

2011-12 PERFORMANCE GOALS – Jon Beckman, 7-12 Athletic Director

	Goals & Objectives	Strategies	Measure	Evidence	Support	Discussion & Summary
1.	Increase school spirit & morale within the 7-12 athletic program	<p>a. Provide free passes for all students.</p> <p>b. Schedule special activities @ home events (ex: youth players being introduced, lower level athletes participating in activities, red out nights, etc.)</p> <p>c. Create defined student section for home events</p> <p>d. Engage parents and guests at events in order to make them feel welcome and encourage feedback</p> <p>e. Schedule 1-2 events that involve alumni</p> <p>f. Aggressively utilize a variety of media to communicate with parents, students and the community</p>	<p>Increased attendance at home events</p> <p>Feedback from parents and students</p> <p>Reduction in the number of concerns/problems reported</p> <p>Enthusiasm among students, parents and guests @ athletic events</p>	<p>Schedule of events/activities</p> <p>Increased student attendance @ events</p> <p>Increased attendance by alumni and community members @ events</p> <p>Formal and informal feedback (including satisfaction surveys)</p> <p>Regular reports @ Administrative Team and Board meetings</p>	Flexibility to implement new ideas/strategies	
2.	Increase the # of students participating in athletics	<p>a. Work with the faculty and staff to encourage students to participate in one or more athletic programs</p> <p>b. Utilize a variety of internal and external communications to promote athletic programs & activities</p> <p>c. Involve upper level coaches and players as ambassadors to meet and contact younger athletes</p>	<p>Increased participation rates</p> <p>Increased level of communication within and outside the district between school, parents, athletes</p>	<p>Actual participation rates/rosters</p> <p>Schedules of activities</p> <p>Documented communications</p>	<p>Flexibility to implement new ideas/strategies</p> <p>Assist in the promotion of programs available for students at the district level</p>	
3.	Refine current processes for evaluating coaching staff to improve the overall program for student athletes	<p>a. Provide timely evaluative feedback to coaching staff</p> <p>b. Insist that all coaches are accountable to the athletic program and students (planning and results are priorities)</p> <p>c. Implement new evaluation form/process</p>	<p>Increased accountability</p> <p>Athlete and parent satisfaction</p> <p>High degree of athlete competitiveness and sportsmanship</p>	<p>Coach evaluations</p> <p>Coaching recommendations</p> <p>Records</p> <p>Formal and informal feedback</p>	Support for decisions that are in the best interest of students and the program	