



# **USE OF AI TO IMPROVE YOUR ATHLETIC OFFICE AND PROGRAM**



# PRESENTERS



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# WHAT IS AI?

YOUR NEW ASSISTANT ATHLETIC DIRECTOR!

AI IS TECHNOLOGY THAT THINKS AND LEARNS LIKE A  
PERSON. IT CAN ANALYZE INFORMATION, SOLVE PROBLEMS,  
AND MAKE DECISIONS TO SAVE YOU TIME.



# AI PLATFORMS

## PROMPT AND ANSWER

Gemini



ChatGPT



Copilot



Meta AI

Google

NotebookLM



## WORKFLOW PROCESSES

Scribe

## PHOTO AND VIDEO AI GENERATORS

CapCut

Canva



Sora



# REALITY CHECK

## WHY ATHLETIC DIRECTORS CAN'T IGNORE AI:

- YOUR JOB HAS NEVER BEEN MORE DEMANDING.
- EXPECTATIONS FOR COMMUNICATION AND TRANSPARENCY KEEP RISING.
- STAFFING ISN'T INCREASING.
- AI IS THE FIRST TOOL IN DECADES THAT ACTUALLY REDUCES WORKLOAD.
- AI WON'T REPLACE AD'S, BUT AD'S USING AI WILL OUTPERFORM THOSE WHO DON'T.



# WHAT AI ACTUALLY DOES

- READ AND SUMMARIZE INFORMATION
- DRAFT COMMUNICATION
- CREATE CONTENT (TEXT, AUDIO, VIDEO, GRAPHICS)
- AUTOMATE REPETITIVE TASKS
- ANALYZE DOCUMENTS AND DATA
- IMPROVE ORGANIZATION AND WORKFLOWS

**BOTTOM LINE: IT GIVES YOU BACK HOURS YOU CURRENTLY LOSE TO LOW-VALUE TASKS.**



# WHERE AD'S LOSE THE MOST TIME

(AND WHERE AI IMMEDIATELY HELPS)

- MANAGING EMAIL
- WRITING GAME RECAPS & WEBSITE UPDATES
- CREATING NEWSLETTERS & SOCIAL MEDIA CONTENT
- DRAFTING PARENT COMMUNICATION
- SCHEDULE CREATION & COMBINATION
- SCRIPT WRITING (PA, AWARDS, PEP RALLIES)
- SEARCHING RULEBOOKS OR HANDBOOKS
- FUNDRAISING REQUESTS
- SPONSORSHIP LETTERS
- BUILDING CHECKLISTS & PROCEDURES
- STAFF COMMUNICATION CONSISTENCY
- STUDENT LEADERSHIP OR SAAC SUPPORT

THESE ARE ALL SOLVABLE TODAY WITH AI TOOLS.



# DAILY SCHEDULE



## HOW AI FITS INTO AN AD'S ROUTINE:

MORNING: EMAIL SUMMARIES, DRAFT REPLIES, SOCIAL POSTS.

DURING THE DAY: SCRIPTS, NEWSLETTERS, RULE QUESTIONS, COACH COMMUNICATION.

AFTER EVENTS: GAME RECAPS, SOCIAL CAPTIONS, STAT SUMMARIES.

WEEKLY: SCHEDULES, FUNDRAISING LETTERS, CHECKLISTS, SURVEYS.





The Gemini logo, featuring the word "Gemini" in a stylized font with a small star above the 'i'.

ChatGPT

## SETTING UP AN ACCOUNT



Copilot



Meta AI

**THERE ARE HUNDRED OF AI PROMPT AND ANSWER PLATFORMS. FIND A PLATFORM YOU LIKE AND STICK TO IT!**

**DOWNLOAD THE APP, GO INTO SETTINGS, THEN PERSONALIZATION AND COMPLETE THE FORM AND TURN ON  
REFERENCE SAVED MEMORIES.**

**SAMPLE CUSTOM INSTRUCTIONS:**

**THINK LIKE A HIGH SCHOOL ATHLETIC DIRECTOR. TELL IT LIKE IT IS; DON'T SUGAR-COAT RESPONSES. TAKE A  
FORWARD-THINKING VIEW. REFRAIN FROM USING EM DASHES IN RESPONSES.**



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ChatGPT

PROMPT LIKE  
A PRO



Copilot



Meta AI

**WEAK PROMPT: "GIVE ME A RECAP OF OUR WOMEN'S LACROSSE GAME."**

**BETTER PROMPT: "USING MAXPREPS.COM, SUMMARIZE WEDDINGTON VS. HOLLY SPRINGS (MAR 14)."**

**BEST PROMPT: "USING MAXPREPS.COM, SUMMARIZE WEDDINGTON VS. HOLLY SPRINGS (MAR 14).  
THEN WRITE A 3—5 SENTENCE NEWSLETTER RECAP IN A CONVERSATIONAL TONE. INCLUDE KEY STATS  
FROM THIS LINK: [BOX SCORE]."**

**THIS IS THE DIFFERENCE BETWEEN A GENERIC ANSWER AND CONTENT YOU CAN PUBLISH INSTANTLY.**





 Gemini

ChatGPT

# THE FINAL STEP



Copilot



Meta AI

- ALWAYS DOUBLE CHECK FOR ACCURACY! EVEN AI CAN BE INCORRECT!
  - IF SOUNDS TOO ROBOTIC - PROMPT IT WITH:
    - RE-WRITE THIS IN MORE OF A CONVERSATIONAL TONE OR RE-WRITE THIS IN A CASUAL TONE FOR A HIGH SCHOOL STUDENT.
- COPY AND PASTE!
  - PRO TIP: PASTE IT AS PLAIN TEXT OR HOLD: CONTROL/SHIFT/V
- PROOF AGAIN!





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ChatGPT

YOUR TURN



Copilot



Meta AI

- GO TO [CHATGPT.COM](https://chatgpt.com)
- ENTER THE PROMPT: "I AM THE ATHLETIC DIRECTOR AT \_\_\_\_\_ SCHOOL. LIST 3 FACTS ABOUT ME AND 3 FACTS ABOUT MY SCHOOL'S ATHLETIC PROGRAM THAT I CAN USE FOR AN INTRODUCTION TO A COLLEAGUE."
- FIND A PARTNER AND EXCHANGE INTRODUCTIONS USING THE AI RESPONSE
- CRITIQUE THE ACCURACY OF THE INFORMATION
- BE PREPARED TO SHARE OUT EXPERIENCES





**Gemini**



**ChatGPT**

## **WORKFLOW: EMAIL**



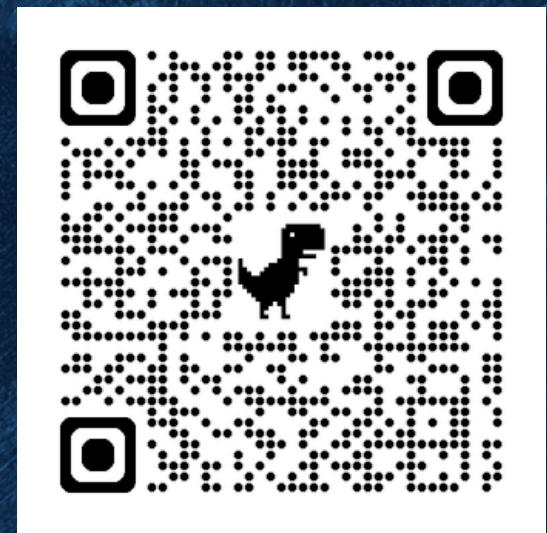
**Copilot**



**Meta AI**

**AI CAN :**

- **SUMMARIZE LONG THREADS**
- **DRAFT RESPONSES**
- **REWRITE IN A PROFESSIONAL, FIRM, OR SUPPORTIVE TONE**
- **ORGANIZE COMMUNICATION PRIORITIES.**



**OUTCOME: TIME SAVED AND EMAILS ARE NOT WRITTEN WITH  
FRUSTRATION AND ANGER.**





ChatGPT

# WORKFLOW: GAME MANAGEMENT



Copilot



Meta AI

## AI CAN CREATE OR REVISE:

- GAME DAY CHECKLISTS
- EMERGENCY ACTION PLANS
- PA SCRIPTS
- AWARDS CEREMONY PROGRAMS
- PEP RALLY SCRIPTS
- END-OF-SEASON SPEECHES

- AWARDS CEREMONY PROGRAMS
- PEP RALLY SCRIPTS
- END-OF-SEASON SPEECHES

**OUTCOME: BETTER EVENTS, LESS STRESS.**





Gemini



ChatGPT

# WORKFLOW: GAME MANAGEMENT



Copilot



Meta AI



- CHECKLISTS

- CREATE A GAME DAY CHECKLIST



- EMERGENCY ACTION PLANS

- HELP CREATE, SUMMARIZE OR REVISE AN EAP

- SCRIPT AND SCHEDULE WRITING

- WRITE A SCRIPT FOR PA ANNOUNCERS, AWARD NIGHTS, PEP RALLIES, ETC.





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ChatGPT

# WORKFLOW: COMMUNICATION



Copilot



Meta AI

**AI CAN CREATE OR REVISE:**

- GAME RECAPS
- PRESS RELEASES
- NEWSLETTER CONTENT
- ATHLETE FEATURES
- SOCIAL MEDIA CAPTIONS
- WEBSITE UPDATES.

**OUTCOME: EQUAL AND CONSISTENT  
COVERAGE ACROSS ALL SPORTS.**





Gemini



ChatGPT

# WORKFLOW: COMMUNICATION



Copilot



Meta AI



- WEBSITE
  - WRITE A PRESS RELEASE
  - WRITE AN ARTICLE



- SCRIPT AND SCHEDULE WRITING
  - WRITE A SCRIPT FOR PA ANNOUNCERS, AWARD NIGHTS, PEP RALLIES, ETC.

- NEWSLETTERS
  - SEASON/WEEKLY RECAPS





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**WORKFLOW:**  
**FUNDRAISING / SPONSORSHIP**



**Copilot**



Meta AI

**AI CAN DRAFT:**

- **SPONSORSHIP PACKAGES**
- **FUNDRAISER LETTERS**
- **BOOSTER COMMUNICATIONS**
- **GRANT PROPOSAL NARRATIVES**

**OUTCOME: YOU HANDLE RELATIONSHIPS,  
AI HANDLES THE WRITING.**





Gemini



ChatGPT

WORKFLOW:  
FUNDRAISING / SPONSORSHIP



Copilot

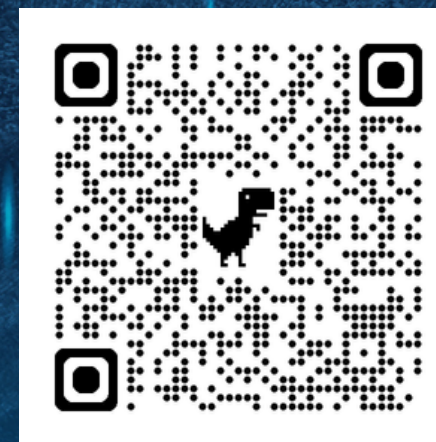


Meta AI

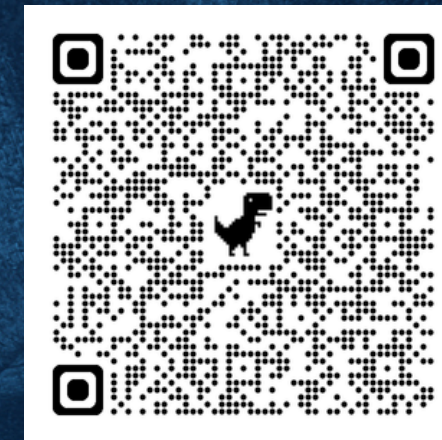


- FUNDRAISING LETTERS

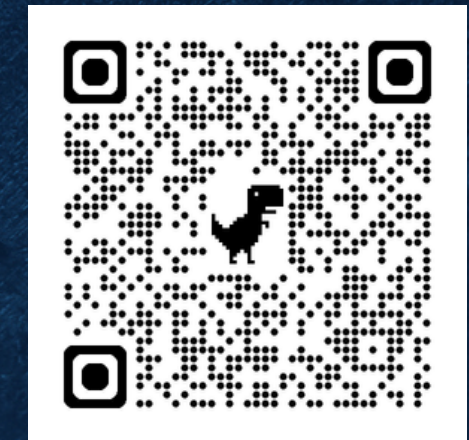
1. BOOSTER CLUB SPONSORSHIP LETTER
2. BOOSTER CLUB SPONSORSHIP INFO SHEET
3. BOOSTER CLUB SPONSORSHIP CONTRACT



1



2



3





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**ChatGPT**

**WORKFLOW:  
STUDENT PROGRAMS**



**Copilot**



Meta AI

**AI CAN DRAFT:**

- **SAAC/SALC AGENDAS**
- **LEADERSHIP CURRICULUM**
- **STUDENT SURVEYS**
- **SURVEY ANALYSIS SUMMARIES**
- **INCENTIVE PROGRAM IDEAS**

**OUTCOME: MORE ORGANIZED, DATA-DRIVEN, AND ENGAGING PROGRAM WITH SIGNIFICANTLY LESS WORK.**





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## WORKFLOW: STUDENT PROGRAMS



Copilot

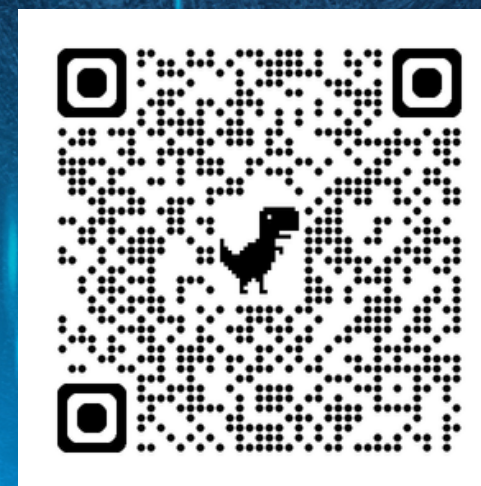
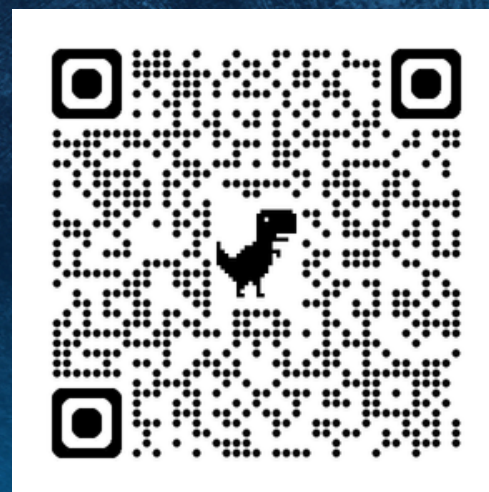


Meta AI

### PROMPT:

- I AM A HIGH SCHOOL ATHLETIC DIRECTOR WHO WOULD LIKE TO START A STUDENT ATHLETE ADVISORY COUNCIL. CREATE A LIST OF QUESTIONS TO ASK BEFORE OUR FIRST MEETING TO GAUGE WHAT THE ATHLETES ARE WANTING OUT OF THE COUNCIL AND ASK THEM QUESTIONS ABOUT THEIR TEAM DYNAMIC, COACHES AND THEIR OVERALL SATISFACTION WITH THEIR EXPERIENCE AS AN ATHLETE.

QUESTIONS



RESULTS  
SUMMARY



# ADVANCED TOOLS

## WHAT DO I USE IT FOR?

- **NOTEBOOKLM: DOCUMENT SUMMARIES, Q&A, AUDIO EXPLAINERS**
- **SCRIBE: STEP-BY-STEP GUIDES VIA SCREEN CAPTURE**
- **GOBLIN TOOLS: ADJUSTING TONE OF EMAILS, ASSESS TONE**
- **CAPCUT: VOICEOVERS, VIDEO EDITING, HYPE CONTENT**







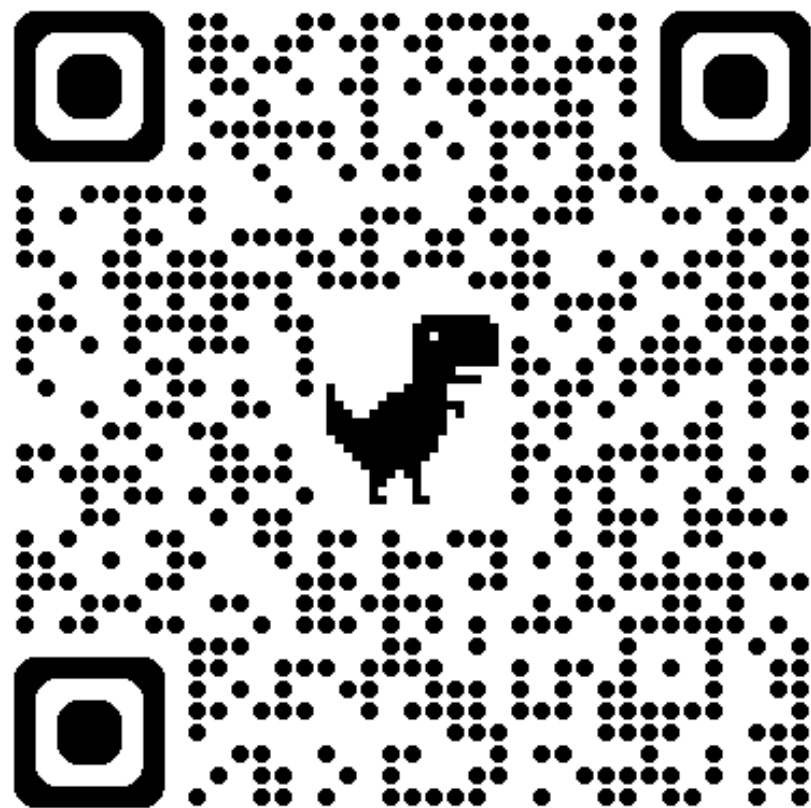
NotebookLM

## UPLOAD DOCUMENTS LIKE:

- STATE HANDBOOK
- LOCAL DISTRICT MANUALS
- BOOSTER BYLAWS
- FACILITY GUIDES

## AI RETURNS:

- SUMMARIES
- KEY POINTS
- SEARCHABLE Q&A
- AUDIO BRIEFINGS







NotebookLM

## AFTER UPLOADING THE ENTIRE NCHSAA HANDBOOK...

**CHAT QUESTION:**

- **HOW MANY ATHLETES CAN A LACROSSE COACH WORK WITH IF THEY COACH AN OUTSIDE TEAM?**

**RESPONSE:**

- **ACCORDING TO RULE 2.2.14(E)(3), IF A HIGH SCHOOL COACH COACHES AN OUTSIDE TEAM (NON-SCHOOL OR CLUB TEAM) OUTSIDE THE SPORTS SEASON BUT DURING THE SCHOOL YEAR, AND HAS ANY STUDENTS FROM THEIR HIGH SCHOOL ON THAT OUTSIDE TEAM, THERE IS A RESTRICTION ON THE NUMBER OF THOSE STUDENTS THE COACH CAN WORK WITH ON A GIVEN DAY. FOR LACROSSE, THE LIMIT IS NO MORE THAN 9 FOR MEN'S AND NO MORE THAN 11 FOR WOMEN'S .**







NotebookLM

## AFTER UPLOADING THE ENTIRE NCHSAA HANDBOOK...

### STUDIO PROMPT:

- SUMMARIZE THE FOOTBALL SECTION OF THE HANDBOOK.

### RESPONSE:

- AN AUDIO FILE, IN THE STYLE OF A PODCAST WILL SUMMARIZE THE ENTIRE SECTION. FOR THIS PROMPT, THE AUDIO FILE WAS 17 MINUTES.

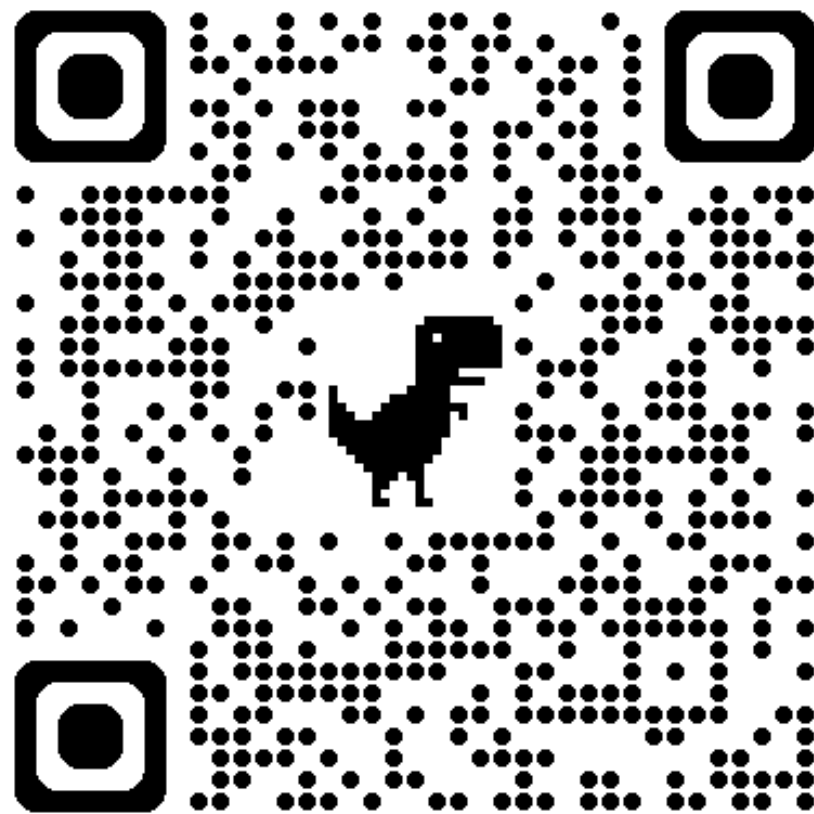






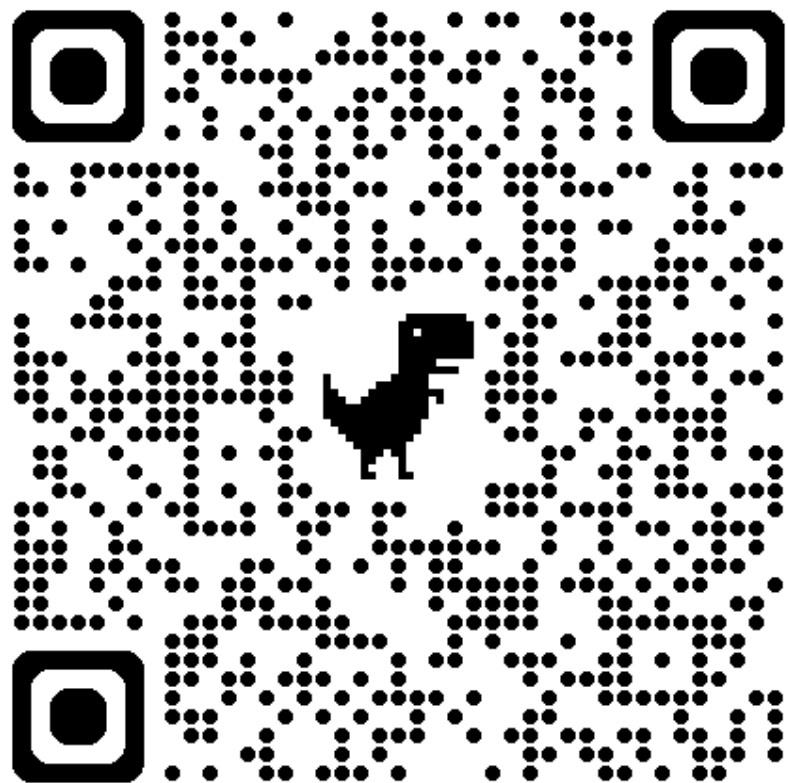
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# AUDIO FILE EXAMPLE





# Scribe<sup>==</sup>



**SCRIBE IS A TOOL THAT HELPS CREATES A STEP-BY-STEP GUIDE BY FOLLOWING YOUR MOVEMENT WITHIN A SITE AND TURNS IT INTO A STEP-BY-STEP GUIDE WITH SCREENSHOTS AND INSTRUCTIONS.**







# GOBLIN TOOLS



- **FORMALIZER**
- **JUDGE**
- **CONSULTANT**
- **MAGIC TO-DO**



## **Magic ToDo**

Break down to-do items



## **Formalizer**

Text transformers for tone



## **Judge**

Read a text for emotion



## **Professor**

Explain anything



## **Consultant**

Help me decide



## **Estimator**

Guess an activity's timeframe



## **Compiler**

Turn a braindump into actions



## **Chef**

Create a recipe from ingredients



## **Teacher Tools**

Are you a teacher?  
Lesson planning, resource creation, communication and more







## MEDIA TOOLS



AI CAN:

- CREATE HYPE VIDEOS
- ADD PROFESSIONAL VOICEOVERS
- CONVERT SCRIPTS INTO DYNAMIC VIDEO
- TURN PHOTOS INTO GRAPHICS OR ANIMATIONS
- GENERATE ATHLETE SPOTLIGHTS

**YOUR SCHOOL CAN LOOK “BIG BUDGET” ON A ZERO BUDGET.**





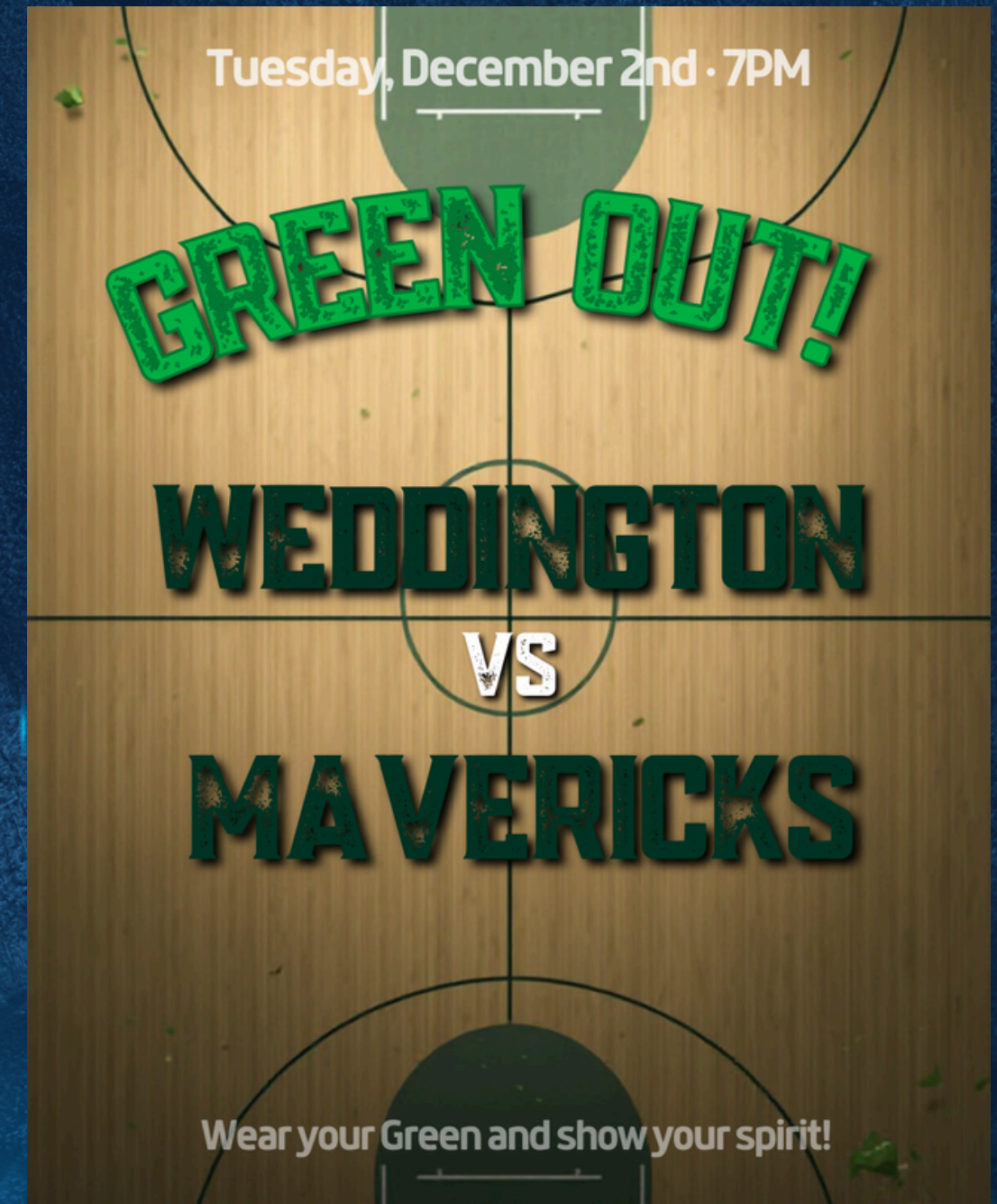
# CapCut





# Canva

Game day promotion for the  
Weddington Warriors vs. Marvin Ridge  
Mavericks basketball game on  
Tuesday December 2nd at 7pm. The  
theme is a green out.



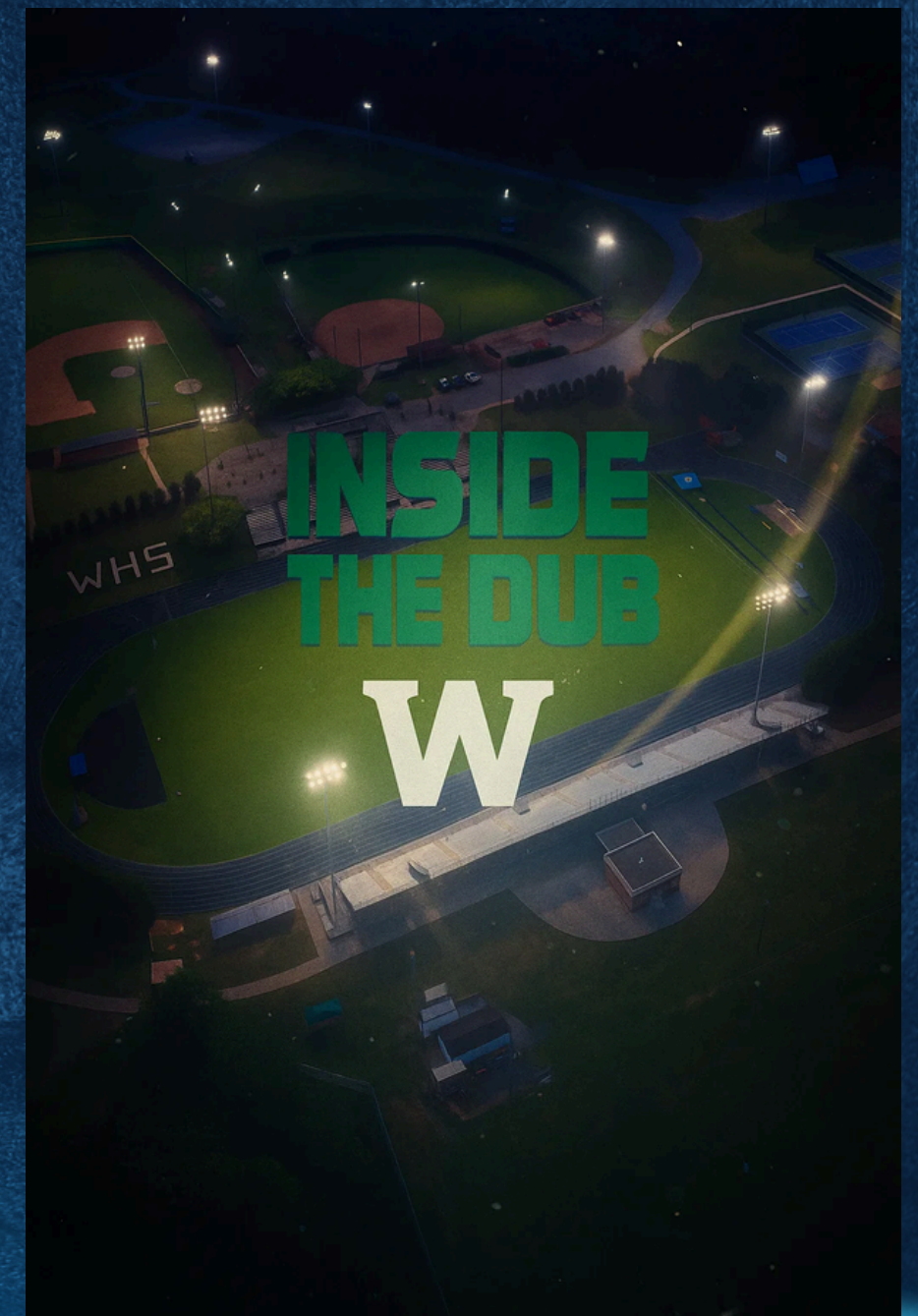
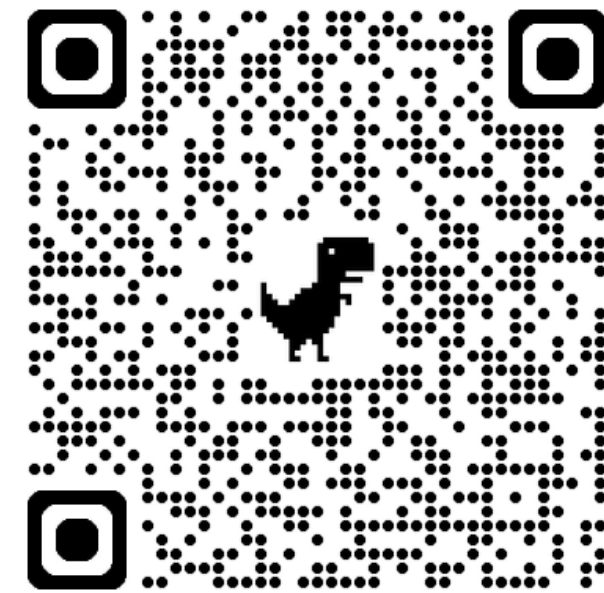




Sora



SORA PROMPT













# GUARDRAILS

## WHAT AD'S NEED TO WATCH OUT FOR:

- **AI CAN BE WRONG**
- **ALWAYS VERIFY STATS**
- **REFRAIN FROM POSTING PERSONAL STUDENT INFORMATION**
- **USE YOUR JUDGEMENT AND COMMON SENSE**
- **DON'T RELY ON AI FOR EVERYTHING!**



# GETTING STARTED

WHERE TO BEGIN...

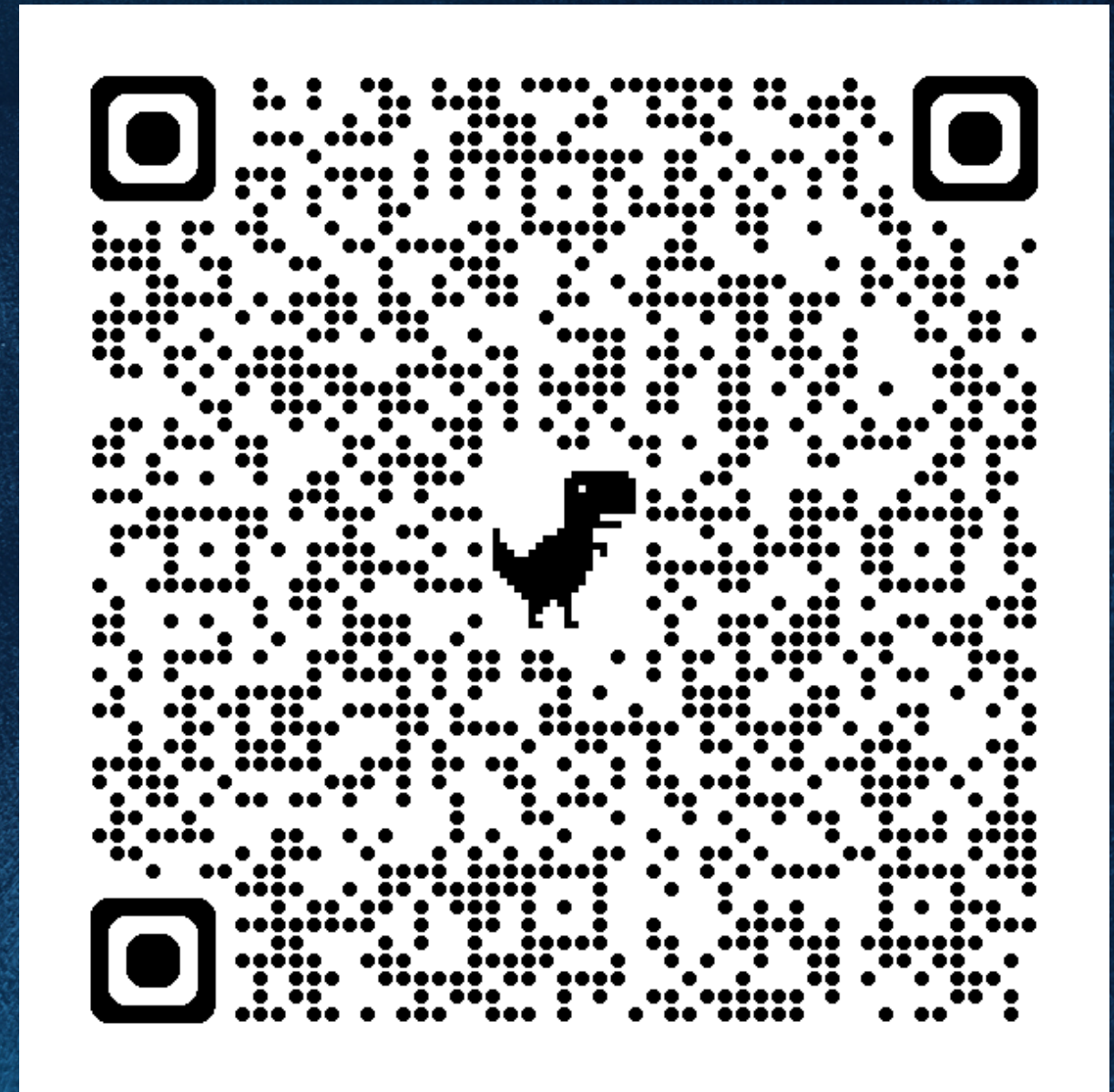
START WITH ONE PROGRAM / IDEA AND GRADUALLY ADD MORE  
AS YOU GET MORE COMFORTABLE WITH IT.

IT CAN BE OVERWHELMING!



# FULL PRESENTATION

SCAN THE QR CODE FOR A  
COPY OF THE FULL  
PRESENTATION!





# CONTACT INFO



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