

The background features a light beige surface with a subtle, repeating pattern of nested chevrons in the top-left and bottom-right corners. Two large, dark, irregular shapes, resembling torn paper or ink blotches, are positioned on the left and right sides of the frame.

The Role of Middle School Athletics in Preparation for High School

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Defining and communicating the Role of Middle School Athletics in your school

What do you want the role to be and who needs to know that?

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Tips on opening lines for effective communication.

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Closing

What next? Contact us!



SPEAKER INTRODUCTION

Tabitha Beard, CMAA

-Co-Activities Director Oxford
School District Oxford, MS.

-Wife and mom



Jonathan Bukva, CMAA CIAA

- Coordinator of Student Activities &
Athletics for PWCS in VA

-Husband and dad



What is the
purpose of
Middle School
Athletics?



Possible Answers

- Teach fundamental skills
- First experience for scholastic competition
- Prepare student-athletes for high school
- Build a base for high school



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 your athletes be visible or can the HS athletes be involved in?
 - Orientation, BTSN, Scheduling Days
- Communicate with admin and counselors at both levels
 - Principals, ADs, and Counselors

Coaches

- Create a plan with your coaches
 - How will they recruit in the building?
 - Depending on your rules, the HS might not be able to come to the middle schools, but you can go to them.
 - Hold events at the HS...play middle school games, camps, and activities
 - Reach out to high school coaches for help/resources (pre, mid, and post)

Athletes

- Find the athletes that understand promotion
 - Share a unified message from your office to the athletes
 - Within the MS and also HS down to MS
- Get the elementary kids into your school and your kids into the HS
 - Talk to them, give out information, spiritwear
- Have athletes speak at middle school events
 - Current and former

Parents

- Find the parents with multiple kids at your school
- Overload the parents with information
 - Train them for now and the future
- Get in front of the parents
 - Share your successes and your vision
- Weekly updates, invites to games and events



Community Partners

- Invite them to events for both middle and high
 - Ask them to sponsor that event
- Tell your partners their going to get dual exposure
- Host feeder school events, 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 MS and ES classes teaching?
 - Can they teach sports/activities that will help your program?
- Do they want to coach?



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.
- Once a Middle School coach is hired make time for collaboration, do not expect this to just happen.

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.
- Develop a list of skills that should be taught while in Middle School.

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. Let the middle school teams play big games on high school campus.
- 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.



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