



# THE AD DIGEST

OFFICIAL NEWSLETTER OF THE CIAAA



## AD Article of the Month

### *For What Else?*

Derek Zacharias  
Briercrest Christian Academy

During the fall of 2020, I found myself not doing two things that I had done every year of my 27-year career. Due to the specific Covid-related restrictions within my province and school division I was not coaching or supporting our other school-based athletic programs through my role as an AD. In full disclosure, I was tired, and the change of routine was somewhat welcomed...I had time to explore other hobbies, I engaged with taking leadership courses through CIAAA, and I spent added time with my wife and family.

While I was able to enjoy some alternate activities on a personal and professional level, I also felt a sense of sorrow and guilt as I listened to the questions of my student-athletes. Do you know when we might get to practice again? Have you heard anything about if or when our leagues might start? Is there any way we can just get together and play? As it was, our 2020-2021 school sport seasons, maybe like yours, were canceled.

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As we moved into this school year, the fall of 2021 held more hope for our student-athletes who once again had the opportunity to form teams, to train together, and to compete in school-based athletics. This is not to say that our fall sport seasons, and now our winter sport seasons have been easy. We have had hiccups and hurdles to overcome. Canceled practices, postponed games, proof of vaccination policies, tournaments with changing schedules, and our team rosters continually morphing due to positive tests and close contacts. In our province, the coaches, the league and tournament coordinators, the officials commissioners and the school based AD's have taken on an incredible workload to keep our school teams playing. This last December I recall sitting in my office, working to re-schedule postponed basketball games when I simply stopped as my mind was overcome with one thought.

### **For what else would so many people give up so much of their time?**

There are a few good causes that I am sure we could all come up with, but it was at this moment that I again realized how much I love and value what school sports offers to our students.

### **What motivates us?**

There have been multiple occasions in the last year when I have had to answer my own questions: Why do we give the energy and time? Why do we provide the enormous effort in scheduling and re-scheduling? Why does it make a difference in our schools and the lives of our students? Each time I get to this mental place, I remind myself to open and re-read our Athletics Program Philosophy and Mission Statement.

Some of you will be old enough to remember the movie *City Slickers* (1991). There is a dramatic scene where Curly and Mitch are engaged in a deep conversation and Curly says, "You know what the secret to life is? One thing. Just one thing. Once you figure it out, you stick to that...". Metaphorically, your school's Philosophy of Athletics and/or Mission Statement should be that "one thing" to the life of your programs. I can't tell you what the philosophy of athletics for your school should be, but if you haven't looked at it in a while, do

that. If your school doesn't have one, get together with some colleagues and collaborate to build one, if your philosophy doesn't align with the mission and vision for your school anymore, fix it.

There are all kinds of resources available to assist you with writing or editing your school's Athletic Philosophy. A great place to start would be to talk with other AD's in your area. Look at the schools around you who have consistently well-structured and successful programs. What drives and motivates them? Search out athletic philosophy statements from other schools and use the best ideas you can find. The CIAAA courses give you an opportunity to connect with AD's from across the country. The Leadership Training Course 501C Philosophy, Organizational Structure, and Professional Development provides participants the space to begin thinking about the value of having a strong philosophy. There are plenty of places to start, the important thing is to act, get a functional and understandable Athletics Philosophy in writing.

Once you have an Athletic Philosophy or Mission Statement developed, it is critical to communicate, communicate, communicate. There is value in having your coaches, athletes, parents and stakeholders understand what your program's pillars are and how they impact the direction and decisions that are made at the school and team level. As you onboard new coaches into your program, or as coaches onboard new athletes onto their teams, an orientation of the Athletic Philosophy of the school can pay dividends for everyone. The more you can articulate your guiding principles the better you will motivate and inspire those around you.

In his book *Start with Why: How Great Leaders Inspire Everyone to Take Action*, Simon Sinek states, "Working hard for something we do not care about is called stress, working hard for something we love is called passion.". This passion is what I observe in the coaches, AD's and coordinators who have volunteered to keep school-based athletics operating over the last months. Beyond a doubt, the work has not been easy or without challenges, but the work is crucial to the holistic health of our student-athletes. When the work is hard, when it is frustrating, when it is time consuming and draining, remember your why, remember your philosophy and mission, remember your `one thing` and stick to that.



## **720C ADDED TO WINTER WEBINARS!**

Character based educational athletics can only truly succeed when the entire community — School Board, Superintendent, Principal, Parents and Boosters—support and embrace the values and views lived daily in the school setting by the student and strategies needed to implement these programs within the entire community athletes, coaches, athletic department and school faculty. Without question, teachable moments in athletics prepare students for life when the whole community supports and reinforces those life lessons. This course will empower the athletic administrator to help motivate in order to be a key figure in helping the school community to understand and embrace important character expectations for the school program.



**[Click Here to Register Now!](#)**

## **ATHLETIC DIRECTOR JOB DESCRIPTION TEMPLATE**

We have created a sample Athletic Director job description to help our members demonstrate to their school administration the role they are taking on outside of their teaching position.

The job description outlines various tasks and responsibilities an Athletic Director may take on throughout the year. There are blank spaces provided for Athletic Directors to add in tasks that may be specific to their role in their school.

We encourage you to download the template, add your specific tasks and responsibilities in, and meet with your administration to review the role and what supports you require.



**[AD Job Description Template](#)**



2022 CIAAA

# NATIONAL ATHLETIC DIRECTORS CONFERENCE

April 20 - 23, 2022

Virtual Conference

#CIAAANADC

Join your fellow Athletic Directors to learn, share, and connect at the **2022 CIAAA Virtual National Athletic Directors Conference**. For 3 days on April 20-23, the CIAAA will offer LTP Courses, Workshops, Keynote Speakers, Forums, and more to help you in your role as an Athletic Director.

Check out our conference website for schedules, session descriptions, and registration details.  
**Early Bird Pricing of \$150 (Includes 1 LTP) is on until March 21.**

## Conference Website

The first 150 people to register receive a conference gift!

### LTP Courses

# 12

Take advantage of the variety of LTP courses being offered. We are launching **2 brand new courses**, make sure to check them out!

**1 course is included in your registration!**

### Workshops

# 14

These 1 hour workshops are a great way to learn about the latest trends & information in school sport! Workshops will be recorded & available for registrants following the conference

### General Sessions

# 3

We have 3 great general sessions you won't want to miss! Keynotes by Marnie McBean & Angus Reid, and a general forum where you can learn and network with your fellow Athletic Directors.

**"I've loved being a part of two CIAAA Conferences. I wish I knew of this conference early into my days as AD (18 years as an AD, but still learning!)"**

### Angus Reid

2x Grey Cup Champion | Author - Thank You Coach!

From a physical and talent perspective, Angus Reid had no business playing professional football for 13 seasons, earning multiple all-stars and winning two Grey Cup Championships. It was through his relentless determination and the extensive guidance of others that his dream became a reality.

Today, Angus travels North America speaking with companies, schools, and teams about what it really takes to make it and win. His successful TEDx talks, "Why We Need High School Football" and "Mastering the Skill of Trust" have garnered him both praise and respect.



Presented by:



### Marnie McBean, O.C.

Canada's Chef de Mission, 2020 Tokyo Olympics | 3x Olympic Gold Medalist

Marnie McBean is one of Canada's most decorated Olympians, and an expert in turning potential into performance. As Canada's chef de mission at the 2020 Tokyo Olympics and a former Specialist in Olympic Athlete Preparation and Mentoring for the Canadian Olympic Committee, McBean prepared athletes emotionally and psychologically to ensure that they performed at their highest level. Drawing on her years of experience as a performance coach and a top competitor herself, she leaves audiences with a recipe for success that can be applied to all endeavors.

Presented by:



### Support to Attend



We would love to have you join us for all or even part of the conference. This Athletic Director centered conference is a great chance to connect and learn with your peers across Canada. We have created template for a letter of support that you to bring to your administration in the hopes it will help you in getting approval to join us.

### Letter of Support Template



## APPAREL

Check out our new CIAAA Apparel!

This year we have Men's and Women's Champion 1/4 Zip Shirts for sale.

• \$60.00 (includes shipping)

All shirts will be shipped following our April Conference.

Women's Sizes  
SM, MD, LG, XL, 2XL

CIAAA

**APPAREL**

Champion 1/4 Zip Shirts  
\$60.00

Men's Sizes  
XS, SM, MD, LG, XL, 2XL, 3XL

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## RESOURCE OF THE MONTH

**SPORTFACTOR**

RESOURCE OF THE MONTH

**THE NON-OFF SEASON  
TRAINING PLAN**

Created by: REPerformance

CHECK IT OUT!

February's Resource of the Month comes to us from our Official Wellness Partner, REPerformance. The Non-Off Season Training Plan will help you keep things in perspective and program what is appropriate for your student-athletes. Further, it will take you through specific exercises for student-athletes in grades 7 - 12 that follow the LTAD.

• [The Non Off Season Training Plan](#)

Do you have any resources that you think might be useful to your fellow Athletic Directors? Send them our way!

*Reminder to activate your membership to gain access to our full Resource Bank! ASAA, BCSS & SHSAA Athletic Directors receive free a membership, email [info@ciaaa.ca](mailto:info@ciaaa.ca) for information.*

# Habit

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*[hab·it] (noun)*

*a usual way of behaving : something that a person does often in a regular and repeated way*

Our platform uses assessments to create fitness plans scaled to each student's ability. This allows them to see and celebrate their progress, and to form healthy habits for life.



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Manage teams, schedules, RSVP, reminders and advanced communications

Get started with PlayyOn Plus for CIAAA



# SPORTFACTOR

# Winter SALE

## ...ON BADMINTON RACQUETS AND MORE!

### ELEM LEVEL "JR BADMINTON"

Condor Junior badminton racquet. Offers better control for younger players. Steel shaft and frame. 3/4 length shaft compared to standard. 23" in length.

Product Code - JR BADMINTON

Sale Price - \$8.95 <

### JR/SR HIGH VICTOR BLADE 2000

Great economical racquet for junior or senior high schools. Aluminum frame and steel shaft.

Product Code - BLADE 2000

Sale Price - \$14.50 <

### JR/SR HIGH YONEX B6500

This durable midrange racquet is a great option for senior high classroom usage and has become one of our most popular racquets! Features an aluminum isometric frame and steel shaft.

Product Code - B6500

Sale Price - \$17.95 <



### RHINOSKIN 6.3" MULTICOLOR DODGEBALL SET

Rhino Skin 6.3" DODGEBALL SET consists of six balls; one in each color, Blue, Green, Orange, Purple, Red, and Yellow. Rhino Skin™ coating for exceptional tear-resistance. Low-density foam core and soft exterior to prevent injury when hit with the ball.

Product Code - RXD6SET

Sale Price - \$104.95

### MOUNTAIN PASS ALUMINUM SNOWSHOES

Mountain Pass snowshoes feature lightweight Grade 6000 aluminum frames, an easy to use pump ratchet buckle harness system. Includes deluxe zippered transport bag with hand and shoulder straps.

31" x 8.5" (Maximum 200 lbs.)

Product Code - 7821

Sale Price - \$74.95



# SPORTFACTOR

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... All these and MORE Winter Sale Items on SALE at Sportfactor.net | Prices Valid thru March 11th, 2022

Check out the Winter Sale Here!



# gipper

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#1 SOCIAL MEDIA GRAPHICS PLATFORM FOR K-12



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**For More Information Contact:**

Dr. Darrell Johnson - Program Director

Email [djohnson@grace.edu](mailto:djohnson@grace.edu)  
Phone **574.372.5100 ext. 6263**