

Leadership Training Courses for PUBLIC RELATIONS

LTC 502 ATHLETIC ADMINISTRATION: PRINCIPLES, STRATEGIES AND METHODS

This course takes a basic approach to the fundamentals and methods of athletic administration and alerts and educates athletic administrators regarding potential problems and possible solutions in areas such as budgets, transportation, and scheduling and parent/student/coach conflicts. The course also touches upon sample athletic/activity program philosophies, department organizational charts, activity procedures/checklist, public relations, coaching applications/assessments and emergency plans.

Enrollees who will derive greatest benefit: Inexperienced athletic administrators seeking to define and improve their operational procedures.

Required for: RMSAA, RAA, CAA and CMAA Certification

LTC 619 ATHLETIC ADMINISTRATION: THE POWER OF CURB APPEAL

The power of curb appeal is highlighted in this course. Visitors to a school often form an opinion of the school and community based on first impressions of the appearance of the facilities. This course discusses the power of curb appeal and how communication can enhance curb appeal. Strategies and methods are provided for maintaining structures and facilities as well as a comprehensive and thorough study of "Best Turf Field Maintenance Practices" as well as "Best Operational Management Practices."

Enrollees who will derive greatest benefit: Administrators seeking techniques and methods to enhance public confidence in the administrator's ability to maintain athletic facilities and to project a positive image to the community.