

Leadership Training Courses for Fiscal-Related Duties:

LTC 511 ATHLETIC ADMINISTRATION: CONCEPTS AND STRATEGIES FOR INTERSCHOLASTIC BUDGETING AND FINANCE USING EXCEL SPREADSHEETS

This course of study provides an overview of accepted management practices and strategies. Included are budget models, timelines, documentation practices and suggested strategies for long range planning. A major component of this course will be desktop budget management using Excel Spreadsheets. It is highly recommended that attendees bring a laptop computer with at least Windows 2003, including Excel.

Enrollees who will derive the greatest benefit: Administrators desiring to incorporate Microsoft Excel and computer programs into budget management practices.

LTC 611 ATHLETIC ADMINISTRATION: CONCEPTS AND STRATEGIES FOR INTERSCHOLASTIC MARKETING, PROMOTIONS AND SUPPLEMENTAL FUND-RAISING

This course will provide the athletic administrator with strategies and ideas to successfully promote and market the school's interscholastic programs and to enhance the success of supplemental fund-raising efforts. Promotional activities designed to create interest in, increase enthusiasm for, and enhance the image of, a school's interscholastic activities program are described. Models of supplemental fund-raising are summarized, including a focused segment on working successfully with booster clubs and safeguarding of funds that have been raised. The potential for raising funds through grants and outreach efforts for major gifts are introduced. Detailed information related to corporate sponsorship is provided. Appendices include sample materials that may be utilized for grant and corporate sponsorship applications, marketing plans, and booster clubs, as well as fund-raising resources.

Enrollees who will derive greatest benefit: Administrators seeking strategies to promote and market their school's interscholastic program, work successfully with booster clubs, increase the success of fund-raising initiatives, and initiate or broaden financial gain from grants and/or corporate sponsorships/donations.

LTC 630 ATHLETIC ADMINISTRATION: INTERSCHOLASTIC CONTEST MANAGEMENT – PLANNING, PREPARATION AND METHODS

This course examines the historic foundations and precedents for contest management as an extension of educationally sound sports programs. Planning methods for contest management are examined including selection of supervisory personnel, suggested need assessment tools, and checklists for the development of supervision plans and policies. In addition, an overview of methods is suggested for creation of an educationally sound competition environment among players, coaches, students and other spectators. Course appendices provide assessment tools and examples of contemporary management practices. These tools are also contained on an attached compact disc for local reproduction, discussions and planning.

Enrollees who will derive the greatest benefit: Administrators seeking to increase knowledge of event planning methods in order to develop policies, enhance safety and provide assessment surrounding contest management.