



LAMPETERSTRASBURG SCHOOL DISTRICT



Lampeter-Strasburg Athletic Department

Presenters:

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Session 5 Workshop: Building Positive Relationships with Community/Parents/Stakeholders



Introductions:

Name, state, school, years of
experience



Building Positive Relationships with Community/Parents/Stakeholders: **Why is this important?**



Why Is This Important?

- In education-based athletics, wins or championships are not the only or ultimate objective, providing learning opportunities for student-athletes is the number one goal.
- Creating program pride and establishing education-based expectations should be paramount. The two aforementioned areas are vital to the daily and long-term success of your programs, not only in the win or loss column, but the overall morale and student and community involvement with the teams.
- **One way to create this atmosphere is by hosting a celebratory event at your school that can shed light on the significance of creating program pride and establishing education-based expectations.**



Building Positive Relationships with Community/Parents/Stakeholders: What does this look like to you?





PIONEER PRIDE CLASSIC

2019-2020





HOME OF THE PIONEERS

NEERS

WHITE

WHITE



PIONEER PRIDE
CLASSIC

2020-2021

Thursday, September 3, at 7 p.m. on  YouTube



T  **GETHER**

WE **WIN**

PIONEER STRONG

LS





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Script

- 6:45 pm Athletes and Coaches arrive and sit as a team on the stadium turf.
- 7:00 pm Mr. Shockey, Kelsey McTaggart to welcome all to JK Mechanical Stadium, home of the Pioneers, and our 6th annual Pioneer Pride Classic! Tonight is a night where we celebrate L -S athletics and officially kick off the 2023 -24 sports season! We hope you were able to stop by earlier and enjoy our 3rd annual Pioneer Strong Chicken BBQ, which raises money for scholarships in memory of 3 former L -S student-athletes.
- 7:05 pm Band performs National Anthem and Alma Mater.
- 7:10 pm Mr. Shockey/Kelsey to introduce Dr. Lippy for welcome.
- 7:15 pm Mr. Shockey/Kelsey to introduce Cheerleaders for cheer (Band to play “Hey” song).
- 7:20 pm Mr. Shockey/Kelsey to introduce teams - “Let’s get to the main event. Introducing our programs and their accomplishments ! Coaches and athletes: please stand when your team is announced! We are going to start this year with our most recent season, spring, then move to winter and lastly, fall.”
1. Spring Teams
 2. Winter Teams
 3. Fall Teams – seniors/captains from fall teams to speak when their team is called upon.
- 7:35 pm “We don’t want to forget out our JH Teams! Let’s give a big round of applause for our JH Boys and Girls Soccer, Cross Country, Field Hockey, Football, Basketball, Wrestling, Cheerleading, and Track teams! All JH Teams please stand.”
- 7:35 pm “Let us also give a big shout out to our soon -to-be JH and HS Pioneers that currently play in our youth programs. Stand up kids if you play on any L-S youth sports teams! Here are our future Pioneers!”
- 7:40 pm Senior Athlete speech by Trent Wagner (speaking on behalf of his experience playing sports at L -S).
- 7:45 pm Mr. Shockey/Kelsey – “Thank you for speaking on behalf of your experience at L -S!”

Important Messages to Deliver

- It is important that athletic administrators not only share their philosophy of education-based athletics at an event like this, but also live it daily when interacting with student-athletes, coaches, and the community.
- Servant leadership is an approach where individuals (in this case, athletic directors' coaches', student-athletes') complete tasks to serve others rather than accrue power or try to control them. This method has proved to be fruitful in teaching student-athletes about the purpose of education-based athletics, all while assisting those special people behind the scenes who keep the athletic programs operating.
- As adult leaders of teams and programs, you must consistently communicate and demonstrate to student-athletes how all people should be treated and the importance they play in the success of our programs, no matter what their role.

Important Messages to Deliver

An important piece of the athletic administrator presentation during the event should focus on delivering a message that resonates with the crowd such as thanking those people who work behind the scenes in preparing for practice and competition such as athletic trainers, bus drivers, custodians, grounds crew, and other support personnel.

It is vital to talk about education -based athletics so that all who are involved know that participation in sports consists of more than just winning:

- They are about being servant leaders,
- Picking teammates and opponents up after getting knocked down,
- Shaking hands after the game, and
- Most importantly, realizing it is just a game, and a game that attempts to teach us lessons on every play.

What are other ideas/events that you have seen in your League that we can pass along to others?

Thank You!

Please contact us with any inquiries!

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