



Back-to-School Communication Checklist: 5 Things Every AD Should Do for a Smooth Season

1 Centralize All Team Communication

Make sure every coach, player + family member is using a single platform – not a mix of group texts, emails, social media + unsafe communication platforms.

- *Have you selected a communication platform for all your teams?*
- *Have this season's coaches been trained + added to their teams?*
- *Have you shared communication expectations + platform access with families?*

2 Enable Emergency Communication Channels

Ensure you can reach everyone instantly in the event of cancellations, lightning delays or emergencies.

- *Can you send a mass alert to all teams in under a minute?*

3 Double-Check Compliance + Approval Status

Make sure all tools are school-approved + meet communication compliance policies.

- *Verify where your data is stored, who has access to communication history + how quickly you can pull data if needed.*

4 Archive + Secure Communication

Avoid coaching or parent issues later by ensuring all communication is stored, accessible + transparent.

- *Is every message archived and accessible if needed by admin?*

5 Simplify Schedule + File Sharing

Make sure coaches can easily share practice times, game schedules, video links, coaching points + last minute changes – all in one place.

- *Can your coaches post files, links, updates + changes in seconds?*