

Leveraging AI in Athletic Administration

This presentation is designed to equip athletic administrators with insights into AI trends, demonstrate its practical applications, and provide guidance on integrating AI effectively into their athletic departments.



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The Tech Revolution in Athletics: A Historical Perspective

1

The Computer Era / Digital Communication

Computers revolutionized data management and analysis in athletics, enabling more sophisticated tracking of athlete performance and team statistics.

2

The Smartphone Revolution

Smartphones brought instant communication and mobile data access, transforming how coaches and administrators interact with athletes and manage operations on the go.

3

The Internet Age

The internet opened up global connectivity, facilitating recruitment, fan engagement, and instant access to information and resources.





Embracing AI: The Right Mindset

Curiosity and Willingness to Learn

- Embrace AI with curiosity and openness.
- Explore its applications in athletics.
- Stay updated on advancements in sports management.

Problem-Solving Orientation

- See AI as a tool to tackle challenges in athletic admin.
- Identify opportunities for innovative AI solutions.

Openness to Change

- Anticipate AI's disruption of traditional methods.
- Adapt processes to leverage AI effectively.

Long-Term Vision

- Assess AI's long-term impact on athletics.
- Strategize for its integration into future operations & goals.



AI Terminology

AI

The broad spectrum of all Artificial Intelligence

Generative AI

Creates new content, such as text, images, or music, based on patterns and data it has been trained on.

Machine Learning AI

AI that enables systems to learn and improve from data and experience without explicit programming.



AI in Our Everyday Lives



Facial Recognition

Used in security systems and smartphones for quick, secure access.



Email Filters

AI-powered spam detection and email categorization for efficient inbox management.



Google AI Overview

Google uses AI to enhance search, personalization, and smart services.



Social Media

Content curation and targeted advertising tailored to user preferences.

AI Integration: SAMR

1

Substitution

Replace traditional tools with AI-powered alternatives.

2

Augmentation

Enhance existing processes with AI capabilities.

3

Modification

Redesign tasks to leverage AI's unique strengths.

4

Redefinition

Create entirely new processes only possible with AI.

The SAMR model provides a framework for systematically integrating AI into your athletic department. Start with simple substitutions and work your way up to redefining how you operate.



Ethical Considerations in AI Adoption

Data Privacy

Ensure that AI systems protect athlete and fan data in compliance with regulations like GDPR and CCPA.

Algorithmic Bias

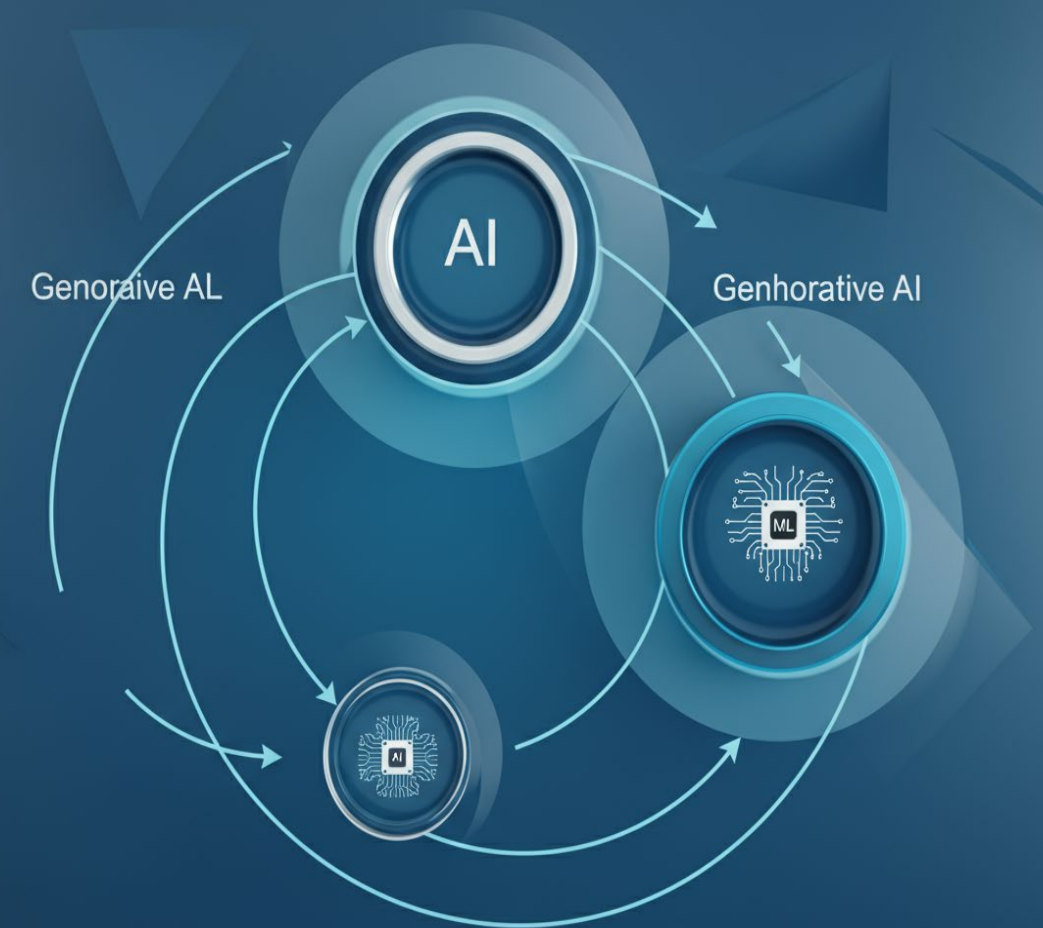
Regularly audit AI systems for potential biases in decision-making, especially in areas like recruitment and performance evaluation.

Transparency

Maintain clear communication about how AI is being used in your athletic department to build trust with stakeholders.

Human Oversight

Establish protocols for human review of AI-generated decisions, especially for high-stakes situations.





Launching a Project with ChatGPT

1

Content Generation

Start with simple tasks such as social media posts or announcements, and gradually move to more complex content as confidence grows.

2

Character

Use prompts like "in the voice of Ted Lasso" to create content with distinct personality traits, adding creativity to communications and aiding idea generation.

3

Length of Content

Tailored message from concise responses to detailed explanations based on your needs.

4

Experiment with Tone

Use prompts like "more stern," "more empathetic," or "more emotional" to adjust responses, making it easier to tailor messages for different audiences.

AI-Assisted Communication Management

1

Analyze the Email

Use AI to identify the key concerns and emotional tone of an angry parent's email.

2

Generate Response Options

Let AI draft multiple response options, varying in tone and approach.

3

Refine and Personalize

Edit the AI-generated responses to add your personal touch and specific details.

4

Review and Send

Use AI to check the final response for tone and clarity before sending.



1



write a statement for my role as athletic director, encouraging positive fan behavior for our upcoming basketball season.



Positive Fan Behavior Statement – Fishers High School Basketball Season

As we gear up for another exciting basketball season at Fishers High School, I want to remind everyone of the important role our fans play in creating a positive and supportive atmosphere for our teams.

At Fishers, we take pride in demonstrating sportsmanship, respect, and integrity, both on and off the court. As you cheer for our athletes, please remember to show respect to opposing teams, coaches, officials, and other spectators. Let's create an environment that reflects the best of our community and makes every game an experience to remember.

Your energy and enthusiasm inspire our players, so let's channel that passion into positive support that encourages teamwork, effort, and a love for the game. Together, we can continue to build a culture of excellence and pride at Fishers High School.

Thank you for your support, and Go Tigers!

Rob Seymour

Athletic Director, Fishers High School



2

Shorten this message to one paragraph and in the voice of Shakespeare.



Hark, loyal Tigers, as the season of hoops doth approach, let us gather with hearts full of cheer and spirits tempered with respect. Raise thy voices to inspire our players, yet temper thy passions with grace toward foes, officials, and kin. Let our conduct shine as a beacon of Fishers' pride, showing that honor and goodwill are the truest victors. Cheer boldly, yet with respect, and let the court resound with the glory of sportsmanship. Go Tigers!

shorten more



Loyal Tigers, let us cheer with might yet honor all with grace. Show respect to foes and officials, letting our pride shine through sportsmanship. Go Tigers!



Dear [Recipients' Names Redacted],

My daughter, [Name Redacted], was on the girls' varsity volleyball team. Last night, she brought to my attention that none of the seniors were on the list for the Academic All-State, which is quite disappointing.

[Name Redacted] has been **summa cum laude** for all four years, with a current GPA of 4.4. She believes that at least six of the eight seniors were eligible to be nominated.



She was hoping to add this distinction to her college applications, as she is applying for several very competitive programs. I'd also like the opportunity to have the certificate to highlight her incredible academic achievement, especially given this year's rigorous game and practice schedule, which made this accomplishment even more difficult to achieve.

I believe our school's excellent academic reputation should be represented through this distinction as well.

Is it possible for these girls to still receive this academic recognition that they worked so hard to earn? Is there a reason why they were not nominated this year?

Thank you for any information you can provide.

Sincerely,
[Name Redacted]



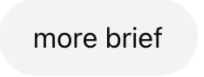


Dear [Parent's Name],

Thank you for reaching out and sharing your concerns. I understand how important it is to recognize and celebrate the hard work and achievements of our student-athletes, especially given the challenges they face in balancing rigorous academics and athletics. I truly admire your daughter's dedication and accomplishments.

I will look into the situation regarding the Academic All-State nominations and provide clarity as soon as possible. Please know that we value the academic excellence of our students and strive to ensure it is properly acknowledged.

Thank you for your patience and advocacy on behalf of our student-athletes.



Sincerely,
[Your Name]



Dear [Parent's Name],

Thank you for reaching out. I understand your concerns and truly admire your daughter's hard work balancing academics and athletics. I'll look into the situation regarding the Academic All-State nominations and follow up with more information soon.

Sincerely,
[Your Name]



Creating video with invideo AI



Streamlining Operations with Scribe



1

Record Your Process

Use Scribe to automatically capture your screen actions as you perform a task.

2

Generate Tutorial

Let Scribe create a step-by-step guide with screenshots and instructions.

3

Edit and Enhance

Refine the generated tutorial, adding notes or highlighting key points.

4

Share and Implement

Distribute the tutorial to staff for consistent, efficient task execution.

Scribe in Use

Who is Otter.ai

Friday, November 22

Nolan's Meeting Notes

9:16 AM • 42 min • Nolan Dowling

- AI Presentation Overview and Initial Setup 0:00
- Discussion on AI Trends and Limitations 5:36
- Formatting and Content Adjustments 28:14

Show more



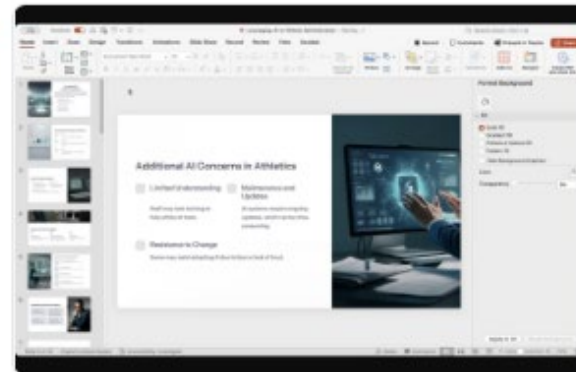
Monday, November 18

Nolan's Meeting Notes

9:02 AM • 42 min • Nolan Dowling

- Discussion on AI Tools and Document Organization 0:01
- Exploring AI Tools for Note-Taking and Efficiency 1:37
- Calendar and Task Management with AI 4:47

Show more



Summary Transcript

AI Chat

Outline

Comments



Outline

AI Presentation Overview and Initial Setup

- Nolan Dowling introduces the meeting and the purpose of the presentation on the transformative impact of AI in athletic administration.
- Nolan Dowling and IIAAA Members discuss technical issues with the PowerPoint presentation, including missing slides and sharing documents.
- Nolan Dowling shares his screen to show the initial PowerPoint slides, highlighting the past, present, and future uses of AI in athletic administration.
- IIAAA Members and Nolan Dowling work on ensuring access to the shared Google Drive document and discuss the structure of the presentation.



Discussion on AI Trends and Limitations

- Nolan Dowling and IIAAA Members decide to consolidate information about past AI trends into speaker notes for slide



What can I help with

❖ How can we incorporate real-world examples, such as the University of Texas partnership with Grammarly, to illustrate the practical applications of AI in athletic administration?

❖ What strategies can we implement to maintain a consistent and professional format throughout the presentation slides?

❖ How can we effectively address the limitations and concerns of AI in the presentation to ensure a balanced and informative discussion?

Ask Otter anything about your conversations



Key Challenges in AI Adoption

Cost

AI programs typically have tiered subscription that impacts function, usage limits, and quality.

Bias and Ethics

AI may amplify biases and raise fairness, transparency, and accountability concerns.

Cultural Impacts

Overuse can reduce personal connections and cause job displacement.

Workload

AI requires oversight, error management, and staff adaptation, increasing demands.

Quality Control

Outputs may be inaccurate, misleading, or lack originality.

Over-Reliance

Dependence on AI can erode human skills, judgment, and operational resilience.

Security Risks

AI poses data privacy threats and risks of misuse for malicious purposes.

Key Takeaways and Next Steps

1

Embrace AI

Recognize AI as a transformative force in athletics, similar to past technological revolutions.

2

Start Small

Begin with manageable AI projects to build confidence and demonstrate value.

3

Educate

Invest in AI education for your staff to ensure smooth adoption and integration.

4

Stay Ethical

Prioritize ethical considerations in all AI implementations to maintain trust and integrity.



Creating Professional Presentations with Gamma



AI-Powered Templates

Choose from a variety of smart templates tailored for athletic presentations.



Automatic Design

Let AI handle layout and design elements for a polished look.



Content Generation

Use AI to suggest content and data visualizations based on your input.



Collaborative Editing

Work with your team in real-time, with AI assisting in version control.