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10 Things Athletic Directors Expect from Coaches

1. **PUT YOUR ATHLETES FIRST**

**Winning is great, but if students are put first in all of your decisions, positive outcomes will result. Regardless of wins or losses, student-athletes and their long-term success should be the bottom line.**

1. **BE A ROLE MODEL FOR LOYALTY, HONESTY AND INTEGRITY**

**Young people today are starving for positive role models. Your influence on your student-athletes will be felt far beyond the playing field and far beyond the time your athletes are in school.**

1. **CONSTANTLY STRIVE FOR PROFESSIONAL GROWTH**

**All coaches owe it to their schools and their athletes to strive to constantly stay ahead of the learning curve in their sport. When a coach stops learning, he or she stops growing.**

1. **MAKE PLAYING FOR YOU A POSITIVE LIFE EXPERIENCE**

**Interscholastic athletics are still contests played by students. Positive experiences gained in the process will stay with participants long after the cheering of the crowd subsides. It is often a good idea to stop and ask one question—“Am I having fun and are my athletes having fun?” The answer might surprise you.**

1. **BE ORGANIZED, EFFICIENT, AND TIMELY**

**Some of the best coaches in the world lose effectiveness by displaying a total lack of organization. As good a coach can be, a better sense of order is a steadying influence on athletes and staff. *You are responsible for your storage area, uniforms, and equipment.***

1. **BE A LEADER OF YOUR PROGRAM**

**Many coaches do a good job of managing their programs. The great coaches manage the details, but also have a vision of how great the program and its athletes can become. The ability to have a vision and focus the efforts of the group toward that goal separates the average coach from the great one.**

1. **BE A POSITIVE FORCE IN THE SCHOOL AND COMMUNITY**

**Athletics is an important part of the school and community. Good coaches always try to remember that as important as sports are, they are still only a part of the entire educational community. Coaches who immerse themselves in the total framework of the school and community model a well-rounded view of educational athletes. This sends a positive message to the team members, as well as all those associated with the program.**

1. **BE KNOWLEDGEABLE OF THE RULES AND REGULATIONS OF YOUR SPORTS**

**Ignorance of school, state or national rules can often ruin positive performances on the part of a school, its coaches, and the athletes served. It is a major duty of all coaches to be well-versed in all rules and regulations in order to give the athletes the best chance for competitive excellence.**

1. **ENJOY THE RIDE**

**Coaches have a tendency to be subject to tunnel vision. Those who last the longest have a unique ability to get the job done, but to also have fun along the way. If you do not enjoy what you are doing, you will not do it for very long.**

1. **ALWAYS PUT YOURSELF IN A POSITION THAT CAN BE DEFENDED**

**One of the first things I tell every new coach is to never put me in a position where I cannot defend you or your actions. Those who make intelligent decisions in dealing with people and abide by standards of common sense when interacting with students are never in a position where they cannot be defended by an administrator.**

**10 Things Coaches Expect from Athletic Directors**

**1. BRING YOUR CONCERNS TO ME DIRECTLY**

**The last thing my coach wants to hear is about problems with the program or job performance from a second-hand source. Whether the news is good or bad, timely and direct feedback from the athletic administrator is preferred by all coaches.**

1. **BE A FRIEND, BUT DO NOT BE MY BUDDY**

**A positive working relationship is great. A concern about personal well-being both in and out of the athletic arena is appreciated. But a relationship that becomes too close and too personal can cause problems with objectivity and cloud sound professional judgment for both parties involved.**

1. **LET ME COACH MY TEAM**

**If you want to coach my team, take off your dress clothes and put on a**

**whistle. There are enough second-guessers in the crowd. Another coach in  
 the athletic office is not positive for the coach or the student-athletes. You  
 hired me to coach, so let me coach.**

1. **HELP ME DO MY JOB**

**The easier the administrator can make it for the coach to get down to the business of coaching, the better the product on the field and the better the experience for all stakeholders. A good athletic administrator keeps paperwork and busy work for his coaches to an absolute minimum.**

1. **TAKE TIME TO CARE**

**One of the greatest gifts an athletic administrator can give a coach is to take the time to truly care about the program, the staff and the athletes in that program.**

1. **HELP ME LEAD THE PROGRAM**

**Many coaches are chased out of the profession because parents and athletes are allowed to run the program and make decisions. The great coaches and the great programs have one leader at the top of the pyramid. These leaders are allowed to lead by strong administrators. Most parents are only concerned of the welfare of one person, not the group.**

1. **PUSH ME TO STAY AHEAD OF THE LEARNING CURVE**

**Coaches, like athletes, can become complacent and comfortable. The great ones work to get better every day. Strong administrative emphasis on professional development and growth will aid the coach in becoming more proficient, which will help athletes make similar improvements.**

1. **BE PROFESSIONAL, ORGANIZED, AND EFFICIENT**

**Just as with good coaches, an organized and efficient athletic administrator can avoid pitfalls and problems that might prevent programs, teams and athletes from achieving maximum progress toward all goals. Your coaches and athletes should never have to suffer because of your lack of organization.**

1. **BE A VISIONARY**

**Many people can do paperwork and manage details. Coaches are looking for administrators who can see beyond the day-to-day duties and envision advancements in the programs years and even decades in the future. A visionary administrator can encourage and produce visionary coaches. Together, those who look ahead to the future greatness often create a self-fulfilling destiny.**

1. **CONSTRUCT, PROMOTE AND DEFEND A CHAIN OF COMMAND**

**A sound and stable athletic department should be founded on a well defined**

**chain of command. All parents, coaches and athletes should be made well**

**aware of the order in which any concerns should be addressed. Deviation**

**from the chain of command can often result in chaos.**