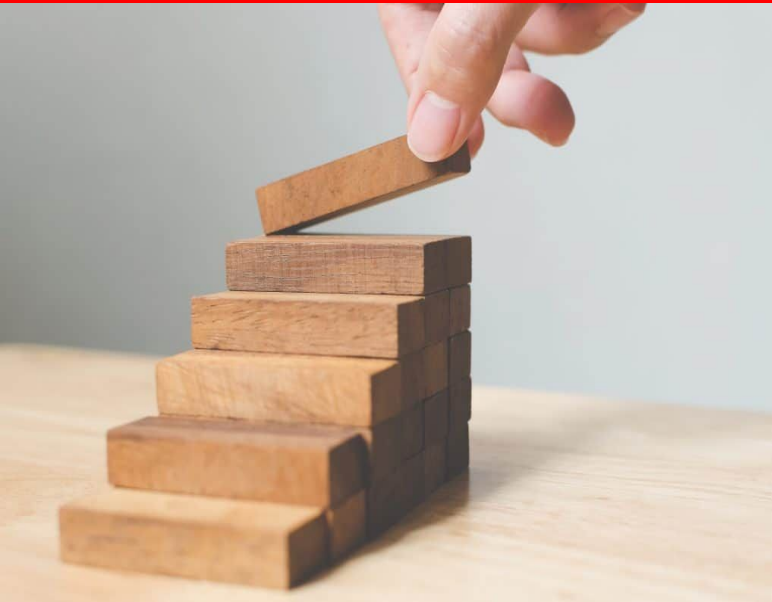


# Development of an Athletic Culture



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# Can you answer the following?

1. What is your school mission?
2. What are your school's core principles?
3. What percent of your student body is on an athletic team?
4. What is your athletic department's mission?
5. What are your athletic department's core principles?
6. What are the goals/vision of your athletic department?



# Why is an Athletic Culture Important

1. Coaches are Influential
2. Newspaper - Sports Section
3. It brings the public to your campus
4. It defines your athletic expectations
5. It is your shared set of beliefs
6. It determines your **SUCCESS**



# What is the job of an Athletic Director

1. Eligibility
2. Transportation
3. Scheduling
4. Officials
5. Field Maintenance
6. Hiring of Coaches
7. Marketing
8. Communication
9. Fundraising
10. How much time is dedicated to the development/focus on your culture?



# THE PERFORMANCE PATHWAY



# MVP Process



# MISSION

## TELESCOPE - BIG PICTURE

**Tampa Prep - TERPS FOR LIFE**

To educate and motivate our players to live a championship lifestyle

Google Survey

Needs to be OWNED by the stakeholders (coaches, players, administration)





# VISION

Short/Long term goals

You either did or did not achieve them

VISION

***TERPS For Life***

One Community Service Project Per Team

Graduate 100% of Student Athletes

AVG 3.0 GPA For Student Athletes

Win State Championships

Win District Championships

Every Team In Postseason Play

***TERPS Today***



# PRINCIPLES

## ***CORE PRINCIPLES***

### **CORE PRINCIPLES**

### **DEFINITION**

**Trust**

Do what you say

**Team**

**Together Everyone Achieves More**

**Toughness**

Embrace and overcome adversity

**Energy**

Bring the JUICE

**Effort**

"All In" all the time

**Excellence**

Pursue your personal best

**Respect**

Treat others as they want to be treated

**Responsibility**

You choose your ability to respond

**Relentless**

Always on the attack

**Present**

Be where your feet are

**Process**

The pathway to results

**Productive**

Do quality work

**Service**

Higher Purpose Than Self

**Sportsmanship**

Humility and gratitude in victory and defeat

**Success**

Become what you are capable of becoming



# RULES VS EXPECTATIONS

	<b>ABOVE THE LINE BEHAVIOR WHAT IT LOOKS LIKE</b>	<b>BELOW THE LINE BEHAVIOR WHAT IT LOOKS LIKE</b>
<b>PERSON</b>	<ul style="list-style-type: none"> <li>● Be On Time</li> <li>● Do What's Right</li> <li>● Do What You Say You Will Do</li> <li>● Accept Response-Ability - E+R=O "Good"</li> <li>● Team First - WeB4Me</li> <li>● Volunteer and give back</li> <li>● Have a higher purpose than self</li> <li>● Do More Than Expected</li> </ul>	<ul style="list-style-type: none"> <li>● Late to class/practice</li> <li>● Making choices that are below the line</li> <li>● Behaving below the line</li> <li>● Being selfish and putting yourself before team</li> <li>● Showing disrespect to others</li> </ul>
<b>STUDENT</b>	<ul style="list-style-type: none"> <li>● Do your own work</li> <li>● Turn work in on time</li> <li>● 3.0 GPA or higher</li> <li>● Participate in Class</li> <li>● Keeping a planner and being organized</li> </ul>	<ul style="list-style-type: none"> <li>● Not turning in assignments</li> <li>● Turning in assignments late</li> <li>● Not engaged in class</li> <li>● Plagiarism, cheating</li> <li>● Not keeping a planner or valuing your time</li> </ul>
<b>ATHLETE</b>	<ul style="list-style-type: none"> <li>● Be a good teammate</li> <li>● Win with grace and lost with dignity</li> <li>● Show up on time and prepared to improve</li> </ul>	<ul style="list-style-type: none"> <li>● Bad Body Language when faced with adversity</li> <li>● Putting me before we</li> <li>● Showing poor sportsmanship</li> </ul>
<b>COACH</b>	<ul style="list-style-type: none"> <li>● Attend at least one coach education event a year</li> <li>● Take pride in our facilities by sweeping the sheds</li> <li>● Prepared for running a quality practice everyday</li> <li>● Turns in all requests from athletic dept on time</li> <li>● Be a model of living TERPS</li> <li>● Holds self, staff and athletes accountable</li> </ul>	<ul style="list-style-type: none"> <li>● Late with administrative tasks (roster, uniforms)</li> <li>● Unprepared for practices and/or games</li> <li>● No practice plans</li> <li>● Lack of motivation and energy (Have to attitude)</li> <li>● Points the finger for losses/below line behavior</li> <li>● Displays unsportsmanlike behavior</li> </ul>



# Four Stages of Buy-In

1. This is not for me
2. It is OK for others
3. I'll try it
4. I can't believe I did it any other way



# The Secret To Success

Awareness

Strategy

Action



# 4-Steps to Cultivating Culture

1. Identify and Develop the MVP
2. Focus on Behaviors and not the outcome (PP)
3. Assessing HOW you are in alignment of MVP/Behaviors
4. Create an intentional growth plan based on your assessment









**So, does this MVP/Culture thing work?**





# FCIS Annual Convention

Orlando 2019

## TELL US WHAT YOU THINK!

Share your  
reflections and  
takeaways with the  
FCIS community!  
#FCISConv2019

- 1) Download the **EVENTMOBI APP** from an app store.
- 2) Open the app and select **2019 FCIS CONVENTION**.
- 3) Select the **THURSDAY** button.
- 4) Select the **SESSION TITLE**.
- 5) Scroll down to **SESSION FEEDBACK**.
- 6) Respond to the **3-QUESTION SURVEY**.

