in part, to the loss of our agreement with All American to publish the newsletter.

Repeating what I said in the September issue...which perhaps many AD's did not see....

THE FIAAA EXISTS PRIMARILY TO BE A RESOURCE TO SCHOOL BASED AD'S...TO HELP THEM BE BETTER/MORE SUCCESSFUL AD'S ON A DAY-TO DAY BASIS.

This newsletter is just one of the ways that the FIAAA Board of Directors communicates with its members.

There is an incredible amount of knowledge and experience which FIAAA BOD members have...and are willing to share...to those who are willing to ask. For anyone reading this... there is no situation you are facing as an athletic administrator...that someone in the FIAAA BOD/mentoring program hasn't already had to deal with...and would be willing to provide guidance/counsel to...**IF ONLY ASKED !!!**

Again...as I write this weeks prior to our next launch...and into a bit of unknown territory, to those of you who have been with us before, **WELCOME BACK**...and to new views, **WELCOME**...and we hope you find this newsletter helpful.

Here's hoping your athletic vision for this new year is 2020!!!

What is Certification? Why should I get Certified?

By Jake Von Scherer, CMAA

FIAA President-Elect

The NIAAA Certification Program is a voluntary professional service to athletic administrators and is based on the premises of continuing education, professional growth and program development. This is important as the attainment of professional certification demonstrates the completion of a comprehensive plan for self-improvement that will enhance the ability of the athletic administrator to better serve the school, community and profession.

There are 4 Certifications available through the NIAAA but the two primary ones are shown below along with the requirements. If you have an interest in pursuing certification through the NIAAA / FIAAA please feel free to contact Jake von Scherrer, CMAA (Certification Coordinator) or Dan Talbot, CMAA (LTI Coordinator) for more information.

Certified Athletic Administrator (CAA)

- Two (2) or more years of experience as an athletic administrator
- Employed by (or retired from) a school, school district or state high school athletic/activities association in such capacity that the administration of interscholastic athletics is (was) among job responsibilities
- Completion of LTC 501, LTC 502, LTC 503 LTC 504 & LTC 506
- Successful completion of the CAA examination

Certified Master Athletic Administrator (CMAA)

- Attained CAA designation
- Completion of LTC 508 & LTC 510 in addition to a minimum of five (5) LTI Electives, one 600 level, one 700 level, and three additional electives from any level.
- Employed so that administration of interscholastic athletics is/was one's primary responsibility
- All requirements and points earned since CAA designation
- Submit one of the following: A.) a practical written exercise or B.) present an oral project

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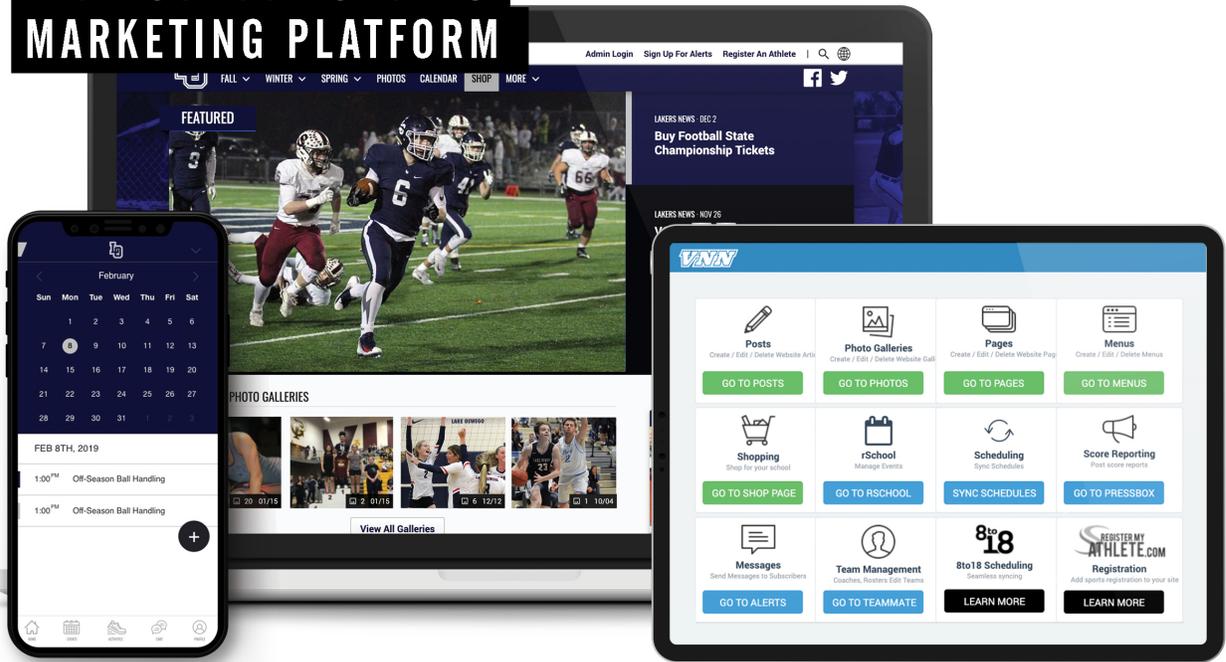
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We work hard and offer solutions to make your job easier – giving you more time to make a difference. Because while we're the best at equipping athletes, you're the best at equipping lives.

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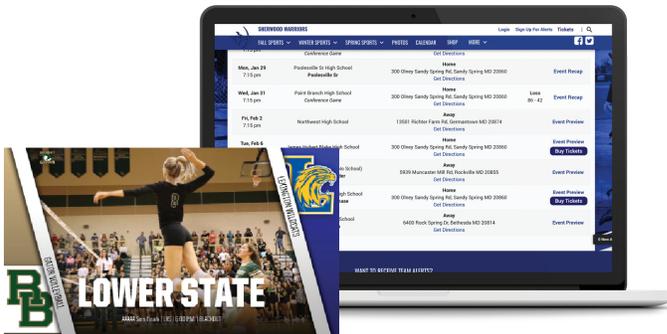


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AD Checklist:

DECEMBER/JANUARY

Coaches

- Announce first practice dates/spring (January)
- Email spring coaches to confirm final schedules. (December)
- Preseason face to face coaches meeting with each head coach. (Late \December)
- Review "Out-of Season" regulations through email.

Pre Season: Spring Event Preparation:

- Announcers for Baseball, Softball, Lacrosse (January)
- Confirm Timers for Lacrosse (January)
- Send out Ticket Seller Schedule (January)
- Put in Spring Bus Schedules (January)
- Petty Cash/Gate Ticket Box
- Schedule Police security for any winter events.
- Update website
- Make necessary preparations for Holiday competitions
- Review all winter & spring schedules for conflicts
- Confirm all transportation request and review for conflicts
- Schedule, send out agenda for any Athletic Department Meeting
- Equipment requests for spring sports
- Send Christmas cards to all sponsors and supporters.
- Booster Club meeting agenda
- Send spring sport schedules to officials.
- Attend the National Athletic Directors Conference (December)

JANUARY

Coaches

- Update coaches personnel file

Pre Season

- Review all spring schedules and send transportation request to transportation department
- Spring schedules to officials

AD Checklist cont...

- Finalize spring sports schedules
- Keys to spring sport coaches

Misc:

- Finalize team rosters
- Update website
- Check with Athletic Secretary – order letter awards and pictures as needed for post season awards banquets.
- Winter Academic Team Champion submissions.
- Complete spring sports program template for all home events

FEBRUARY

Coaches

Pre Season

- Review all spring schedules and send transportation request to transportation department
- Spring schedules to officials
- Finalize spring sports schedules
- Keys to spring sport coaches
- Prepare indoor gym schedule for spring sports – rain
- Prepare spring sports season arrangements
- Empty and reassign lockers for spring
- Prepare Parent night invitation and letter
- Send spring sport schedules to officials.
- Confirm all schedules and eligibility is entered into Home Campus.
- Spring schedules to administrators for sports supervision

Post Season

- Review district tourney sites and make transportation requests
- Update all fall and winter spring 'All Sports' records.
- Post Season Attend district and state contests/events
- Post Season Meet with winter coaches for season evaluation, inventory and storage of equipment
- Enter varsity schedules, rosters and team photos on Home Campus
- Winter sport spouse thank you letters

AD Checklist cont...

MARCH

Coaches

- Check on NFHS and Coaches Education Certification
- Fiscal
- Pay bills

Pre Season

- Spring sports eligibility lists on file
- Parent night preparation – Schedules and other handouts
- Spring sports team pictures
- Spring sports program – pictures, articles, rosters, schedules
- Update website
- Schedule, send out agenda for any Athletic Department meeting
- Individual practice rules met prior to first contest
- Check Tournament Dates and confirm room reservations for state tourney
- Confirm all spring schedules with school calendar and review for conflicts: ie-junior/senior prom
- Winter sports inventory, storage of equipment. Equipment order for Winter sports
- Make arrangements for FIAAA conference

Misc:

- Summer Camp Schedule publicized. (May/June)

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*Are you a new athletic director or in
need of assistance?*

*The Professional Networking
Committee can help.*

**For more information, contact
Dan Comeau at
dcomeau19@comcast.net or call
772-834-5875.**

Don't reinvent the wheel, let us help.

Visit the FIAAA.org website for all the latest information regarding conferences, professional development, awards, sponsors, current and past newsletters, photos and AD resources.



State Conference Break Out Sessions:

A major purpose/goal of the FIAAA is to provide education/information for the individual school athletic director to use in his/her daily duties and responsibilities in managing a high school athletic program. The annual state conference is probably the “best” place to provide that information, but the FIAAA recognizes that, for a variety of reasons, not everyone can attend the conference.

There were about 25 breakout sessions at the conference last May....and they covered a wide variety of topics. Invoking the philosophy that “you don’t need to re-invent the wheel”, the FIAAA invites you “to pick the minds” of our session presenters...gain access to their presentations and/or their expertise on a topic or topics you have an interest in learning about.

If you’d like any further information on any topic(s), feel free to contact our current FIAAA president Roger Mayo at RMayo@escambia.k12.fl.us

- **UNDERSTANDING HEAT INDEX ISSUES**
- **GETTING INVOLVED IN THE NIAAA AND FIAAA**
- **IMPORTANCE OF COACHES EDUCATION AND CERTIFICATIONS**
- **PROFESSIONAL NETWORKING OPPORTUNITIES AND RESOURCES AVAILABLE IN ATHLETIC ADMINISTRATION**
- **DO’S AND DON’T’S OF PRESENTING AN FHSAA APPEAL**
- **WHAT YOU DON’T KNOW ABOUT ZAPPING**
- **MEDICAL ISSUES IN ATHLETICS: THE HEALTHCARE TEAM AND YOU:OPTIMIZING CARE AND COMMUNICATION**
- **FRIDAY NIGHT LIGHTS: DISASTER RESPONSE**
- **UNIQUE CONSIDERATIONS OF THE FEMALE STUDENT-ATHLETE**
- **TITLE IX AND GENDER EQUITY COMPLIANCE**
- **MIDDLE SCHOOL ISSUES**
- **MEDICAL ISSUES IN ATHLETICS: CONCUSSION MANAGEMENT AND RETURN TO PLAY PROTOCOL**
- **NEW AD TOOLBOX: LEARNING WHAT YOU DON’T KNOW YOU DON’T KNOW**
- **SOCIAL MEDIA**
- **DEVELOPING A SUCCESSFUL CULTURE WITHIN YOUR ATHLETIC DEPARTMENT**
- **NCAA UPDATE**
- **CAA TO CMAA: EVERYTHING YOU NEED TO KNOW**
- **BRANDING AND MARKETING YOUR ATHLETIC PROGRAM**
- **ISSUES FACING THE FEMALE ATHLETIC DIRECTOR**
- **EMERGENCY PREPAREDNESS: MORE THAN A SHEET OF PAPER**
- **TIME MANAGEMENT ORGANIZATIONAL TIPS**
- **WORKPLACE TECHNOLOGY FOR ATHLETIC DIRECTORS**
- **MANAGEMENT TIPS FOR HANDLING OFFICIALS AND EVENTS**
- **INCREASING YOUR ATHLETES PERFORMANCE ON A SHOESTRING BUDGET**
- **SPORTS LAW YEAR IN REVIEW**

FIAAA Statement of Ethics

FIAAA membership is dedicated to acting ethically in all we do.

FIAAA member:

*Strives to develop and maintain a comprehensive athletic program which seeks the highest development of all participants and which respects the individual dignity of every athlete.

*Considers the well-being of the entire student body as fundamental in all decisions and actions.

*Supports the principle of due process and protects the civil and human rights of all individuals.

*Organizes, directs and promotes an interscholastic athletic program that is in harm only with and contributes to the total school program.

*Cooperates with the staff and administration in establishing, implementing and supporting school policies.

*Acts impartially in the execution of basic policies and the enforcements of the conference or league and state high school association rules and regulations.

*Fulfills professional responsibilities with honesty and integrity and upholds the honor of the profession in all relations with students, colleagues, coaches, administrators and the general public.

*Honors all contracts until fulfillment or release.

*Avoids using the position for personal gain or political, social or religious influence.

*Seeks to improve the professional status and effectiveness of the interscholastic athletic administrator through participating in local, state and national in-service programs.

*Is committed to high standards of ethics, sportsmanship and personal conduct on the part of the administrator, members of the coaching staff and the athletes representing their school.

FACA CALENDAR

Jan 9-11

FACA Spring Sports Clinic - Athletic Directors, Flag Football, Track, Weightlifting, Swimming

Football - Hilton Oceanwalk Resort - Daytona Beach

Jan 10

FACA Board of Directors Meeting - Hilton Oceanwalk Resort - Daytona Beach - 1:00 pm

Jan 11

FACA Hall Of Fame Induction & Luncheon - Hilton Oceanwalk Resort - Daytona Beach

Feb 10

Girls Soccer All Star Meetings - Nominations for All Stars, Player & Coach-of-the-Year

Feb 10

Boys Soccer All Star Meetings - Nominations for All Stars, Player & Coach-of-the-Year

Feb 10

Girls Basketball All Star Meetings - Nominations for All Stars, Player & Coach-of-the-Year

Feb 17

Boys Basketball All Star Meetings - Nominations for All Stars, Player & Coach-of-the-Year

Mar 6-7

Girls Soccer All Star Classic - TBA - Tentative Dates

Mar 7-8

Boys Soccer All Star Classic - TBA - Tentative Dates

Mar 9-13

Cheer/Girls Weight/Wrestling Nominations - Nominatons for All State/All Academic

Mar 20-21

Girls & Boys Basketball All Star Classic - Lakeland

NIAAA Code Of Ethical & Professional:

Prologue: Why a code of Ethics for Athletic Administrators?

The athletic administrator is an educational-leader who oversees one of the most visible and scrutinized aspects of the school community. Athletic administrators understand that athletics are an extension of a dynamic education program. As a result, this serves as a guide to support the day-to-day decision making of an athletic administrator. It clarifies the mission, values and principles of education-based athletics and how they translate into everyday decisions and actions.

The Interscholastic Athletic Administrator is committed to the student-athlete:

Develops and maintains a comprehensive education-based athletic program which seeks the highest development of all participants and which respects the individual dignity, self-worth and safety of every student-athlete.

Considers the health and well-being of the entire student body as fundamental in all decisions and actions.

Supports the principle in due process, protects the civil and human rights of all individuals, and endeavors to understand and respect the values and traditions of the diverse cultures represented in the respective school community.

Strives to provide inclusive education-based athletic programs that provide participation opportunities for student-athletes of all abilities and backgrounds.

The Interscholastic Administrator is committed to education-based athletics:

Organizes, directs and promotes an interscholastic athletic program that is an integral part of the total educational program, and enhances the learning process.

Cooperates with the staff and school administration in establishing, implementing and supporting school policies.

Promotes high standards of ethics, sportsmanship and personal conduct by encouraging administration, coaches, staff, student-athletes, and community to commit to these high standards.

Acts impartially in the execution of basic policies and in the enforcement of the local, district, state and national governing body's of rules and regulations.

The Interscholastic Athletic Administrator is committed to the profession:

Fulfills professional responsibilities with honesty, integrity and a commitment to equity and fairness.

Upholds the honor of the profession in all relations (both personal and digital) with students, colleagues, coaches, officials, members of the media, administrators and the public.

Improves the professional status and effectiveness of the interscholastic athletic administrator through participation in local, state and national professional development programs including, but not limited to, the NIAAA Leadership Training Institution and Certifications Program.

Avoids using his or her position for personal promotion.

Leads by helping others achieve their goals.

2019 NATIONAL CONFERENCE WORKSHOP SESSIONS

The NIAAA brings in distinguished experienced speakers from all over the country to speak about specific “nuts and bolts” topics of interest to the school based athletic administrator. Most of their presentations/powerpoints are available through the NIAAA.

The FIAAA realizes that most school based AD's do not have the resources to attend national conferences; one of the FIAAA's basic philosophies is that you “don't need to re-invent the wheel.” So we encourage you to take a look at the various topics listed below and if there is one (or several) that might interest/help you, please contact the NIAAA at 317-587-1450 for instructions on how to access the presentation you wish to review.

- *Assisting Your Coaches to See Themselves as Leaders
- *Athletic Codes of Conduct and Legal Rights of Students
- *Building the Athletic Budget
- *Coaching Coaches in the Modern High School Athletic Department
- *Considerations for Building a Character-Based Team Culture
- *Cultivating Student Leadership as a High Leverage Strategy for Program Improvement
- *Developing Coaches of Significance and Excellence
- *Enhancing Your Coaches Meetings

- *Event Management Best Practices for After-School Safety
- *Generating New Ideas and Sources of Revenue
- *Have You Considered Using a Corrective Action Plan to Improve a Coach
- *Hot Topics in Sports Medicine
- *How to Develop and Work with a Captains Leadership Team
- *How to Improve in Your Role as an Effective Communicator
- *How You Can Promote Participation
- *Implementation of an Esports Program in Your School
- *Improving Your Interviewing Techniques
- *Life balance for the Servant Leader Athletic Administrator
- *NCAA Eligibility Center Update
- *Options of Written or Online CMAA Presentations
- *Program Benefits from Multi-Sports Participation
- *Providing a Blueprint for Strong Team Leadership
- *Recognizing Signs of Student-Athlete Stress and Anxiety
- *Signs of Hazing in Your Programs and Importance of Proper Locker Room Management
- *Social Media: the Good, the Bad, and the Ugly
- *Steps Toward Creating a Positive Parent Culture
- *Supporting the Unique Role of the International Coach
- *The Football Development Model: Better Players, Better Experience
- *Tips for Having Difficult Conversations
- *Tracking for Success of Preseason Parent Meetings
- *Understanding the Mind of the 21st Century Athlete
- *Understanding Useful Apps for Our Role
- *What Works in Managing Adult Fan Behavior
- *Why Middle School Athletic Programs Are Critical to Developing Our Students
- *Why Your Leadership Matters
- *Your Responsibility to Mentor Your Coaching Staff
- *Year in Review in Law