

A Better Way Athletics: The Solution Colorado Springs School District 11 Needs Now

The Hidden Crisis in School Athletics

Imagine this: A passionate new coach is hired at one of your high schools. They're excited, full of energy, ready to make a difference. But within a year, they quit—overwhelmed by parent conflicts, unclear expectations, and a lack of training. The athletic director scrambles to replace them, but qualified candidates are scarce. Meanwhile, frustrated parents flood the school with complaints about playing time, miscommunication, and inconsistent coaching from one sport to the next. Sound familiar?

This isn't just an isolated incident. It's happening across **Colorado Springs School District 11** and beyond. The system is **overloaded, inconsistent, and struggling to keep up with the increasing demand** for quality athletics. If we don't act now, we risk losing the very foundation of what makes school sports great: **leadership, teamwork, and the student experience.**

Why This Is Happening

- **Athletic Directors Are Drowning**
 - One AD oversees up to **15 sports, 50 coaches, 350 athletes, and 500 parents**—without enough support.
 - Critical tasks like **hiring, training, evaluations, and discipline** are reactive instead of proactive.
- **Coaches Are Burning Out**
 - Fewer teachers are coaching; instead, we rely on **community coaches** who receive little formal training.
 - The **average coaching tenure is just three years**, creating constant turnover and instability.
- **Parents Are Frustrated**
 - They see **inconsistent coaching** and lack a clear understanding of their role in the process.
 - **Breakdowns in communication** lead to unnecessary conflicts that escalate to administration.
- **The Risk Is Growing**
 - **Hazing, locker room incidents, and travel safety concerns** are becoming more frequent.
 - **Schools are being sued, entire seasons canceled, and coaches fired or arrested.**

The reality? **This problem isn't slowing down—it's accelerating.**

The Solution: A Better Way Athletics

Instead of playing defense against these problems, **let's get ahead of them.**

A Better Way Athletics (ABW) is the **first and only Holistic Athletic Management System** designed to **develop, protect, and support** every athletic director, coach, student-athlete, and parent in your district.

What ABW Does

Standardizes Coaching Training & Expectations

- Automated **onboarding, training, and evaluations** for every coach—no more inconsistency.
- **Clear best practices** across every school and sport.

Solves the Parent-Coach Disconnect

- Educates parents on **sportsmanship, realistic expectations, and communication protocols.**
- **Reduces parent complaints** and conflicts with coaches.

Provides Proactive Risk Management

- Prevents **hazing, locker room issues, and travel mishaps** with standardized safety protocols.
- **Lowers legal risks** and helps protect the district from costly lawsuits.

Keeps Great Coaches Longer

- Offers **ongoing professional development** to engage and retain coaches.
- Encourages **more female coaches** to strengthen diversity in athletics.

Adoption of A Better Way in Colorado is Growing Rapidly

School districts across Colorado are realizing the urgent need for a structured, proactive approach to managing athletics.

Leading districts such as **Denver Public Schools, Cherry Creek, Poudre, and Academy District 20 (AD20)** have already implemented A Better Way to run their athletic departments efficiently.

By adopting A Better Way, these districts have:

- Reduced conflicts between coaches, parents, and student-athletes.
- Strengthened coach retention through structured professional development.
- Implemented proactive risk management strategies, protecting schools from legal exposure.
- Created alignment across all sports, ensuring consistency in expectations and execution.

Colorado Springs School District 11 has the opportunity to join this growing movement now and provide its students, coaches, and parents with the best possible athletic experience.

Why Colorado Springs School District 11 Needs to Act NOW

If we don't change how we manage athletics today, the **pressure on ADs, the turnover of coaches, and the conflicts with parents will only get worse.**

This isn't just about making athletics more efficient. It's about:

- ✓ **Protecting students** from unsafe environments.
- ✓ **Keeping great coaches** in our schools.
- ✓ **Strengthening relationships** between parents, coaches, and administration.
- ✓ **Creating a sustainable, high-quality athletic experience** for years to come.

Don't wait until the next crisis to fix this. Let's build a system that works—before it breaks.

Let's bring **A Better Way Athletics** to **Colorado Springs School District 11** now.