

FEBRUARY 2023

AD DIGEST

The Official Newsletter of the CIAAA

AD Article of the Month

Athletic Directors Impact on Athletes

- Scott Bezubiak

Harry Ainlay High School, CIAAA Past President



Content:

AD Article of the Month

National Conference

Dave Rozdeba Award

Resource of the Month

LTP Courses

Partnership Providers

Over exam week I had the pleasure of gathering with some Athletic Directors to discuss the impact school sport can make in the lives of our student athletes. We reflected on the impact coaches made in our lives. Without much effort most of us can remember fondly of the coach or coaches that were a positive influence on us. Our reflections usually include references like; they really cared about us as people, they coached us on and off the floor, they were the trusting adults I needed in my life, and they made the game fun. These are all powerful memories that shaped us as individuals. For many of us, I'm sure our positive experience in school sport is what has driven us to our calling as an Athletic Director.

Unfortunately, there was one Athletic Director that reflected back on their time in school sport as a negative experience. One of their comments that stood out to me was, "our coach spent more time verbally knocking us down, instead of building us up." I'm sure as an Athletic Director, if one of your athletes left your program with a similar experience it would be disheartening. We take so much pride in creating positive experiences for your athletes. But it is a good reminder that:

Our coaches will make an impact on the lives of the young people they coach. Will that impact be positive or negative?

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As Athletic Directors we need to ensure our coaches understand their responsibilities in not just coaching the technical aspect of the game, but they are also building positive relationships and providing mentorship to these young student athletes.

As the conversation with this group of Athletic Directors continued I was invigorated in the effort this group is putting forth in intentionally teaching life skills through their athletic programs. There was a clear focus on philosophies built around “educational athletics.” As we enter the second half of the school year and start to plan for next year, I’ll recall some insight from educational athletics advocate Bill Gaine from Massachusetts and his ideologies on educating students through school sport.

1. Interscholastic athletic competition is an extension of the classroom and an educational activity that provides excellent opportunities to teach life lessons.
2. Through participation in such programs, young people learn values and skills that help prepare them for the future.
3. School sport exists to prepare young people for the next level of life, not the next level of athletics.
4. The positive educational outcomes of interscholastic athletics do not happen by chance. They happen because coaches and school administration adopt an intentional and purposeful approach to the interscholastic athletic experience.

Kaminski. “What is Educational Athletics?” From the Athletic Director. Mhsaa.com, May 2016.



Get Certified!

The CIAAA’s certification program provides a template for the athletic administrator to pursue professional development. Individuals will enhance their ability to serve the students, school, community and professional organization. There are three levels of certification:

CRAA: Canadian Registered Athletic Administrator

CCAA: Canadian Certified Athletic Administrator

CMAA: Canadian Master Athletic Administrator

Check out our website for all the information on certification and **APPLY TODAY!**



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7th ANNUAL NATIONAL ATHLETIC DIRECTORS CONFERENCE

The CIAAA National Athletic Directors Conference offers a mixture of content, networking, and social opportunities creating a dynamic, customizable, Athletic Director centered professional development experience.

The **Leadership Training Courses** are the highlight of our PD opportunities, content specifically focused on Administration, Organization, Educational Athletics and more. One LTP course is included in the registration fee with the option to add more. Additionally, our 60-minute **Workshops**, all included in the fee, offer exposure to valuable and relevant information, led by Athletic Directors and content experts.

Our Keynote Speakers:

Georgette Reed

Former Olympian
Health & Wellness &
Mental Health Expert
Athletic Director



Bruce Brown

Founder,
Proactive Coaching
35 Years Teaching & Coaching

The conference fee also includes our **Banquet Dinner**, a Social Event at **the BC Sports Hall of Fame**, Lunches during the Conference & an Exhibition. Coming together provides incredible value in addition to the great content, celebrating our biggest strength - the community of Athletic Directors that share an immense passion for educational athletics.

April 20-22, 2023
Coast Coal Harbour Hotel

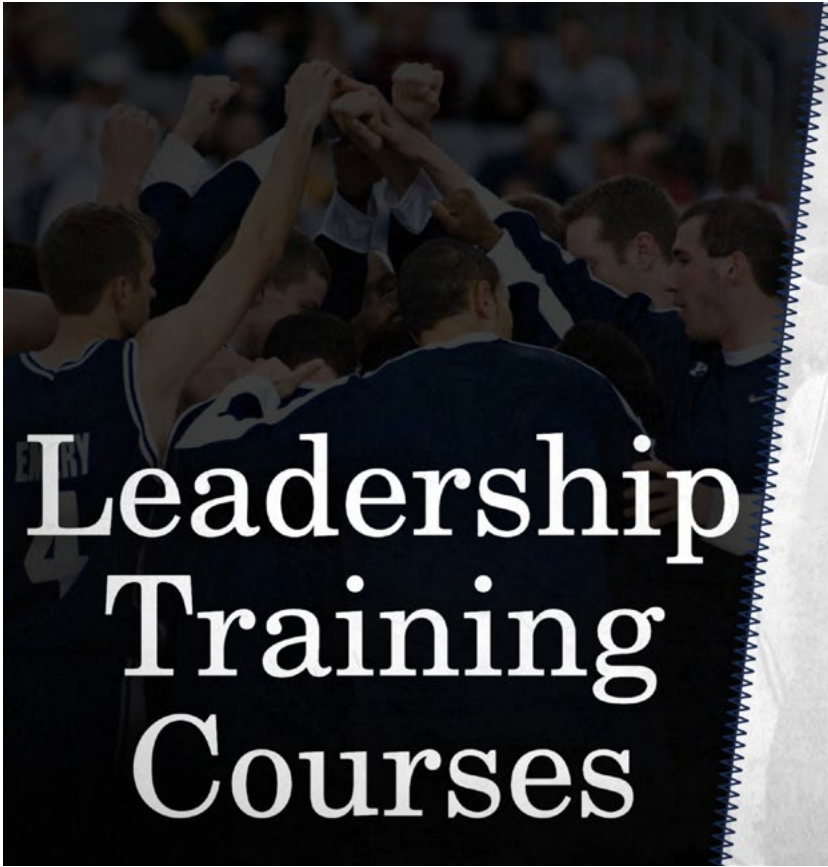
"By far the best PD I've been to... I love the opportunity to recharge my AD batteries and come back feeling even more excited about my job!"

Early Bird Registration:
\$399.00

*Ends February 15

Regular Registration:
\$430.00

Find Conference Schedule, Registration & Booking Links:
ciaaa.ca/registernadc



Leadership Training Courses

608C: Management Strategies and Organization Techniques

FEB 12 • 12:00 - 3:00 PM (MT)

602C: Creating Your Athletic Handbook

APR 6 & 12 • 5:00 - 7:00 PM (MT)

REGISTER TODAY

***Want an LTP Course for your district?
Looking for a specific LTP to be added to our Spring
Webinars? We want to hear from YOU!***

Are you interested in a particular LTP Course?
Are you a Grace Masters student looking for particular prerequisites?

The CIAAA wants to hear from you to help shape our Spring Webinar Series.

Email Caleigh@ciaaa.ca with courses you would like to see offered this spring.

As always, if are looking to host an LTP course for your group/district, reach out and we can organize a delivery.

Group discounts available.

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GETTING STARTED IS EASY



OUR SOFTWARE

REPerformance provides teachers with a tool that aligns with the HPE Curriculum and improves communication channels for all students and student athletes.



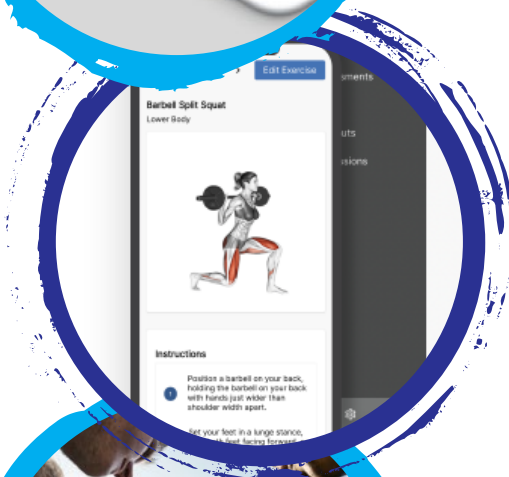
WORKOUT BUILDER

Custom workout programs are tailored to individual needs, the school's fitness equipment and fitness room. Access over 8 hours of yoga instruction pre-loaded onto the platform as well as hundreds of health and wellness resources that can assist in the delivery of health literacy. Promote student athlete safety and injury prevention while supporting a safe return to play.



SELF-ASSESSMENT

Designed with the understanding that teachers/coaches wear many hats, our system uses AI to build workouts for student athletes and allows for completion of assessments to be done by the students. It is a learning tool designed for teachers/coaches to help student athletes develop at their own individual speed.





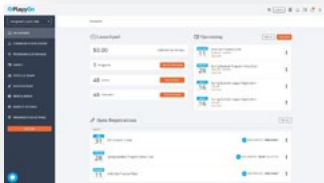
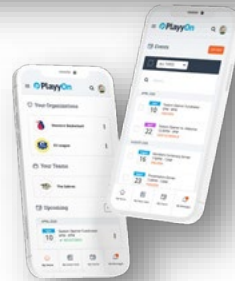
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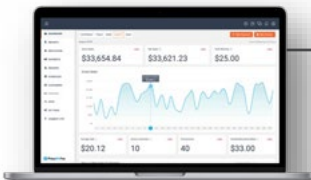
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For More Information Contact:

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Phone **574.372.5100 ext. 6263**