



IHSADA-IGHSAA-IHSAA New Activities Directors Workshop II

IHSAA Office: November 10, 2025

- **Welcome:** IHSADA Past Executive Director Harley Schieffer
 - Overview of 5 State Exchange
 - Iowa Mentor Leadership Program Introductions
 - Twenty-one New ADs & Seven Mentors present.
- **IGHSAA:** IGHSAA Executive Director Erin Gerlich & Associate Director Gary Ross
 - “Bracketology”
 - Process Explanation
 - Sport Administrators
 - Rankings Information & Baseline
 - Pre-season Prospectus
 - Read, Watch, Bound
 - Avoid Repeat Matchups
 - Site Capacity & Travel Considerations
 - Advisory Committee Recommendations: Neutral Site/Highest Seed
 - Pods System
 - Review: Anticipate Concerns/Challenges
 - Wednesday Release
 - Wrestling: Class 2A & Class 1A
 - Small Group Activity
 - State Maps Classes - Rubber Band Regionals
 - Classification Assignments
 - 5A Different: Strength & Travel
- **IHSAA:** IHSAA Executive Director Tom Keating, IHSAA Assistant Director Andy Umthun
 - Association Information
 - Bound Required Forms
 - School Forms
 - Sport Specific
 - Website Overview
 - Season Focus Rotation
 - Sport Tabs: Season Information & Guidance
 - Track Wrestling FAQ
 - Meet with Coaching Staff concerning the system
 - Body Composition Assessments Requirement
 - Watch
 - Virtual Access
 - School Tab
 - Handbooks, Manuals, Forms, Calendars
 - Resource Library
 - Scholarship Eligibility
 - Transfer Eligibility
 - Forms
 - Nominations
 - Ejection Reports
 - Legislative Updates
 - 783: Oversee Conference Realignment
 - November State Board of Education

- December Joint Committee
 - January Committee Process
 - February System Established
- **Keynote Presentation: IHSADA Past Presidents Brent Buttjer & Matt Weis**
 - "Survive and Thrive"
 - Survival Strategies
 - Task Tracker
 - Weekly Task List
 - Monthly Task List
 - Notebook: Clear mind before bed.
 - Avoid emails after 9:00 PM.
 - Email organization system.
 - Move your body during the day!
 - Establish your support system.
 - Avoid "Paralysis by Analysis".
 - Prioritize the things that could get you fired.
 - Understand your role & responsibilities.
 - NIAAA Athletic Administrator Job Description
 - 14 Legal Duties of Athletic Personnel
 - Safety Process
 - Financial Responsibilities & Processes
 - Evaluations
 - Officials
 - Transportation
 - Scheduling
 - Eligibility
 - School Board Policy
 - Championship Relationships
 - Work hard to establish relationships that implement expectations and standards.
 - Be a great communicator - advocate for integrity, honesty, reliability.
 - Be vulnerable - check in with coaches, students.
 - Be the type of AD that your coaches and directors do not want to disappoint. You get there by believing in those people.
 - Tell your own story.
 - Be active on social media platforms.
 - Expect all activities to like and comment on sites
 - Your story includes - students, coaches, directors, office staff, fans ...
 - "Together we rise!"
 - Give access to a team of people.
 - Build a branding system and schedule.
 - Partner with businesses.
 - One day your brand will inspire another.
 - Build Excitement: Try New Things
 - Recognize volunteers and contributors.
 - Create community events.
 - "Tell your story."
 - "Timmy Trumpet"
 - American Soldier Routine: 4th Grade Halftime Routine
 - West Delaware Outdoor VB Night
 - How well is your program connected to the community?
 - Community Service Projects
 - Student ActivitiesCAmbassadors
 - "High 5 Fridays"
 - Homecoming on the road to schools, senior communities

- Champion your Booster Clubs
 - Understand the culture and history of your activities program.
 - Lunch Servers
 - You are either getting better or getting worse, you never stay the same.”
 - Coaching clinics and Staff Visits
 - Professional Development
 - 3D Coaching Platform
 - IHSADA Evaluator Training
 - LTI & Certifications
 - 360 Degree Evaluation
 - Accountability
 - What you allow is what you promote.
 - Sportsmanship Expectations
 - Embrace the Challenges of Change
 - Right people on the bus.
 - Changes to move the needle?
 - High Expectations & Process
 - Everyone is accountable for expectations.
- **IHSADA Best Practices Presentations: Strategies, Systems, & Professional Development**
 - **Technology Tips: IHSADA Social Media & Website Manager Nate Boock, Ballard**
 - Efficiency & Organization
 - Digital Calendars; Google, rSchool, Bound
 - Automated Reminders
 - Communication Tools
 - Mass Communication: Remind, Bans, SportsYou, ParentSquare
 - Email Management: Create Templates
 - Group Text Systems
 - Archive liberally, delete sparingly.
 - Digital Front Door
 - Website Upkeep: Relevant
 - Social Media Coordination: Student Activities Information Directors
 - No response to social media.
 - Promoting Activities & Engagement
 - Student Media Teams
 - Canva for Design
 - Livestreaming
 - Visual Content Management
 - Photo & Video Organization
 - QR Codes for Quick Access
 - Event Operations & Logistics
 - Digital Ticketing
 - Officials & Scheduling
 - Transportation Coordination
 - Gathering Feedback
 - Coach Evaluator System
 - Professional Growth with AI
 - Gamma for Presentations
 - **Challenging Conversations: IHSADA Central District Vice-President Lyle Fedders, Ames**
 - Navigating Difficult Dialogue with Clarity & Care
 - Fierce Conversations Class (Susan Scott)
 - The Cost of Avoidance
 - What is the cost of avoiding the conversation?
 - The Foundational Mindset

- Be Real
 - Be Present
 - Be Uncomfortable
 - Prepare: What is the goal?
 - Clarity
 - Behavior Change
 - Mutual Understanding
 - Accountability
 - Prepare: Self-Awareness
 - Facts v. Opinion
 - Check your emotions.
 - Practical Prep Checklist
 - What is the specific issue?
 - How does it impact me/the team?
 - What's my contribution to the program?
 - What is the outcome?
 - Conversation Roadmap
 - State the issue.
 - Provide a concrete example.
 - Describe your emotions.
 - Clarify what is at stake.
 - Identify your contribution.
 - Indicate your wish to resolve it.
 - Invite their perspective.
 - Conversation Tips
 - Be fully present.
 - Model curiosity, not judgment.
 - Stay fierce, but kind.
 - Move toward resolution.
 - Summarize the next steps.
 - Express appreciation.
- **Activities Department Finances: Iowa Mentor Leadership Coordinator Brent Buttjer**
 - Silos of Revenue & Expenses
 - Fund 10 General Fund
 - Fund 21 Student Activity Fund
 - Booster Clubs
 - District Funds PEPPL, SAVE
 - Budget Development
 - Financial Stability
 - Supports Equity
 - Improves Accountability & Transparency
 - Enhances Athletic Experience & Safety
 - Program Budget Review
 - Prioritize Purchases
 - Maximizes Budget
 - Ensures Safety
 - Promotes Fairness & Equity
 - Program Goals
 - Accountability & Transparency
 - Prevent waste
 - Relationship with SBO
 - Budget Accuracy & Accountability
 - Strategic Planning
 - Efficient Resource Management
 - Compliance & Risk Reduction

- Fund 21
 - Legal Compliance
 - Proper Fund Management: Public Purpose
 - Accountability & Oversight
 - Auditing & Transparency
 - “Don’t fundraise to fundraise.”
 - Have guidelines established for fundraisers.
- **Staff Evaluation Process, NSSC and Evaluator Training:** IHSADA Past President Matt Weis, West Delaware
 - IHSADA Evaluator Training I Overview
 - SHAPE: 42 National Standards & 7 Core Responsibilities
 - AI application current SHAPE NSSC to your current assessment system.
 - Coach Evaluator
 - WDCSD Comprehensive Coaching Evaluation Plan
 - Core Principles NSSC
 - Iowa Teaching Standards
 - Crosswalk NSSC-Iowa Teaching Standards-WDCSD
 - Process & Timeline
 - Evaluation Cycle
 - Self-Evaluation
 - Stakeholder (Athletes) Survey & Results
 - Full Summative Evaluation
 - Corrective Action Plan
- **Professional Development Opportunities & Certifications:** IHSADA LTI Coordinators Chris Deam & Mike Egbert
 - Leadership Training Institute
 - LTI/LTC Program Course Options
 - 500 Level: Foundation
 - 600 Level: Operations & Management
 - 700 Level: Leadership
 - Certification Levels
 - Registered Athletic Administrator (RAA)
 - Registered Middle School Athletic Administrator (RMSAA)
 - Certified Athletic Administrator (CAA)
 - Certified Master Athletic Administrator (CMAA)
 - AEA Recertification Credit
 - IHSADA Evaluator Approval Training
- **Iowa Activities Director Mentor Leadership Program:** Iowa Mentor Leadership Coordinators Brent Buttjer, Tom Lipovac, Harley Schieffer.
 - Mentor Leadership Program: Professional Development
 - Program Overview Review
 - IHSADA Professional Development Opportunities
 - IHSADA State Convention
 - IHSADA Evaluator Training I
 - 3Dimensional Coaching
 - “Leaders are Readers.”
 - Mentor & Mentee Review
 - Successes
 - What went well? What was most useful?
 - Challenges:
 - What did we learn? What did we need?
 - Recommendations:
 - What can be done better? What support will be helpful?