

THSADA NEWSLETTER

Presented by Home Team Marketing



November 2016

EXECUTIVE DIRECTORS REPORT

Rusty Dowling – Executive Director – THSADA

As we move into the month of November, we experience State Tournament action with Volleyball, Cross-Country and Team Tennis competitions along with the start of the football playoffs culminating in the state championships at AT&T Stadium in Arlington. November is also the month where we take the first steps in preparing for the 46th annual Home Team Marketing-THSADA State Conference that will be held in Waco, Texas on March 26th-March 29th, 2017. State Conference/Hotel/Golf and Exhibitor Registrations will begin on Tuesday, November 1st, 2016. You will be able to find registration information at www.thsada.com. The State Conference agenda will be posted sometime in January or early February.

The THSADA is currently up to 835 members making us one of the largest AD Associations in the country. The goal is to reach 1,000 by the State Conference.

President John Crawford continued the THSADA tradition of presenting a lecture at the annual TGCA Summer Convention in Arlington. Thank you to the AD's that attended this event.

The annual PBK Sports-THSADA Hall of Honor Banquet was recently held at the Hyatt Regency Hotel in San Antonio, Texas in conjunction with the annual THSCA Coaching School. Attendance at the banquet

was very good as this event continues to be a marquee event during the THSADA calendar year. As always, the highlighted presentations at the banquet are the annual Hall of Honor inductions. Significant in the inductions this year were two of the original founders of the THSADA, Kelly Horn and Winlon Knowles along with former Board member, Jim Slaughter. Those individual who were presented awards at the banquet will be listed at the end of this article

The THSADA General Session was held Monday morning at the Henry B. Gonzalez Convention Center and featured the installation of the new THSADA Board of Directors along with the presentation of the new THSADA President, John Crawford-Midlothian ISD. We recognized those outgoing Region Directors who have served the THSADA for the past two years along with our retiring Athletic Directors.

Tuesday morning the new THSADA Board of Directors went through an orientation process which is intended to preview the upcoming year, meet the new members, review THSADA policies and procedures and plan the calendar for the upcoming year. The Board of Directors will meet January 15th-16th 2017 at the THSADA office in Houston, Texas.

Committees will reconvene at the State Conference and continue their

work on behalf of the THSADA. Awards Committee members will be asking for recommendations and nominations for the different award categories.

THSADA members are reminded to make every effort to attend your Region meetings. These are critical for all athletic administrators as this is a great opportunity to network with your colleagues, stay abreast of all UIL concerns, stay informed of all THSADA business and get exposure to any or all new businesses that you could possibly be interested in. The UIL will attend most of the Region meetings to do a de-brief on Legislative Council actions so please make sure you attend.

THSADA took our annual trek to Cleveland, Ohio, which is the home of Home Team Marketing, to visit with the National Association of Collegiate Directors of Athletics. It's a good professional development opportunity for us as we review all the logistics of our State Conference regarding registrations, exhibitors, classroom session, etc.

President John Crawford will be attending the annual National Athletic Directors Convention that will be held in Nashville, Tennessee in December. ★



Awards Presented at the PBK Sports-THSADA Hall of Honor Banquet

THSADA Region Athletic Administrators of the Year

Presented by Hellas Construction and Daktronics, Inc.

Region 1-Jennifer Roland-Lubbock ISD

Region 2-Mark Baker-San Angelo ISD

Region 3-David Kuykendall-Frisco ISD

Region 4-Mike Williams-Ysleta ISD

Region 5-Rodney Chant-Pasadena ISD

Region 6-Dwayne Weirich-Round Rock ISD

Region 7-Oscar Riojas-Weslaco CISD

Region 8-Stan Laing-Northside ISD

Joe Bill Fox Award

Presented by Mr. Joe Bill Fox

Dr. Charles Breithaupt-Executive Director-University Interscholastic League

PBK Sports Athletic Director of the Year

Presented by Trey Schneider, PE/Partner-PBK Sports

Chris Feris-Director of Athletics-Birdville ISD

NFHS Citation

Presented by Balfour

Lisa Langston-Assistant Director of Athletics-Fort Worth ISD

NIAAA Distinguished Service Award

Marmion Dambrino-Director of Athletics-Houston ISD

Kelly Reeves State Award of Merit

Presented by Whataburger

Shawn Pratt-Director of Athletics-McKinney ISD

Hall of Honor Inductees

Winlon Knowles-former Director of Athletics-Pine Tree ISD

Jim Slaughter-former Director of Athletics-San Angelo ISD

Kelly Horn-former Director of Athletics-North East ISD





2016 PBK Sports-THSADA Hall of Honor Banquet



L-R: Joe Bill Fox, Dr. Charles Breithaupt-UIL-Joe Bill Fox Award Recipient, Todd Vesely-Awards Committee



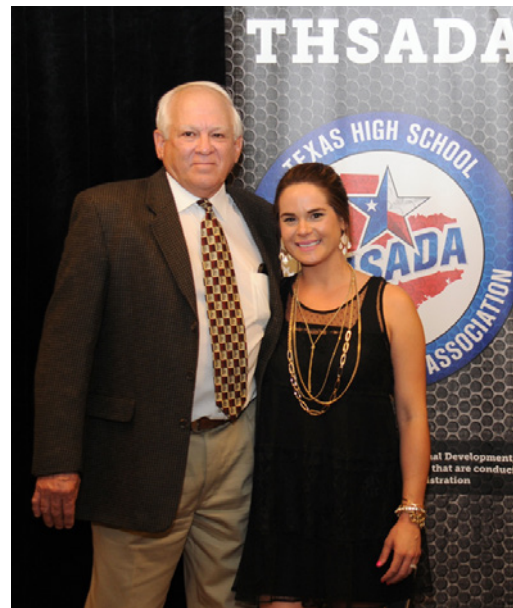
2016 Hall of Honor Inductee-Winlon Knowles-Represented here by his son Jack-Bob DeJonge-Awards Chair



2016 Hall of Honor Inductee-Jim Slaughter-San Angelo ISD



2016 PBK Sports-THSADA Athletic Director of the Year L-R-Trey Schneider, PBK Sports-Chris Feris-Birdville ISD, Todd Vesely-Awards Committee



2016 Hall of Honor Inductee-Kelly Horn – Represented here by his son Drew and Drew’s daughter-Hayley



THSADA BOARD OF DIRECTORS 2016-17

Front Row L-R: Sandra Howell-Little Elm ISD, Shawn Pratt-McKinney ISD, Debbie Decker-Katy ISD, John Crawford-Midlothian ISD, Chris Feris-Birdville ISD, Kathy Mathis-THSADA
Back Row L-R: Keith Kilgore-THSADA, Oscar Riojas-Weslaco ISD, Rene Aguilar-Clint ISD, David Kuykendall-Frisco ISD, Brad Thiessen-Amarillo ISD, Hugh Sandifer-Wylie ISD, Rudy De Los Santos-Harlandale ISD, Bob DeJonge-Keller ISD, Rodney Chant-Pasadena ISD, Johanna Denson-Pflugerville ISD, Rusty Dowling-THSADA



Texas High School Athletic Directors Association 2016-2017 Board of Directors/Committee Chairs

Officers

President-John Crawford-Midlothian ISD
President-Elect-Debbie Decker-Katy ISD
Vice-President-Shawn Pratt-McKinney ISD
Past-President-Chris Feris-Birdville ISD

Regional Directors

Region 1-Brad Thiessen-Amarillo ISD
Region 2-Hugh Sandifer-Wylie ISD
Region 3-David Kuykendall-Frisco ISD
Region 4-Rene Aguilar – Clint ISD
Region 5-Rodney Chant-Pasadena ISD
Region 6-Johanna Denson-Pflugerville ISD
Region 7-Oscar Riojas – Weslaco ISD
Region 8-Rudy De Los Santos-Harlandale ISD

Board Members

Board Secretary-Sandra Howell – Little Elm ISD
Board Historian-Bob DeJonge-Keller ISD

THSADA Office

Executive Director – Rusty Dowling
Executive Assistant – Kathy Mathis
Special Events Manager – Keith Kilgore

Committee Chairs

Publications: Bernie Mulvaney-Goose Creek ISD
Professional Development: Debbie Fuchs-Clear Creek ISD
Awards: Randy Cretors-Harlingen CISD
Membership: Jennifer Roland-Alamo Heights ISD
Special Events: Vince Sebo-Tomball ISD
Football: Cliff Odenwald-Garland ISD



President's Remarks

John Crawford – THSADA Director of Athletics for Midlothian ISD

As we embark on another year, and as I reflect back on the great strides and growth that the Association has made over the past 46 years, I am humbled for the opportunity to serve as your President. I am grateful to the past presidents, board members, and members who have paved the way for excellence in high school athletics.

I would like to thank Chris Feris, who, over the past year as president, successfully promoted the establishment of a strong foundation in all initiatives pertaining to the Association. His leadership, dedication and performance, elevated our standards of excellence. Also, I would be remiss if I did take a minute to mention Rusty Dowling who, as Executive Director, continued to increase the efficiency of our association and has grown our membership base to over 835 members and counting. Most importantly, I would like to thank Kathy Mathis for all of her hard work, dedication, and countless hours in advancing

the association to take great strides for growth.

Furthermore, I want to congratulate Shawn Pratt of McKinney ISD on being named Vice- President. I look forward to working with Debbie Decker- President-Elect and all of the exceptional board members and committees members on excelling and enhancing the mission of the Association to meet the needs of all of our associates. These Regional Directors include the following: Region 1- Brad Thiessen (Amarillo ISD), Region 2- Hugh Sandifer (Abilene Wylie ISD), Region 3- David Kuykendall (Frisco ISD), Region 4- Rene Aguilar (Clint ISD), Region 5- Rodney Chant (Pasadena ISD), Region 6- Johanna Denson (Pflugerville ISD), Region 7- Oscar Riojas (Weslaco ISD), and Region 8- Rudy De Los Santos (Harlandale ISD).

Our mission and objectives will continue to remain the same, to provide members with Professional Development, Leader-

ship and Support opportunities that are conducive to effective athletic administration.

My goals for the coming year are to increase the Association's memberships to over 1000 members prior to the State Conference, have a greater presences with Superintendents and their professional organizations, and to strive to provide greater professional development opportunities, including a Texas Athletic Administrator Certification.

Thank you to all for your continued support of the Association's initiatives. I look forward to the coming school year. I wish you all great success in the coming year. Moving forward, I encourage you to become involved in the Association in various capacities by serving on committees, submitting articles, or assisting as a volunteer or speaker at our conferences. ★

AISD Honors Austin Police Officers Under the Friday Night Lights



Commitment to excellence, effort and teamwork are on full display every week under the Friday night lights, and not just from Austin ISD's standout football teams.

The district is honoring some of Austin's finest police officers prior to kickoff ev-

ery week in conjunction with the Fellowship of Christian Athletes.

The district recognized two standouts Sept. 2 at Nelson Field and Burger Stadium.

Officer Katy Ricker has been with APD for five years and was honored prior to the Austin High vs. Akins matchup at Burger Stadium for her efforts during the Oct. 30, 2015, floods. Ricker risked her life to save a woman trapped in rising waters of Onion Creek, pulling her to safety.

APD Sergeant Jeff Crawford, a 26-year veteran, has worked in patrols, SWAT, gang unit, homicide and special events. He currently supervises the bomb squad, explosive-detecting K-9 unit and the dive

team. He was saluted by the crowd at Nelson field prior to Bowie's clash with LBJ.

Austin ISD will honor Austin police officers prior to games throughout the season, and has plans to expand the recognitions to include Austin ISD police officers.

To nominate an officer for recognition, please send the officer's name and a brief description of his or her service to Steve Vittorini, director of the Greater Austin FCA, at stevev@fcaAustin.org. ★

For more information on Austin ISD athletics, visit austinisdathletics.com, or follow @AISDAthletics on Twitter or on Facebook at [facebook.com/AISDAthletics](https://www.facebook.com/AISDAthletics)

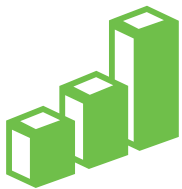
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Points to Consider When Building a New Facility

By: Valerie Little, Associate AD, McKinney ISD

Did you know that McKinney ISD was building the most expensive stadium at a colossal waste of money with the largest video screen in the history of mankind, and only because Allen did it first? If you tend to listen to the exaggerations of such media as the NY Times, LA Times and even Jimmy Fallon, the preceding is the picture that has been painted so far. Even our local media took a general stab at it, just with more favorable titles such as, "It's done: McKinney residents vote for new stadium, one of the priciest in the state" and "McKinney ISD's new mega stadium just got more expensive.." Maybe these titles do not seem more favorable, but compared to the gross exaggeration in other media outlets throughout the nation, they are more encouraging. These sensational, attention-grabbing articles do not reflect the excitement in our community about this project.

There are several foundational philosophies we as a District and Athletic Director, Shawn Pratt, have that helped the beginning of this project not be as challenging as some would imagine. Embrace your community! When building a stadium, you need to build the foundation in your community first. Educate your community on the true facts of your project, not the ones the mainstream media want to publicize. You need their support behind the project – get them to buy in and be your voice to the naysayers. Relationship building is not only important within your community, it is important with your media outlets as well. Establish a positive relationship with your local media before you have any adversity. Finally, use your resources. Lesson planning has always been centered around collaboration with your peers. This is an important philosophy when planning a stadium. Don't be afraid to reach out to others for guidance so you don't make

their same mistakes.

The most important facet of building a stadium is to ensure buy-in from all stakeholders. The first person you need buy-in from is your Superintendent. Their overall vision needs to align with yours on this project so it will end up being enjoyable and rewarding, the way it should be. Your community must be convinced the stadium is what's best for their student population so they will defend it through the process. Our turning point was when the following quotes from Shawn Pratt were published by the Dallas Morning news:

He stated, "We want first-class facilities for our kids and we're not apologizing for that." He was asked, "What do you say to people who think you didn't need to spend \$50 million on this new stadium?" His response, "I've seen what high school athletics can do. They teach kids lessons they can't necessarily learn in English or Math. Our curriculum is first and foremost, but my son's experiences in football were no less important than what he experienced in his academic classes. Football taught him a lot of intangibles and life lessons he can't learn otherwise. There will be more fine arts students performing there than athletes competing. It's an overall educational experience and tool, and people don't realize that. People think it's all about winning a football game and there's so much more to it"

This article reminded our community the value of athletics in McKinney ISD. This made it easier to obtain buy-in from those who no longer looked at this bond as a "stadium bond". Solicit input from as many stakeholders as possible in the design phase to get them excited about the project. Go to your Fine Arts and Band Directors to ask them their wish list of items in the stadium. We pointed out features Coach Pratt planned to in-

clude to enhance their experience – the Fine Arts Plaza, their own restrooms and ice machine. These are all very basic amenities that go a long way with these groups. Our next groups to focus on were Coaches, Athletic Trainers and Team Docs. They assisted us in designing the locker room areas, office areas and training room areas. Our Broadcast Journalism groups have become an integral part of our game nights since their students live stream our games, so we solicited their input in designing their ideal broadcast room. Bring in your technology department for these rooms to get their opinions on the number of Wi-Fi access points, basic technology needs for media, stadium TV placement and most importantly, to discuss the video board. Communicate with Safety & Security, Grounds & Maintenance, Food Service, Custodial Services, Ticketing Services and the Media throughout the design phase. Soliciting ideas from these groups will allow you to design a stadium that meets everyone's needs. It also provides each group the feeling of ownership and a sense of pride in the project. Not only do you involve them in the design phase, but you also have plans to tie in all groups into the branding of the stadium. We are currently collecting a wide range of pictures of football teams, bands, cheerleaders, drill teams and anything else pertaining to McKinney ISD from the past up to the present. We will find a way to tie this memorabilia into the décor of the stadium to help tell the story of McKinney ISD and all of the success we have experienced in our history.

The second part of ensuring buy-in is to educate as many people as possible on the real facts. As a District, plan to present to anyone that will listen, whether they are a group of 3 or a group of 30. Coach

Story continued on page 8



Story continued from page 7

Pratt had several one-on-one meetings in his office with taxpayers who did not understand the bond process; he would educate them on the bond process and the overall bond plan and how it would benefit ALL MISD students. Without fail, they would leave as a friend of the program and a YES vote. Start with educating the Bond Committee. Our District was well prepared each time they were in front of the committee and our Superintendent and Cabinet always presented a unified vision and plan that instilled confidence within our committee and gave MISD credibility. We then presented to booster clubs, campus coaches meetings, youth sports organizations and even the Rotary. If any group showed any interest, we found the time to present and educate them on the true facts, not the ones in the mainstream media. When we were presenting, the key was to be completely transparent and answer all questions openly and honestly for the public to see we were on the same side and all had the same goal – to improve our District with the bond. Making ourselves available to the public helped the school District build trust within our community.

The media's overall experience in McKinney ISD, from how they are treated to the service they receive, has been a priority in McKinney ISD Athletics since Coach Pratt has been our Athletic Director. He often reminds us, "Don't get in a fight with a guy that buys ink by the barrel". We intentionally try to create a hospitable atmosphere in our press box, from the workers we hire, to having dinner available throughout the evening, and trying to accommodate any special requests within reason. Last year we employed our first Sports Information Director who has generated a lot of great information in which our media has provided positive feedback. Just this past week, a local reporter told me that our MISD football media guide was "better than most colleges will provide". Our SID will also send stats or interesting facts

during games for us to push out on our Stadium app. In my opinion, these small perks have helped to provide us a good reputation amongst the media ranks. We feel this has been quite helpful in what has sometimes been a media circus!

The third and final tip we would offer for anyone about to head into a large project is to seek out those who have "been there and done that". Utilize your resources you have right in front of you. From the beginning, Coach Pratt was in constant contact with a few key people that could offer a bit of wisdom about the decisions he was facing. Debbie Decker, Katy ISD Athletic Director is still on speed dial, as their stadium is 6 months ahead of the McKinney ISD stadium so she is very helpful with questions and ideas and is willing to meet at the drop of a hat. Also, Steve Williams, Allen ISD Athletic Director, having just gone through building their stadium and the issues they faced, was another resource we reached out to frequently in the planning process. Jason Cook, Texas A&M Senior Associate Athletics Director, spent several hours with us touring Kyle Field and answering questions about how to tell our story, not to mention the countless emails in between. Kris Harris, SMU Associate AD/Event Management and Facilities Operations has a student in our District, served on our Bond committee, and was more than willing to offer his expertise. Drew Pittman, Baylor University Assistant Athletic Director gave us great ideas on marketing and branding as well as spending several hours at McClane stadium with us. We took numerous stadium visits to both high school and college stadiums not to mention the visits and discussions with so many Athletic Directors including our Executive Director- Rusty Dowling, Northeast ISD, Denton ISD, Mansfield ISD, New Caney ISD and many others who have entertained our questions. Each time a subject came up, we knew we could call any one of the above mentioned and they had advice to offer to help us make the decision that

was best for us. As we always say about coaching, there is no need to reinvent the wheel. We used our relationships with our peers and even created new ones in this process. It was truly a collaboration with those who have been in our shoes before. Hopefully we can learn from their mistakes and not repeat them in the planning of ours.

In summary, I realize we have a long way to go in the process of building our stadium and I am sure we will learn quite a bit more along the way. However, I do know if it were not for the previous healthy relationships we had with our local media and the way our community was treated in this process, we would not be lucky enough to be currently building a new District stadium. We have definitely made it big in the media and all the way to late night! We have our community, our Cabinet, our Superintendent and our Board all on the same page and in support of this bond since it is what's best for our kids. If there were two pieces of advice we could offer to our peers to help them through a big project they would be 1) solicit input from all stakeholders and let them be a part of it from the beginning and 2) find help from your peers and utilize your resources. No matter what we face in the coming months of building our stadium, I am confident McKinney ISD Athletics will come out on top and in the best light possible due to our transparency and overall approach to the new McKinney ISD Stadium & Event Center. ★





Value-Added Progress Monitoring System of Support

by Paula Gonzalez, McAllen ISD

Middle school and high school athletic programs are a major component of the McAllen Independent School District Mission Statement. Successful athletic programs produce great athletes, but highly successful school districts produce student athletes who excel in the classroom. The McAllen Independent School District, under the direction of Dr. J. A. Gonzalez, Superintendent of Schools, has decided to take academic success a step further. Instead of monitoring only students who are in fear of losing eligibility, MISD wants to make sure that all our students have value-added performance. As a District, we wanted to develop a system which monitored all UIL participants, to include Fine Arts and Career and Technical Education which correlated with the MISD adopted color-coding of testing quintiles.

A committee consisting of Dr. Mike Barrera, Asst. Supt. of District Operations; Bridgette Vieh, Associate Supt. for Instructional Leadership; Alejandra Gonzalez, Director of Purchasing; Jim Egger, Director of Fine Arts, Lilia Sandoval Silva, Director of Career & Technical Education; Miguel Carmona, Coordinator for Application Services, and myself worked together

to develop the "Value-Added Progress Monitoring System of Support." My High School Girls and Boys Athletic Coordinators were also vital to the development of this tool. AllAthletes, Fine Arts Students, and Career & Technical Education Students are placed on an activity roster. A color-coded spreadsheet is given to each designated coach/teacher who serves as the mentor. Mentors will not only visually monitor the student's grades through our Skyward program (student electronic grading system), but also monitor attendance and discipline. A six-step process was developed for mentors to follow. Mentors offer assistance, praise and support as needed. They will also offer individualized student interventions and strategies for students who need extra assistance. Campus administration will also be involved by assuring that tutoring opportunities are provided at different times to minimize interference with practices and rehearsals. Systems and processes are set up to ensure that grades and attendance are entered in a timely manner.

The "Value-Added Progress Monitoring System of Support" was introduced to the MISD Board of Trustees and Administration back

in August 22, 2016. There has been much positive feedback about the monitoring system that is simple, has structure, and provides consistency for all UIL participants. This system uses five colors that correspond with grades attained in classes during each grading period. Red and yellow are danger zones, green reflects minimum standards are met, and light and dark blue are grades of 80 or higher. Our goal as a district is to move as many students toward the dark blue quintile as possible. The color coding system easily alerts mentors should grades begin to drop and special guidance is needed. A color coded flowchart and sample spreadsheet are included to provide details of our system.

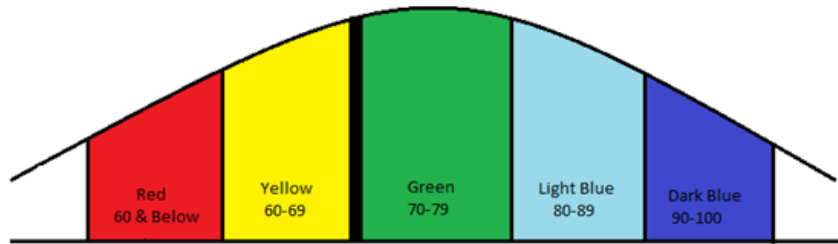
Our motivational slogan is "Success is all about making connections!" We believe that our coaches and teachers connecting with our students can be the key that leads them to success. The McAllen Independent School District is geared and committed towards academic excellence for all students. As a District, we all work together to provide opportunities for our students to participate in extra-curricular activities while they strive for excellence in the classroom.

Story continued on page 10



Story continued from page 9

COLOR CODE FLOW CHART



Campus Administration

- Ensure that tutoring opportunities are also provided in the morning and at lunch time.
- Ensure that grades are entered (as per MISD grading guidelines in a timely manner).
- Communicate discipline issues with coaches/teachers.

Mentors

1. Continuously monitor grades, attendance, discipline (Skyward, Progress Monitoring Report)
2. One on one conversations (positive reinforcement, praise, support)
3. Facilitate tutoring/retest as needed
4. Follow up conference (offer support and assistance as needed)
5. Communicate with grade level administrator/parent conference IF needed
6. Personalized student interventions and strategies as needed

Success is all about making connections!

SPREAD SHEET

NAME	SCH	ACT	GR	FAL GRD	PAS GRD	DYS ABS	PRD ABS	PRD TDY	DISC	CLS SEL	TRM	GRADE	TEACHER
FLINSTONE, FRED	2	FB	10	0	8	33	138	24	1	12220H/63D ENG 2 CP - YR	1	86	HINOJOSA
										22320H/81B GEOM PREAP YR	1	81	GARCIA T
										32220H/52C CHEMISTRY CP YR	1	95	KAISER J
										42220H/70A WRLD HIST CP-YR	1	82	BLAHA E
										52320H/40 FOOTBALL 2 YR	1	100	LITTLETON
										62220H/31 SPAN 2 MONO YR	1	85	VILLARREAL
										74020H/13D PREP - YR	1	89	BENAVIDEZ
										81320H/20 PRIN ARCH/CNS-Y	1	99	NUTTING J
FALCON, DAM	2	FB	10	2	6	53	172	17	2	12320H/73D ENG 2 PreAP-YR	1	75	HINOJOSA
										22220H/50A GEOMETRY CP YR	1	70	ABDULLAH
										32220H/42C CHEMISTRY CP YR	1	83	KAISER J
										42320H/81D W HIST PREAP YR	1	61	Kette&kamp
										50513H/62 PE-ADV/OUT ED1	1	100	SILVA
										62220H/31 SPAN 2 MONO YR	1	89	VILLARREAL
										74020H/10A PREP - YR	1	86	GONZALEZ
										79510H/20 LAW ENFORCE -YR	1	43	GUERRA
REAGAN, RONALD	2	FB	9	0	8	37	127	25	1	11220H/73C ENG 1 CP - YR	1	85	VILLANUEVA
										21220H/23C ALGEBRA 1 YR CP	1	89	SUAÑEZ B
										31320H/82C BIO 1 PREAP YR	1	74	PINON, C.
										41320H/50B W GEO PREAP YR	1	89	LOPEZ, A
										49100H/12C HS/COLL TRAN-YR	1	94	JIMENEZ J
										52320H/40 FOOTBALL 2 YR	1	100	LITTLETON
										62120H/30 SPAN 1 MONO YR	1	84	BAUTISTA
										65210H/60 TECH THEAT 1 YR	1	91	GARZA D
NEUTRON, JIMMY	2	FB	11	0	8	87	254	46	3	13520H/80 AP LANG&COMP-YR	1	91	GARZA L
										23220H/50 ALG 2 CP YR	1	91	NELSON
										35530H/23 AP ENVIR SCI-YR	1	85	VILLARREAL
										43220H/11 US HIST CP - YR	1	81	SAENZ, D
										52330H/40 FOOTBALL 3 YR	1	100	LITTLETON
										65210H/60 TECH THEAT 1 YR	1	94	GARZA D
										71010H/70 AG MEC MT TCH-Y	1	91	SALINAS E
										74130H/30 B.I.M. AVID Y	1	90	THOMAS R
CARNEGIE, ARNIE	2	FB	11	0	7	78	218	38	1	13520H/30 AP LANG&COMP-YR	1	84	GARZA L
										23320H/20 ALG 2 PREAP YR	1	86	ALEJO
										31520H/60 AP BIO	1	85	EDDY M
										43520H/70 AP US HIST YR	1	90	KAISER M
										44753H/2 RESEARCH METHOD	1	75	PEREZ L
										48220H/50 P.A.L. - YR	1	100	MARTINEZ
										52330H/40 FOOTBALL 3 YR	1	100	LITTLETON
PERRY, WILLIAM	2	FB	10	0	8	26	83	9	1	12320H/71B ENG 2 PreAP-YR	1	85	OSUNA, J



Educator Career Hit List: The Top 10 Ways to Get Fired

by Amanda Bigbee, Keller ISD General Counsel

As the in-house attorney for Keller ISD I am often asked to come to staff meetings or in-service days to talk to staff members about legal issues. When I ask what the administration would like me to cover with the staff the most common answer is “whatever will get them fired.” I admire folks who can cut to the chase! With those marching orders in mind I created what I call the Career Hit List: The Top 10 Ways to Get Fired. Please remember that there are many ways to run afoul of the law and policies of your school district, but accept this as my humble opinion on some of the most pressing reasons school employees can (and likely should) lose their jobs and maybe even their certifications.

Number 1. Hit a Kid

Most public schools prohibit corporal punishment in local policy FO. Those policies make clear that students shall not be spanked, paddled, or subjected to other physical force as a means of discipline. Why would school district prohibit paddling or other discipline by force? I think there are two primary reasons. First, the Texas Educator Code of Ethics Standard 3.2 states that “the educator shall not intentionally, knowingly, or recklessly treat a student or minor in a manner that adversely affects or endangers the learning, physical health, mental health, or safety of the student or minor.” Standard 3.5 provides that “the educator shall not intentionally, knowingly, or recklessly engage in physical mistreatment, neglect, or abuse of a student or minor.” Not corporally punishing students decreases the risk of physical mistreatment that would adversely affect a child. Many districts have determined that holding a bright line on this issue minimizes risk of complaints of abuse.

The second reason is liability. It is well-established law in Texas that school districts are political subdivisions of the state and are governed by the doctrine of governmental immunity. School districts are immune for the negligence of their employees under the doctrine of governmental immunity with very narrow exceptions. The only exceptions to the well-established governmental immunity held by school districts occurs when an employee (1) uses excessive force in the dis-

cipline of students resulting in bodily injury to students and (2) negligently operates a motor vehicle. This liability issue is why school lawyers get a little antsy around athletics – coaches put students on buses all of the time to drive them all over the state and occasionally use something physical (like running lines or bleachers) as punishment. If a student is injured during either of those activities the school and coach are potentially open to liability.

Number 2. Hit on a Kid

We continue to see headlines about inappropriate teacher-student relationships in Texas and across the country. This is an epidemic that must stop. It is likely we’ll see some bills introduced during the next legislative session regarding what law-makers are referring to as “passing the trash.” It is critically important that we, as educators, work diligently to police ourselves and handle all bad acts with students swiftly and appropriately.

Texas Educator Code of Ethics Standard 3.6 states that “the educator shall not solicit or engage in sexual conduct or a romantic relationship with a student or minor.” Standard 3.8 goes on to remind us that “the educator shall maintain appropriate professional educator-student relationships and boundaries based on a reasonably prudent educator standard.” The most recent addition to the Educator Code of Ethics is section 3.9, which gives us specific direction in regard to electronic communication with students:

The educator shall refrain from inappropriate communication with a student or minor, including, but not limited to, electronic communication such as cell phone, text messaging, e-mail, instant messaging, blogging, or other social network communication. Factors that may be considered in assessing whether the communication is inappropriate include, but are not limited to:

1. The nature, purpose, timing, and amount of the communication;
2. The subject matter of the communication;
3. Whether the communication was made openly or the educator attempted to conceal the communication;
4. Whether the communication could be reasonably interpreted as soliciting sexual

5. Whether the communication was sexually explicit; and
6. Whether the communication involved discussion(s) of the physical or sexual attractiveness or the sexual history, activities, preferences, or fantasies of either the educator or the student.

It is absolutely necessary that every educator understand and establish clear boundaries between students and themselves. By way of example, educators should not:

- Use inappropriate nicknames (honey, baby, sweetie, etc.).
- Tell students you can’t wait until they graduate so you can date, be together, or otherwise socialize.
- Touch inappropriately – you know when a hug goes too far, and kissing is never oaky. NEVER.
- Talk to students about their love lives or yours.
- Comment on any student’s attractiveness. Actually, don’t comment on any one’s attractiveness.
- Make sex jokes.
- Share inappropriate pictures of you or anyone else.
- Solicit or take inappropriate pictures of any student or minor.
- Do anything that would make students think you are a romantic, sexual, or otherwise date-able being.

Please take it upon yourself to report any and all behavior you witness that could be construed as flirting, a romantic relationship, or in any way inappropriate. Let your administration know of your suspicions as soon as you see or hear something concerning. It’s up to each of us to get these people out of education and away from our students.

Number 3. Give a Kid a Hit

Educators can’t provide alcohol or illegal/unauthorized drugs to any person under the age of 21 unless you’re the child’s parent according to Code of Ethics Standard 3.7. (Note: Parents shouldn’t provide illegal drugs to anyone, even their old children.) This rule includes providing over the

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counter medications, even supplements and vitamins. Let parents and medical personnel tend to the medicinal needs of the students – don't try to medicate them yourself.

Number 4. Hit Send or Post/Tweet Too Fast

I often refer to this topic as “social media stupidity.” If you put controversial material on your Facebook page, Twitter feed, Snapchat account, or even Pinterest page, negative employment action could be coming your way. I know what you're thinking... “but I was at home on my own computer on my own time – they can't fire me for that!” Oh, but they can. The 1968 United States Supreme court case *Pickering v Board of Education* (391 US 563) set out a test that we use to balance the interests of a public employer with its employees' right to free speech. When we are analyzing an employee free speech case, we use the following questions to guide our decision making:

1. Does the employee's speech address a matter of public interest and concern?
2. Was the employee's speech a significant or motivating factor in the employer's decision?
3. How do we balance the interests of the employee commenting on matters of public concern as a citizen and the public employer's interest in "promoting the efficiency of public service?"

If you've Tweeted or posted something that is so disruptive that the school is negatively impacted by media attention, parent concerns, or increased student complaints, by way of example, the school district may be within its authority to take negative employment action against you.

If you are speaking as an employee, such as during practice or a game or on an official school social media account, you have even less protection. As a public school employee you are part of the government and speaking on behalf of the government. You do not have an unencumbered right to advocate for a religious viewpoint or discriminate, for example.

You should also be cognizant of the Texas Public Information Act (TPIA). The TPIA requires schools to provide members of the public with information when it is requested. There are very few exceptions to the disclo-

sure requirement. Some of the information that is public relates to you. Your emails regarding a student, for example, must be produced to the child's parent upon request from the parent. In most cases this is fine and there is no concern, but if you have said embarrassing or inappropriate things to a colleague in emails it can mean employment difficulty for you. Cursing, venting, or complaining about a student in email can spell trouble for you and your career.

Number 5. Hit the Road with Stuff That Isn't Yours

Thou shall not steal stuff. While it's never okay to steal from your employer, there is a heightened sense of responsibility when items are purchased with taxpayer money, as is the case in public schools. Three of the Educator Code of Ethics standards relate to stealing:

Standard 1.2. The educator shall not knowingly misappropriate, divert, or use monies, personnel, property, or equipment committed to his or her charge for personal gain or advantage.

In other words, you won't use the gymnasium to run a camp for your personal gain or take home some of the baseball equipment so your kid can use it for club games.

Standard 1.3. The educator shall not submit fraudulent requests for reimbursement, expenses, or pay.

This standard means you won't tell your school district you went to Austin for a conference and ask for mileage if you didn't go (or if you took the school vehicle and not your personal vehicle).

Standard 1.4. The educator shall not use institutional or professional privileges for personal or partisan advantage.

My best example of this standard is the teacher who uses her work time and/or email account to sell candles, laundry detergent, makeup, or jewelry. If you have a side business it should stay far to the side and not in any way take up school time or resources. Along these lines, you should also be aware of Educator Code of Ethics Standard 1.5, which states that “the educator shall neither ac-

cept nor offer gratuities, gifts, or favors that impair professional judgment or to obtain special advantage.” You should always give grades, positions, and opportunities based on skill and ability – not based on a bribe.

Number 6. Hit Below the Belt (Otherwise known as discrimination and harassment)

As a public school official, you cannot discriminate against students or colleagues. Standard 2.5 tells us that “the educator shall not discriminate against or coerce a colleague on the basis of race, color, religion, national origin, age, gender, disability, family status, or sexual orientation.” Standard 3.4 goes on to say that “the educator shall not exclude a student from participation in a program, deny benefits to a student, or grant an advantage to a student on the basis of race, color, gender, disability, national origin, religion, family status, or sexual orientation.” If you are found to discriminate against anyone on one of these grounds you should expect swift and serious negative employment action.

Number 7. Hit the Wall on Implementing an IEP or 504 plan

Special education and 504 accommodations could be another article (book) on its own, so I'll keep this simple and straightforward. Disabled students can and should be in your classrooms and on your teams. We must make reasonable accommodations to allow students the opportunity to fully participate in all activities. This does not mean a disabled child automatically plays varsity ball because they are disabled. It does mean, though, that we may need to provide a sign language interpreter, a large print playbook, or any number of other accommodations to allow the child to participate. If you have questions about how an IEP or 504 plan applies to your class or activity, ask the child's case manager or your campus administration for assistance.

Number 8. Hit or Miss on Maintaining Confidentiality

Both state and federal law requires educators to maintain a high level of confidentiality when it comes to student information. Any information regarding a child's grades, discipline, absences, disabilities, at-risk status, etc. is strictly confidential and should not be shared with anyone who does not have an educational need to know the information.

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Educator Code of Ethics Standard 3.1 puts it this way: “the educator shall not reveal confidential information concerning students unless disclosure serves lawful professional purposes or is required by law.” Avoid the temptation to gossip about students.

A lesser known component of confidentiality is the duty you owe to your colleagues. Standard 2.1 provides that “the educator shall not reveal confidential health or personnel information concerning colleagues unless disclosure serves lawful professional purposes or is required by law.” Unless you have specific consent to do so, you should not share information regarding your co-workers.

Number 9. Hit the Bottle and other Moral Turpitude

The preface to the Educator Code of Ethics states that “the Texas educator, in maintaining the dignity of the profession, shall respect and obey the law, demonstrate personal

integrity, and exemplify honesty.” Texas educators should be good people our kids can look up to as positive role models. We expect educators to be honest, hardworking people who obey the law and tell the truth. If you behave in a way that makes your administrators doubt that you are that kind of person, your job may be at risk.

What kind of things could make an administrator think twice about your integrity? Your local policy DFBB is a good place to start looking for that answer. Most districts have established that they can take employment action against you if you come to school or school events under the influence of drugs or alcohol. You could also lose your job for possessing or selling illegal drugs or other substances. Hitting the bottle is a way to lose your job quickly.

Number 10. Hit the Bottom and Stay There - Your local policy DFBB likely has the following as a reason your contract can be non-renewed:

Any activity, school-connected or otherwise, that, because of publicity given it, or knowledge of it among students, faculty, and community, impairs or diminishes the employee’s effectiveness in the District. Remember as you go through your day that if you do something so unfortunate or ill-advised that the world ends up paying attention – be it a DWI, an arrest, or an offensive Tweet – that the school district will likely be forced to take some action. If you do something that makes parents pull their kids from your class or program, your effectiveness is diminished and you may lose your job.

Everyone has a bad day now and again, but if you have a bad year you may find yourself without a job. If you hit the bottom of the barrel and don’t bounce back, your employer may need to let you go. Your students deserve the best you have to offer, so do what you need to do to stay at the top of your game for your school and your kids. ★

Striving for Success Starting in the Sixth Grade

Several years ago, our superintendent, Dr. Jim Chadwell, challenged our department to devise a strategic plan for athletics. As a part of the plan, we reviewed how our sixth grade physical education programming contributed to the development of EMS student athletes. After visiting several districts for the overall plan, we determined that we could do better with sixth grade physical education and by doing so, could impact the development and competitiveness of our middle school seventh and eighth grade teams, as well as providing more appropriate programming for those students not desiring to be involved in competitive athletics.

Eagle Mountain-Saginaw ISD now offers two physical education classes for sixth grade students: Sixth Grade Pre-Athletics and Lifetime Fitness. Both address the TEKS and give students the opportunity to enjoy their participation in PE. The classes are held simultaneously in two gyms. Our middle schools have roughly 275 sixth graders each. Lifetime Fitness serves students who are uninterested in the competitive nature of an athletic program. In addition to traditional sports, these students enjoy activities such as Frisbee, hula hoops, scooter boards, pickle ball etc. and

benefit from being in class with other kids who prefer the more laid back atmosphere offered in PE.

Students who are looking for a more rigorous and vigorous class choose our Pre-Athletics class. Seventy percent of sixth graders choose this class. We staff our classes with four coaches. Three of the coaches go with the developmental class and one with the Lifetime class. The developmental classes use a three-station rotation each day. Three days a week in the fall, kids work on activities that promote their athletic development, while the other two days each week are spent on sport specific skills. Kids are allowed to transfer back and forth between the Lifetime Fitness and Development classes at the end of each six-week period, if they desire.

Students enrolled in the Pre-Athletics class are tested every eight weeks on their vertical jump, 20 yard shuttle, 40 yard dash, 400 meter run, number of sit-ups in one minute and the number of pushups in one minute. Kids are given a journal to keep their records and we use it as a motivational tool to place inspirational quotes and healthy lifestyle tips. A nutrition piece is incorporated throughout the year.

We rotate our sports every three weeks as the attention span of a sixth grader is still developing. In the spring, we work three days a week on skill and two days a week on overall athletic development. We incorporate all of our middle school sports, including tennis and soccer. By doing so, we give our kids the chance to experience all the sports offered in our middle schools.

We believe that by offering the two classes, all kids get a better experience and are more engaged in their physical education. If you would like more in depth information regarding our programming, please feel free to contact our district. sgriffin@ems-isd.net ★

About the Author:

Steve Griffin is in his 5th year as assistant athletic director at Eagle Mountain Saginaw ISD. He served 7 years as a head basketball coach and have served as principal at 3 secondary schools including Boswell High School.

He is in his 28th year of Education. I have a masters from the University of North Texas and I hold the CAA certification, through NIAAA.



Booster Club Embezzlement: Legal Issues, Preventive Strategies

By Lee Green, J.D. on September 12, 2016 Reprinted with Permission of the National Federation of State High School Associations (NFHS)

Betrayal

A well-known observation about breaches of trust, the origin of which has never been conclusively established but is often attributed to Mark Twain, is that the saddest thing about betrayal is that it never comes from an enemy, but rather it always comes from a friend or trusted ally. As a new school year begins and activities of all types launch new seasons, including sports, band, theatre, choir, debate, forensics, academic clubs and other student organizations, booster clubs established to financially support such endeavors will also launch new seasons of fundraising campaigns.

As those philanthropic efforts begin, school administrators and booster club officials need to develop and implement proactive strategies to prevent what has become a problem of increasing dimension nationwide: the misappropriation of club funds by the very individuals entrusted with the moral and fiduciary duties of ensuring that all monies raised are used exclusively to support the education-oriented mission of those organizations.

In recent years, dozens of cases annually have been reported of embezzlement by booster club officials, usually volunteers such as parents or community members who were perceived to be trustworthy and reliable before committing their betrayals of the young people they were pledged to serve. In fact, the antecedent level of unquestioning faith and confidence in those who go on to commit such thefts is almost always cited as a key factor contributing to the lax policies and procedures that provided an opportunity for malfeasance to occur.

Almost every incident of embezzlement leads to both the criminal prosecution of the perpetrator and a civil lawsuit to

recover the misappropriated funds. Yet often, the stolen monies cannot be replaced, resulting in students being deprived of benefits such as the opportunity to travel to compete or perform; to be provided with equipment, instruments or other resources beyond those which the school can afford; to secure financial assistance to mitigate pay-to-participate fees; to receive booster club-provided college scholarships; or to obtain any of the extensive variety of other badly needed forms of support that would have been made possible by the club funds that were stolen.

The following are 10 of the more than 30 cases of booster club embezzlement that have been litigated or reported in just the last year:

- A former school clerk for the Perrysburg (Ohio) Schools was sentenced to 10 years in prison for embezzling over a five-year period more than \$800,000 from the high school athletics booster club and from the school – monies he used to support a lavish lifestyle that included a large house, luxury cars, a motorhome, a luxury suite at Ohio State football games, and even gifts to the school's sports program – a new football stadium scoreboard and baseball facility sound system – donated using some of the very funds he had stolen from the program and school.
- A former treasurer of the Kimberly (Wisconsin) High School athletics booster club pleaded guilty to embezzling more than \$60,000 and was sentenced to 60 days in jail followed by two years of probation. Responsible for all aspects of the club's bookkeeping and banking, including the deposit of cash receipts from fundraising events, before her sentencing she returned \$49,000 of the stolen monies, delivered to authorities in pillowcases stuffed with cash.
- A Santa Paula (California) High School

band booster club official pleaded guilty to stealing \$22,000 and was sentenced to one year in jail followed by five years of probation.

- The former treasurer of the Strawberry Plains (Tennessee) Carter High School athletics booster club pleaded guilty to embezzling \$33,000 from the organization and was sentenced to four years of probation.
- The former president of the Sand Creek (Michigan) High School music program booster club entered a plea deal in exchange for reduced charges related to his theft of \$13,000 from the club and was sentenced to 30 days in jail instead of the five-year prison term he might have received.
- The former president of the Edmond (Oklahoma) Santa Fe High School cheer booster club was sentenced to 10 years in prison, with all but 90 days being suspended, for her embezzlement of \$14,000 from the club's bank accounts.
- A former treasurer of Vista Pop Warner Football & Cheer (New York), who pleaded guilty to stealing \$114,000 from the organization and was sentenced to one year in jail followed by five years of probation, is also now accused of embezzling more than \$6,000 from the Shaker High School All Sport Booster Club by writing and cashing checks made out to cash, with the proceeds then used by her for personal purchases.
- A former treasurer of the Wheatland (California) High School booster club turned herself in after being accused of stealing more than \$15,000 from the organization and in the process emptying the account that was to be used to grant multiple college scholarships to students.
- A former treasurer of the Sammamish

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(Washington) Skyline High School booster club returned \$31,000 of what an initial forensic audit indicates was more than \$100,000 stolen from the organization that supports 80 sports and extra-curricular activities at the school, with the investigation ongoing by local prosecutors into the full extent of the crime.

- A former treasurer of the Fullerton (California) Rangers Soccer League, a youth sports nonprofit, was arrested for allegedly embezzling what a forensic audit revealed to be more than \$174,000 and was charged with grand theft, money laundering, forgery of official records and income tax evasion.

The Fraud Triangle

Developed by sociologist Donald R. Cressey and now used by criminologists and forensic accountants for understanding the typical circumstances that lead to trusted individuals committing crimes of betrayal, the “fraud triangle” is comprised of three components: 1) opportunity, 2) financial pressure and 3) rationalization.

Opportunity: Persons who embezzle funds tend to be those in positions of opportunity to abuse a position of trust and who believe they have a low risk of getting caught because of weak internal controls, lack of policy enforcement, and their end-to-end authority over cash control and bank accounts. For instance, oftentimes, a sole booster club official is entrusted with the organization’s entire financial process, including the deposit of cash into bank accounts, the issuance of checks to vendors and the reconciliation of all transactions in the club’s books. Opportunity can sway the otherwise honest and policies allowing opportunity create a zone of temptation for the person who might not have under other circumstances devised and carried out an embezzlement scheme.

Financial Pressure: When combined with opportunity, some type of financial bur-

den – real or perceived – is a common incentive for committing fraud. Typical monetary pressures asserted by embezzlers as the reason for their wrongdoing include excessive debt, financial difficulties paying personal bills, excessive credit card obligations resulting from living beyond their means, monetary challenges while going through a divorce or a family financial crisis, or simple greed for an enhanced lifestyle.

Rationalization: Fraudsters typically rationalize to justify their dishonest actions as somehow not being in violation of normative codes of ethical conduct, often by adopting a mindset that they are only borrowing the money, that they will soon repay any diverted funds, that they are taking such a small amount that no one will be harmed, that they have to steal because of financial pressures beyond their control, that their thievery will only be temporary and will end as soon as their financial pressures subside, that they are being dishonest only because they desire to better support their families, or that they are entitled to the money because of their hard work for the organization.

The fraud triangle has become a widely-used tool for law enforcement when conducting criminal investigations and accounting firms when conducting forensic audits. However, its most useful application may be that its three components also can serve as the foundation for organizations of all types, including employers, nonprofits, schools and booster clubs, to develop strategies designed to eliminate or minimize the elements that provide the triangle with its structure and strength – to essentially “break the triangle” – thereby reducing the likelihood of fraudulent activity such as embezzlement being perpetrated in the first place.

Recommendations

In order to break the fraud triangle and minimize the chances of embezzlement

by a school official or club officer, booster organizations should consider implementing some basic guidelines and procedures:

- Do not allow one person to handle all of a club’s financial processes. Divide duties between booster club members: separate the responsibility of counting monies from the deposit of those funds into the bank; separate the task of cutting checks to pay vendors from the reconciliation of the booster club’s checkbook; and separate the job of keeping the club’s books from conducting internal audits of those books. Division of labor is one of the most effective strategies for eliminating the opportunity to steal.
- Rotate, on a regular basis, club officers such as president, treasurer and other positions with control over financial processes. Many of the high-dollar cases of embezzlement involving booster clubs are perpetrated by someone who has uninterrupted control over club finances for a multi-year period of time, thereby facilitating an ongoing theft because of the absence of checks and balances on that person’s autonomy. Rotation of duties is another of the most effective strategies for eliminating the opportunity to embezzle.
- Mandate that all monies collected from any fundraising activity immediately be deposited into a bank drop box and that no booster club member is ever to take cash home. Cash controls are of paramount importance in reducing the opportunity to steal; when cash is received, two people should count it and reconciliation paperwork should be signed by each. Never allow one person to have end-to-end control over cash.
- Require two signatures on every check cut to pay a vendor, two endorsements for every withdrawal from or change to a club’s bank account and a “For Deposit Only” stamp to be placed on every received check by someone different than the person who will process the check.

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- Booster club boards should, as one of their key functions, create annual budgets and as a group reconcile those budgets on a quarterly or annual basis to closely monitor the in-flow and out-flow of club funds.
- Ensure that appropriate accounting and record-keeping procedures are in place and being adhered to and that all computer files containing the club's corporate book and financial records are backed up so that they do not exist merely on one club official's computer.
- Seek the volunteer services of an independent accountant who will donate time as a friend of the organization to con-

duct periodic audits of the booster club's books and ensure that proper accounting procedures are adhered to by the club's treasurer and other officials.

- Purchase fidelity bond insurance with adequate coverage limits to protect against losses from embezzlement. \$1 million per occurrence and \$2 million aggregate is a commonly recommended standard for booster clubs.
- Ensure that all federal, state and local legal mandates regarding the operation of booster clubs are being followed, including IRS 501(c)(3) nonprofit registration requirements, IRS 501(c)(3) tax return filing mandates, state statutes governing nonprofit incorporation and record-keep-

ing rules, state laws specifically regulating booster clubs and parent-teacher organizations, state agency rules addressing sales and use tax permits, state board of education or state activity association requirements for booster clubs, and school district governance mandates for clubs. ★

For assistance in developing and implementing proper procedures and monitoring compliance with federal, state and local laws, consider using the services of a booster club support organization such as the National Booster Club Training Council (<http://boosterclubs.org/>) or Parent Booster USA (<http://parentbooster.org/>).

THSADA Region VII Athletic Directors Get Rio Grand Valley Stadium Dedications

It is with great pleasure that I inform you that two athletic directors from the THSADA Region VII were recently honored by their home communities with stadium dedications in the Rio Grande Valley.

First, Sharyland ISD in Sharyland, Texas named its football stadium after Coach Richard "Dickey" Thompson. This Sharyland ISD employee has dedicated over 30 years to his district and continues to serve in the capacity of athletic director. The district decided to rename the existing Rattlers Stadium in his honor.

Most recently, Edinburg CISD in Edinburg, Texas, also named its stadium after an athletic director. Coach Richard R. Flores has the unique distinction of attending that school district and stadium as a student and athlete.

Typically these types of honors are bestowed posthumously and it is very fortunate that these stadium dedication ceremonies were able to take place while the

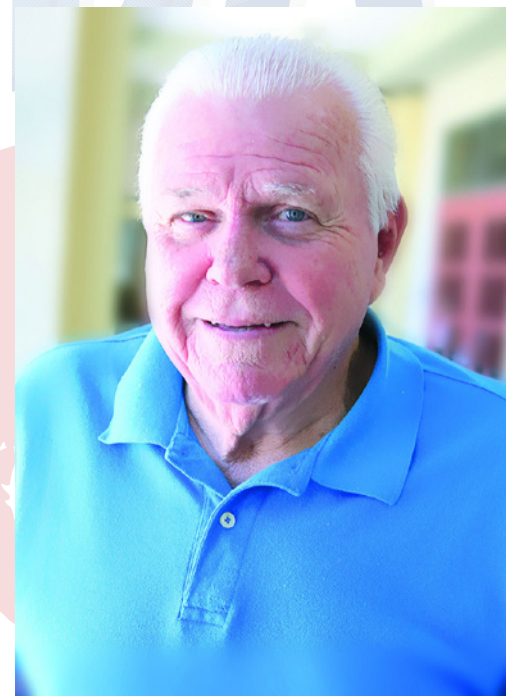
honorees were able to attend. School districts have several options when naming their football stadiums. Usually the stadiums carry the name of the team's mascot but that was not the case during these occasions.

This proves that athletic directors make a tremendous impact on their school districts and communities. These gentlemen served countless numbers of students as role models and leaders. These stadiums will serve as tributes to these gentlemen that went above and beyond for their students.

Coach Richard R. Flores Biography:

Edinburg Consolidated Independent School District's Cats Stadium will now be called Richard R. Flores Stadium to honor Coach Richard R. Flores, who was an athletic director and head football coach for ECISD from 1975 to 2000. Flores went

121-37-3 with Rio Hondo, Lyford and his alma mater, Edinburg High School, leading the EHS Bobcats to nine playoff wins and two state quarterfinal appearances in the 1980s.



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ECISD's only football stadium has been called Cats Stadium since 1992 when the district added its second high school. Now sharing the stadium are the EHS Bobcats, Edinburg North High School Cougars, Economedes High School Jaguars and Vela High School Sabercats.

"The stadium is finally getting a name that is representative of the many educators that inspire our students," said ECISD Assistant Superintendent for Curriculum & Instruction Eva Torres, who organized and managed the process of naming the football stadium. "The legendary Coach Flores was an educator that made a difference in children's lives and he's inspired others to become educators and even coaches."

On February 29, the ECISD Board of Trustees voted in favor of the name change, which was presented by a Naming Committee that included the following members of the community: Jaime Chavana, Sherri Cunningham-Carlson, Eloy Pulido, Bill Reynolds, Roman Rodriguez and Obie Salinas.

Flores was extremely humbled when he heard the news. He said he felt very blessed to have the stadium named after him.

"Edinburg is my hometown and I am beyond proud to leave this legacy," said Flores. "It's not only a testament of my enjoyment of football, but it signifies the teamwork and support of all the coaches that I've worked with along the way. There have been many talented coaches that have helped shape Edinburg football."

Richard Thompson Biography:

For his birthday this year, SISD Athletic Director Richard Thompson got what perhaps any high school sports enthusiast would want for his birthday—a football stadium. No, Sharyland Independ-

ent School District did not literally give Thompson a football stadium on his 59th birthday last Thursday, but school leaders did do the next best thing—they named one after him. They made the renaming of the former Rattlers Stadium to Richard Thompson Stadium official in a dedication ceremony attended by students, faculty, school board members, Mission city officials and members of the Thompson family.

"Since Sharyland is going to two high schools now we're not going to be just home of the Rattlers anymore," Richter said. "We're going to be home of the Rattlers and the Diamondbacks, and with our new early college high school we also have the Cobras. Since our stadium was named Rattlers Stadium, our board met several months and approved the renaming of the stadium after Coach Richard "Dickey" Thompson, who has been with



the district for 30-plus years, and today we are holding the dedication of Richard Thompson Stadium."

While the name change is now official, and there is a new sign above the home side press box that bears the stadium's new name, Richter said the transition from Rattlers Stadium to Richard Thompson Stadium is not yet complete.

The district also will change the scoreboard, which now reads, "Home of the Rattlers."

During the football game between the

Rattlers and the Diamondbacks this year, the district will have a public dedication of Richard Thompson Stadium, which will include the unveiling of a bronze plaque.

At the ceremony last week, Thompson thanked all the speakers for the kind words they had just shared and he voiced how special a place Sharyland is and how dear it is to his heart. He said having the stadium bear his name is humbling for him and his family. He also took the opportunity to thank the district for the opportunity he has had to serve in what is now his 35th year with the district.

Thompson came close to pursuing a career in a completely different field.

"My mother wanted me to be a music director," Thompson said with a smile as those in attendance burst out in laughter. "She always loved music so I majored in music for a year but then I came back and I told her that I didn't want to be a music director. I told her that I didn't want to direct a school choir or be a music minister in church, and I told her that I was probably not going to make it big in New York. I told her that I wanted to go to Baylor University and change my major to athletics."

Thompson took a few minutes to share how his Christian faith has sustained him not only through his coaching career but throughout his life as well.

"The Lord says that His grace is sufficient for all—that means through good, through bad and through difficult times," Thompson said I was born and raised in a Christian family so those values have carried on with me when I've failed as I have many times. You have to go to the Lord in good and bad times and His faith is sufficient for all and it is certainly sufficient for me." ★



Getting to Know: JIM STREETY *New Braunfels ISD*

Jim Streety grew up in Smiley, Texas where he played football, basketball and ran track at Smiley High School. After graduating from Southwest Texas State University, Jim began his coaching career at San Marcos Junior High School. In 1970 he moved to New Braunfels High School where he was an assistant in football, basketball and track until March, 1974 when he became head coach and athletic director. In 1976, New Braunfels made their first playoff appearance. In twenty-five years and followed that with a total of ten playoff teams. In the seventeen years Streety was head coach. Included are four semi-final teams and a record of 149-45-2. In March, 1991, Jim moved to Madison High School in the Northeast Independent School District as head coach and athletic coordinator. His twenty-three years there brought seventeen more playoff teams including ten quarterfinalists, three semifinalists and a career record of 343-131-3 which makes Jim the fourth winningest coach in the history of Texas high school football and the top winner in the AAAAA classification. In forty years as head coach Streety had twenty-seven playoff teams, including sixteen quarterfinalists and seven semifinalists, but his greatest memories come from the lasting relationships established with players and fellow coaches and their families and the opportunity to be a daily, positive influence on our youth. In February, 2014, Jim was named Athletic Director for the New Braunfels Independent School District. He was inducted into the Texas High School Football Hall of Fame in May, 2015. Jim and his wife Janie, have two children; Steven, Kimber, son-in-law, Shae and grandsons, Connor, Cade, Arnold, Fabian and Jovani.

Career Highlights

- Texas High School Coaches Assn. President
- THSCA All-Star Coach

- THSCA Hall of Honor-1999
- Tom Landry Award-2003
- UIL Sponsor Excellence Award-2005
- San Antonio Quarterback Club Coach of the Year-2001, 2005, 2007 & 2011
- San Antonio Express-News Coach of the Year-2007 & 2011
- 343 career victories
- 39 straight years without a losing season
- Fourth winningest coach in THSCA history
- Texas High School Football Hall of Fame-2015

What are the differences between being a Head Football Coach and AD to being a straight AD at a multi-high school district?

We all know that any time you are tied to football, you had better give that assignment all the time that it requires. When you are straight AD, you have to trust the Head Football Coach to take care of football and you empower him and the other Head Coaches with what they need to have a chance to be successful.

What 2-3 things should a new AD be prepared for when beginning a first or new AD position?

1. To fix all of the things that were wrong with the previous AD.
2. To make all of the coaching changes that the previous AD didn't make.
3. To be prepared to hear "we've never done it that way."

What challenges do you see for the role of AD in the next several years?

1. To be sure all staff are on the same page in teaching Character Education

- and to require all of the teams to have a community service project.
2. To never stop trying to engage the community in your program.
3. To be sure we always dwell on the positives.
4. To take advantage of marketing and sponsorship opportunities.
5. To never compromise on the importance of coaches being role models.
6. To have the courage to make changes when they need to be made.

What attributes or qualities do you think make a good AD?

1. Has to be a "people" person.
2. Has to have the respect of staff.
3. Has to be able to sell his program.
4. Has to be able to delegate.
5. Has to be able to find some balance in life. ★

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Whataburger Group Dining Program



Whataburger's commitment to professional and youth sports dates all the way back to 1950 when the very first restaurant opened in Corpus Christi, Texas. Whataburger's founder, Harmon Dobson, supported local Little League teams, and 65 years later, Whataburger continues to play an active role in youth, high school and college level sports.

The Whataburger Group Dining program is just one way Whataburger aims to make it easier for coaches and teachers to focus on their teams. When traveling to away games, competitions and events, coaches and teachers can use the program to call ahead with the number of people in their group and their approximate time of arrival at their closest Whataburger restaurant. From there, the Whataburger crew will

be on hand and ready to feed the team, provide the excellent service customers have come to expect from Whataburger, and have the team back on the road in no time.

"I've enjoyed using the Whataburger Group Dining program for nearly 10 years throughout my career, and couldn't imagine taking students anywhere else after a big game," said Sheldon ISD Campus Athletic Coordinator Head Football Coach Don Price. "The convenience and reliability of the program make it worth the stop each time we're on the road, and the ease of the process, combined with a quality product that speaks for itself, puts our hardworking coaches at ease while making the players happy with a delicious meal."

When they participate in the Group Dining program, coaches and teachers can pay for meals with their Group Dining Card instead of using cash. Athletic directors and coaches will then receive an invoice from the Whataburger manager to take back to their billing department. In addition,

Whataburger offers group discounts and the group leader always eats free. Additional benefits of the program include one free meal for every 10 purchased, and for groups of 20 or more, two people eat free.

For more information about the program and to fill out the online application, please visit Whataburger.com and look under the "[Group Dining](#)" tab on the Community page. Whataburger is committed to great service, and the Group Dining program is just one way for Whataburger to help coaches and teachers concentrate on bringing home the W.

Family-owned Whataburger has proudly served its famous burgers for 65 years and continues to deliver fresh, made-to-order meals every day with extraordinary customer service. Headquartered in San Antonio, Whataburger has successfully expanded from a single burger stand in 1950 to a thriving family of more than 790 restaurants across 10 states today.