

San Bernardino City Unified School District

ATHLETIC STRATEGIC PLAN

BELIEFS

- We will advocate district-wide support for athletics in grades K-12.
- Athletics play an important role in school climate and culture.
- Student-athletes deserve state-of-the-art facilities.
- 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 all students within the SBCUSD.
- Athletics play a vital part in the academic success of students K-12 and beyond.
- Athletic opportunities are equitable at all grade levels.

VISION STATEMENT

- SBCUSD Strives to be a state model for K-12 athletics, providing a fair, competitive, and inclusive environment that carries students through college, career, and life.

STRATEGIES

- ✓ We will allocate and secure funding to ensure safe, modern, state-of-the-art facilities and equipment.
- ✓ We will consistently and effectively maintain safe and clean playgrounds and athletic facilities at all K-12 facilities.
- ✓ We will promote positive school culture and climate that supports athletics.

MOTTO

- ❖ **SHOW** - Success through Hope, Opportunity, and Will

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



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Action	Person(s) Responsible	Date
Provide positive messages regarding athletics around campus: posters, marquees, P.E. locker rooms, school announcements, etc.	Administration (all levels) Athletic Directors Middle School Coordinators ASB Directors Coaches IT	Ongoing
Showcase program/student-athlete successes whenever possible, including academics. Includes pictures/posters of successful student-athletes around campus.	Administration (all levels) Athletic Directors/Coordinators Counselors Elementary/MS Coordinators ELOP ASB Students Coaches	Ongoing
Conduct "Recognition Assemblies" -Bringing in groups to "hype" the event. -Guest appearances by former athletes.	Administration Athletic Directors Middle School Coordinators ASB Students ELOP	Yearly
Consistently report game scores to media (internal/external) groups, e.g., MaxPreps, local newspapers, etc. Add to morning announcements and athletic websites. Use all media outlets, e.g., DyeStat.com.	Coaches Athletic Directors Office Staff Social Media Elementary/MS Coordinators	Ongoing
Network with local businesses to support school athletics, e.g., Adopt a Team/banners.	Administration Athletic Directors Coaches Parents	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	Ongoing
Develop and disseminate Athletics Newsletter.	PYD Family Engagement	2022-23



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Recognize Athletes of the Season-Board Recognition.	PYD Board of Education	Yearly
Foster community support/exposure to athletic events. Make them “safe zones”/rallying points for the community.	Administration Communications Division Athletic Directors Coaches Athletes Campus Security	Ongoing
Clarify the parameters of elementary and middle school athletics and clarify the perspective and interpretation of these two programs as they relate to achieving “World Class” status.	Administration (all levels) Athletic Directors Elementary/MS Coordinators Coaches Cabinet Members CAPS/Expanded Learning	Ongoing
Provide funding for the updating and maintaining of all athletic banners and signage at all three levels- elementary, middle, and high school.	Administration Athletic Directors Elementary/MS Coordinators	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. -Pep Squads -Invite CAPS students to attend.	Administration Athletic Directors Elementary/MS Coordinators Coaches ELOP	Ongoing
Have all middle school sports championships played at indoor and outdoor high school facilities as appropriate.	Administration Athletic Directors MS Athletic Coordinators Coaches	Ongoing
Reinstate district-wide cheerleading competition for Middle and High Schools and start a cheer program at elementary schools.	Administration Athletic Directors Elementary/MS Coordinators Coaches	2022-23
Implement transportation for middle school athletics to improve student involvement.	Board of Education Administration Athletic Directors Coaches	2022-23



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High Schools use “link crews” to introduce/orient/mentor incoming student-athletes.	Link Crew Leaders ASB Teacher/Club Leader	Ongoing
Use the automatic calling system to notify parents of athletic events.	Parent Square Administration	Ongoing

STRATEGY: INFRASTRUCTURE - We will allocate and secure funding to ensure modern, safe facilities, and equipment at all levels. The ASP Team understands that infrastructure and facilities are contingent on funding. While the ASP Team is advocating for new and improved athletic facilities for school campuses, it is understood that this is a request dependent on funding and additional board approval for any construction to occur.



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Action	Person(s) Responsible	Date
Conduct a comprehensive needs assessment for equipment and facilities at all levels and present it to the board.	Administration Elementary/MS Coordinators ASP Committee	October 2022
Maintain and expand a base funding model that does not rely on fundraising.	ASP Committee Board of Education CAPS/Expanded Learning	Ongoing
Reinstate district-wide yearly equipment and facility maintenance matrix to ensure equal attention for all (3) levels, e.g., softball and baseball fields are redone on a rotating schedule requiring coaches and onsite maintenance personnel to be responsible for maintaining facilities between refurbishing cycles.	M&O Athletic Directors Middle School Coordinators Elementary PS Administration	Ongoing
Identify and visit schools with model athletic facilities at Middle and Elementary	MS Coordinators Elementary PS M&O	2022-23
Identify and cultivate facility partnerships (the City of San Bernardino, external athletic fields, Little League, AYSO, etc.).	Facilities ASP Committee Administration	2022-23
Provide access to non-charges for inside organizations that serve our students.	Facilities District Office	2022-23
Explore alternate financing models, e.g., Bonds, sponsorships, fundraising, PYD.	Facilities Administration ASP Committee	Ongoing
Dedicating athletic groundskeepers at comprehensive high schools.	M & O ASP Committee	2022-23
Establish district-wide standards and guidelines governing coaches' responsibility to maintain equipment, uniforms, and facilities to the highest degree of quality possible.	ASP Committee Directors District Approval	2022-23

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



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Action	Person(s) Responsible	Date
Develop a framework and/or checklist of transferable skills and behaviors emphasized with the PBIS program for coaches to use throughout the season.	ASP Committee Coaches	2022-23
Integrate the core athletics transferable skills (physical, mental, etc.) during practice and games.	Coaches at all levels Athletic Directors Elementary/MS Coordinators	Ongoing
Professional Development for coaches - clinics, workshops.	Athletic Directors Elementary/MS Coordinators Coaches	Ongoing
Establish a mentor program at the 3 levels for coach development and practice plan development.	Athletic Directors Elementary/MS Coordinators Coaches	2022-23

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



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Action	Person(s) Responsible	Date
Staff an Athletic Trainer at each High School.	District HR Classified Administration Athletic Director Personnel Commission	Ongoing
Strengthen partnerships with professional health partners regarding wellness activities for student-athletes, e.g., hydration, and nutrition.	Athletic Directors School Nurse CAPS/Expanded Learning Community Engagement	Ongoing
Continue partnerships with local fitness centers regarding discount rates for student-athletes.	Athletic Directors Coaches CAPS/Expanded Learning	Ongoing
Select one Athletic Director or ASP committee member to serve on the Action Team for Strategy 9 of the Community Engagement Plan.	Athletic Directors Community Engagement	Ongoing
Utilize district nurses as a resource for overall health information.	Athletic Directors Elementary/MS Coordinators Coaches	Ongoing
Expand sports and clubs at elementary schools, e.g., running clubs, soccer, basketball, softball, volleyball, cheer, tennis, golf, swimming, etc.	Elementary Administration CAPS/Expanded Learning Elementary PE Coordinator Elementary PS EPE Teachers Coaches	2022-Ongoing
Expand implementation of community service projects related to health, safety, and wellness.	Coaches Athletic Directors Elementary/MS Coordinators CAPS/Expanded Learning ELOP	Ongoing
Expand adaptive athletic activities.	Coaches Site Personnel	Ongoing

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



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Action	Person(s) Responsible	Date
Hold an “all athletes/parents” meeting to review college entrance requirements (in-person/virtually)	Administration Athletic Director Counselors Enrollment Office CAPS/Expanded Learning	Ongoing-yearly or each season
Complete regular checks on progress toward graduation for all student-athletes.	Counselors Coach Athletic Directors MS Coordinator Administration	Ongoing 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 Clearinghouse expert.	Counselor Administration Athletic Director	Ongoing
Align tutoring services with the hours needed by student-athletes.	ELOP Administration Athletic Directors	Ongoing
Have the NCAA expert train ALL counselors on basic NCAA regulations and explore the use of a virtual training program to purchase	SWSS Department Positive Youth Development NCAA Expert Administration Athletic Director	2022-23
Conduct a Middle School to High School academic articulation night for 6th-8th grade students/parents with a highlight of athletics and programs offered. Mirror at the elementary level.	Administrators at all levels Athletic Directors Coaches	Yearly
Explore assigning specific counselors to athletes.	SWSS Department ASP Committee Administration	2022-23
Sponsor workshops with college recruitment offices from local colleges/universities.	College and Career Center Counselors ELOP Athletic Directors	2022-23



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Develop and distribute an Athletics Handbook for all coaches and student-athletes.	Athletic Directors	Ongoing
Connect to District Career Pathways as applicable.	Administration Athletic Directors Career Pathway Leader	Ongoing
Continue aligning athletic eligibility requirements from elementary through high school.	Administration Athletic Director Elementary/MS Coordinators	Ongoing
Establish the standard of mandatory weekly grade checks for all athletes and cheerleaders at our middle schools.	Coaches Middle School Site Coordinator	2022-23 Ongoing
Establish the standard of homework and behavior checks for student-athletes on a weekly basis during the season.	Coaches	2022-23
Develop parent education programs to share essential information, e.g., A-G requirements, High School Graduation requirements, NCAA requirements, etc.	Family Engagement Center Administration ASP Committee	

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



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Action	Person(s) Responsible	Date
Establish a District-wide handbook with expectations for coaching personnel and support positions and volunteers for athletics.	ASP Committee Athletic Directors Elementary/MS Coordinator	2022-23
Develop and implement clear hiring requirements (coaching certification, concussion protocol, CPR).	HR Classified HR Certificated Athletic Director	Ongoing
Analyze and recommend enhancements to the current Coaching Stipend structure in order to have competitive and comparative compensation.	SBTA Student Services Division HR Certificated ASP Committee Board of Education	Ongoing
Explore developing a well-defined onboarding Human Resources process for all coaches.	ASP Committee HR Classified HR Certificated	2023-24
Conduct regular coaches meetings to reinforce expectations, game schedules, progress monitoring, and transferable skills implementation.	ASP Committee Athletic Directors Elementary/MS Coordinators Coaches Administration	Ongoing
Provide coaching clinics/training modules.	ASP Committee Athletic Directors Elementary/MS Coordinators	2023-Ongoing
Explore creating an elementary athletic director position (stipend).	ASP Committee	2022-23
Maintain the Middle School Athletic Coordinator/Director Position.	ASP Committee	Ongoing
Maintain 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.	ASP Committee	In Progress June/July 2022 2.0 version

