

Newsletter



NIAAA Scholar Athlete Program

Courtesy of Diane Shuck, Air Academy High School

I wanted to remind everyone of an excellent opportunity for our student athletes. The NIAAA started a Scholar Athlete program in which it honors one male and one female from each section as well as an overall male and female student athlete from the 50 states. Last year we had a few schools submit applications. None of ours were the Section VI winners as both came from Arkansas. Their applications were sent on to compete for the overall scholarship in which the National recipients were from Iowa and Mississippi.

This is a really great program and I have listed the criteria below in the event you would like to promote your student athletes. There are very strict deadlines that need to be adhered to but it is a really great thing for our kids in Colorado to apply for. All applications need to be submitted to me at Air Academy High School – 6910 Carlton Drive USAF Academy, CO 80840 (with a postmark date of February 28, 2010) and those will be taken to the March CADA meeting to be voted upon as to which male and female applications we would like to send on to represent Colorado at the Section VI voting.

If you have any questions, please don't hesitate to contact me directly. Here is a link to the application http://www.niaaa.org/PDF/Scholarship_Application.pdf.

More information can be found at the NIAAA website at www.niaaa.org and select the "scholarship/essay program" link on the left side of the page.

Please distribute it to your coaches and student athletes (or college counselor) to take part in.

National Interscholastic Athletic Administrators Association

Student Athlete Scholar Application

Purpose of Scholarship:

In accordance with National Interscholastic Athletic Administrators Association's (NIAAA) purpose to promote, facilitate and increase the knowledge and understanding of the vital role of interscholastic athletics in the educational system, this scholarship program will foster and recognize the partnership between the NIAAA and secondary education.

The scholarships will recognize the distinguished scholastic, leadership and sportsmanship attributes of high school student-athletes, and the importance of high school athletics in each student's life.



Thoughts from the 2009 National Conference from Tim Walker Jr. CAA

I was fortunate enough to attend the National Athletic Directors Conference in Dallas last December. I was proud to attend as part of twenty eight representatives from Colorado. Alice Barron (Jeffco) and Rob Conklin (Denver) were two of twelve retired athletic administrators across the nation inducted into the inaugural NIAAA Hall of Fame. Gene Alvine (Loveland) received the 2009 State Award of Merit for Colorado. It is amazing to see and hear all of the accomplishments the award winners have achieved during their careers. It inspired me to think about and put into motion proven and new programs and policies that would improve athletics at my school and in the school district.

The conference provided an excellent opportunity to learn about recent developments around the nation concerning Title IX, parental involvement, budget concerns, fundraising, etc. I spoke with an AD from Texas who was advertising the head football coaching position at her school with the annual starting salary of \$100,000. We spoke about the pressures of the job, the hiring process, and the differences between our states.

The Colorado attendees suggested some ideas to incorporate into the CADA Conference in May. Details and information about the CADA Conference are coming soon. Several AD's took the CAA exam in Dallas and we will be giving the CAA Exam at our State Conference, too. You need to have completed LTC Courses 501, 502 and 504, and register with the NIAAA ahead of time to take the CAA Exam. I look forward to seeing you in Breckenridge.

NIAAA Scholar Program continued from page 1...

Criteria:

1. Available to current juniors and seniors.
2. Applicant must have achieved at least two (2) of the following: (a) minimum of B+ average; (b) ranked in the top25% of class; (c) ACT score of 24 or an SAT score of 1100 (Verbal and Math only)
3. Applicant must have participated in two sports for two years in each sport
4. Applicant must have earned at least one varsity letter in each of two sports
5. Applicant must complete attached scholar/essay application
6. Applicant must have a letter of recommendation from the high school athletic administrator/director
7. School athletic administrator/director must be an NIAAA member and a member of their respective state athletic administrators association
8. The principal or athletic administrator/director must sign the application to ensure that the academic information submitted is accurate
9. Submit participation information for grades 9-12 only.
10. All materials must be postmarked to the NIAAA Liaison in your respective state (Diane Shuck – Air Academy High School) no later than February 29, 2008



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Title IX – Avoiding Common Compliance Issues

By Peg Pennacker, CAA

National Federation of State High School Associations (NFHS)

Pressure for high schools to comply with Title IX continues to escalate. With the High School Athletic Accountability Act looming in both Congress and the Senate, some high school athletic administrators may be feeling the pressure and scrutiny by stakeholders to take Title IX more seriously.

While the framework for Title IX has existed for 37 years, it sometimes becomes clouded in the interpretation or translation. Increasingly, high schools across the country find themselves embroiled in Title IX compliance issues when, in fact, there are steps that could be taken to prevent any problems.

Be proactive

As with many aspects of athletic administration, being proactive ensures consistency. It also shows stakeholders that you are concerned and take the issues seriously. To achieve this effort, it is important to take the time to learn about and understand the law including the regulations and policy interpretations, and to find the resources to assist you in understanding its application.

Generally speaking, when policy is ignored problems occur. "That's how we've always done it" is no longer an acceptable excuse. When you are consistent, fair and objective in your approach, and believe that diversity and inclusion are important, the chances of stakeholder complaints and criticisms decrease. To be proactive means to be prepared, knowledgeable, analytical and not emotional.

Monitor booster clubs

In these challenging economic times, schools are increasingly looking to outside sources such as booster clubs, alumni and corporate sponsorships to supplement funding for their athletic programs. Although budgets for boys and girls teams do not have to be equal under Title IX, the benefits provided must be equal. Accordingly, educational institutions cannot use an economic justification for discrimination.

When a school accepts money from an outside source, such as a booster club, the school can use the money in the manner specified by the outside source. If the money, however, results in an inequity along gender lines, the district must correct the

inequity, using its own funds if needed.

Since the school district and school board are responsible for the operation of the school, the authority and supervision of booster clubs and any other outside resource must come from them. The most viable solution is for each school district to establish an all-inclusive school-wide sports booster club policy.

This governing policy should include procedures, administrative guidelines and bylaws reflecting the philosophy and mission of the school district as well as oversight provisions. Athletic programs are not separate entities from a school. They are school-sponsored and funded by taxpayers. Athletics should be as much of an educational program of a school as math, science, English and history and are not exempt from equitable inclusion. Although booster clubs can and do provide great assistance to athletic programs, they should not be the "tail that is wagging the dog."

"That's how we've always done it" is no longer an acceptable excuse.

Pay attention to the law

Title IX has weathered nine legal challenges in 37 years and has always won. As a Civil Rights amendment, Title IX is here to stay.

In the spring of 2009, the "High School Athletics Accountability Act" and the "The High School Athletics Accountability Act" were reintroduced in the Senate and in Congress. With a new federal administration, the expectation of passage of these bills is high and predictably inevitable.

This passage will have a profound impact and effect on high schools across the country. The High School Data Collection Bills will require high schools to report basic data on the number of female and male students and athletes, as well as the budgets and expenditures made for each sports team. Schools will be required to submit this annual report to the Commissioner for Educational Statistics, who will make the information publicly available.

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Identify your Title IX compliance officer

By law, school systems, including all public schools, charter schools and magnet schools, must designate at least one professional employee as the Title IX coordinator. This individual investigates any complaints of sex discrimination including sexual harassment claims. Accordingly, all students, employees, parents/guardians and residents must be notified of the names, addresses and telephone numbers of the designated coordinator(s) of Title IX.

Unfortunately at times, sexual harassment complaints originate from a coach/student-athlete relationship. It may not, therefore, be appropriate for a school's athletic administrator to serve as the Title IX coordinator. This would cause a conflict of interest.

Since the history of application of Title IX has been mainly to athletics, it would make sense for the athletic administrator to have a close working relationship with the district's Title IX coordinator.

Create a committee and begin with a strategic plan

Through the collection and analysis of data, including student interest surveys, a committee should review the school's gender equity in athletics. The committee members along with the district Title IX coordinator and athletic director(s) should include school administrators, school board members, members of the public and any individual who poses an interest in ensuring gender equity in athletics.

When developing a Title IX strategic plan for the school district, the approach may consist of evaluating the existing program. In addition, you should identify community resources that may assist the program and review program goals and priorities. It will also be important to notify staff of Title IX regulations, organize training sessions to educate the staff and school district personnel and provide an ongoing evaluation plan of action. Finally, exploring alternative or additional funding options, and developing a process to determine interest levels for programs should be included in the plan.

The Title IX committee and strategic planning process is not a static process. It is dynamic and challenging and should be a permanent plan that is consistently monitored and adjusted. Each school year, programs should be reviewed and the committee should begin to address issues of concern through collaborative process.

Educate, educate, educate

Athletic administrators are viewed as and expected to be professionals and experts in their field. It is

important to do your homework and become knowledgeable in all aspects of the position including Title IX law and its applications to athletics. Make sure you know what Title IX is, how it affects all students, and be aware of the changes that occur as well as be up-to-date on current issues regarding the law. In order to garner support from the school board and upper-level administration, it may be necessary to educate these individuals or groups about the law.

By using the committee process and a strategic plan, steps can be taken to educate people about Title IX. In addition, there are many resources available including the Internet, books, various state and national athletic administrators organizations as well as individual experts who can provide workshops and other educational opportunities for school district personnel.



Hide nothing

Skirting issues or hiding problems does nothing to gain support from stakeholders - it only instills distrust and may give the perception of not caring or even a sense of deliberate indifference. Today, parents are more involved with their children than ever and are constantly looking for accountability in all aspects of education.

Parents expect school personnel to be experts in their field - to do what is right for their children including following the law. The High School Data Collection Bills will open the door for stakeholder scrutiny and questions. It really makes no sense to pretend or ignore issues, but rather address them head-on in order to do the right thing for all students.

When dealing with Title IX, as with most aspects of athletic administration, use collaboration. Today's high school athletic administrator operates on a whole new level compared to 20 or 30 years ago. In order to be taken seriously and garner the respect for the position, athletic directors must embrace all challenges with equal fervor and take an even those issues that seemingly are not understood.

2009 NIAAA National Conference Recap

By Mike Hughes – Telluride High School

During my two hour flight to Dallas for the 40th annual National Interscholastic Athletics Administrators Association 2009 conference, I thought a great deal about the experience that laid before me. One question continued to pop up again and again: Is going to Dallas for this conference worth the time and money when there is so much to do at my school? As a first time conference attendee, I was both anxious and excited about all the new experiences that I would have, yet trepid about being away from our building for three days before the holiday break. I had signed up for a couple of the NIAAA LTC classes and from taking several of those prior at our state CADA conferences, I knew that they would be a wealth of knowledge. My uncertainty lay in not knowing how much I would gather from the rest of the conference. Was my attendance in Dallas more profitable for me and my school than being back at work? The answer was a resounding yes.

The entire conference was run with the intent to help athletics administrators from across the United States to be more competent professionals when they left Dallas. Mission accomplished. The LTC classes were insightful and opened my eyes to many new avenues of handling liability issues. The multiple breakout sessions brought about new understandings of handling budget shortfalls, coaching concerns, problematic Title IX issues and finding new revenue streams for our schools athletic department. And those are just the sessions I was able to attend. Combine those learning experiences with the excitement of watching two of Colorado's finest Athletics Administrators of all time being introduced into the inaugural class of the NIAAA Hall of Fame, the networking opportunities of meeting other professionals from across America and talking shop with the best athletic directors in Colorado who were also in attendance and you had a professional learning experience of immeasurable value.

There is no way that I can describe to you the value in attending a National Conference. The 2010 conference will be in Orlando and I highly recommend that you find a way in our ever shrinking budgets, to make a way for your attendance. It will be one of the best things you will do for yourself professionally. There is a clear difference between cost and value,

and I assure you that the cost of this conference will add more value to you as a professional athletics administrator and bring more to your school or district from your increased knowledge and professionalism. The real question I have now is not can I afford to go to Orlando for the 41st Annual Conference, its how can I afford not to go?



Calendar of Events

SPRING OUTREACH	Date	Time	Location
Northern	April 7, 2010	9:00 a.m.	Thompson R2-J School District Building - Loveland
Denver Metro	April 6, 2010	7:30 a.m.	Heritage High School - Littleton
Western	April 6, 2010	9:00 a.m.	Mesa State College - Grand Mesa Hall
Southwestern	TBD	TBD	TBD
Southern	April 8, 2010	9:30 a.m.	Lewis Palmer High School
Southeastern	April 7, 2010	9:00 a.m.	Lamar Truck Plaza
Northeastern	March 31, 2010	9:30 a.m.	Sterling High School
Eastern	March 31, 2010	9:00 a.m.	East Central BOCES - Limon



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