



Aligning Middle
and High School
Athletic
Programs

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SPEAKER INTRODUCTION

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-Wife and mom

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-Husband and dad



What is the
purpose of
Middle School
Athletics?



Building

Intentional

Relationships

1. Admin to Coach
2. Coach to Coach
3. Coach to Athlete
4. Athlete to Athlete



Admin to Coach

- Build trust by clearly defining expectations from day one.
- Establish a chain of command.
- Allow your high school coaches to participate in the hiring process for assistant coaches including middle school staff when possible.
- Find ways to celebrate small victories.

Coach to Coach

- Give coaches opportunities at all levels to collaborate.
- If possible, establish a practice schedule during the off season where the middle school coaches have time with the high school coaches to learn terminology of the high school program.
- Work together to make a list of expectations for each level of play.



Coach to Athletes

- Find ways to be visible.
- Learn names, use them.
- Communicate your expectations to all athletes, even the ones not at your level.
- Allow Middle School Athletes to get into high school games free and vice versa.
- Developmental leagues, intramural programs, mini camps.

Athletes to Athletes

- High School players to middle school players.
- High/Middle school players with elementary age players.
- Big brother/sister program (learn names and use them).
- Write thank you notes, give shout outs on social media.



Communication

- Who do we want to communicate with?
 - Admin and counselors
 - Coaches
 - Athletes
 - Parents
 - Community partners
 - PE teachers



Admin and counselors

- Create a plan and get support
 - What are our goals for this year?
 - How are we going to get there?
- What events can I attend to be in front of prospects?
 - Orientation, BTSN, Scheduling Days
- Communicate with admin and counselors at both levels
 - Principals, ADs, and Counselors



Coaches

- Create a plan with your coaches
 - We may or not be able to go to the middle schools, but they can come to us
 - Hold events...host middle school games, camps, and activities
 - Reach out to middle coaches (pre, mid, and post)



Athletes

- Find the athletes that understand promotion
 - Share a unified message from your office to the athletes and down to the younger athletes
- Get the elementary and middle schoolers to your school
 - Talk to them, give out information, spiritwear
- Have athletes speak at middle school events



Parents

- Find the parents with multiple kids at feeder schools
- Overload the parents with information
- Get in front of the parents
 - Share your successes and your vision
- Weekly updates, invites to games and events



Community Partners

- Tell your partners their going to get dual exposure
- Invite them to events for both middle and high
 - Ask them to sponsor that event
- Host appreciation games, benefit nights, youth league nights



PE teachers

- Have your PE teachers find the hidden gems that haven't found you yet
- What are they teaching in class?
 - What are the middle school classes teaching?
 - Can they teach sports/activities that will help your program?
- Do they want to coach?



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