# LEVERAGING DIGITAL ORGANIZATIONAL TOOLS FOR ATHLETIC DEPARTMENT SUCCESS

**Optimize | Streamline | Enhance Efficiency**

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# OBJECTIVES

- Explore how athletic departments can use digital tools to optimize communication, streamline everyday job functions, and enhance overall efficiency.

- Improve collaboration, reduce stress, and create a more organized, productive environment that supports athletes and coaches alike through the use of technology.

THE "W H Y'S"

# W H Y

- **Enhanced Efficiency can Reduces Stress**
  - Effective time management and prioritization reduce overwhelm.
  - Organized ADs can anticipate and address issues proactively, creating smoother workflows.
- **Improves Decision   -Making and Strategic Planning**
  - Clear visibility of schedules, budgets, and personnel helps in making informed decisions.
  - Organized records enable quick access to relevant data for strategic initiatives.

# W  H  Y

- **Limits Overload by Setting Boundaries**
  - Organization helps ADs allocate time effectively, reducing the risk of taking on too much.
  - Balancing professional responsibilities and personal time reduces emotional exhaustion.
- **Early Identification of Burnout Signs in Self & Staff**
  - Organized ADs can monitor workloads and mental health indicators within their team.
  - Allows for proactive adjustments to schedules, resources, and support to prevent burnout.
- **Case Example: Managing Overload in Sports Schedules**
  - ADs who plan ahead can avoid scheduling conflicts that lead to longer hours and stress.
  - Organized communication with coaches minimizes last        -minute emergencies, reducing stress for all.

# W H Y

- **Organization Reflects on the AD's Professional Image**
  - An organized AD projects reliability, competence, and leadership.
  - Self-presentation through organized behavior sets a standard for coaches and athletes.
- **Reduces Anxiety around Public Scrutiny**
  - Knowing details are organized helps ADs feel more prepared for public -facing roles.
  - Boosts confidence in media, community, and administrative interactions, projecting a positive image.
- **Psychological Impact of Self -Presentation on Others**
  - Organized ADs set a tone for their team, inspiring trust and confidence.
  - Athletes and coaches often mirror behaviors; organized ADs promote a culture of professionalism and preparedness.

WORKFLOW

A SYSTEM OF MANAGING REPETITIVE PROCESSES AND TASKS.

# W O R K F L O W

Improving your workflow means thinking of how you can streamline the process to accomplish the same output in less time.

## CALENDAR

When you work from an organized calendar, it's easy to schedule meetings and tasks, avoid procrastination, keep everyone on the same page, and reach goals with less effort.

## EMAIL

Organizing your email increases productivity, reduced stress, improves time management, creates better organization, quicker access to important information, clear communication, and a professional image by minimizing clutter and allowing you to quickly locate necessary emails when needed

## TASKS (TO-DO'S)

Using tasks or to-do lists offers several benefits including increased productivity, improved memory, reduced stress, a sense of accomplishment, better organization, clear priorities, and the ability to efficiently manage time by identifying and tackling the most important tasks first

# CALENDAR

Your day is shaped by what is on your calendar so making your calendar work for you will improve your workflow, reducing stress, and boost your overall performance.

- Shared Calendars
- Color Coding
- Meeting Reminders
- Booking Page for Appointments
- Linking Emails to Calendar

December 18, 2024

Today

## Create

### December 2024

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |

### Meet with...

Search for people

### Time Insights

### My calendars

- Missy Townsend
- aztownsends
- Birthdays
- PHS Athletics
- PHS Facilities
- PHS Staff
- Tasks

### Other calendars

- DISTRICT WIDE EVENT CA...
- Adam Neely
- Holidays in United States

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WED
18 Prescott High School

GMT-07

The Hilton Austin Reservation Confirmation

Half Day-Finals

6 AM

7 AM

8 AM Missy Townsend, 8am

9 AM

10 AM

11 AM

12 PM

1 PM

2 PM

3 PM Boys Soccer @ Cactus Shadows, 3pm, Cactus Shadows Hi...

4 PM Taylor Hicks Holiday Shows RST
3:30 – 7:30pm
Ruth Street Theater - Prescott High S

Girls B-ba
3:30 – 5:3

Meeting 209/210

NHS Stepping Stones Christmas Party (Library)
4 – 8pm

5 PM
- Library

Taylor Hicks Holiday Show 5 - 6 pm, 5pm, RST

6 PM Fr Boys B-ball Practice - Main gy
5:30 – 7:30pm

7 PM GMUES Choir Concert
7 – 8pm

8 PM

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BOOKABLE APPOINTMENT SCHEDULE

## Missy Townsend

45 min appointments

**Open booking page**    **Share**

See all your booking pages

📍 Prescott High School
1050 Ruth St, Prescott, AZ 86301, USA

≡ Our purpose as an athletic department is to improve skills, develop character, promote teamwork, and guide decisions.

Booking form
First name · Last name · Email address · Phone number
Please note what the meeting is in regards too.

📅 Calendars checked for availability
Missy Townsend · PHS Staff · aztownsends

👥 Hosts

Missy Townsend

Bobbi Yoder

📅 Missy Townsend

## Missy Townsend

**Missy Townsend**

🕐 45 min appointments

📍 Prescott High School
1050 Ruth St, Prescott, AZ 86301, USA

Our purpose as an athletic department is to improve skills, develop character, promote teamwork, and guide decisions.

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### Select an appointment time

(GMT-07:00) Mountain Standard Time - Phoenix

**December 2024**  ‹ ›

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | **16** | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |

| M 16 | TUE 17 | WED 18 | THU 19 | FRI 20 | SAT 21 | SUN 22 |
|------|--------|--------|--------|--------|--------|--------|
| — | — | — | **8:00am** | — | — | — |
| — | — | — | **9:15am** | — | — | — |
| — | — | — | **11:45am** | — | — | — |
| — | — | — | **2:15pm** | — | — | — |

# E M A IL

To improve your email workflow, focus on organizing your inbox, automating repetitive tasks, setting dedicated email checking times, prioritizing messages effectively, using email labels and folders, and leveraging features within your email client to streamline communication; this includes utilizing email templates, and scheduling emails.

## INBOX

- <u>Label Emails (multiple inboxes)</u>
- <u>Set Up Filters</u>
- <u>Archive Emails</u>
- <u>Unsubscribe</u>
- Ignore Unnecessary Conversations
- Prioritize Messages
- Delete Unimportant Emails
- Customize your Inbox

## SCHEDULE TIME

Setting specific times throughout your day to open and respond to emails, often by blocking out dedicated slots on your calendar, to minimize distractions and maintain focus on other tasks, typically checking once in the **morning**, **mid-day**, and **late afternoon**.

## LABELS

Allows you to organize your inbox by quickly identifying and grouping related messages without physically moving them to separate folders; essentially creating a flexible system for sorting emails based on project, topic, or priority.

(**i.e. To Do, Waiting on Response, Read later**

## FOLDERS

Email folders can help you manage your email by keeping your inbox organized and reducing clutter. Creating filters can help organize and move emails directly into a folder.
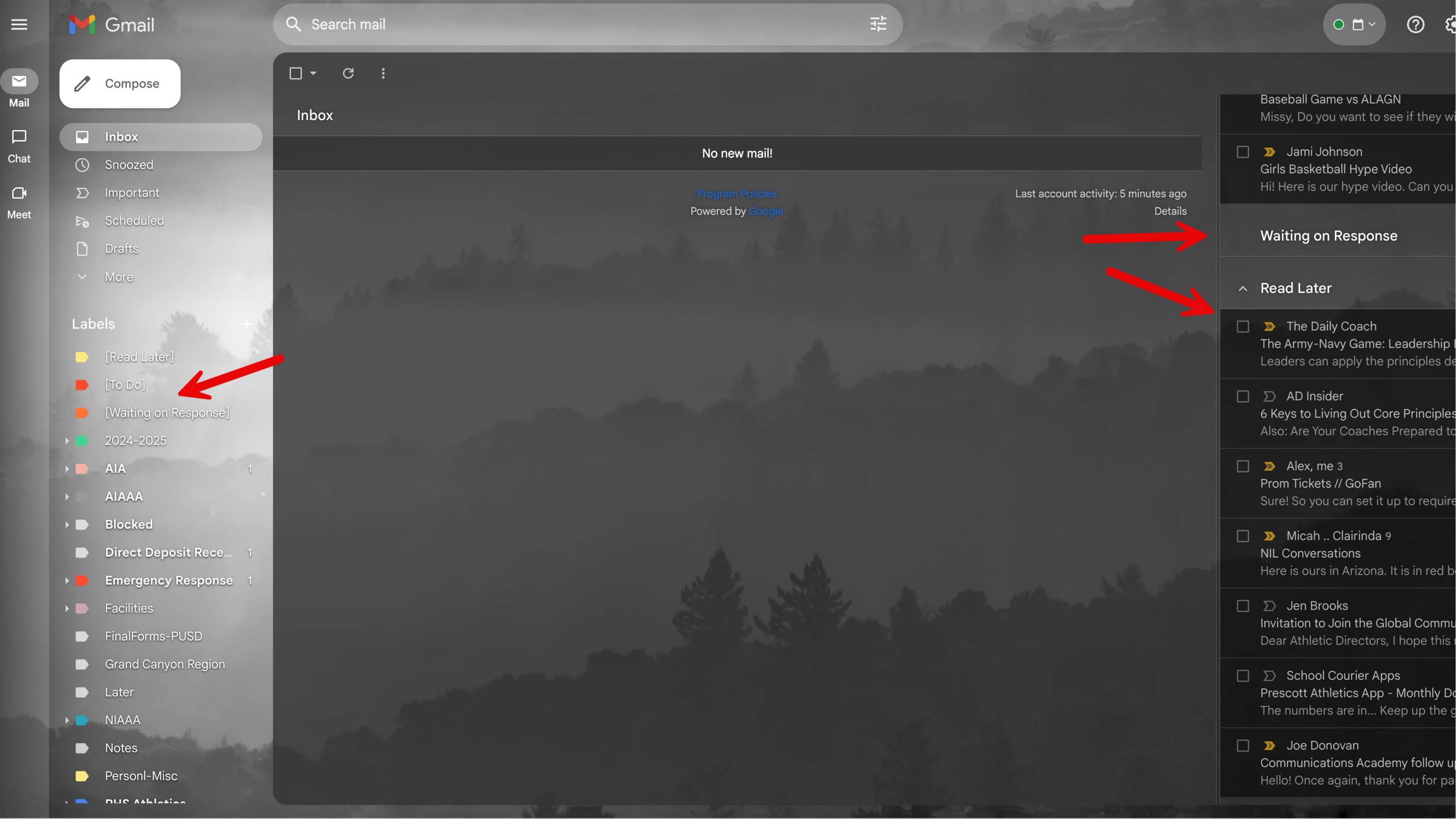
Search mail

Compose

Inbox

No new mail!

Program Policies

Powered by Google

Last account activity: 5 minutes ago

Details

Inbox

Snoozed

Important

Scheduled

Drafts

More

Labels

[Read Later]

[To Do]

[Waiting on Response]

2024-2025

AIA                          1

AIAAA

Blocked

Direct Deposit Rece...         1

Emergency Response            1

Facilities

FinalForms-PUSD

Grand Canyon Region

Later

NIAAA

Notes

Personl-Misc

PHS Athletics

Mail

Chat

Meet

Baseball Game vs ALAGN
Missy, Do you want to see if they w

Jami Johnson
Girls Basketball Hype Video
Hi! Here is our hype video. Can you

Waiting on Response

Read Later

The Daily Coach
The Army-Navy Game: Leadership
Leaders can apply the principles de

AD Insider
6 Keys to Living Out Core Principles
Also: Are Your Coaches Prepared to

Alex, me 3
Prom Tickets // GoFan
Sure! So you can set it up to require

Micah .. Clairinda 9
NIL Conversations
Here is ours in Arizona. It is in red b

Jen Brooks
Invitation to Join the Global Commu
Dear Athletic Directors, I hope this

School Courier Apps
Prescott Athletics App - Monthly Do
The numbers are in... Keep up the g

Joe Donovan
Communications Academy follow u
Hello! Once again, thank you for pa

Search mail

Compose

Mail

Chat

Meet

Inbox
Snoozed
Important
Scheduled
Drafts
More

**Labels**

[Read Later]
[To Do]
[Waiting on Response]
2024-2025
AIA                        1
AIAAA
Blocked
Direct Deposit Rece...      1
Emergency Response        1
Facilities
FinalForms-PUSD
Grand Canyon Region
Later
NIAAA

Personl-Misc

Inbox

No new mail!

**To Do**

Cathy, Bobbi, me 6
Fwd: Adylin Larson
One of the documents they h .

me
(no subject)
https://www.toasttab.com/receipts

no-reply 2
Welcome to VOLT AI - Let's get sta
Your VOLT AI account information.

Cody Collett
Fwd: Possible Freedom Game
I have talked to a few schools for

Erica, me 3
Request for help
Perfect Thank you so much!!  afe

me, Erika, Sterling 4
Prescott (B/G) Tennis Reschedule
I didn't compare schedules b t I s

Jason Hutchens
Baseball Game vs ALAGN
Missy, Do you want to see if t ey

Jami Johnson
Girls Basketball Hype Video
Hi! Here is our hype video. Ca  you

Paige, Paige, me 8
Make Your School Event Unfo gett
Sounds great! Please don't h sitat

**Waiting on Response**

# T A S K S

Using tasks and to-do lists can significantly improve workflow by providing a structured way to organize and prioritize your work, allowing you to visualize your workload, set deadlines, break down complex tasks into manageable steps, and ultimately, stay focused and productive by keeping track of what needs to be done.

- Tasks
- Keep
- To-Do
- Apps
- Slack
- Teams
- Reminders

COMMUNICATIONS

# SOCIAL MEDIA

**INSTAGRAM**
90% of student social media engagement with the school happens here

**X (FORMALLY TWITTER)**
Business and recruitment
Hudl links, college coaches, engagement

**FACEBOOK**
Informational and more focused on parents and community support

# W E B S I T E S

- Easy access for parents, students, and staff, reducing the need for repetitive inquiries.
- Online forms and announcements reduce the need for phone calls regarding game changes, ticket sales, and athletic updates.
- Links to required forms, policies, and registration simplify athlete onboarding and compliance.
- Coaches and staff have quick access to team-related materials, reducing back-and-forth communication.

Great Sources:

- Google Sites
- PlayOn! Sports
- VNN
- Plethora of Options - Just vistit the vendor room!

# GRAPHIC DESIGN

Stay organized with your communication by using programs that boost the brand of your program while saving you time!

- Canva
- Gipper
- BoxOut Sports
- Scoreshots
- Adope Photoshop

**Things to consider:**

- Auto Posting
- Ease of Creation
- Cost
- Using students!

# NEWSLETTERS

- **Consolidating Key Information**
  - Preparing newsletters forces ADs to gather and organize important updates, event schedules, and announcements in one place, ensuring nothing is overlooked.
- **Creating a Communication Routine**
  - Regularly scheduled newsletters establish a consistent rhythm for information sharing, reducing last-minute communication scrambles and helping ADs plan ahead.
- **Tracking and Prioritizing Events and Goals**
  - By mapping out key dates and initiatives in each edition, ADs can better track progress toward departmental goals, anticipate busy periods, and prioritize accordingly.
- **Providing a Record of Updates and Decisions**
  - Newsletters serve as an accessible archive of past updates and accomplishments, which can be helpful for future planning and tracking the department's progress over time.

# GROUP COMMUNICATIONS

- Helps coaches and ADs reach the masses within your programs.
- Keep yourself out of trouble!
  - AZ Text Message Law
- Easy way to organize a large amount of communciation in one central area.

## Examples:
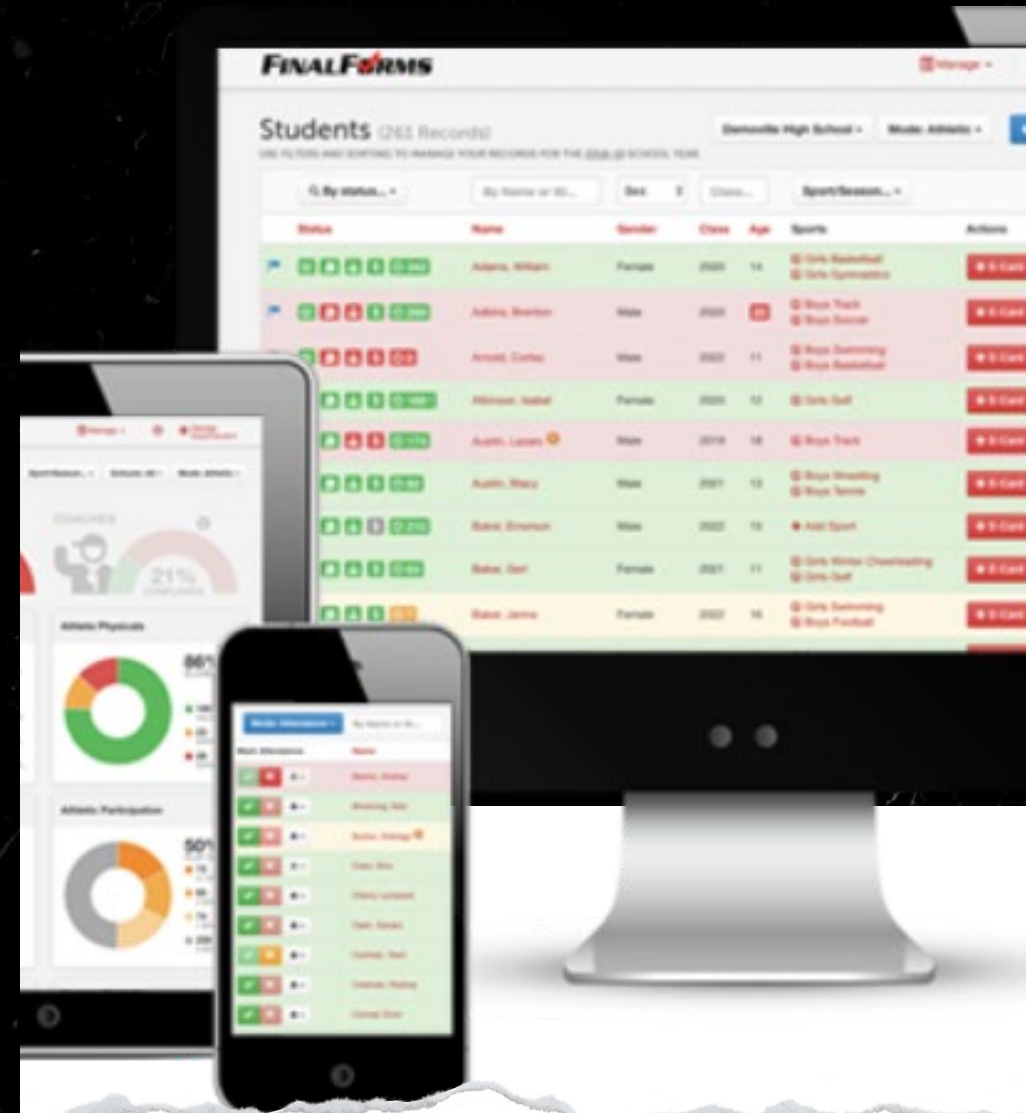
- SportsYou
- Remind
- BandApp

REGISTRATION

# REGISTRATION TOOLS



## AKTIVATE
## "REGISTER MY ATHLETE"

Our comprehensive sports management solution is used by athletic directors, coaches, and state athletic associations to manage the complex organizational and funding mechanics of scholastic sports and student activities.

## FINALFORMS

We are a team, product, and service designed to serve schools with streamlined registration, communication, and risk management solutions.

## RANK ONE

Rank One software is an all in one solution created for Athletic Departments. Rank One software is an all in one solution created to address Communication, Documentation, and Organization.

# GET IN TOUCH!



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**MISSY TOWNSEND, CMAA**

THANK YOU