

**Leading an Education Based
Athletic Program
in Today's Culture**

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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 was 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, selected as a state delegate to the National Interscholastic Athletic Administrators Association (NIAAA), Chair of Mentoring in the State of NJ for the (DAANJ/NIAAA), and is the 2021 recipient of the NIAAA Quality Program Award (QPA).

Michelle York, CMAA

Director of Athletics

Michelle has over 30 years of progressive experience in the field of athletics specifically working with student athletes, coaches and organizations in a variety of capacities. Her professional history includes positions such as Senior Women's Administrator/Head Volleyball Coach for Christian Brothers University and serving as Assistant Volleyball Coach at the University of Mississippi. Most recently she served as the Associate Head of School for Athletics at Lipscomb Academy included oversight of 22 varsity sports, 18 middle school sports and over 100 coaches.

Michelle obtained her CMAA certification in 2014 and has taught LTI classes since 2015. She currently serves as a TIAAA board member and has served as the IIAAA Diversity Representative.

Michelle is the co-founder of the Indiana High School Volleyball Coaches Association, the past president of the Marion County Coaches of Girls' Sports Association, past chairperson of the Indianapolis City Alliance and the ICGSA Volleyball Committee.

Defining Education Based Athletics

Definition of Education Based Athletics

The interscholastic athletic program is an important part of the educational process of the school district and is an extension of the classroom, serving as an arena for learning. We strive to have each student athlete enjoy a positive experience while we develop competitive teams. Students deciding to become a part of the athletic program must understand that they are accepting the privilege and benefits of participation and should fully appreciate that they have taken on certain specific obligations and responsibilities. Interscholastic athletics are provided with the belief that the following goals may be accomplished through membership on a school athletic team: lifelong values and qualities such as sportsmanship, leadership, teamwork, perseverance, humility, commitment and many others.

Education Based Athletics

What are we up against?

- **Societal/Cultural Changes**
 - Me > We mentalities
 - Pursuit of athletic scholarships
 - No longer interested in “character building”
- **NIL Deals**
 - How does this effect the camaraderie in the locker room
 - Sponsor support of individuals vs team/school community

Education Based Athletics

What are we up against?

- **Personal Social Media HYPE**
 - Promotion of players
 - Heightened expectations for scholarship responsibility
- **Parents**
 - Educating parents
 - Reality of receiving a scholarship

Education Based Athletics

What are we up against?

- Sport illiterate administrators (superintendents, principals, heads of schools)
 - Never played HS or Collegiate sports
 - Club vs HS sports comparisons
 - Customer is always right?
- Win at all cost coaches
 - Winning is only about the scoreboard
 - Pursuit of “excellence”- changing definition

If wins and championships are not the ultimate objective, how do you measure success in education-based athletics?

- **Leadership-** Provide opportunities and activities that help student-athletes develop the skills necessary to be good leaders
- **Sportsmanship-**
- **Character Traits**
- **Community engagement/service**
- **Moral, Social, Emotional and Civic growth**

Current Issues in Education-based Athletics

- **Culture vs Club Sports**
- **NIL**
- **Lack of parent education/expectations**
- **Support of Administration**

What Can You Do?

- Know your **WHY**
- Educate yourself, staff, coaches and parents
- **Communicate, Communicate, Communicate**
- Don't be afraid to have the hard conversations
- What we allow we promote
- What can you do?...
- Conference Involvement, State/National Involvement (**NIAAA**)

Resources

- **NIAAA**
- **State Associations**
- **NFHS**
- **Inside Out Coaching**
- **Positive Coaching Alliance**

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:

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