

**Kansas Interscholastic Athletic Administrators Association
Spring Conference – March 25-27, 2010, Hutchinson, KS**

Leadership Training Course Descriptions

LTC 501 – Athletic Administration: Philosophy, Leadership Organizations and Professional Programs

This flagship course of Leadership Training serves as an overview for the interscholastic athletic administration. This course focuses on the roles of the NFHS, the NIAAA, the State Athletic/Activity Associations, and the State Athletic Administrator's Associations. The course also previews the NIAAA Certification Program and the NIAAA Leadership Training Program. It is a prerequisite for all levels of certification and includes study materials for the CAA Certification Examination.

Enrollees who will derive greatest benefit: Administrators with minimal information concerning national and state associations who are interested in beginning the process of certification.

Required for: *RAA, CAA and CMAA Certification*

LTC 502 – Athletic Administration: Principles, Strategies and Methods

The course will take a basic approach to the fundamentals and methods of athletic administration and will alert and educate athletic administrators regarding potential problems and possible solutions in areas such as budgets, transportation, and scheduling and parent/student/coach conflicts. The course will also touch 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: *RAA, CAA and CMAA Certification*

LTC 611 – Athletic Administration: Supplemental Fundraising

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 714 – Athletic Administration: Dealing With Challenging Personalities

This course examines the causes of challenging or difficult personalities in society, with specific reference to interscholastic athletic programs. Basic management strategies include the use of emotional intelligence and transactional analysis considerations and methods. Specific protocols will be defined for dealing with individuals who "must be right," "must win," "must be logical" and "must be accepted." In addition, techniques will be covered for preventing or responding to anger, sarcasm, denigration, complainers and backbiters and rigid-obstinate personalities. A model will also be discussed for creative interaction with parents who demand involvement in athletic department decision-making or who seek to influence the decisions of senior administrators.

Enrollees who will derive greatest benefit: Administrators seeking to understand the role of human personality in defining a challenging personality or behavior and seeking strategies for dealing with extremely aggressive, rigid, sarcastic passive or condescending personalities.