



THE AD DIGEST

OFFICIAL NEWSLETTER OF THE CIAAA



AD Article of the Month

Canadian Sportsmanship

Heather Bartling

Frank Maddock High School, Drayton Valley, Alberta

I recently read an article on the USA Softball website titled “Officials Reveal The Real Problem with Sportsmanship in Youth Sports” (July 25, 2018). In the article, one paragraph caused me to reflect on our roles as coaches, athletic directors, and teachers in the world of education-based athletics:

According to a 2017 survey of more than 17,000 referees, parents, and coaches cause most problems with sportsmanship. When asked “Who causes the most problems with sportsmanship?” Only about 10% of the respondents cited players, but nearly 40% cited parents, and nearly 30% cited coaches.

While the article is about youth sports, the information within shines a bright light on issues that reach the high school world very quickly. Before athletes enter our gyms, they have spent their early years of sport looking up to and learning behaviours from the role models they have in front of them. Who are these role models? Parents and coaches of course!

Gyms across the world are hanging banners and sings as reminders to fans that it is only a game and they could be removed for unsavory

IN THIS ISSUE

- AD Article of the Month
- Notice of AGM
- 2022 NADC Information
- CIAAA Apparel
- Sportfactor Resource of the Month
- Your Reason Why
- MORE!





behaviours. Even with all these attempts to curb poor behaviours we still hear stories of fights in the stands, suspensions of coaches and spectators, and a dramatic increase in officials quitting. Not all parents and coaches are like this; many are wonderful people who have graciously handed their children over to the sport experience and have witnessed some amazing coaches who have developed our kids while at the same time instilling a love of the game. However, the signs and statistics beg some serious consideration by those of us in the world of sport.

So, where do education-based athletics and our roles as coaches and athletic directors at the high school level fit in? Billy Graham once said, “A coach will impact more young people in a year than the average person does in a lifetime.” As coaches and athletic directors who lead programs we have the power to make a change in the direction that sport is going. As I reflect on Graham’s quote, two images come to mind. The first of Uncle Ben sitting in the car telling his nephew Peter “with great power, come great responsibility” (Spiderman, 2002). The second being Julius Campbell telling Gerry Bertier “attitude reflects leadership” in the 2000 movie Remember the Titans. This leads me to a story.

I have had the opportunity to present an annual workshop on sportsmanship and respect. I remember the first presentation like it was yesterday. I was so excited to share stories and inspire kids to think about their actions and how they could lead their peers to be more sportsmanlike and respectful to others. I wasn’t fully prepared for how it would go. I could see the wheels turning, and the students brought up some great questions that brought about discussion of how we could react or what we as leaders could role model for those engaging in unsportsmanlike behaviour. Then it happened.

We were in a great discussion of what to do if you violated the rules, but the official missed it and it could cost you the game. What do you do? The students were conflicted. Then one student raised his hand, “It doesn’t matter what I would want to do or what I thought was right, my coach would KILL me if I called it and lost the game. Sorry, but I’m not willing to face that for anything.”

What followed was a group of student leaders who had just been so engaged in thoughtful and reflective discussion turning their focus to the level of fear they had of their coaches if they ever did anything like that as they quoted their coaches “if the official didn’t see it then it didn’t happen... that is their job to enforce the rules”. I’ll admit I wasn’t ready for the conversation to turn that way, but it does take us back to Spiderman, Julius, and Gerry. Coaches and athletic directors have a huge amount of power and influence over the boys and girls who come through our programs. Sure, some athletes may come to us with poor attitudes, lack of accountability, win-at-all-cost mentalities, and the list goes on of poor behaviors; but they certainly do not have to leave our programs with those same attitudes and behaviors.

Education-based athletics can be empowered to include the teaching of character traits and values through sport. I would like to challenge everyone to reflect upon their own leadership. Only one team will win a championship banner, but every single athlete will come away with the memories of the lessons we have taught them; positive or negative. How are we leading and using the power we have? Are we helping our athletes to understand the difference between being the best in the school versus being the best for the school? Being the best in the game versus being the best for the game? Being the best in our world versus being the best for our world?



CIAAA ANNUAL GENERAL MEETING

The CIAAA Annual General Meeting is taking place virtually on
Thursday, April 21, 2022 at 9:00am (PST).

Click [here](#) to view the full Notice of Meeting and Registration Forms.



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!

“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!)”

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**





Your Reason Why

We are working on creating some content for our conference and are hoping you can help!

We are looking for some Athletic Directors across Canada to film a 30-60 second video of themselves talking about their love for school sport and being an Athletic Director. We would love it if you could answer the following question(s) in the clip:

- Why you love your role as an Athletic Director?
- Your favorite part about being an Athletic Director?

Video Format:

It can be filmed on any device (phone, zoom, camera, etc.), Please send your completed videos to info@ciaaa.ca by March 31st.



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

CIAAA 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.

Order Apparel Here!



GIPPER, CIAAA'S OFFICIAL SOCIAL MEDIA PARTNER

How about earning a little extra cash for your program through the power of social media? Gipper, the CIAAA's official partner, makes this super simple and achievable.

Check out an example from Hubbard High School (@Eagles_HHS on Twitter): Using Gipper graphics, Hubbard AD Kevin Hogue has done a great job of making sponsorship a vital part of his program's success, earning upwards of \$26k a year to further support his student-athletes!

Maybe you're not quite sure where to start. Kick things off with a [free Gipper sandbox account](#), where you can start creating graphics to boost your program's social media presence. Once you've laid the groundwork and have some solid example graphics featuring your brand assets, reach out to your community to find a potential sponsor!

Click [here](#) to book a Gipper demo with one of our experts. When you're ready to upgrade, visit [gipper.com/partner/ciaaa](#) for your exclusive CIAAA members-only 15% discount off any of our paid plans!



RESOURCE OF THE MONTH



Our March Resource of the Month was created by the CIAAA! Not sure where to start when running a tournament? Afraid to run a tournament? Interested in running a Provincial Championship? This manual will help you get started. You will find everything from budgets and checklists to committee formats and draws.

• [Tournament Management & Guidelines Manual](#)

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 for information.



The CIAAA three level certification program is designed for athletic directors with various levels of experience and preparation. Through certification, athletic directors will enhance their ability to serve the students, school, and community as well as demonstrate a comprehensive plan for self-improvement. Check it out! You may already have the courses and experience to get certified!

By attending the 2022 Virtual Conference you can take all of courses needed (501C, 502C, and 504C) to get your first level certification!

Certification Information & Application

VEREBURN MEDICAL SUPPLY

**Looking to re-stock your Athletic Department
Medical Supplies?**

Vereburn is offering Free Shipping to CIAAA
Members in March & April!

SHOP NOW

Set up an account online or contact
info@vereburn.com to start shopping!

**FREE SHIPPING
CODE:
FREESHIP0322**

**1 ORDER
ONLY!**





Instant, Easy & Smart

Sports organizations all over the world are using PlayyOn's online software to better communicate and manage their teams and community.



Organization Management Made Easy

Manage registration for all your Programs & Events, from your intuitive Dashboard



Mobile Responsive Web Design

Put your Organization's best foot forward with the easy to use, sleek web design of PlayyOn



Payment Collection & Management

Collect payments by card, check or payment plans and invoicing for all finances in one place.



Team Management & Communication

Manage teams, schedules, RSVP, reminders and advanced communications

Get started with PlayyOn Plus for CIAAA

SPORTFACTOR TRACK SINGLETS SPRING SALE

...SPECIAL PRICING ON TRACK SINGLETS AND MORE!



 FreeStyle
SUBLIMATION



FREESTYLE SUBLIMATED TRADITIONAL TRACK SINGLET

228190 Adult
XS-3XL \$51.00 / **NOW \$38.25** <
228290 Youth
S-L \$49.00 / **NOW \$36.75** <

- Dry-Excel™ 100% polyester smooth wicking knit body
- 100% polyester wicking pinhole mesh back

**10+ DESIGNS
AVAILABLE**



FREESTYLE SUBLIMATED TRADITIONAL TRACK SHORTS

228191 Adult
XS-3XL \$57.00 / **NOW \$42.75** <
228291 Youth
S-L \$55.00 / **NOW \$41.25** <

- Dry-Excel™ 100% polyester smooth wicking knit body
- Dry-Excel™ polyester brief liner
- Covered elastic waistband with quickcord
- 5-inch inseam
- Youth inseam graded

**CONTACT YOUR TEAM
APPAREL REP TODAY!**

SPORTFACTOR



SAME DAY SHIPPING
On In-Stock Items • Shipping & Tax Extra



LOCAL TEL 780-450-0976 | TOLL FREE 1-888-989-9090 | TOLL FREE FAX 1-888-361-9680
3250 - 51 AVENUE | EDMONTON, ALBERTA T6P 0E1 | EMAIL SALES@SPORTFACTOR.NET

... All these and MORE Track Items Available NOW at Sportfactor.net | Prices Valid thru March 31st, 2022

Would you rather track your students' progress....

Like This?



Or This?

We can help.

Visit

www.reperformanceapp.com





MASTER OF
**ATHLETIC
ADMINISTRATION**

AFFORDABLE. CONVENIENT. PRACTICAL.

**IT TAKES A TEAM
TO BUILD A TEAM**

Championships do not just happen. Before an athlete ever laces up his shoes or puts on a uniform, there is a team of highly skilled coaches and administrators that build confident players, passionate teams, and impactful programs that lead to life-long wins. If you are called to athletics, we will give you the tools to lead with success.

In partnership with



National Interscholastic Athletic
Administrator's Association

For More Information Contact:

Dr. Darrell Johnson - Program Director

Email djohnson@grace.edu

Phone **574.372.5100 ext. 6263**