



## Massachusetts Secondary School Athletic Directors Association

Massachusetts Secondary Schools Athletic Directors Association

# The Role of the Athletic Director





# Massachusetts Secondary School Athletic Directors Association

## *What is the MSSADA?*

The Massachusetts Secondary School Athletic Directors Association provides professional development opportunities and personal growth for its members through the support and promotion of “educational values” in interscholastic activities. Through Association membership the MSSADA provides the opportunity to participate and provide outreach to others in the field.

Quality is emphasized in all operations provided to the membership through strong relationships with the NIAAA and we encourage participation in Leadership Training Courses and the Certification Programs preparing athletic administrators to meet their professional challenges.





# Massachusetts Secondary School Athletic Directors Association

## *MSSADA Mission*

The mission of the Massachusetts Secondary Schools Athletic Directors Association is to develop, enhance, and preserve the educational values of interscholastic athletics. MSSADA serves its members by providing resources to develop and enhance leadership skills, developing mentorship programs for new athletic administrators and offering numerous opportunities for professional growth. In conjunction with the Massachusetts Interscholastic Athletic Association, MSSADA promotes the spirit of sportsmanship and fair play in all athletic contests and works to safeguard the physical, mental, social, and moral welfare of all high school student athletes.





# Massachusetts Secondary School Athletic Directors Association

## *What Do We Do....*

- Improve the educational aspects of interscholastic athletics in the total educational process.
- Make recommendations to the Massachusetts Interscholastic Athletic Association (MIAA).
- Promote the five pillars of Educational Athletics – Coaches Education, Community Service, Leadership, Sportsmanship, & Wellness.
- Study and develop sports' playing rules in order to make them particularly adaptable to high school contests.
- Foster high standards of professional proficiency and ethics
- Improve interscholastic athletic understanding and relationships throughout the state of Massachusetts.
- Establish closer working relationships with related professional groups.
- Promote greater unity and fellowship among all members via workshops, LTC Offerings, and Annual Conference.
- Continue to provide opportunities for educational development of athletic directors.
- Promote National Certification for all our members.
- Promote DEI, anti bullying, tolerance, and responsible decision making.





# Massachusetts Secondary School Athletic Directors Association

## Important Fact...

The MSSADA holds an annual professional development opportunity for Massachusetts Athletic Directors. We are the only state in the U.S. that does not charge a registration fee for our members to attend this conference.





# Massachusetts Secondary School Athletic Directors Association

## Who Are We

- 379 member high schools of the MIAA
- 324 members of the MSSADA
- 40+ years of MSSADA State Conferences
- Our 50<sup>th</sup> year as an association will be in: 2024





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## *The Athletic Director*

- Oversees educationally based activities.
- Safeguards the academic, social, physical, and mental development of the student athlete.
- Encourages healthy choices
- Sets tone for the success of the program
- Supervises 147,736 male athletes 140,419 female athletes
- Supervises and monitors thousands events.





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## *The Athletic Director*

- Often the only “administrator” on campus after hours
- Hiring, mentoring, evaluation and eligibility of coaches
- Supervises largest department in the school/district
- Evaluates more people than other administrators
- Acts as a community liaison







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## *The Athletic Director*

- Has stewardship over coaches
- Is responsible for coaches eligibility – CPR, First Aid, Heat Illness, Concussion, Fundamentals of Coaching
- Mentors and retains coaches since turnover and inexperience leads to culture, discipline, and behavioral issues
- Many are MIAA & MSSADA Committee members





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## *The Athletic Director*

### Implements and manages:

- Academic eligibility
- Concussion protocol
- Transfer rules
- Physical exams, age and residency requirements





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## Implements and manages:

- Sportsmanship
- Student leadership initiatives
- Anti-bullying and anti-hazing strategies
- Safe and healthy environment - as it may be the most problematic department in the school - locker rooms, bus trips, overnight trips
- Health and nutrition

## *The Athletic Director*





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## *The Athletic Director*

### Implements and manages:

- Social media
- Rental/supervision of facilities
- Balance and equity – Title IX
- Implementation and monitoring all regulations of the MIAA including affidavits, forms, etc.





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## *The Athletic Director*

### Daily tasks:

- Working knowledge and enforcement of MIAA By-Laws
- Scheduling, transportation, off site venues
- Confirm, welcome & ensure safety of game officials
- Postponements and location changes





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## Daily tasks:

- Emergency Response Plan
- Budget
- Meteorologist
- Game prep / Home game checklist
- Collaborate with security, SRO and maintenance staff
- Managing events





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## Daily tasks:

- Purchasing
- Screening/interviewing/hiring coaches
- Evaluating coaches
- Observing coaches in games/practices
- Models & enforces proper sportsmanship of players, coaches, & fans

## *The Athletic Director*





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Many wear multiple hats:

- Assistant Principal
- Teacher
- Department head
- School disciplinarian
- Field maintenance~field lining
- Middle School Athletic Director

## *The Athletic Director*







# Massachusetts Secondary School Athletic Directors Association

## Constituents:

- Student athletes
- Community and Parents
- Coaches and Athletic Trainer
- Principal, Superintendent and School Board
- Fellow ADs
- Media

## *The Athletic Director*





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## National Interscholastic Athletic Administrators Association ACCREDITATION

The National Interscholastic Athletic Administrators Association (NIAAA) has become the first association to receive accreditation from Cognia. Cognia is the equivalent of New England's Accreditation Team: NEASC.

The initial accreditation came in February of 2011 after the NIAAA hosted a review team in December of 2010 at the National Athletic Directors Conference (NADC). Subsequent to that review, the NIAAA Accreditation status had been renewed for another five years in 2015, 2020 and was renewed through 2025.





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## *The Athletic Director*

- The NIAAA 3 Certifications/History of MSSADA Certifications
- 85 Registered Athletic Administrator (RAA)
- 298 Certified Athletic Administrator (CAA)
- 52 Certified Master Athletic Administrator (CMAA)





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## MSSADA/NIAAA Scholarship Essay Program

- The scholarship program recognizes the distinguished scholastic, leadership and sportsmanship attributes of high school student athletes. The student athlete must write an inspiring essay.
- The MSSADA currently awards \$500 to one male and one female student-athlete.





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## Enhancing Opportunities for Professional Development and Certification

- Mentor to other Athletic Directors
- Outreach
- State and national conferences
- Leadership Training Courses
- Workshops





# Massachusetts Secondary School Athletic Directors Association

## Enhancing Opportunities for Professional Development and Certification

- Scholarships for student-athletes and Athletic Directors
- Student leadership Conference
- Newsletters and Social Media
- Middle School and Retired AD representation





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*Excelling to be Great*

- The goal is to create awareness for each Athletic Director and Coach to strive for continuous program improvement for the betterment of student athletes and stakeholders in each school community in Massachusetts.





# Massachusetts Secondary School Athletic Directors Association

## National Interscholastic Athletic Administrators Association

### *Mission Statement:*

The NIAAA preserves, enhances and promotes education-based athletics through the professional development of interscholastic athletic administrators. As a recognized accredited educational institution committed to leadership programs, resources, and service opportunities, the Association supports the athletic administrator's effort in providing quality athletic participation opportunities for students.







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## [National Interscholastic Athletic Administrators Association](#)

The NIAAA Leadership Training Courses consist of 53 four hour courses designed to provide the tools necessary for Middle and High School Athletic Administrators to perform their daily tasks.

## [Professional Development Academy Handbook](#)

Certification, LTI, educational initiatives and assessment





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## *National Interscholastic Athletic Administrators Association*

The NIAAA Certification Program is a voluntary professional service for athletic administrators and is based on the premises of continuing education, professional growth and program development for interscholastic athletic administrators. It recognizes and incorporates professional development opportunities provided by the Leadership Training Institute. The attainment of professional certification demonstrates the completion of a comprehensive plan for self-improvement that will enhance the ability of the athletic administrator to better serve the school, community and profession.





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## Concerns

- Mental health of the AD due to rigor/hours of the job
- No transition between the new AD and the outgoing AD
- Turnover rate is steady concern
- 40 + new ADs in 2022-23





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## The “Part Time”A.D.

- Does the same work as the full time AD
- Works as many, if not more hours than a full time day employee
- Makes less money than the hourly wage earner
- Most part-time ADs are not considered administrators





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**VIDEO**

## Why Young Athletic Directors are Leaving The Job

Watch 4 young Athletic Directors from across the country discuss the top reasons why young ADs are leaving the profession. Over-commitment and the impact on personal life which can lead to burnout, the lack of commitment from the administration and community, not understanding the job description and what is required, and the lack of daily planning and time management will all be addressed.

View the full episode 54:56

<https://coachesinsider.com/athletic-director/t30-ep75-why-young-athletic-directors-quit-and-how-to-fix-it/>





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## Do You Know....

- How many coaches your AD supervises?
- How many student-athletes does your AD supervise?
- How many events your AD supervises daily, weekly, seasonally?
- How many hours per week your AD works?
- How many coaches your AD hires?





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## How Can You Help...

- Support your AD and really get to know the “person” in the role.
- Understand what an education-based athletic program is and the responsibilities of the AD in such a program.
- Advocate for the role and the department.
- Shadow your AD to see what really takes place during the school day, after school, and on weekends.





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## How Can You Help?

- Recognize that the AD position is not a 5 day a week job.
- Assist at games so your AD can have a night home with the family.
- Cherish the value in the AD as a member of the admin team.

