

54th NATIONAL ATHLETIC DIRECTORS CONFERENCE



EFFECTIVE STRATEGIES TO BUILDING A POSITIVE CULTURE IN YOUR FAN AND STUDENT SECTION

Kyle LeMieux, CMAA
Waukesha West HS (WI)

Lindsay Yost, CAA
Skyline HS (CO)



WHAT IS THE MOST OUT OF CONTROL FAN SITUATION YOU HAVE WITNESSED DURING YOUR CAREER?

SHARE A 30 SECOND SUMMARY WITH A NEIGHBOR...

WHY DID THIS PARTICULAR SITUATION TAKE PLACE IN YOUR OPINION?

WHY ARE YOU ATTENDING THIS SESSION TODAY?





**MY FAN SECTION
IS IN NEED
OF A CULTURE
CHANGE.**



VS



**I'M PROUD OF
THE FAN
EXPERIENCE AT
OUR SCHOOL!**



Hello!

Kyle LeMieux, CMAA

Associate Principal/Athletic Director
Waukesha West High School



KYLE'S JOURNEY



**STUDENT -
ATHLETE**

MUKWONAGO HIGH SCHOOL

FOOTBALL, BASKETBALL,
TRACK & FIELD, BASEBALL



TEACHER/COACH

WAUKESHA NORTH HIGH SCHOOL

YOUTH & HIGH SCHOOL COACH
PHYSICAL EDUCATION TEACHER



EDUCATION

UNIVERSITY OF WISCONSIN-MADISON

B.S. KINESIOLOGY

M.S. ED LEADERSHIP & POLICY ANALYSIS



ADMINISTRATOR

WAUKESHA WEST HIGH SCHOOL

ASSOCIATE PRINCIPAL/
ATHLETIC DIRECTOR



WAUKESHA WEST HIGH SCHOOL

- ❖ 1,195 Students
- ❖ 11% w/ IEP
- ❖ 2% ELL
- ❖ 12% F/R Lunch
- ❖ 3 HS District
- ❖ 30 min West of Milwaukee, WI
- ❖ Classic 8 Conference
- ❖ Exceeds Expectations on State Report Card



Hello!

Lindsay Yost, CAA

Assistant Principal/Athletic Director
Skyline High School



LINDSAY'S JOURNEY



**STUDENT -
ATHLETE**

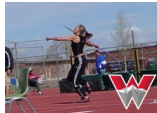
MANCOS HIGH SCHOOL
VOLLEYBALL, BASKETBALL, TRACK,
MARCHING BAND, CHEER, STUCO



Fort Lupton
Middle School

TEACHER/COACH

ACADEMY of CHARTER SCHOOLS
FORT LUPTON MIDDLE SCHOOL
HEALTH / PE TEACHER
COACH - VOLLEYBALL, BASKETBALL, TRACK, MOUNTAIN BIKING



WESTERN
COLORADO UNIVERSITY

EDUCATION



UNIVERSITY OF
NORTHERN
COLORADO

REGIS UNIVERSITY

WESTERN COLORADO UNIVERSITY
UNIVERSITY of NORTHERN COLORADO
REGIS UNIVERSITY



ADMINISTRATOR

WINDSOR CHARTER ACADEMY
SKYLINE HIGH SCHOOL
ATHLETIC DIRECTOR / ASSISTANT PRINCIPAL



SKYLINE HIGH SCHOOL



- ❖ 1,170 Students 9-12
- ❖ 71% Minority Students
- ❖ 22% ELL
- ❖ 62% F/R Lunch
- ❖ 12% Special Education
- ❖ 8 HS District
- ❖ 30 Min North West of Denver
- ❖ 4A CHSAA Classification
- ❖ Focus Program School: Visual Performing Arts, STEM, PTECH



Our Game Plan

- 1) *Student Ownership*
- 2) *Clear Expectations*
- 3) *Managing the Moment*



EMPOWERED
STUDENTS
WILL LEAD
THE WAY!



ARE YOU A
SUPERFAN?





UNITY

- ❖ PROACTIVE THEME CHOICES
- ❖ INTENTIONAL USE OF SOCIALS
- ❖ PARTNERSHIP BETWEEN STUDENTS AND ADMIN



wwhs.superfans

wwhs superfans!

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W GAME AGAINST OCO...

WUKESHA
WEST
FOOTBALL
THEMES



▶ 12.6K

SHOW UP AND SHOW O...

ENERGY

- ❖ LOUD, PROUD, ALL ABOUT US
- ❖ MASCOT TRAINING
- ❖ PURPOSEFUL CHANTS/CHEERS

FALCONS GAME DAY CHANTS

Examples:

During the game - a student leader will hold up a whiteboard with the chant they are doing.

Tip-Of	Offense	Defense (through defensive possession)	Time-Outs	End of Quarter	Any Time
Hey Everyone, WELCOME TO THE Bird Cage.	Heyyyyy We want some bu-ckets! FREE THROW HANDS	D-Up	Rollercoaster 1-2-3 SHS	Falcons in the Front	Silent night: no cheering, complete silence until we hit 8 points- then explode!
Ole, Ole, Ole	If you're winning and you know it clap your hands	De-fense (clap clap), de-fense (clap clap)...	Boxer	Party	I believe I believe that I believe that we I believe that we will win I believe that we will win I believe that we will win
Oh, Oh-oh-oh ooooohhh	Falcons.. What Falcon Rumble	D-D-D- Defense, D-D-D- Defense.... Falcon Defense (clap, clap, clap-clap-clap)	I believe that we can win	Squeeze the Orange	We got Spirit! ... Yeah, Yeah, We got Spirit!... Yeah, Yeah, We got what, what, what, what, what, what, what, what, what, what, what!





SUPPORT FOR ALL

- ❖ STATE SEND-OFFS
- ❖ PACK THE HOUSE NIGHTS
- ❖ OFFICIALS APPRECIATION



STATE-SEMIS

THURSDAY @ 4:30

THEME: BLUE OUT **P**

BE THERE.

WIN IMPRESSIVELY.



FUN WITH BOUNDARIES

- ❖ TRUST = FREEDOM
- ❖ STUDENTS APPROPRIATELY CONFRONT THE NEGATIVE
- ❖ WIN IMPRESSIVELY – OUR PROMISED LAND



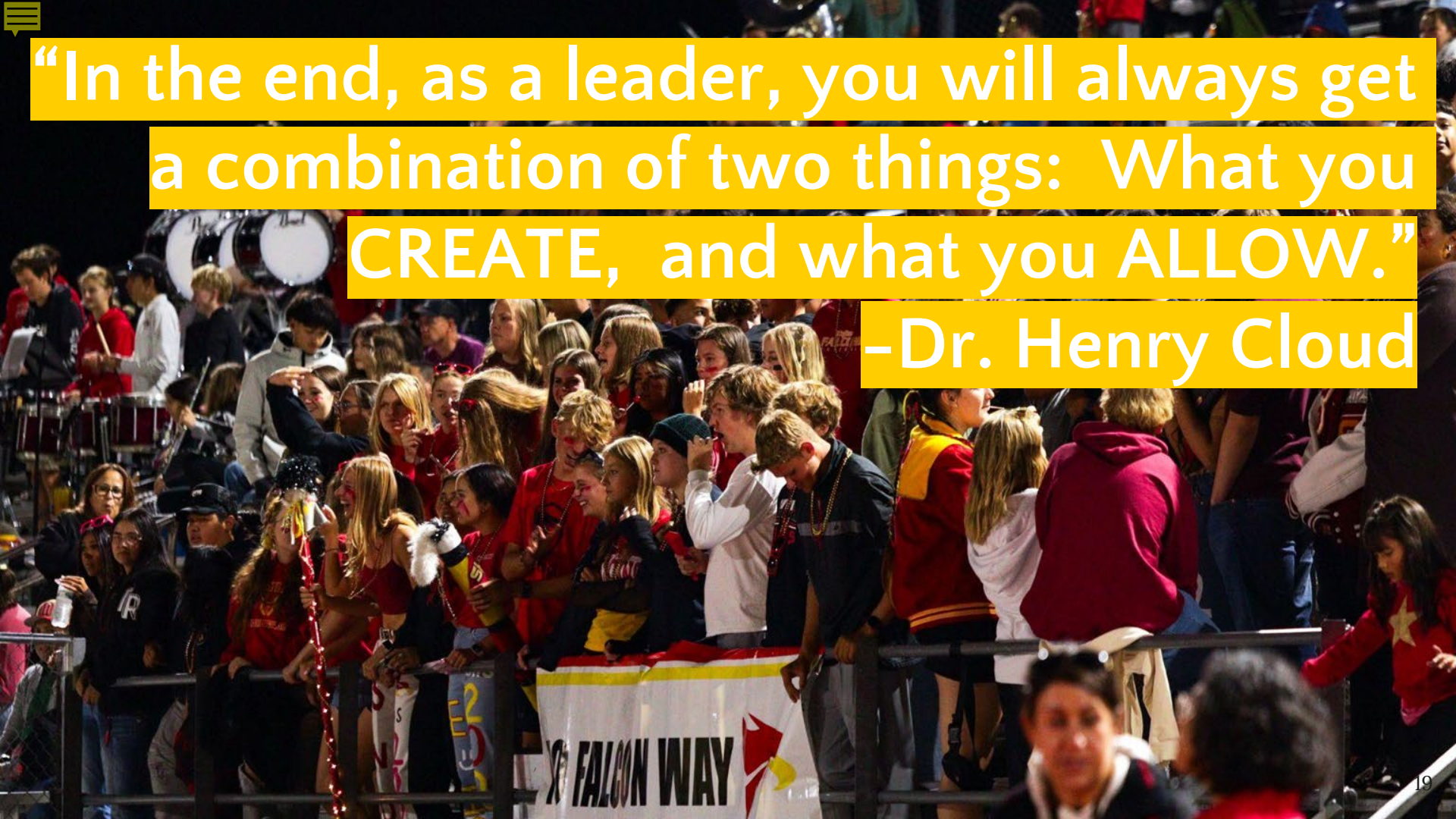
CHALLENGE STUDENTS TO RISE ABOVE

DISCUSSION TIME

What have you done at your school to empower student leaders within your fan section?

What are examples of positive leadership you have observed from other schools that you hope to implement at your school?



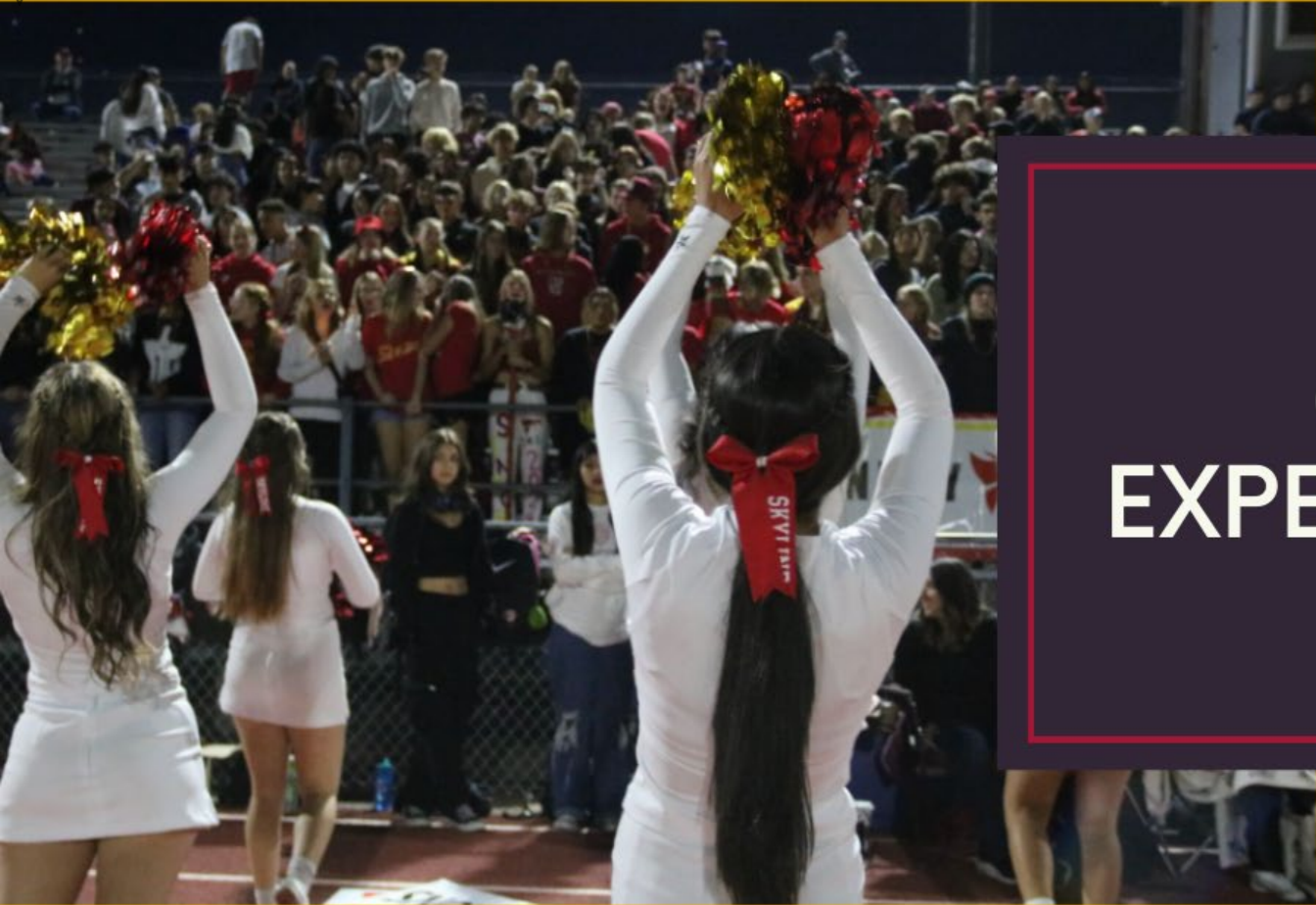
A large crowd of students is gathered at what appears to be a school event or game. In the background, a drumline is visible with several drummers. The students in the foreground are looking towards the camera or slightly to the side. The scene is brightly lit, suggesting an outdoor or well-lit indoor arena.

“In the end, as a leader, you will always get a combination of two things: What you

CREATE, and what you ALLOW.”

-Dr. Henry Cloud

FALCON WAY



CLEAR EXPECTATIONS



FALCON SUPERFAN SEVEN

1. SHOW UP

There is no bigger game-time boost than a crowd of supportive fans!

2. CHEER FOR OUR TEAM

Encourage our athletes by celebrating their successes and asking them to dig deep in big moments.

3. HONOR THE GAME

The sport is bigger than each of us. Treat the moment with respect.

4. APPRECIATE THE OPPONENTS

The word compete means to "to struggle with." Without our opponent, there is no competition. Cheer for our team, never against an opposing team or an individual player.

5. SUPPORT THE CAUSE

Education-based athletics are an extension of the classroom. Interscholastic athletes are here to develop core values. Be patient while learning takes place.

6. GIVE THE OFFICIALS SOME LOVE

Officials do a thankless job and without them there is no competition. The pool of people willing to officiate continues to get smaller. Fan behavior is the number one reason given by officials who leave the game.

7. MAKE US PROUD

Athletics is often the first impression people have of a school. Represent Skyline well and show every other community what school spirit done right looks like!

Spectator Guidelines

- Have a plan
- Communicate
- Follow through



**PLEASE TAKE
RESPONSIBILITY FOR
THE ENERGY THAT YOU
BRING INTO THIS
SPACE.**

**YOUR BEHAVIORS
MATTER.**

**THANK YOU FOR
BRINGING POSITIVITY
AND SPORTSMANSHIP
TO THIS CONTEST!**

**SKYLINE HIGH SCHOOL
ATHLETICS**

CONTEST MANAGEMENT

Enhancing the Game Day Experience

- Engaging with Audiences
- Establishing Healthy Boundaries
- Effective Game Worker Training





PROACTIVE STEPS FOR POSITIVE FAN BEHAVIOR IN CONTESTS.





MANAGING THE MOMENT

BUILDING
RELATIONSHIPS

NOW VS. LATER

DEESCALATION



**WHAT PREVENTS YOU FROM ACTING IN A CHALLENGING
MOMENT?**

WHAT HAVE YOU DONE TO OVERCOME THIS HURDLE?



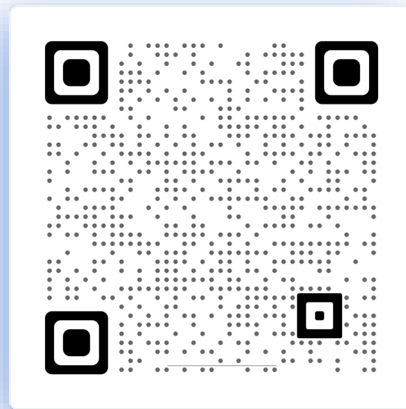
What is one best practice you heard today that you could implement immediately?





Thanks!

Any **questions?**



KYLE LEMIEUX, CMAA

WAUKESHA WEST HIGH SCHOOL
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WIAA Sportsmanship Committee

"Transforming Aspiring Adults Through Athletics"



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"The Falcon Way"