

ATHLETICS STRATEGIC PLAN

BELIEFS

Athletics play an important role in school climate and culture.

Student athletes deserve state of the art facilities and equipment.

Athletics promotes character traits that are of high value to personal development and success - now and in the future.

Athletics is an essential element of a comprehensive wellness system for students.

Athletics play a vital part in the academic success of students - K-12 and beyond.

Athletics leaders make a significant difference for student athletes.

VISION STATEMENT

SBCUSD will be a leading force in athletics. Our student athletes will be personally ethical, scholastically successful, and athletically competitive. Our athletic personnel will be keepers of hope on and off the field. Our athletic programs will be hallmarks of the four C's:

- Contribution to academic success
 - Consistent sportsmanship
 - Competition with integrity
 - Champion of wellness
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STRATEGIES

We will ensure schools have a positive culture and climate that supports athletics.

We will allocate and secure funding to ensure modern, state of the art facilities and equipment.

We will embed transferrable life skills in the experiences of every student athlete.

We will contribute to creating a system of opportunities for SB youth to participate in a comprehensive wellness system.

We will cultivate college eligibility through graduation and use athletics as a springboard to higher education.

We will ensure that every student athlete has access to quality athletic personnel.

MOTTO

SHOW – Success through Hope, Opportunity and Will

**San Bernardino City Unified School District
Athletics Strategic Plan
Action Planning Notes**

STRATEGY: SCHOOL CULTURE – We will ensure schools have a positive culture and climate that supports athletics.

Action	Person(s) Responsible	Date
Provide positive/messages regarding athletics around campus – posters, marquee, etc.	Administration Athletic Directors ASB Director Coaches IT	Ongoing
Showcase program/student athlete successes whenever possible, including academics. Includes pictures/posters of successful student athletes around campus.	Administration Athletic Director Counselors Coaches ASB Students	Each Season
Conduct “Success Assemblies” – bringing in groups to “hype” the event. Guest appearances by former athletes.	Administration Athletic Directors ASB Students Coaches	Yearly
Consistently report game scores to media (internal/external) groups – e.g. Max Preps, local newspapers, etc. Add to morning announcements. Use all media outlets (e.g. Dyestat.com).	Coaches Athletic Directors Coaches Office Staff	Ongoing
Network with local businesses to support school athletics – e.g., Adopt a team/banners.	Administration Athletic Directors	Ongoing
Create an Athletics Section on the District’s website including a page for each site. Use social media to promote/advertise school athletic activities and to encourage positive relations, support, and involvement.	Communications Department Athletic Directors Coaches ASB	Established by January, 2016 Upkeep – Ongoing
Develop and disseminate Athletics Newsletter.	Youth Services	Each season
Recognize Athletes of the Season - Board Recognition.	Youth Services Board of Education	Beginning January, 2016 Each Season thereafter

Action	Person(s) Responsible	Date
Foster community support/exposure to athletic events. Make them "safe zones"/"rallying points" for the community.	Administration Communications Department Athletic Directors Coaches Athletes	2015-16 Ongoing
Define the parameters of elementary and middle school athletics and clarify the administrative perspective and interpretation of these two programs as they relate to the goal of achieving "World Class" status.	High School Administration Middle School Administration Elementary Administration Athletic Directors Coaches Youth Services Director	2015-2016
Provide funding for the updating and maintenance of all athletic banners and signage at all three (3) levels - elementary, middle, and high school.	Administration Athletic Directors	Ongoing
Encourage all staff members to wear school colors on game days throughout the regular season and playoff schedule. Provide playoff ribbons or badges to all faculty members to wear during playoffs of each sport. Reinforce the importance of faculty and student attendance at all games.	Administration Athletic Directors Coaches	Ongoing
Have all elementary and middle indoor championships played at high school facilities and outdoor championships as appropriate.	Administration Athletic Directors Coaches	Beginning 2015-16 Ongoing
Reinstate districtwide cheerleading competition for all three (3) levels – elementary, middle, high schools.	Administration Athletic Directors Coaches	2016-2017
Explore reinstating one way transportation for middle school athletics to improve parental and student involvement.	Administration Athletic Directors Coaches	2015-2016
Use establish "link crews" to introduce/orient/mentor incoming student athletes.	Link Crew Leaders ASB	2016-2017
Establish an Athletic Wall of Fame to highlight successful alumni.	Youth Services Director Athletic Directors Principals/District	2016-2017
Use the automatic calling system to notify parents of athletic events.	Administration Athletic Directors	Ongoing

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STRATEGY: INFRASTRUCTURE – We will allocate and secure funding to ensure modern, safe facilities and equipment.

Action	Person(s) Responsible	Date
Conduct a comprehensive needs assessment for equipment and facilities.	Administration Athletic Directors Coaches Equipment Attendants	October–December 2015
Identify equipment and facility master lists for each school.	Administration Athletic Directors Coaches Equipment Attendants	October-December 2015
Establish and implement a base funding model that does not rely on fundraising.	Administration	January-March, 2016
Reinstate districtwide yearly equipment and facility maintenance matrix to ensure equal attention for all three (3) – elementary, middle, high schools – levels, e.g. softball and baseball fields are redone on a rotating schedule requiring coaches and onsite maintenance personnel to be responsible to maintain facilities between refurbishing cycles.	Administration Athletic Directors M&O	October-December 2015
Identify and visit schools with model athletic facilities.	Administration Athletic Directors M&O	July, August, September 2015
Explore providing transportation for students who stay late for sports activities (list analysis).	Administration	2015-2016
Identify and cultivate facility partnerships (City of San Bernardino, external athletic fields, Little League, AYSO, etc.).	District Administration Athletic Directors Coaches City of San Bernardino	2016-2017
Explore having a private consulting firm calibrate/reconcile needs and provide strategies/ideas for procurement.	Deputy Superintendent Assistant Superintendent of Student Services Athletic Directors	January, 2016

Action	Person(s) Responsible	Date
Explore alternate financing models – e.g. bond funding, sponsorships, fundraising.	Administration Facilities Office Boosters/Parents	Ongoing
Explore dedicating athletic groundkeepers at comprehensive high schools.	M&O	2016-2017
Explore feasibility of non-charges for outside organizations that serve our students.	Business Services Facilities M&O Athletic Directors	2016-2017
Establish a set of districtwide standards and guidelines governing coaches' responsibility to maintain equipment, uniforms, and facilities to the highest degree of quality as possible.	Athletic Directors Coaches Youth Services Director	2015-2016

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STRATEGY: LIFE SKILLS – We will embed transferrable life skills into the experience of every student athlete.

Action	Person(s) Responsible	Date
Identify the core athletics skills (physical, mental, etc.) that are transferrable skills.	Youth Services Director Athletic Director Coaches Educational Services PE Teachers	January-May, 2016
Develop a Framework and Checklist of transferrable skills for coaches to use throughout the season (assigned by week).	Youth Services Director Athletic Director Coaches Educational Services PE Teachers	January-May, 2016
Identify the common themes between transferrable skills and the behaviors emphasized with the PBIS program.	Educational Services Athletic Directors Youth Services Director PBIS Site Leads PE Teachers	2016-2017
Incorporate transferrable skills into the start and end of practice/game comments – “Huddles.”	Athletic Directors Coaches	Ongoing
Professional Development for Coaches – Clinics, Workshops.	Youth Services Director Athletic Directors Coaches	Yearly, beginning 2015-16

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STRATEGY: WELLNESS – We will contribute (to creating) a system of opportunities for San Bernardino youth to participate in a comprehensive wellness system.

Action	Person(s) Responsible	Date
Exploring feasibility of hiring Athletic Trainers.	Human Resources Athletic Directors	2015-2016
Explore partnerships with professional health partners regarding wellness activities for student athletes – i.e. hydration, nutrition.	Athletic Directors School Nurses Executive Director of Community Engagement Youth Service Director	2016-2017
Develop partnerships with local fitness centers regarding discount rates for student athletes.	Athletic Directors Coaches Youth Services	2016-2017
Select one (1) Athletic Director to serve on the Action Team for Strategy 9 of the Community Engagement Plan.	Athletic Directors Executive Director of Community Partnerships	November, 2015
Utilize District nurses as a resource for overall health information.	Athletic Directors Health Services	Ongoing
Have students take campus leadership on a healthy choices marketing campaign for the site.	Athletic Directors Counselors Science Dept. Coordinators	2016-2017
Begin sports clubs at elementary schools – i.e., running clubs, 100 Mile Club, etc.	Site Administration Teachers Parents Elementary PE Department CAPS	Initiate 2015-2016 Ongoing
Partner with local organizations (AYSO, Little League, etc.) to encourage youth participation.	Youth Services Athletic Directors	2016-2017
Have each team select and implement a community service project related to healthy choices.	Athletic Directors Coaches	Each team beginning 2016-17
Explore implementing adaptive athletic activities.	District Administration	2016-2017

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STRATEGY: ACADEMICS/COLLEGE – We will cultivate college eligibility through graduation and use athletics as a springboard to higher education.

Action	Person(s) Responsible	Date
Hold an “all athletes/parents” meeting to review college entrance requirements.	Administration Athletic Director Counselors Youth Services	2015-2016 – 1 time Beginning of each season – or – Yearly
Complete regular checks on progress toward graduation for all student athletes.	Coaches Counselors Youth Services Athletic Directors	Each season
Develop ongoing structures/strategies for academic support for student athletes (i.e. Study Hall).	Administration Athletic Directors Counselors	Ongoing
Designate at least one counselor to serve as an NCAA Clearing House expert.	Administration Athletic Directors	2015-2016
Align tutoring services with the hours needed by student athletes.	Site Administration Athletic Directors	Ongoing
Have the NCAA expert train all counselors on basic NCAA regulations.	Administration Youth Services Director NCAA Expert Athletic Directors	2015-16 Ongoing
Conduct a MS to HS academic articulation night for 6 th - 8 th grade students/parents. Mirror at the elementary level.	Administration Athletic Directors	Yearly- May Beginning 2015-2016
Explore assigning specific counselors to athletes.	Administration Counselors	2015-2016
Explore hiring an Athletic Compliance Officer.	Administration	2015-2016
Sponsor workshops with college recruitment offices from local colleges/universities.	Athletic Directors Career Center Counselors Youth Services	Beginning 2015-2016 Ongoing

Action	Person(s) Responsible	Date
Develop and distribute an Athletics Handbook for all coaches and student athletes.	Athletic Directors Youth Services Director	Develop 2015-16 Distribute 2016-17
Connect to District Career Pathways as applicable.	Administration Athletic Directors Pam Kempthorne Pathway Leaders	Ongoing
Explore reestablishing vertical alignment for athletic eligibility requirements from elementary through high school.	Administration Athletic Directors Coaches	2016-2017
Establish the standard of mandatory weekly grade checks for all athletes and cheerleaders at all three (3) – elementary, middle, high schools – levels. Randomly checked by Athletic Directors or administration.	Administration Athletic Directors Coaches	2015-2016
Develop parent education programs to share essential information – e.g., A-G requirements, High School Graduation requirements, NCAA requirements, etc.	Administration Athletic Directors Family Engagement Office	2016-2017

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STRATEGY: **PERSONNEL** – We will ensure that every student athlete has quality athletic personnel.

Action	Person(s) Responsible	Date
Develop districtwide expectations for coaching personnel and support positions and volunteers.	Administration Athletic Directors Human Resources	January-March, 2016
Develop and implement clear hiring requirements (coaching certification, concussion protocol, CPR).	Administration Human Resources Athletic Directors	October-December, 2015
Analyze and recommend enhancements to the current Coaching Stipend structure in order to have competitive and comparative compensation.	Administration Human Resources Athletic Directors	Negotiated
Develop a well-defined onboarding process for all coaches.	Human Resources Administration Athletic Directors	Develop 2015-16 Implement 2016-17
Conduct regular coaches meetings to reinforce expectations, progress monitor transferrable skills implementation.	Administration Athletic Directors Coaches	2015-2016 Beginning of season
Provide coaching clinics/training modules.	Youth Services Athletic Directors	Ongoing
Explore creating elementary and middle school athletic director positions. Utilize the \$1600 intramural director's stipend at each of the middle schools for reimbursement.	Administration	2015-2016
Establish a small committee to revisit and evaluate the status of the district's athletic programs and continue to improve and ensure the implementation of the current athletic strategic plan.	Administration	2015-2016