

Centreville Public Schools

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2023-2024 Athletic Department Strategic Plan

Goal I: Student Leadership

Improve growth of student-athletes.

Focus Area	Strategies/Activities	Measure of Success	Timeline for Reporting
Behavior	<p>Establish clearly defined expectations for student-athletes, coaches, and spectators.</p> <p>Ensure sportsmanship, team pride, school pride, and individual pride are held to a high standard.</p> <p>Commitment to the team and teammates.</p> <p>Student-athletes, teams, coaches, and fans are respected for their high-level of sportsmanship and represent the school in a positive manner.</p>	Athletic suspensions as the result of behavior are zero.	Yearly.
Development	<p>Improvement of student-athlete skills for the respective sport.</p> <p>Personal growth of the student-athlete.</p> <p>Coachable.</p> <p>Preparation and promotion of student-athletes for the next level.</p> <p>Opportunities for continued growth during the off-season.</p>	25% of all student-athletes are offered an opportunity at the next level.	Yearly.
Climate and Culture. Safety	<p>Develop a culture within the department and its programs rooted in resilience, mental toughness, and work ethic.</p> <p>Creation of “home field” environment and game day experience that is favorable.</p>		

Goal II: Program Leadership*Ensure high-quality athletic programming to improve student-athlete experiences.*

Focus Area	Strategies/Activities	Measure of Success	Timeline for Reporting
Professional Development (PD)	Identify opportunities for coaches to attend various clinics for their respective programs. Scheduled reviews and on-going discussions with coaches to provide feedback. Overhaul of coaches evaluation tool. Collaborate and partner with coaches from other programs within the department for the betterment of the student-athlete.	Program and student-athlete outcomes are improved in all areas within the Strategic Plan.	Yearly.
Coaching Staff	Meet the needs of each program and meet the values of the district. Uphold a high-standard for themselves. Serve as role-models and mentors and foster relationships that positively impact all student-athletes. Ensure a memorable experience through their interactions with all athletic stakeholders. Are committed to the goals of the team, department, and district. Comply with all standards and hold all stakeholders accountable to the expectations of the department and school. Fulfill responsibilities associated with athletic conference, MHSAA, athletic department, and district.	Retainment and consistency within respected programs coaching staff.	Yearly.
Practices	Timely and efficient. Planned with the purpose of improvement and skill development. Student-athletes are engaged and participating.	Number of rostered student-athletes is maintained and/or increased.	Yearly.
Promotion of Program	Identify ways to promote respected program and teams within the school and community. Involve other stakeholders with the logistics of running an efficient athletic program. Establish fundraising opportunities for additional funding.	Increased involvement to support the program is evident by the number of volunteers leading various efforts associated with the athletic program.	Yearly.
Climate and Culture. Safety	Engage with parents/families of student-athletes in a positive way. Ensure the safety, health, and well-being of all student-athletes is the top priority. Establish a commitment to the student-athletes success academically and for their personal conduct.		

Goal III: Department Leadership*Ensure the department and its respected programs uphold a high standard.*

Focus Area	Strategies/Activities	Measure of success	Timeline for Reporting
Communication	Establish a system to ensure all team scores/results are published in the daily announcements. Events are published in advance through daily announcements, social media, etc. Scheduling is completed and made known prior to the start of the season. Oversight of individual program use of social media.	Communication is accessible and easily attainable through various means/sources. Information is continually updated and accurate.	Conclusion of each sports season.
Program Evaluation	Creation of an evaluation system that provides meaningful feedback to coaches. Continuous evaluation of each athletic program regarding level of participation, finances, quality of student-athlete experience, spectator attendance, contest outcomes, competitiveness, and playoff/tournament participation.	Conversations are documented and recorded for review. Conversations are routinely scheduled. Evaluation tool designed to provide feedback and support program growth.	Conclusion of each sports season.
Internal Relationships	The department follows processes between district departments to ensure the needs of the department in areas related to transportation, maintenance, technology, and human resources are fulfilled. Scheduling is done within a timely manner and does not overlap or present issues with other events, academic or otherwise, that create conflict for student-athletes.	No conflicts exist within the internal operation of the district. Student-athletes are not put in a position of making choices between athletic participation and school programming.	Conclusion of each sports season.
External Relationships	Creation of a systematic way to receive feedback from parents/families and student-athletes regarding their experience. Use of media outlets, including social media, to promote the district, school, student-athletes, and athletic programs. Re-establish booster club involvement, participation, and support; renew the operation and structure of it.	Communication is accessible and easily attainable through various means/sources. Information is continually updated and accurate. New structures are put in place and created around the operation of the Booster Club.	Yearly.
Programming	Variety of summer programming that exposes and provides opportunities for student-athletes to improve. Expansion of club sports and other opportunities for students.	Summer athletic programming is offered, scheduled, and planned. Other opportunities and club sports are established to increase student involvement.	Yearly.
Branding	Use of one vendor by all programs to ensure alignment of district/school logo, color scheme, etc. Establish contract agreement that provides incentives to the department and its respected athletic programs. Development of "school store" that consistently has merchandise available that is school logoed and branded for purchase at athletic and school events.	In collaboration with the district, the Athletic Department and its respected programs, operate through one vendor agreement. School store is established.	2023-2024 school year.

Athletic Facilities	<p>Collaborate with maintenance to ensure all facilities associated with athletics are in top condition.</p> <p>Appropriately designate and seek funding to revitalize and modernize department infrastructure.</p> <p>Direct involvement with bond construction planning related to athletic facilities.</p>	<p>Allocation of funds is used in a timely and appropriate way to improve and modernize current facilities.</p> <p>Repairs and needs are addressed within a reasonable timeframe using internal systems.</p>	Yearly.
Long Range Planning	<p>Continual assessment of the district's position and influence within its athletic conference.</p> <p>Identify ways to improve its current athletic conference and explore other conference membership opportunities.</p> <p>Position the district and department within leadership roles regionally and at the state level.</p> <p>Makes recommendations to the Superintendent.</p>	Options and opportunities for the district's athletic department are presented.	2024-2025 school year.
Climate and Culture. Safety	Athletic Department leadership is responsible for the Climate and Culture, and the overall safety and well-being of all stakeholders, within the department and throughout its programming.		

End.