



AD Tricks of the Trade

2023 NADC
Orlando, FL



Eric Albright, CMAA
Director of Athletics/Assistant Principal
Midland High School
Midland, MI



Richie Wildenhaus, CAA
Director of Athletics
New Albany-Plain Local Schools
New Albany, OH

Introductions



Eric Albright, CMAA
Director of Athletics/Assistant Principal
Midland High School
Midland, MI



Richie Wildenhaus, CAA
Director of Athletics
New Albany-Plain Local Schools
New Albany, OH





AD Tricks of the Trade

2023 NADC
Orlando, FL



Eric Albright, CMAA
Director of Athletics/Assistant Principal
Midland High School
Midland, MI



Richie Wildenhaus, CAA
Director of Athletics
New Albany-Plain Local Schools
New Albany, OH

Who's in the Room?

- HS Athletic Administrator
- MS Athletic Administrator

- 1-3 Years
- 4-7 Years
- 8-10 Years
- 11-15 Years
- 16-20 Years
- 20-25 Years
- 26+ Years



Session Topics

- Budget and Finance
- Promotions and Marketing
- Department Organization
- Coaches
- Developing Culture/Community
- AI Tools
- Event Management
- Officials





Budget and Finance

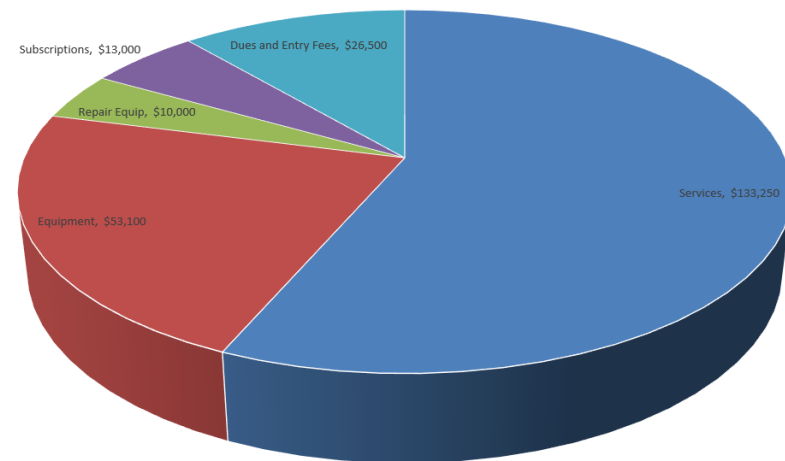
Track Participation Numbers

Number of Athletes AND total Roster Spots

Year	Enrollment	Athletes	Roster Spots
2003	1587	782	947
2023	1110	548	900

Booster Club Presentation

2023-24 projected expenditures

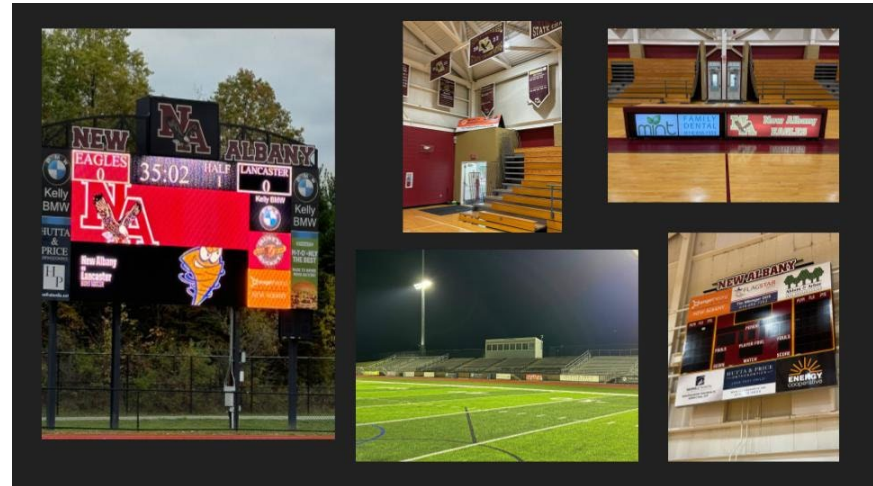


2014-2023	Boys Bowling	Girls Bowling	Boys Golf	Girls Golf	Boys Tennis	Girls Tennis
Avg # Athletes	13.9	7.7	26.1	13.4	24.4	35.8
Athletes / Coach	13.9	7.7	13	6.7	12.2	17.6



Budget and Finance

- Budget Planning Form (10% Rule)
- Uniform Rotation Spreadsheet
- Advertising/Business Partnerships





Promotions and Marketing

Chemics at College Level



Student Marketing - Gipper





Promotions and Marketing

Website

The screenshot shows the New Albany Eagles website homepage. At the top, there is a navigation bar with the school logo, seasons (Fall, Winter, Spring), and various utility links like 'Donate', 'FinalForms', and 'Sign up for Alerts'. Below the navigation is a banner for 'Service you can rely on, from a team you can trust!' featuring the 'BUCKEYE' logo and 'NATIONWIDE CHILDREN'S' logo. The main content area is divided into sections: 'FEATURED' with a 'SIGNING DAY' photo of student-athletes, 'MULTIPLE TEAMS - NOV 9' with the headline '15 Student-Athletes Make College Commitments on...', 'EAGLES NEWS - NOV 3' with 'Boys Soccer Regional Championship Game', and 'VARSITY FIELD HOCKEY - NOV 3' with 'Field Hockey Playing for a State Championship'. At the bottom, there is a 'LATEST PHOTO GALLERIES' section and a 'VIDEO HIGHLIGHTS' section.

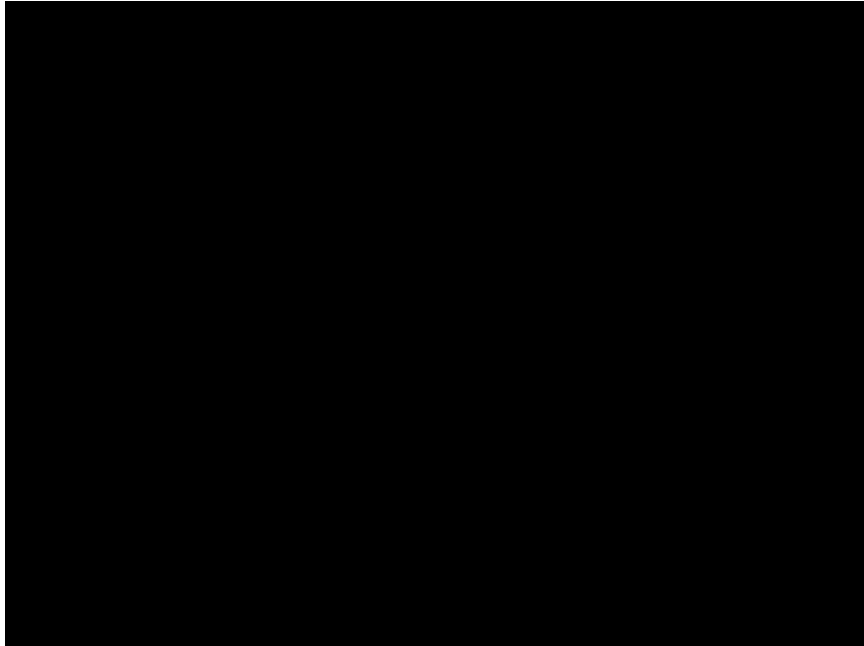
BoxOut Sports

The graphic is a promotional poster for a sports event. It features a large photo of the New Albany Eagles girls' soccer team posing in front of a building with red trees. To the left of the photo are two logos: the New Albany Eagles logo and the Thomas Worthington Cardinals logo. Below the logos, the text reads 'NEW ALBANY EAGLES' and 'THOMAS WORTHINGTON CARDINALS'. At the bottom of the graphic, it says 'FRIDAY, NOVEMBER 24 AT NEWARK HIGH SCHOOL 4:30 PM'. The entire graphic is framed with a dark, textured border.

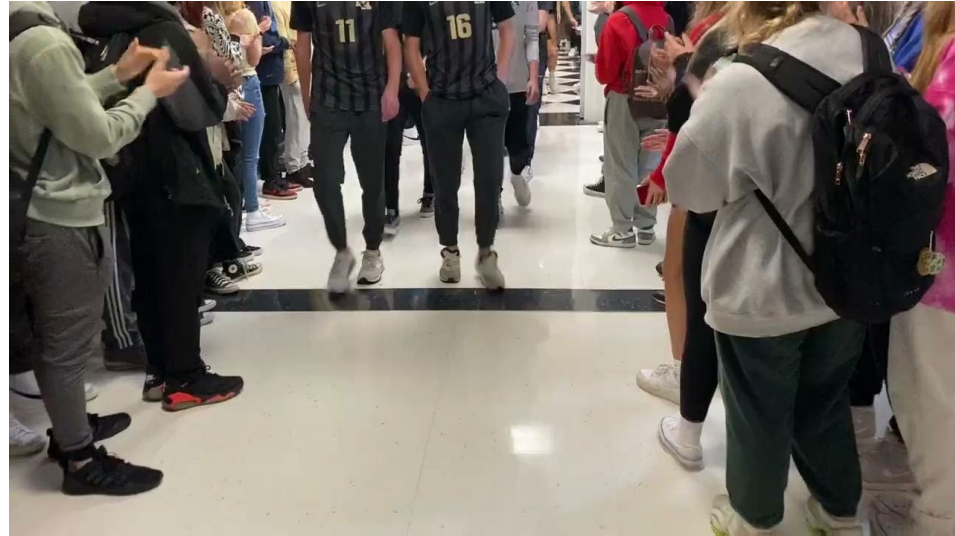


Promotions and Marketing

Signing Ceremonies



Championship Send-Offs





Department Organization

Final Forms

Athletic Event Coverage

Students (1,161 Records)

Use filters and sorting to manage your records for the 2023-24 school year.

Search: By Name or ID... Sex: Class: Any 2023-24 Sports: Email: Export:

Status	Name	Date of Birth	Class	Sports	Actions
	Abrham, Noah ID: 700449	2/14/2008 M - 15	2026 10th	Boys Wrestling	+ E-Card Forms
	Ackermann, Mason	12/10/2008 M - 14	2027 9th	Boys Football Boys Baseball Boys Track & Field	+ E-Card Forms
	Adams, Daniel ID: 11274	1/20/2008 M - 15	2026 10th	Boys Cross Country Boys Swim & Dive	+ E-Card Forms
	Adkins-Schall, Lucas	11/11/2010 M - 13	2029 7th	Boys Swim & Dive	+ E-Card Forms
	Adusei, Junior	3/10/2008 M - 15	2026 10th	Boys Track & Field	+ E-Card Forms
	Adusei, Senior	3/10/2008 M - 15	2026 10th	Boys Track & Field	+ E-Card Forms
	Afful, Samuel	12/17/2010 M - 12	2029 7th	Boys Football Boys Track & Field	+ E-Card Forms
	Agbitor, Seyram ID: 299436	9/4/2005 M - 18	2024 12th	Boys Basketball	+ E-Card Forms
	Akula, Sreeja ID: 299529	10/30/2005 F - 18	2024 12th	Girls Volleyball	+ E-Card Forms
	Alavad, Aisha	5/19/2009 F - 14	2027 9th	Girls Volleyball	+ E-Card Forms
	Alavad, Camila	11/16/2009 F - 14	2028 8th	Girls Softball	+ E-Card Forms
	Alavad, Daniela	10/11/2010 F - 13	2029 7th	Girls Volleyball	+ E-Card Forms
		3/29/2011	2029	Boys Football Boys Swim & Dive	

Athletics Event Coverage

File Edit View Insert Format Data Tools Extensions Help

Search: 100% Times:

A2 Riche, Nate, Carter

	A	B	C	D	E	F	G	H	I	J	K
	Athletic Dept. Coverage	Admin Coverage	Date	Start Time	Sport	Level	Home School	Away School	Notes	Streaming?	Tickets?
1											
2	Riche, Nate, Carter	N/A	12/5/23	4:30:00 PM	BBB	Freshman	New Albany High School	Olentangy Orange High School		Yes	Yes
3	Riche, Nate, Carter	N/A	12/5/23	6:00:00 PM	BBB	JV	New Albany High School	Olentangy Orange High School		Yes	Yes
4		N/A	12/5/23	6:00:00 PM	WR	JV	New Albany High School	Serrinmage		N/A	N/A
5	Riche, Nate, Carter	Russell	12/5/23	7:30:00 PM	BBB	Varsity	New Albany High School	Olentangy Orange High School		Yes	Yes
6		N/A	12/6/23	4:00:00 PM	Bowling	Varsity	Westerville South High School	New Albany High School		N/A	N/A
7		N/A	12/6/23	4:30:00 PM	GBB	Freshman	Bishop Hartley High School	New Albany High School		N/A	N/A
8		N/A	12/8/23	4:30:00 PM	BBB	Freshman	Grove City High School	New Albany High School		N/A	N/A
9		N/A	12/8/23	6:00:00 PM	BBB	JV	Grove City High School	New Albany High School		N/A	N/A
10		N/A	12/8/23	7:30:00 PM	BBB	Varsity	Grove City High School	New Albany High School		N/A	N/A
11	Riche, Nate, Carter	N/A	12/8/23	4:30:00 PM	GBB	Freshman	New Albany High School	Bexley High School		Yes	Yes
12	Riche, Nate, Carter	N/A	12/8/23	6:00:00 PM	GBB	JV	New Albany High School	Grove City High School		Yes	Yes
13		N/A	N/A	12/8/23	7:30:00 PM	IH	New Albany High School	St. Charles Preparatory School		N/A	N/A
14	Riche, Nate, Carter	Ridgen	12/8/23	7:30:00 PM	GBB	Varsity	New Albany High School	Grove City High School		Yes	Yes
15		N/A	12/9/23	6:30:00 PM	BBB	Varsity	Manford Jr. Sr. High School	New Albany High School		N/A	N/A
16		N/A	12/9/23	9:00:00 AM	WR	Varsity	Mount Vernon MS HS	Whetstone High School		N/A	N/A
17		N/A	12/9/23	4:50:00 PM	IH	Varsity	Snow-Munroe Falls High School	New Albany High School		N/A	N/A
18	Riche, Nate, Carter	N/A	12/10/23	4:30:00 PM	IH	Varsity	New Albany High School	Upper Arlington High School		N/A	N/A
19		N/A	12/12/23	4:00:00 PM	Bowling	Varsity	Hamilton Township HS	New Albany High School		N/A	N/A
20	Riche, Nate, Carter	N/A	12/12/23	4:30:00 PM	GBB	Freshman	New Albany High School	St. Francis DeSales High School (Columbus)		N/A	Yes
21	Riche, Nate, Carter	N/A	12/12/23	5:30:00 PM	Swim	Varsity	New Albany High School	Olentangy High School		N/A	Yes
22	Riche, Nate, Carter	N/A	12/12/23	6:00:00 PM	GBB	JV	New Albany High School	St. Francis DeSales High School (Columbus)		Yes	Yes
23	Riche, Nate, Carter	Salz	12/12/23	7:30:00 PM	GBB	Varsity	New Albany High School	St. Francis DeSales High School (Columbus)		Yes	Yes
24	Nate, Carter	N/A	12/12/23	6:00:00 PM	WR	Varsity	New Albany High School	Watkins Memorial High School/Middle School		N/A	Yes
25		N/A	12/13/23	5:30:00 PM	WR	7th/8th	Olentangy Shanahan Middle School	New Albany Middle School		N/A	N/A
26	Riche, Nate, Carter	N/A	12/14/23	4:00:00 PM	Bowling	Varsity	New Albany High School	Westerville Central High School		at Gahanna Lanes	N/A
27		N/A	12/15/23	4:30:00 PM	GBB	Freshman	New Albany High School	Lancaster High School		N/A	N/A
28		N/A	12/15/23	6:00:00 PM	GBB	JV	New Albany High School	Lancaster High School		N/A	N/A
29		N/A	12/15/23	7:30:00 PM	GBB	Varsity	New Albany High School	Lancaster High School		N/A	N/A
30	Nate, Carter	N/A	12/15/23	4:30:00 PM	BBB	Freshman	New Albany High School	Lancaster High School		Yes	Yes
31	Nate, Carter	Russell	12/15/23	7:30:00 PM	BBB	Varsity	New Albany High School	Lancaster High School		Yes	Yes
32		N/A	12/15/23	6:00:00 PM	IH	Varsity	Thomas Worthington High School	New Albany High School		N/A	N/A
33		N/A	12/15/23	2:00:00 PM	WR	Varsity	Wasson High/Middle School	Anthony Wayne High School		N/A	N/A
34		N/A	12/15/23	7:00:00 AM	WR	MS	New Albany High School			N/A	N/A



Coaches

August Banquet = Professional Development and
Celebration of Excellence



BRIAN CAIN
MENTAL PERFORMANCE COACH

SPORTS CAN BATTLE RACISM

Steve Marsh Assistant Coach of the Year

. Robert Scurfield Head Coach of the Year

Friday Five



Chemic Friday Five



June 2, 2023

Celebrate Chemic Excellence

Congratulations to the Chemic Girls Soccer Team for its thrilling 2-1 District Championship victory over HH Dow in a PK Shootout! Great work Coach Barassi and team.




Coaches



Evaluations

Open Evaluations Evaluation History Performance Report Template Library Support Hello_wildenhaus.1@napis.us Log off



New Albany Athletics Open Evaluations

Select Season Filter: Select Sport Filter:

Select Coach Filter:

*Note: Coach Season Report/Self Evaluation details can only be viewed when the coach marks them as completed

Current View Style: Grid [Change View Style to List](#)

View AD Eval. Details	View Coach Season Rpt./Self Eval. Details	View Assistant Coach Eval. Details	View Uploaded Documents	Actions	Request	Copy, Edit, Override/Close or Delete Eval	Coach Name	Sport	Level	Season	Coach Email	Year Season Begins	Sg	Mr	Ed
View		View	View	Actions Needed	Request Meeting/Send Reminder	Copy, Edit, Override/Close or Delete Eval	David Howard	Wrestling	8th Grade	Winter	howard.2@napis.us	2023	Mk		
View		View	View	Actions Needed	Request Meeting/Send Reminder	Copy, Edit, Override/Close or Delete Eval	Eric Banks	Wrestling	7th Grade	Winter	banks.9@napis.us	2023	Mk		
View		View	View	Actions Needed	Request Meeting/Send Reminder	Copy, Edit, Override/Close or Delete Eval	Morgan Ross	Basketball	7th Grade	Winter	morganbaileycross@gmail.com	2023	Fe		
View		View	View	Actions Needed	Request Meeting/Send Reminder	Copy, Edit, Override/Close or Delete Eval	Jalyn Jackson	Basketball	8th Grade	Winter	jalyn3@gmail.com	2023	Fe		
View		View	View	Actions Needed	Request Meeting/Send Reminder	Copy, Edit, Override/Close or Delete Eval	Ben Gordesky	Basketball	7th Grade	Winter	gordeskyb@wscrams.org	2023	Mk		
View		View	View	Actions Needed	Request Meeting/Send Reminder	Copy, Edit, Override/Close or Delete Eval	Dave Wharton	Swimming	Varsity	Winter	dwharton2001@gmail.com	2023	Cc		
View		View	View	Actions Needed	Request Meeting/Send Reminder	Copy, Edit, Override/Close or Delete Eval	Tim Casey	Basketball	Varsity	Winter	tcasey@uosschools.org	2023	Mk		

Interviews/Hiring

New Albany High School Standard Operating Procedure (SOP)

Task	Interview Process for Head Coach Positions		
Sub-Task			
Revision Date	June 15, 2023	Reference #	
Description	To define the interview process for our head coach positions.		
Responsibility	Athletic Director		
Frequency	As Needed	Timing	As Needed
Process (Steps towards Completion)	<ol style="list-style-type: none"> Post position <ol style="list-style-type: none"> NAPLS, Athletic Department, OHSAA, Coach Association websites Review applications via Applitrack <ol style="list-style-type: none"> Send questionnaires to all candidates via email Review each applicant that has applied to perform initial evaluation. <ol style="list-style-type: none"> Considerations: <ol style="list-style-type: none"> Internal Candidates Expectation to be Hired as a Teacher in NAPLS Years of Experience Levels of Experience Locations of Experience, Reasons for Leaving Unique attributes Convicted of a felony Review questionnaires, applications and supporting documents <ol style="list-style-type: none"> determine the top candidates based on the document Send invitations to candidates for formal interviews Assemble interview committee for 1st round interviews <ol style="list-style-type: none"> Questionnaire sent to gauge student-athlete interest 		



Building Culture/Community



TEAMMATE of the WEEK

Jenna Rekeweg

#ChemicPride

**FIREHOUSE
SUBS**

Teamwork is a hallmark of Chemic Pride. The greatest compliment we believe can be given to any of our athletes is, "That Chemic is a great teammate."

In that spirit, Midland High School Athletics and Firehouse Subs on Eastman Ave in Midland are proud to recognize a teammate of the week who epitomizes selflessness and demonstrates a commitment to the success of his/her team.

This week's honoree is a member of the varsity volleyball team, Junior, **Jenna Rekeweg**.

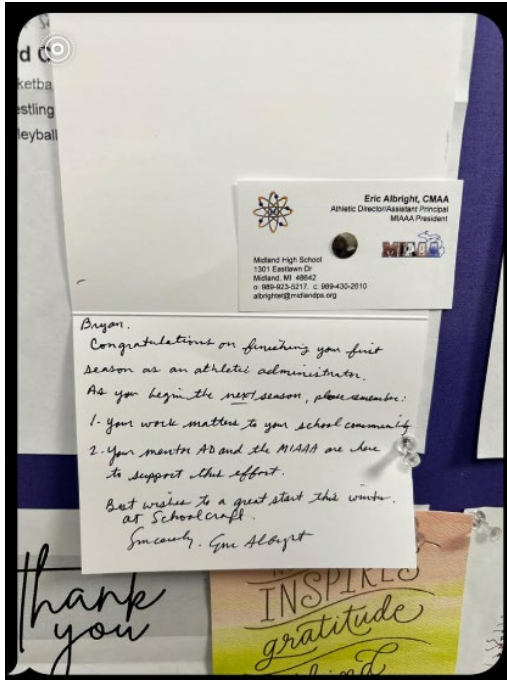
Head Coach, MaryAnne Wright nominated her by writing, "As a second year Varsity starter, Jenna works diligently on improving her own volleyball skills but also by her efforts to mentor two setters new to Varsity. Her leadership and game awareness with a soft-spoken manner makes everybody on the court better. She is willing to play whatever role the team needs with passion and effort to help us in every game."

Jenna is the daughter of Jeff and Rebecca Rekeweg and also plays travel volleyball in the offseason.



Building Culture/Community

The Power of a Handwritten Note



Eric, on a day that makes you question everything, your letter has given me the energy I needed to get to the weekend!

Thank you very very much for your letter sir! I hope you are well!



iMessage





Developing Culture/Community

Coffee with the AD

EAGLES NEWS - AUG 7

Community Outreach: Coffee With The AD



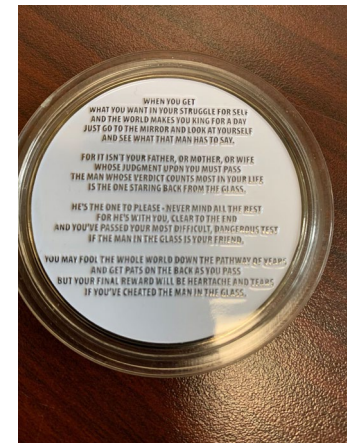
The Department of Athletics is excited to continue our community outreach event that we have had in the past called Coffee With The AD. It allows parents, students, and community members the opportunity to schedule 15 minute blocks of time for a sit-down conversation with New Albany-Plain Local Schools Director of Athletics, Richie Wildenhaus.

The intent of these events is to have conversations with stakeholders regarding the NAPLS Department of Athletics. Meetings will be held at a location in the New Albany community. The plan is to have a few events throughout the school year.

The first of these events for the 2023/2024 school year will be held on Wednesday, August 23, 2023 from 8:00 AM-10:00 AM at Starbucks on Market Street in New Albany. Those interested in scheduling a 15 minute block of time can do so by clicking the following link and selecting a time slot: <https://www.signupgenius.com/go/8050444ADA62AA7FB6-coffee>

We look forward to meeting with our community throughout the year. Stay tuned for more.

FINISH





Event Management

Contest Confirmation Sheet



Thursday, August 31st, 2023

Varsity Football



Mt. Pleasant Oilers



@



Midland Chemics

Kickoff: 7:00

Ticket price is \$6 for adults and \$5 for students & senior citizens.

Tickets are available online at [GoFan](#).

Visiting Bus & Officials

Team busses and officials may park in the paved area off [Washington Street](#) nearest the stadium locker rooms. (See the map.) Use the following [GPS address](#) for team drop-off. **2650 Washington St, Midland, MI 48642**
Locker rooms are provided for the visiting teams at the Northwest corner of the stadium.

Officials may drive through the double gate located between the stadium locker room and restroom. MHS uses on-field play clocks and a referee microphone. Event staff will coordinate use with officials upon arrival.

Contacts

Eric Albright
Athletic Director/Asst. Principal
(989) 923-5217 – office
(989) 430-2610 - mobile
albrightet@midlandps.org

Heather Frazier

AEDs & EAPs





Event Management

Neptune GameTime



Last Connected 07/13/2021 10:59 AM

Download Complete

[Refresh](#)

Upcoming Playlists ▾

Event Date	Start Time	Playlist Title
07/13/2021	4:00 PM	0713 FOOTBALL ...
Ready	7:00 PM	Football

[Create Playlist](#)

Welcome To Neptune

zzz Jim GT Radio

Now Playing

Song: Let Go
Artist: Beau Young Prince
Length: 01:44/01:58

Up Next

Song: Since You've Been Gone CMC Clean
Artist: Head East
Length: 01:36

[Radio Mode](#) [On Demand Mode](#)

Volume:

Time	Artist	Song
10:35:23 AM	T Powell	Under Armour Boyz
10:37:19 AM	Bob Seger	Hollywood Nights
10:38:52 AM	Kevin Gates	Know Better CMC Clean
10:40:42 AM	Ted Nugent	Stormtroop'n
10:42:03 AM	NF	No Excuses
10:43:25 AM	Eminem	Lose Yourself
10:45:40 AM	Darius Rucker	Wagon Wheel
10:47:57 AM	Queen	Another One Bites The Dust CMC Clean
10:49:17 AM	Tim McGraw	Something Like That
10:51:16 AM	Silento	Watch Me Whip Nae Nae
10:53:05 AM	Led Zeppelin	Trampled Under Foot
10:54:50 AM	Jimi Hendrix	Purple Haze
10:56:35 AM	Jibbs	King Kong ft Chamillionaire CMC Clean
Now	10:58:22 AM	Beau Young Prince
Next	11:00:21 AM	Head East
11:01:57 AM	Journey	Since You've Been Gone CMC Clean
11:04:28 AM	Jason Michael Carroll	Wheel In The Sky
11:06:04 AM	Nova	Where Im From
11:07:47 AM	Lupe Fiasco	Look Out Below CMC Clean
11:09:29 AM	Montgomery Gentry	Wild Child ft Jake Torrey CMC Clean REV
11:11:28 AM	Drake	Gone Radio Edit
11:13:27 AM	Homegrown Band	Finesse
11:15:31 AM	Blake Shelton and Gwen Stefani	American Town CMC Clean
11:17:38 AM	Calvin Harris	Go Ahead and Break My Heart
11:19:33 AM	Lee Bice	Sweet Nothing
11:21:33 AM	NF	Hard To Love
11:23:05 AM	Miley Cyrus	Trust (ft Tech N9ne)
11:24:38 AM	Metallica	On My Own
		For Whom The Bell Tolls

Partner Support: 903-287-0770
Version: 2.1.6-beta.1 | 11:00 AM



Event Management: Officials

Post Game Survey

- Google Form
- Organized By Season
- Email w/ link sent following payment
- QR Code in Locker Room?
- Check Regularly - May be urgent need
- Post season review with coaches
- Build positive rapport with officials

Officials' Feedback



Officials' Feedback Form 2023-24

MHS Athletics wants your input. Please help us make the officials' experience better by completing this post-game survey.

What sport at Midland High did you officiate most recently? *






















1. Basketball - Boys
2. Basketball - Girls
3. Wrestling
4. Swim - Boys
5. Hockey

AI Tools



Magic School

Q Search All Planning Content Questions Intellectual Prep Student Support Communication Community Tools

 E-mail Family Tool ★ Generate a professional e-mail communication to families and translate into multiple languages.	 Text Proofreader Tool ★ Take any text and have it proofread, correcting grammar, spelling, punctuation and adding clarity.	 Professional Email Tool ★ Generate a professional e-mail communication to a colleague or other professional you're communicating with.
 E-mail Responder Tool ★ Generate a customized professional e-mail communication in response to an email that you received.	 Quote of the Day Generator ★ Generate quote of the day suggestions based on any topic.	 Letter of Recommendation ★ Generate a letter of recommendation to a university or institution for a student using specific content about them.
 Thank You Note Generator ★ Generate a customized thank you note to show your appreciation! (Just in time for Thanksgiving!)	 Coach's Sports Practice Generator ★ Generate a plan for practice for any sport that you're coaching!	 Class Newsletter Tool ★ Generate a newsletter to send to families weekly.
 NEW! SEL Lesson Generator ☆ Generate a Social Emotional Learning (SEL) lesson plan for students in any grade level.	 NEW! Real World Connections Tool ☆ Based on any topic, standard, or objective, generate several real world examples to increase student investment.	 NEW! Standards Unpacker Tool ☆ Unpack any standard to break it down into specific, manageable components to understand exactly what...
 Multiple Choice Assessment Generator ☆ Create a multiple choice assessment on any topic, standard(s), text, vocabulary list, diagnostic assessment, an...	 Report Card Comments Generator ☆ Generate a narrative about a student's strengths and areas for growth for the end of term report card.	 Rubric Generator ☆ Have AI write a rubric for an assignment you are creating for your class in a table format.
 Text Rewriter Tool ☆ Take any text and rewrite it in different words, more concise, for a new audience, change topics or characters - anything!	 Lesson Plan Generator ☆ Generate a backwards planned lesson plan aligned to standards and objectives for any topic.	 Academic Content Generator ☆ Generate original academic content for your classes customized to the topic and criteria of your choice.
 YouTube Video Question Generator ☆ Generate guiding questions aligned to a YouTube video. **Videos will not load if the author did not enable closed...	 Student Work Feedback Tool ☆ Give areas of strength & areas for growth on student work.	 Text Dependent Questions ☆ Generate text-dependent questions for students based on any text that you input.

Questions?



Thank You!



Eric Albright, CMAA
Director of Athletics/Assistant Principal
Midland High School
Midland, MI

albrightet@midlandps.org



Richie Wildenhaus, CAA
Director of Athletics
New Albany-Plain Local Schools
New Albany, OH

wildenhaus.1@napls.us