



“Building a Championship Brand”

Creating 21st Century Synergy in Your Athletic Department

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Coordinator of District Athletics
Clay County District Schools



- @CoachSgromolo



Background

- B.A. Business Administration- Flagler College
- M.Ed. Athletic Leadership and Positive Coaching- Mizzou
- Los Angeles Dodgers 2012-2013
- Ridgeview High School- 7 Years, Teacher, Coach, Athletic Director
- Coordinator of District Athletics July 2020



Creating a 21st Century Athletic Department

- What is your WHY
- What is a "Brand"
- Set the STANDARD
- Develop a motivated team
- Build the family
- WIN in all aspects

What is your WHY?

- Why did you choose to become an Athletic Director?
- What is your WHY? A coach, a student?

What is your WHY?



What is your WHY?



What is your WHY?



MY WHY

- Take people under the wing
- Believe in them
- Give them the tools to be GREAT!

Because they did for me!

"Every great achiever is inspired by a great mentor"
-Lailah Gifty Akita

What is your WHY?

- When times get tough, and they will...
- Your reason WHY is going to be what gets you through.

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What is a BRAND?

- For the next few images, please type your “first thought” into the chat box..

What is your first thought?



What is your first thought?



What is your first thought?



Your BRAND is EVERYTHING

- Much more than a logo, it's a lifestyle
- Tells your story
- Attracts new team members, retains good ones!
- Celebrates your history
- Drives your culture

“If you don't tell your story, someone else will, and it will be negative”

Who drives the "BRAND BUS"?

YOU DO!



"Other than the principal, the athletic director is the most influential person on campus"

The Job Has Changed...

TV Anchor 1990



Multimedia Journalist 2021



The Job Has Changed...

Athletic Director 1990



Athletic Director 2021



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Setting Standards

- How do you...
- ACT
- DRESS
- LEAD
- MOTIVATE
- SUPPORT
- INSPIRE
- REACT TO ADVERSITY?



Setting Standards

- How YOU do those things set the tone for how your TEAM will do those things.

Setting Standards

VISION
MISSION

Kids want to
be coached

Coaches
want to be
lead

Athletic
Directors
want to
serve

Setting Standards-Vision

‘The Best Student Athlete Experience’



Setting Standards-Mission

Clay County District Schools Athletics Mission Statement

“Clay County District Schools athletic programs provide the best student athlete experience to all students through our character based offerings. Our students develop into high achieving productive citizens through our core values of respect, citizenship, sportsmanship and service. Through an intentional positive coaching environment, leadership opportunities, and community involvement, our programs provide a springboard for a first class education and success following graduation”



STUDENT ATHLETE EXPERIENCE



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Develop a Motivated Team

- What is the difference between intrinsically and extrinsically motivated athletes and coaches?
- Share an athlete that you have coached who is intrinsically motivated



Self-Determination Theory

- A theory of human motivation
- Developed by psychologists Edward Deci and Richard Ryan
- Three basic needs facilitate growth



3 Needs of ALL Humans - ABC's

- **Autonomy** - Freedom of choice
- **Belongingness** - connection with coaches and teammates
- **Competence** - effective in environment/outcomes

Self- Determination Theory

- The Challenge:
- How do you create an environment that gives student athletes and coaches the ability to fulfill these needs?

Self- Determination Theory

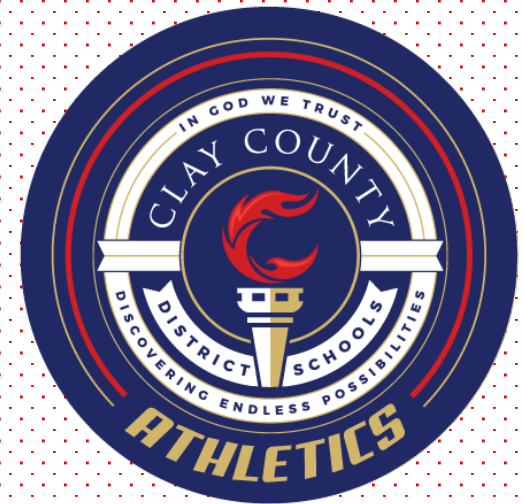
- As the leader of your department you have the ability to become an autonomy supportive leader:

How?

- Athletic Leadership Council
- Coach PLC Meetings
- Give Coaches Leadership Opportunity
- Community Service Opportunities

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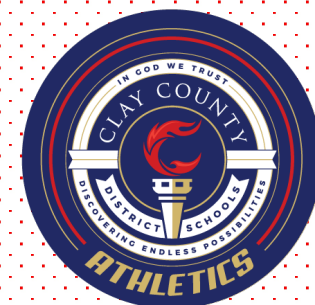


Active Constructive Responding

- We need a volunteer!



	ACTIVE	PASSIVE
CONSTRUCTIVE	HAPPY WITH Enthusiastic Eye contact Authentic Engaged Helps savour	HAPPY FOR Low energy support Delayed response Quiet
DESTRUCTIVE	UNHAPPY WITH Squashes the event Dismissive Demeaning	UNHAPPY FOR Turns focus inward Evasive Ignores speaker



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Winning in all aspects

21st Century Athletic Department Goals:

How do we use 21st Century Skills to develop..

- Relationships
- Recognition
- Revenue



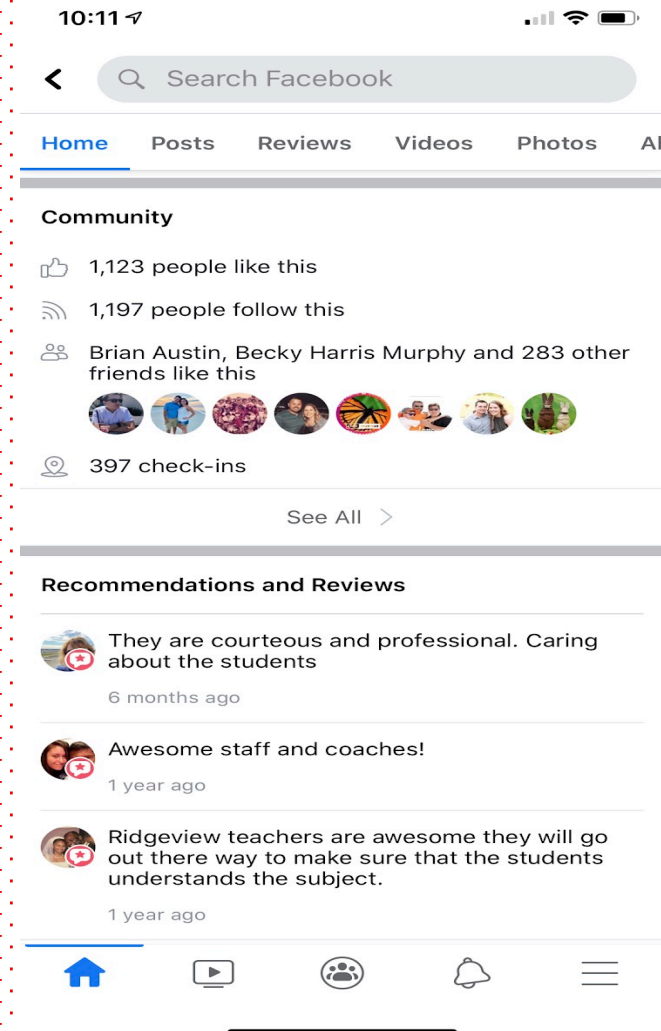
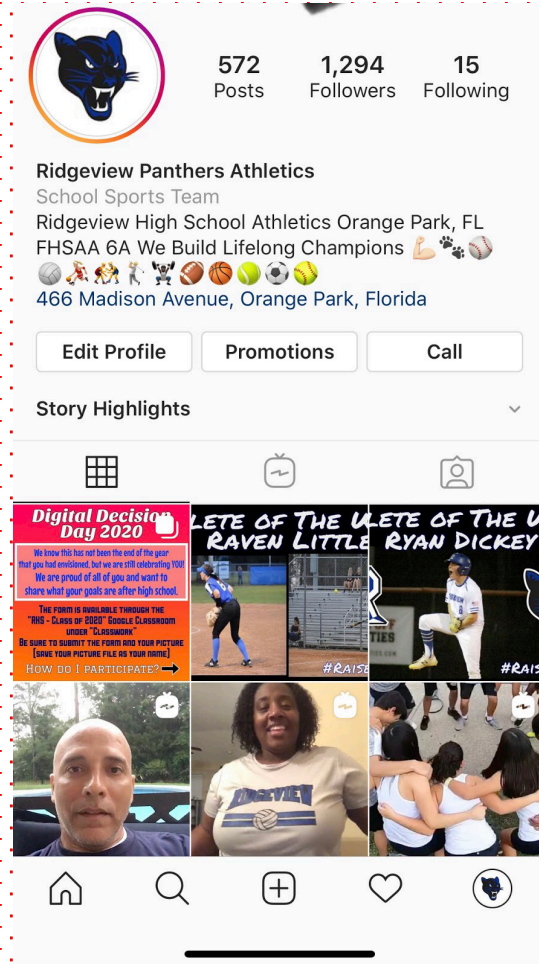
Social Media and Brand

Building relationships through a strong brand
and social media presence..

Attention Span..of a gnat!
21st Century Communication- Social Media



Social Media and Brand



Social Media and Brand



Recognition and Revenue



A young woman, Fantasia James, is shown from the waist up, wearing a black zip-up jacket and a black face mask. She is holding a white certificate with both hands. The certificate has a blue header with 'CLAY COUNTY ATHLETICS' and 'Athlete of the Week' text. It lists her name, 'Fantasia James', and her school, 'Oakleaf High School'. The background behind her is a wall with a mural of a basketball player in a red jersey.

Athlete of the Week

*Clay County
Athlete of The Week*

**FANTASIA
JAMES**

Oakleaf High School- Girls Basketball
Scored 33 points vs. Lee in a 56-33 victory
in semi final game, scored 25 points in Clay
High Holiday Tournament Championship
game in 80-52 win vs. Ponte Vedra. Scored 58 points in 2 games
at Clay Holiday Tournament which OHS won
Presented By:

SOUTHEAST
PHYSICIAN SERVICES

PREFERRED PHYSICAL THERAPY



Recognition and Revenue



Creating an Attention Plan!



John Sgromolo, CAA @CoachSgromolo · Jun 18, 2019

Part 1: We would like to welcome our new Head Football Coach Matt Knauss! Welcome to Ridgeview! Go Panthers! [#WeRise](#) [@JustinBarneyTV](#) [@BrentASJax](#) [@ClayTodaySports](#) [@brentbeaird](#) [@FlaHSFootball](#)



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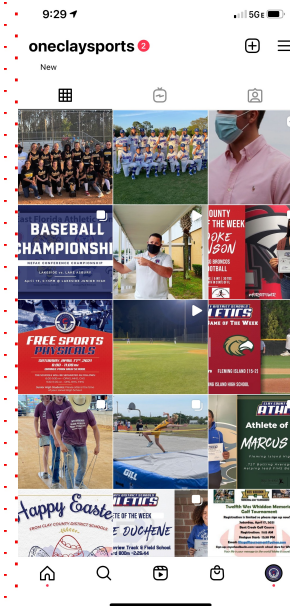
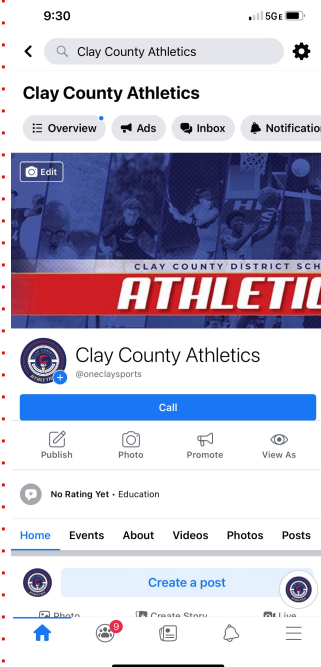
15



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Check out our platform: @OneClaySports



QUESTIONS?

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