

2020-2025 STRATEGIC PLAN



PSADA

PENNSYLVANIA STATE ATHLETIC
DIRECTORS ASSOCIATION

Plan Published in 2019

www.psada.org

Strategic Plan 2020-2025

Pennsylvania State Athletic Directors Association



OUR VISION

To be recognized as the premiere association in teaching, learning, and leading for athletic administrators in the nation

OUR MISSION

To instill the need for integrity, ethical behavior, sportsmanship, and citizenship by all involved with education-based interscholastic athletics

To strive for excellence by providing leadership training for all members through a professional development program

To strengthen creativity within athletic administration through communication, networking, technology, and research

Holly Farnese, CMAA
PSADA Executive Director
975 Putnam Blvd.
Wallingford, PA 19086
hollyfarnese@psada.org

Strategic Plan Committees 2020-2025

Professionalism

Bob Bozzuto – Chair
Gerry Schwille
Peg Pennepacker
Joe Nagle
Mike Gavlik
James Mattern
Tom Evans
Jack Fullen

Membership

Kristin Black – Chair
Curt Chilson
Jon Vallina
Cullen Stokes
Bob Miller
Dennis Ramella
Ann Marie Simons
Jim Come

Finance

Brian Koontz – Chair
Jeff Batzel
Kevin Morgan
Chris Zamboni
Greg Goldthorp
Shaun Murray
Dave Osborne

Technology

Chuck Abbott - Chair
Fred Barletta
Jim Stewart
Paul Leonard
Jake Serfass
Pete Grecco
Mickey McDaniel
Ricci Rich

Leadership

Mike Craig – Chair
Bryan Stephens
Jim Lynch
Danielle Turner
Tom Wagner
Kyle Shireman

Facilitator

Holly Farnese

Table of Contents

04	Goal 1 Professionalism	07	Goal 4 Leadership
05	Goal 2 Membership	09	Goal 5 Finances
06	Goal 3 Technology		

CORE PURPOSE

Promote professionalism in the role of the athletic administrator.

Teach, provide, and encourage professional development, leadership training, and certification opportunities for all athletic administrators in the Commonwealth.

Advocate for the athletic administrator within the Commonwealth.

Coordinate, disseminate, and communicate the spirit of and promote the value of interscholastic athletics in the Commonwealth.

Provide athletic administrators with the organizational skills and knowledge to help them create a total athletic program to serve student-athletes.

Provide mentoring and networking opportunities for all athletic administrators.

1

Promote the outreach and collaboration of all professional education organizations in the Commonwealth in order to create strategic alliances as it pertains to promoting and protecting its mission of defining values of education-based athletics.

Furthermore, recognize the key role that athletic administrators play in developing and delivering impactful, innovative, and educational opportunities advocating ethics, developing leaders, and fostering community.

Action Plan

- ▶ Partner with national and state alliances to provide professional development.
 - National organizations include, but are not limited to, the National Interscholastic Athletic Administrators Association (NIAAA), National Federation of High School Sports (NFHS), American Sports Education Program (ASEP), and National Athletic Trainers' Association (NATA).
 - State alliances include but are not limited to: Pennsylvania Interscholastic Athletic Association (PIAA), Pennsylvania School Board Association (PSBA), Pennsylvania Association of School Business Officials (PASBO), Pennsylvania Association of School Administrators (PASA), Pennsylvania Secondary School Principals Association (PSSPA), and Pennsylvania Department of Education (PDE).
- ▶ Advocate for the position of athletic director to renew PDE's approval of the PSADA Specialist Certification Program thus emphasizing the importance and need for continued professional development.

Responsibility: Professional Development and Coaching Education Leadership Committees

Goal #1

Professionalism

To have a certified administrator in every school district in the Commonwealth designated by National Interscholastic Athletic Administrators Association (NIAAA), minimally with a Certified Athletic Administrator (CAA) designation

2

Increase involvement of PSADA membership in continuing education and professional development.

Action Plan

- ▶ Offer the NIAAA Leadership Training Courses (LTC) and Coaching Education courses through various methods: local, regional, statewide, interstate meetings, webinars, and online courses.
- ▶ Develop partnerships with PA institutions of higher education to offer NIAAA LTC classes for master's degree credits.
- ▶ Offer PIAA District wide new Principals and Athletic Directors Induction Seminars.
- ▶ Recruit and train instructors for the NIAAA and Coaching Education courses.
- ▶ Offer regional, state, and national opportunities for the review and certification of the CAA exam.
- ▶ Promote and support the continuation of certification to Certified Master Athletic Administrator level.

Responsibility: Professional Development and Coaching Education Leadership Committees

Goal #2

Membership

To increase our membership to represent and engage Pennsylvania's diverse population of athletic administrators and staff

Communicate the benefits of membership to all athletic administrators, school district administrators, and school boards throughout Pennsylvania.

1

Action Plan

- ▶ Organize the website to feature membership information on the main page and make it more user friendly. Communicate to superintendents, PSBA, and principals the importance of athletic director attendance at the state conference.

Responsibility: Technology Committee, Membership Committee, Executive Director, and Associate Executive Director

Communicate with each district athletic director association through the PSADA Executive Council Representatives to establish a "PSADA Update" at each district's athletic director meeting.

2

Action Plan

- ▶ Utilize a brochure to promote membership benefits.
- ▶ PSADA representatives must submit to the membership chairman an updated list of athletic administrators by October 1 each year.

Responsibility: Executive Council, Membership Chairman, and District Representatives

Promote membership retention in conjunction with the Mentorship Chair to ensure that each new athletic director is assigned a mentor.

3

Action Plan

- ▶ Advertise PSADA offerings and seek membership involvement through the electronic avenues of PSADA and PIAA districts.
- ▶ Advertise PSADA offerings and seek membership involvement through the various PSADA printed publications.

Responsibility: Executive Council, Mentorship Chair, and Executive Director

Goal #3

Technology

To maintain and continually update a website and incorporate social media in order to support our membership, state alliances, and corporate sponsors

1

Maintain and update the PSADA website.

Action Plan

- ▶ Seek input from the Executive Council for innovative additions to the website.
 - ▶ Revise and keep current website topics.
 - ▶ Designate a webmaster from the Technology Committee.
 - ▶ Evaluate the website information at Executive Council meetings with the Technology Committee.
-

Responsibility: Executive Director, Webmaster, Executive Council, and Technology Committee

2

Advance and expand our social media platform.

Action Plan

- ▶ Establish and maintain Twitter.
 - ▶ Designate a social media coordinator with the help of the Executive Council members.
 - ▶ Social media coordinator maintains social media accounts with the Executive Council and the Technology Committee.
 - ▶ Promote PSADA social media account to all athletic directors throughout the state.
 - ▶ Post information daily, if possible.
-

Responsibility: Executive Director, Webmaster, Executive Council, and Technology Committee

3

Implement a PSADA app available on the Apple and Google stores.

Action Plan

- ▶ Develop and implement the app for the PSADA conference.
 - ▶ Update and revise yearly and keep current website topics.
-

Responsibility: Executive Director, Webmaster, Executive Council, and Technology Committee

4

Implement monthly email blast to all athletic directors across the state.

Action Plan

- ▶ Educate all athletic directors of PSADA on related topics.
 - ▶ Inform all athletic directors of social media and website changes.
 - ▶ Promote and provide statewide athletic information.
-

Responsibility: Executive Director, Webmaster, Executive Council, and Technology Committee

Goal #4

Leadership

To increase and promote leadership and coaching education, mentorship, sportsmanship, and ethical behaviors for athletic administrators, coaches, student-athletes and parents

Educate athletic administrators on current trends in the profession.

1

Action Plan

- ▶ Organize educational workshops at the annual state conference, summer leadership academies, and online courses for athletic administrators.

Responsibility: Executive Council

Be the leaders in providing coaching education.

2

Action Plan

- ▶ To provide the coaching education and sports first aid courses at the state conference, online, and regionally as requested.

Responsibility: Coaching Education Chairman and Instructors

Implement mentorship program for all new athletic administrators.

3

Action Plan

- ▶ Provide a comprehensive guide (CD) for all new athletic administrators to each of the PSADA District and League representatives prior to the beginning of each school year.
- ▶ Assign a mentor to each new athletic administrator.
- ▶ Encourage and promote new athletic director attendance at leadership academies.
- ▶ Continue to provide sessions at the state conference for new athletic directors.

Responsibility: Coaching Education Chairman and Instructors

Goal #4

Leadership

To increase and promote leadership and coaching education, mentorship, sportsmanship, and ethical behaviors for athletic administrators, coaches, student-athletes and parents

Endorse sportsmanship and ethical behaviors conducive to the expected standards of the PIAA for athletic administrators, coaches, student-athletes, and parents.

4

Action Plan

- ▶ Offer appropriate courses and speakers at the annual conference and regionally as requested.
- ▶ Disseminate posters and public service announcements.

Responsibility: Executive Council and Professional Development Committee

Develop leadership training programs for student-athletes.

5

Action Plan

- ▶ Provide training in developing student leadership programs for student-athletes to all athletic administrators.
- ▶ Execute training for each athletic administrator.

Responsibility: Executive Council and Professional Development Committee

Goal #5

Finances

To continue to pursue resources and revenue streams to expand and fund services, programs, and foundations that are viable to PSADA and its members while strengthening financial stability

1

Continue fundraising for the PSADA foundation.

Action Plan

- ▶ Deposit funds into the accounts from the following revenue streams:
 - Corporate business contributions
 - PSADA Conference auction/raffle
 - PSADA Scholarship golf outings
 - ▶ Create and promote a conduit to funnel donations from legacies, endowments, and bequests.
-

Responsibility: PSADA Foundation Board

2

Monitor the guidelines for distribution of a percentage of foundation investment revenues by October of each year.

Action Plan

- ▶ Determine the investment revenue to be disbursed each year at the summer PSADA Foundation meeting.
 - Student Scholarship Program
 - Professional Development Program
 - Coaching Education
-

Responsibility: PSADA Foundation Board

3

Continue growth of Corporate and Conference Sponsorship Program each year.

Action Plan

- ▶ Explore expansion of the Corporate and Conference sponsorship program on a yearly basis.
-

Responsibility: Executive Director, Associate Executive Director, and PSADA Executive Council

4

Establish and maintain guidelines for growth of the PSADA general fund.

Action Plan

- ▶ Develop an annual budget.
 - ▶ Build a budgetary reserve.
 - Combine bank and investments.
 - Goal is to reach 50 percent of yearly operating expenses.
-

Responsibility: Executive Council, Executive Director, Associate Executive Director, and Financial Manager

Strategic Plan Committee Members

Professionalism

Bob Bozzuto*
 Gerry Schwille
 Peg Pennepacker
 Joe Nagle
 Mike Gavlik
 James Mattern
 Tom Evans
 Jack Fullen

Membership

Kristin Black*
 Curt Chilson
 Jon Vallina
 Cullen Stokes
 Bob Miller
 Dennis Ramella
 Ann Marie
 Simons
 Jim Come

Finance

Brian Koontz*
 Jeff Batzel
 Kevin Morgan
 Chris Zamboni
 Greg Goldthorp
 Shaun Murray
 Dave Osborne

Technology

Chuck Abbott*
 Fred Barletta
 Jim Stewart
 Paul Leonard
 Jake Serfass
 Pete Grecco
 Mickey McDaniel
 Ricci Rich

Leadership

Mike Craig*
 Bryan Stephens
 Jim Lynch
 Danielle Turner
 Tom Wagner
 Kyle Shireman

Facilitator

Holly Farnese

* Chair



Bob Bozzuto



Gerry Schwille



Peg Pennepacker



Joe Nagle



Mike Gavlik



James Mattern



Tom Evans



Jack Fullen



Kristin Black



Curt Chilson



Jon Vallina



Cullen Stokes



Bob Miller



Dennis Ramella



Ann Marie Simons



Jim Come



Brian Koontz



Jeff Batzel



Kevin Morgan



Chris Zamboni



Greg Goldthorp



Shaun Murray



Dave Osborne



Chuck Abbott



Fred Barletta



Jim Stewart



Paul Leonard



Jake Serfass



Pete Grecco



Mickey McDaniel



Ricci Rich



Mike Craig



Bryan Stephens



Jim Lynch



Danielle Turner



Tom Wagner



Kyle Shireman



Holly Farnese



Top 10 Advantages of a PSADA Membership



Holly Farnese, CMAA
PSADA Executive Director
975 Putnam Blvd.
Wallingford, PA 19086

Cell: 610-585-7954
Office Phone: 610-872-0184
Office FAX: 610-872-0184
email: hollyfarnese@psada.org

1. The NIAAA Certification Program is available to PSADA members. The four levels of certification are Registered Athletic Administrator (RAA), Registered Middle School Athletic Administrator (RMSAA), Certified Athletic Director (CAA), and Certified Master Athletic Administrator (CMAA) which recognize proficiency and supervision of athletics.
2. PSADA is an approved PDE Act 48 PROVIDER as a member's only service.
3. PSADA members are eligible for awards honoring PA Athletic Administrators at the local, state, and national levels.
4. NIAAA Leadership Training Institute educational curriculum of 49 courses taught in PA, online, and as webinars are offered at a reduced rate to PSADA members.
5. The PSADA Mentorship Program for newly appointed athletic administrators contributes to successful development of the individual and the association.
6. Student-athletes may be eligible for up to \$11,000 in annual scholarships and have the opportunity to participate in the NIAAA/PSADA National Scholarship Essay Competition.
7. Members have the opportunity to attend the PSADA annual conference offering educational, service, information, and networking opportunities at a reduced-members only rate.
8. Opportunities are available for PSADA member student-athletes to attend student leadership workshops.
9. PSADA members who also join NIAAA receive \$2,000,000 liability insurance and \$2,500 term life insurance.
10. Quarterly PSADA newsletters and electronic and print materials are available to assist the profession.



CONNECT WITH US!

479.527.8600

 digital@mascotmedia.net

 mascotmedia.net

 [linkedin.com/company/mascot-media](https://www.linkedin.com/company/mascot-media)

 twitter.com/mascotmediateam

 facebook.com/mascotmediateam

 youtube.com/c/mascotmedia