

DRAFT

San Bernardino City Unified School District Athletics Strategic Plan

Action Planning Notes

STRATEGY: SCHOOL CULTURE – We will ensure schools have a positive culture and climate that supports athletics.

Action	Person(s) Responsible	Date
Provide positive /messages regarding athletics around campus – posters, marquis, etc.	Administration Athletic Directors ASB Director Coaches IT	Ongoing
Showcase program/student athlete successes whenever possible, including academics. Includes pictures/posters of successful student athletes around campus.	Administration Athletic Director Counselors Coaches ASB Students	Each Season
Conduct “Success Assemblies” – bringing in groups to “hype” the event. Guest appearances by former athletes.	Administration Athletic Directors ASB Students Coaches	Each Season
Consistently report game scores to media (internal/external) groups – e.g. Max Preps, local newspapers, etc. Add to morning announcements. Use all media outlets (e.g. Dyestat.com)	Coaches Athletic Directors Coaches Office Staff	Ongoing
Network with local businesses to support school athletics – e.g., Adopt a team/banners	Administration Athletic Directors	Ongoing
Create a webpage on the District’s website for district athletics.	Communications Department Athletic Directors Coaches	Ongoing
Develop and disseminate Athletics Newsletter	Youth Services	Quarterly
Recognize athletes of the Quarter - Board Presentation.	Youth Services Board of Education	Quarterly

Foster community support/exposure to athletic events. Make them “safe zones”/”rallying points” for the community.	Administration Communications Department Athletic Directors Coaches Athletes	Ongoing
Define the parameters of elementary and middle school athletics and clarify the administrative perspective and interpretation of these two programs as they relate to the goal of achieving “World Class” status.	High School Administration Middle School Administration Elementary Administration Athletic Directors Coaches	2015-2016
Provide funding for the updating and maintenance of all athletic banners and signage at all three (3) levels - elementary, middle, and high school).	Administration	Ongoing
Encourage all staff members to wear school colors on game days throughout the regular season and playoff schedule. Provide playoff ribbons or badges to all faculty members to wear during playoffs of each sport. Reinforce the importance of faculty and student attendance at all games.	Administration Athletic Directors Coaches	Ongoing
Have all elementary and middle school championships played at high school facilities.	Administration Athletic Directors Coaches	Ongoing
Reinstate districtwide cheerleading competition for all three (3) levels – elementary, middle, high schools).	Administration Athletic Directors Coaches	2015-2016
Reinstate one way transportation for middle school athletics to improve parental and student involvement.	Administration Athletic Directors Coaches	2015-2016
Use establish “link crews” to introduce/orient/mentor incoming student athletes	Link Crew Leaders Athletic Directors	2015-2016
Establish an Athletic Wall of Fame to highlight successful alumni	Athletic Directors Principal	2015-2016
Use the automatic calling system to notify parents of athletic events	Communications Department Athletic Directors	Ongoing