



# Encouragement Strategies for Increasing Overall Student Involvement

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CIAAA National Conference

# Presenter:

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# My Background

- ❖ Been an Athletic Director for 22 years
  - Public Jr High & High School = 16 years
  - Independant Middle/Senior School = 8 years
- ❖ CAIS Past Executive Chairperson
- ❖ CIAAA Board Member x2 - CCAA
- ❖ ASAA Board Member
- ❖ President Okotoks Basketball Association
- ❖ Very Sporty Kids and an Ironman for a wife



# Quick Questions!

- ❖ Who do we have in our workshop?
  - Small School
  - Medium School
  - Large School
- ❖ How many of us have lost participation due to:
  - COVID-19 (Lack of interest now)
  - Enrollment
  - General Lack of Interest
  - Culture



# The Plan for Today

- ❖ The root cause?
- ❖ Taking Action
- ❖ What is in your tool shed?
- ❖ Tool and how to use them
- ❖ Short Term Fixes
- ❖ Medium Term Maintenance
- ❖ Long Term Honing
- ❖ Athletic Support = You can't do it all!
- ❖ Go to work!



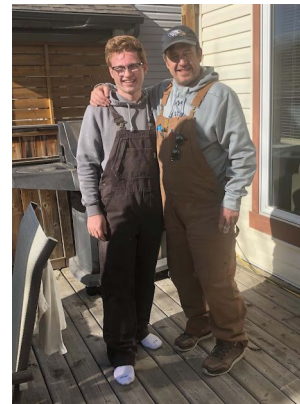
# Identifying the Root Cause

- ❖ Find out!
  - Ask, ask, ask, Talk, talk, talk
  - Engage students and parents
    - Meetings, Surveys, Open House, Open Door
  - Engage the leaders
  - Ask the coaches
  - Ask the teachers
- ❖ Announce and make public!



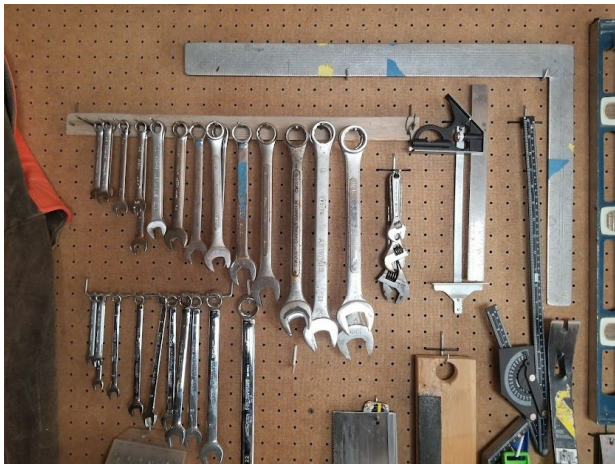
# Take Action

- ❖ Try something new!
  - Don't try what you have already tried
- ❖ Make a change!
  - One or two changes can make a BIG difference
- ❖ Measure the results!
  - How will you know the actions taken have improved?





# Tool Time! - What is in your Shed?





# Tools = Strategies

- ❖ What tools/strategies will you use?
  - Multi-strategies are going to be needed
- ❖ You need to know what you are trying to fix and how to fix it:
  - Training = Courses
  - Contractors = Other Professionals
  - Your own tools = What you have around
  - Renting tools = Bring in others
  - Manuals = Knowledge and how to use those tools



# Knowledge = Power!

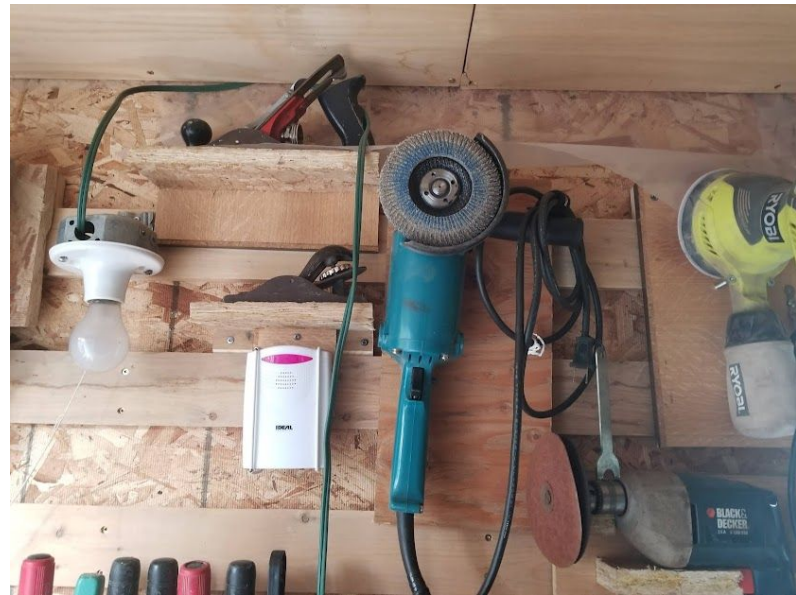
- ❖ Understanding the underlying issue(s)
  - You are here! = CIAAA resources
  - Subscriptions = Coach & AD
  - Other workshops = Online or in person
  - Networking = CIAAA Forum, Others
  - Case Studies = Other programs
  - Networks = Other Organizations
  - Affiliations = Other Guest Speakers/Presenters
  - TOOL SHED = Look around you!



# Tool Shed - Short Term

## ❖ Chisels/hammers, files, heavy abrasive tools:

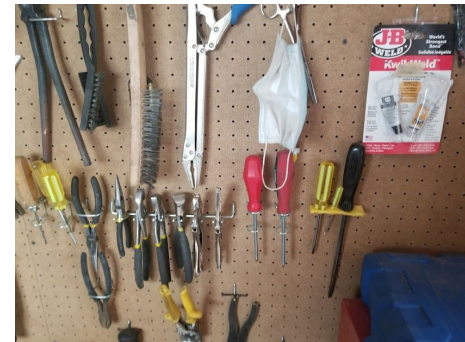
- A plan = Taking action
- Meetings = Players, Coaches, Parents
- Posters = signage
- Emails
- Website/Blog
- Newsletters
- Announcements
- Celebrations
- Invites
- Food
- Bring a Friend



# Tool Shed - Medium Term

## ❖ Maintenance tools = touch ups!

- Interest lists
- Constant marketing of upcoming seasons
- Student generated newsletter articles
- Team VS Teachers Games/Showcases
- Team Photos
- Assembly Items
- Public Celebrations
- Targeted campaign
- Offering the right sports for your school
- PE Program Athlete Identification



# Tool Shed - Long Term

## ❖ Sharpening and honing tools:

- Feeder School Tournaments
- Feeder School Posters
- Feeder School Visits
- Home Openers
- Last Home Game
- Constant Marketing = #myreasonwhy, Coach/Player profiles
- Showcase Stories of Success
- Pep Rallies
- Training Camps
- Trips
- Off season





# Athletic Support

## ❖ People, People, People = Program

- Athletic Council
- Parent Athletic Advisory
- SMED Program support
- Administration
- Gurus
- Guest Presentations
- Social Media
- Student Helpers
- Game Day People
- Camps/Clinics
- Affiliations



# Go to WORK

- ❖ It is not going to be easy:
  - Research
  - Create a plan
  - Stick to the blueprint
  - Follow-through
  - Track results
  - CELEBRATE!!!!



# WRAPPING UP

## CIAAA Membership

- Preferred pricing for courses, conferences, certification, and events
  - Additional \$25 annual course credit for members in partner provinces
- Exclusive access to Resource Bank for AD's/coaches:
  - [ciaaa.ca/adresources](http://ciaaa.ca/adresources)
- Monthly newsletter: [tinyurl.com/CIAAAsignup](http://tinyurl.com/CIAAAsignup)
- Twitter [@CanadianIAAA](https://twitter.com/CanadianIAAA)
- Great partnership with [Grace College - Masters Degree](#)
- Key: CIAAA serves its members through presentations (either LTP courses or shorter workshops) whenever and wherever suits your area, district, zone, or province best!
- Sign up and access at [tinyurl.com/CIAAAmembers](http://tinyurl.com/CIAAAmembers)

# THANK YOU!

- Contact us with any follow up, using our contact info at the start or direct to the CIAAA at:
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