

# **New Athletic Director Orientation**

---

## **Mentoring**

# Dan Comeau

## Director of Athletics

---

Dan has spent 25 years as an athletic administrator at New Smyrna Beach H.S. , Pine ridge H.S. in Deltona, and most recently, at Treasure Coast H.S. in Port St. Lucie Fl. He has coached both football and head coach in the sport of Hockey. He is a graduate of Salem State University in Salem Massachusetts.

Dan is a past president of the Florida Interscholastic Athletic Administrators Association and has been a member of the board of directors for the past 21 years. He has served in various committees in the FHSAA over the years. He has served on the certification committee at the national level for several years. He earned his Certified Master Athletic Administrator status in 2000. He was named Athletic Director of the Year in Fl. In 2008, awarded the State Award of Merit in 2010 and currently serves as the chair of the Florida Mentoring Committee for new athletic directors.

# Michael Gatley

## Director of Athletics

---

Mike is currently in his 21st year as an athletic administrator, after spending 12 years as a collegiate (Elizabethtown College/College of NJ/Kean University/University at Albany) and professional (USBL) basketball coach. After graduating from Mainland High School, Mike attended Franklin & Marshall College in Lancaster Pa. Mr. Gatley currently holds two Master's degrees and plans on pursuing his doctorate in his free time.

Mike is the current President of the National Football Foundation, South Jersey Chapter (NFFSJ) Mike is also the past interim President of the West Jersey Football League (WJFL/95 schools), past President of the South Jersey Coaching Association (SJCA), and Cape Atlantic League (CAL), as well as a former member of the New Jersey State Interscholastic Athletic Association's (NJSIAA) Executive Committee, Leagues and Conference Committee, Public/Non-Public Committee. and the Football Committee.. Mike has been recognized by the Directors of Athletics Association of New Jersey (DAANJ) with the South Sectional Award of Merit, NJ Program of Excellence, and mostly recently, last year, as the Athletic Director of the Year.. Mike is on the DAANJ Board of Trustees, Chair of Mentoring in the State of NJ for the National Interscholastic Athletic Administrators Association (NIAAA),and is the 2021 recipient of the NIAAA (NIAAA) Quality Program Award (QPA).

# New Athletic Director Orientation/Mentoring

## Why?

---

- Educate- holistically
- Avoid Violations
- Build Relationships – Mentor/Mentee, Network of Athletic Directors
- Provide Support – Resource
- Retain Athletic Directors in the business
- Build Programs - Important

# The AD Educational Process - Ongoing

---

- Student/Athletes come first – “No one is bigger than the program. The program stands alone”
- Eligibility Standards – District/State Guidelines
- Hiring Practices
- “Opening” of a position. Coach relieved of duties. Never fire!
- HIB
- Professional Boundaries – do not claim to know, if you do not. Get the answer.
- Electronic communications-email/text, pick the phone up and talk. 😊
- Financial (Fundraising, Purchasing, Boosters)
- Transportation
- Inclement Weather Guidelines/ “when in doubt, cancel the bout”
- Athletic Trips/Summer Activities - - Black out period (s) – A positive in our district

# AD-Athletic Department policies/procedures

---

- State Associations – Familiarize yourself
- Eligibility- I.E.P./504 Plans as well
- Physical Requirements
- Practice Regulations - Heat, Cold, Concussion – return to play
- Conference Involvement, State/National Involvement (NIAAA)
- Out of Season Coaching- Know the Rules
- Transfer Rules – Know them. No situation is ever the same.
- Online Coaching Clinics – Professional Development
- Compliance Standards – State Visit
- Alt School/Home School Procedures
- Security at events – Local Police, SRO, other, Fans vs Fanatic, etc.

# AD Roles & Responsibilities

---

- Chain of Command
- Coaches Handbook/parent/coach – Transparency. Complaint process.
- Administrative responsibilities of coaches – End of Season Packet (Evaluations)
- Financial – budget, ticket sales, (keep records) – 3 years at least
- Inventory Equipment
- Facility improvements/evaluation
- \*Athletic Records\* Wall of Fame/Hall of Fame
- Starting new programs – club to sport/Title II
- Athletic Department Philosophy -Mainland - 3 Areas
- Scheduling
- Transportation
- NCAA regulations/Eligibility Center

# Code of Ethics – 14 Legal Duties (NIAAA)

---

1. DUTY TO PLAN
2. DUTY TO SUPERVISE
3. DUTY TO ASSESS AN ATHLETE'S READINESS FOR PRACTICE AND COMPETITION
4. DUTY TO MAINTAIN SAFE PLAYING CONDITIONS
5. DUTY TO PROVIDE PROPER EQUIPMENT
6. DUTY TO INSTRUCT PROPERLY
7. DUTY TO MATCH ATHLETES
8. DUTY TO CONDITION PROPERLY
9. DUTY TO WARN
10. DUTY TO ENSURE ATHLETES ARE COVERED BY INSURANCE
11. DUTY TO PROVIDE EMERGENCY CARE
12. DUTY TO DEVELOP AN EMERGENCY RESPONSE PLAN
13. DUTY TO PROVIDE PROPER TRANSPORTATION
14. DUTY TO SELECT, TRAIN AND SUPERVISE COACHES



# AD Safety Guideline Areas

---

- CPR Requirements – CPR/First Aid/AED – NJ
- Emergency Contact Information (EAP)
- Location of AED Machines – off campus too
- Accident Procedures & reporting Form
- Concussion Protocol –certifications per state requirement
- First Aid Kits/Evaluate. COVID-Masks/Gloves, etc.
- Athletic Trainer's contact information. Opposing athlete gets injured at your facility, call that Athletic Director (professional courtesy)

# AD Risk Management Areas

---

- Supervise (buses, locker rooms, away contests with multiple teams present)
- Properly instruct all personnel. Coaches, game personnel, other
- Warn of inherent Dangers of Sport ( Cautionary Statement)
- Communicates with athletic training staff- critical
- Social Media Policy - -Also always get pro nouns correct w/media not “me or I” rather “we or us”.
- Safe Group Participants-progression of teaching/coaching in practice
- Follow Due Process (communicate with building admin & parents whenever significant discipline is involved). Document –Document-Document. Patterns of behavior, behavior contract, respond don't react, rationale for any decision.
- Report-Not investigate (knowledge of physical abuse of sexual misconduct, HIB)

# AD as a Role Model

---

- Teach/Display Sportsmanship – Greet Officials and Opposing Coaches/Teams
- Even Temperament
- Dress Appropriately – Cannot dress less than teacher/coach
- Appropriate conversations at all times
- Praise Publicly/Correct Privately
- Hold yourself/Staff/Team Accountable to Standards & Expectations
- Know & Understand the Rules of the Sport (league & state guidelines)
- Teach Life Lessons – coaches/athletes. “ I am here to protect you from yourself.”
- Care about your staff as people first, coaches second

# AD Always Be Professional

---

- With Print Media, Radio, TV – Do not speak disparagingly about refs/opponents/coaches/parents/athletes
- With Phone calls
- With Emails – “if it isn’t in writing, it didn’t happen”
- With Social Media – “Be Careful”
- Assume Everything is Public Record

**We have a professional responsibility to help each other to the best of our ability. Let's provide all new Athletic Directors with the information/tools they need to be successful!**

---

**Questions/Comments/Additional Thoughts:**

**Mr. Michael Gatley, CMAA**  
[mgatley@mainlandregional.net](mailto:mgatley@mainlandregional.net)

**Mr. Dan Comeau, CMAA**  
[dcomeau19@comcast.net](mailto:dcomeau19@comcast.net)