

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



Google

NotebookLM



WORKFLOW PROCESSES

Scribe

CapCut

PHOTO AND VIDEO AI GENERATORS

Canva



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.



ChatGPT

SETTING UP AN ACCOUNT



Copilot



Meta AI

THERE ARE HUNDREDS 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.

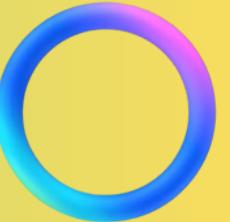


ChatGPT

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.

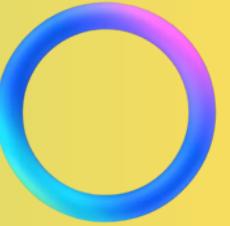


ChatGPT

THE FINAL STEP



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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!

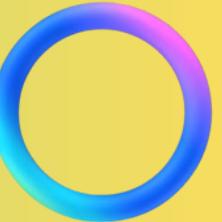


ChatGPT

YOUR TURN



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Meta AI

- GO TO 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

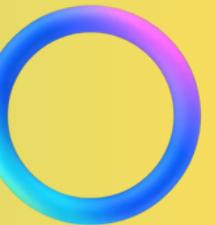


ChatGPT

WORKFLOW: EMAIL



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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



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.



ChatGPT

WORKFLOW: GAME MANAGEMENT



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Meta AI

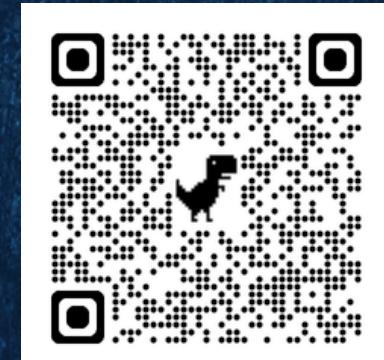
- CHECKLISTS

- CREATE A GAME DAY CHECKLIST



- SCRIPT AND SCHEDULE WRITING

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



- EMERGENCY ACTION PLANS

- HELP CREATE, SUMMARIZE OR REVISE AN EAP



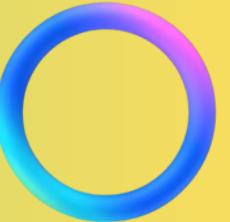


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WORKFLOW: COMMUNICATION



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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.



ChatGPT

WORKFLOW: COMMUNICATION



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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





ChatGPT

WORKFLOW:
FUNDRAISING / SPONSORSHIP



Copilot



AI CAN DRAFT:

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

OUTCOME: YOU HANDLE RELATIONSHIPS,
AI HANDLES THE WRITING.



ChatGPT

WORKFLOW: FUNDRAISING / SPONSORSHIP



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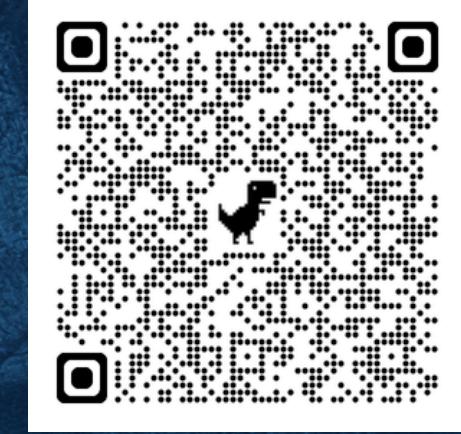


- FUNDRAISING LETTERS

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



1



2



3

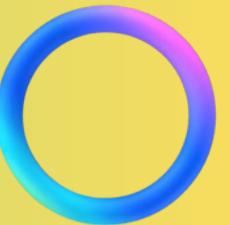


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WORKFLOW: STUDENT PROGRAMS



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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.

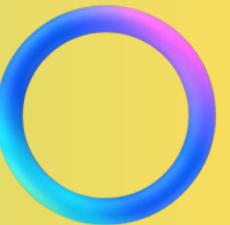


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WORKFLOW: STUDENT PROGRAMS



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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

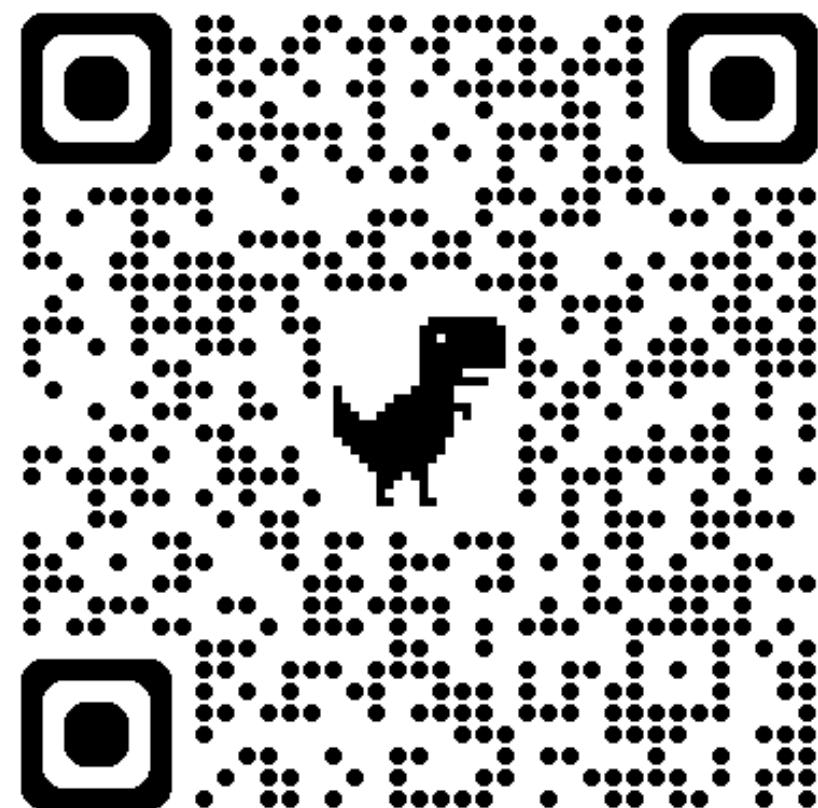
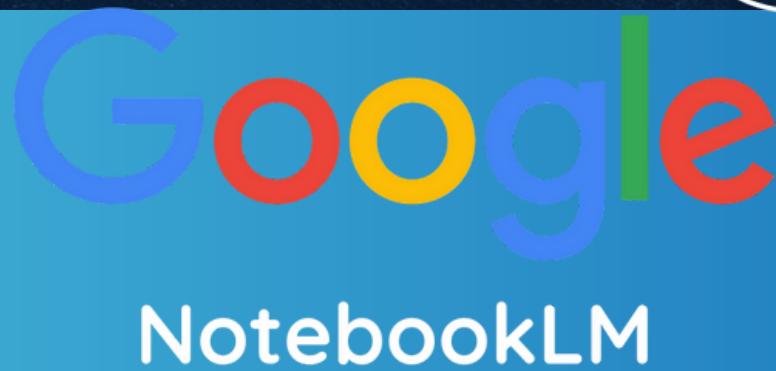


RESULTS
SUMMARY

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



UPLOAD DOCUMENTS LIKE:

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

AI RETURNS:

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



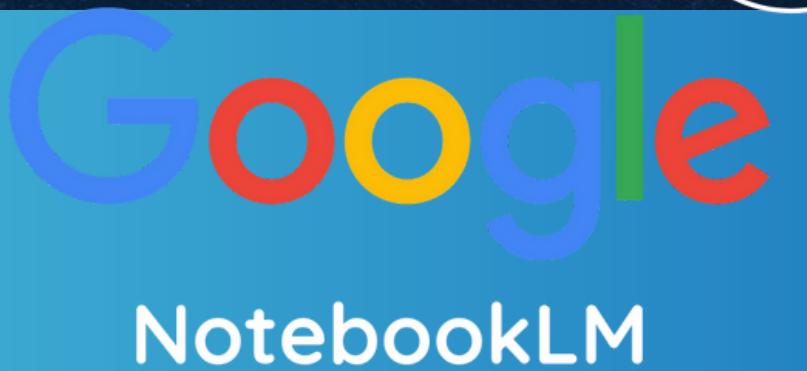
AFTER UPLOADING THE ENTIRE NCHSAA HANDBOOK...

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 .



AFTER UPLOADING THE ENTIRE NCHSAA HANDBOOK...

STUDIO PROMPT:

- SUMMARIZE THE FOOTBALL SECTION OF THE HANDBOOK.

RESPONSE:

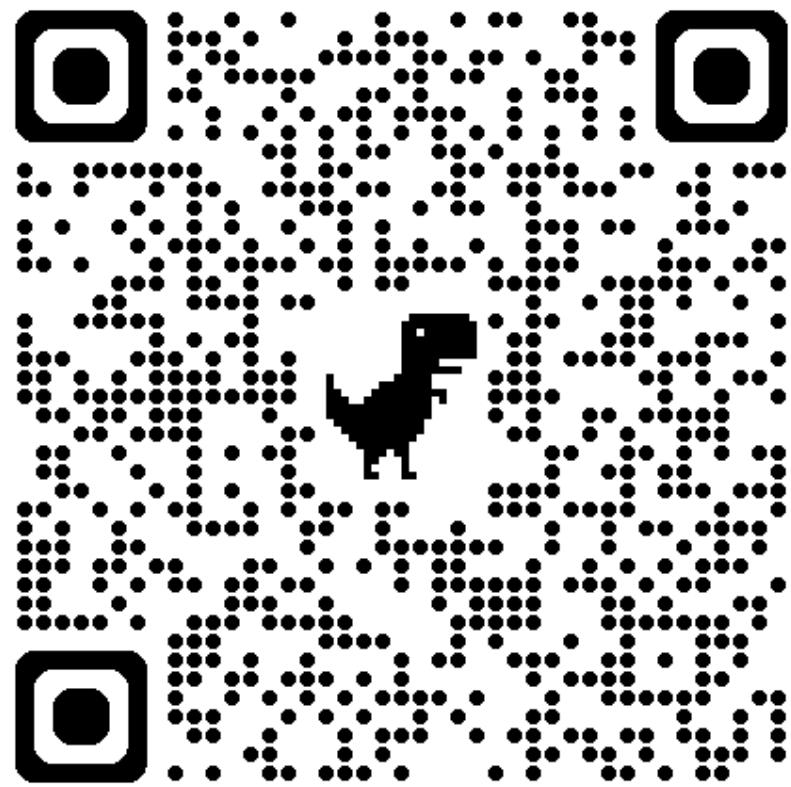
- AN AUDIO FILE, IN THE STYLE OF A PODCAST WILL SUMMARIZE THE ENTIRE SECTION. FOR THIS PROMPT, THE AUDIO FILE WAS 17 MINUTES.



NotebookLM

AUDIO FILE EXAMPLE





**SCRIBE IS A TOOL THAT HELPS CREATE 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 | Are you a teacher? | |
| | | | | |  Teacher Tools Lesson planning, resource creation, communication and more |



MEDIA TOOLS

Canva



AI CAN:

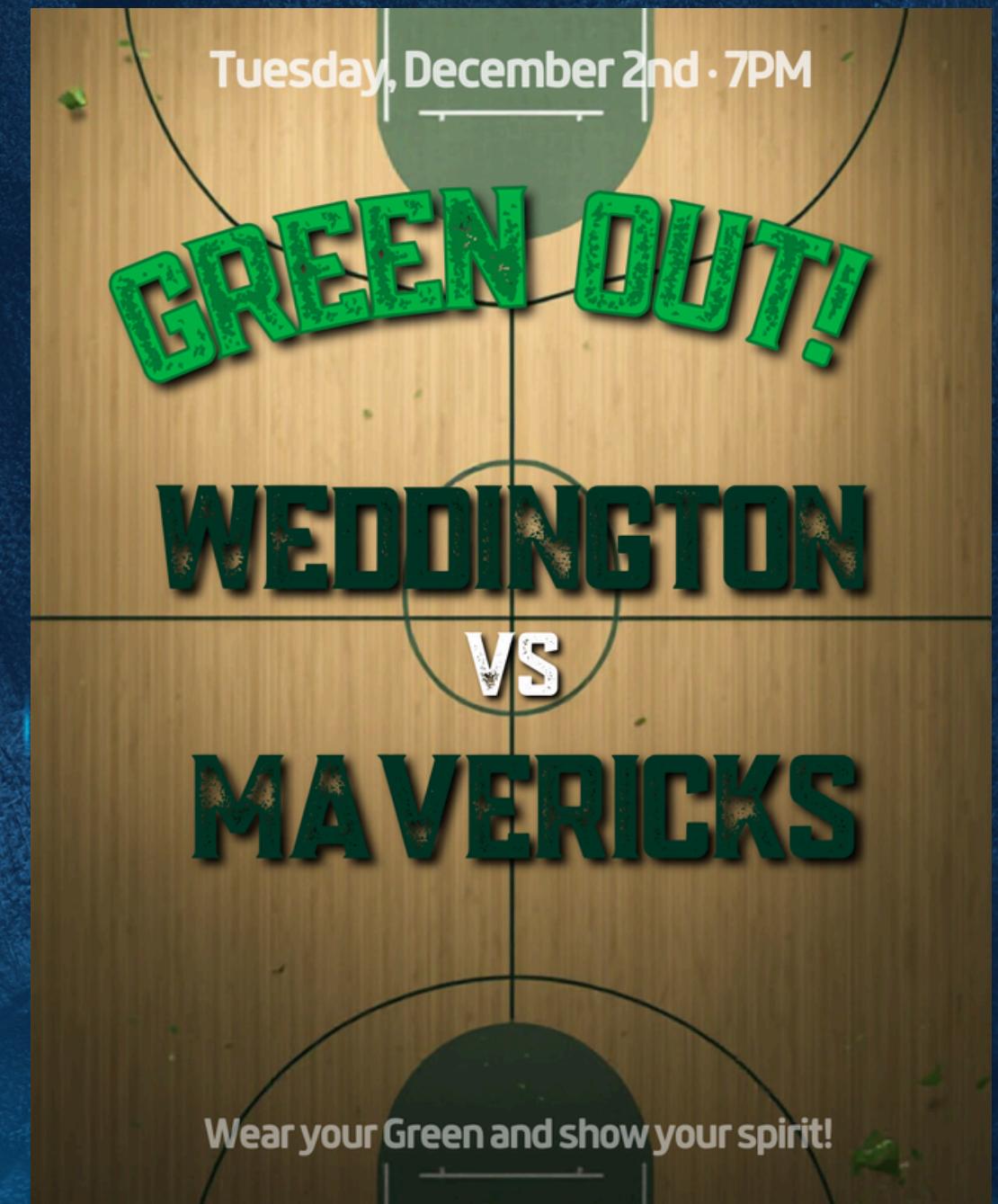
- CREATE HYPE VIDEOS
- ADD PROFESSIONAL VOICEOVERS
- CONVERT SCRIPTS INTO DYNAMIC VIDEO
- TURN PHOTOS INTO GRAPHICS OR ANIMATIONS
- GENERATE ATHLETE SPOTLIGHTS

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



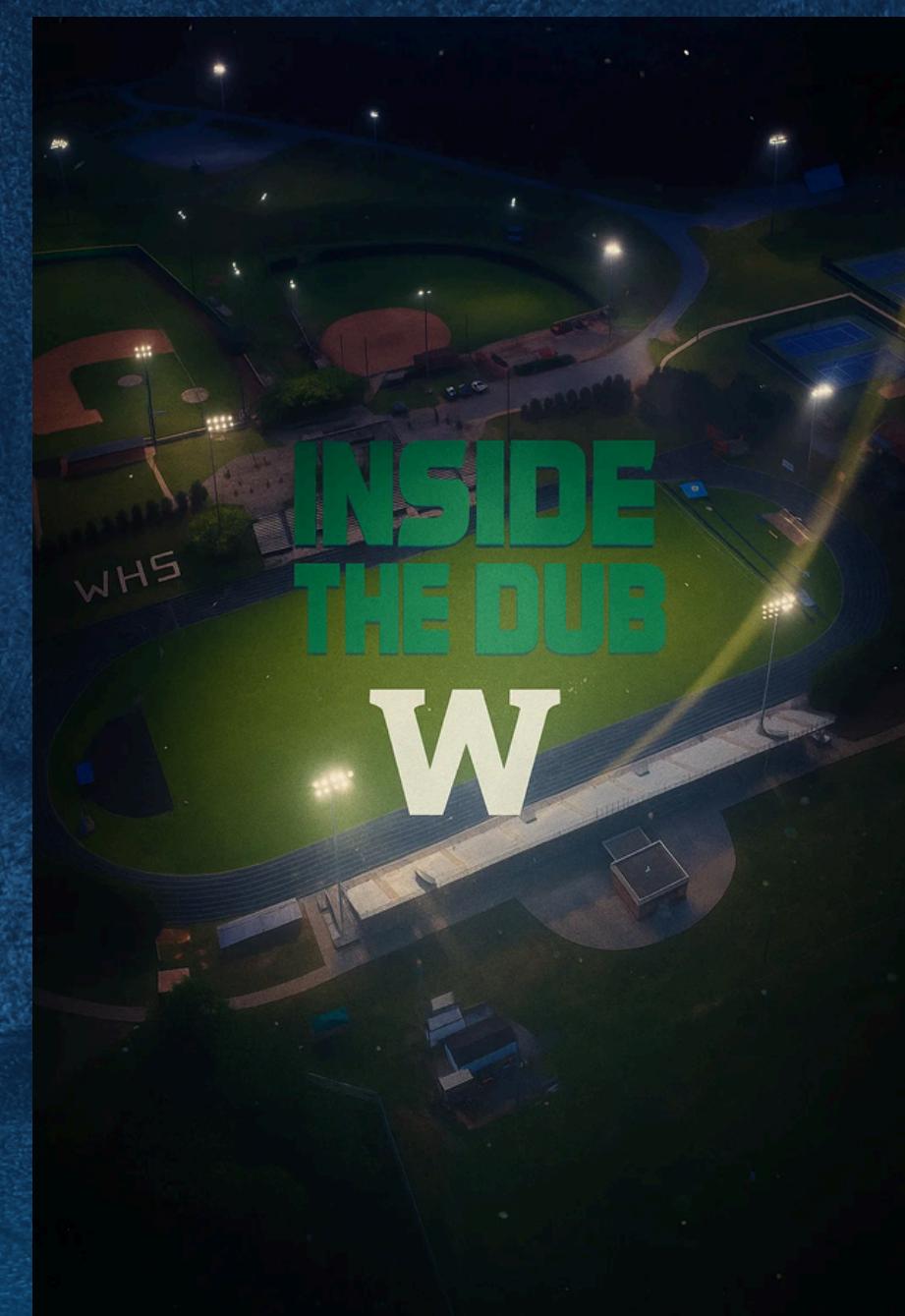
Canva

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 PROMPT





Sora





Sora



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...

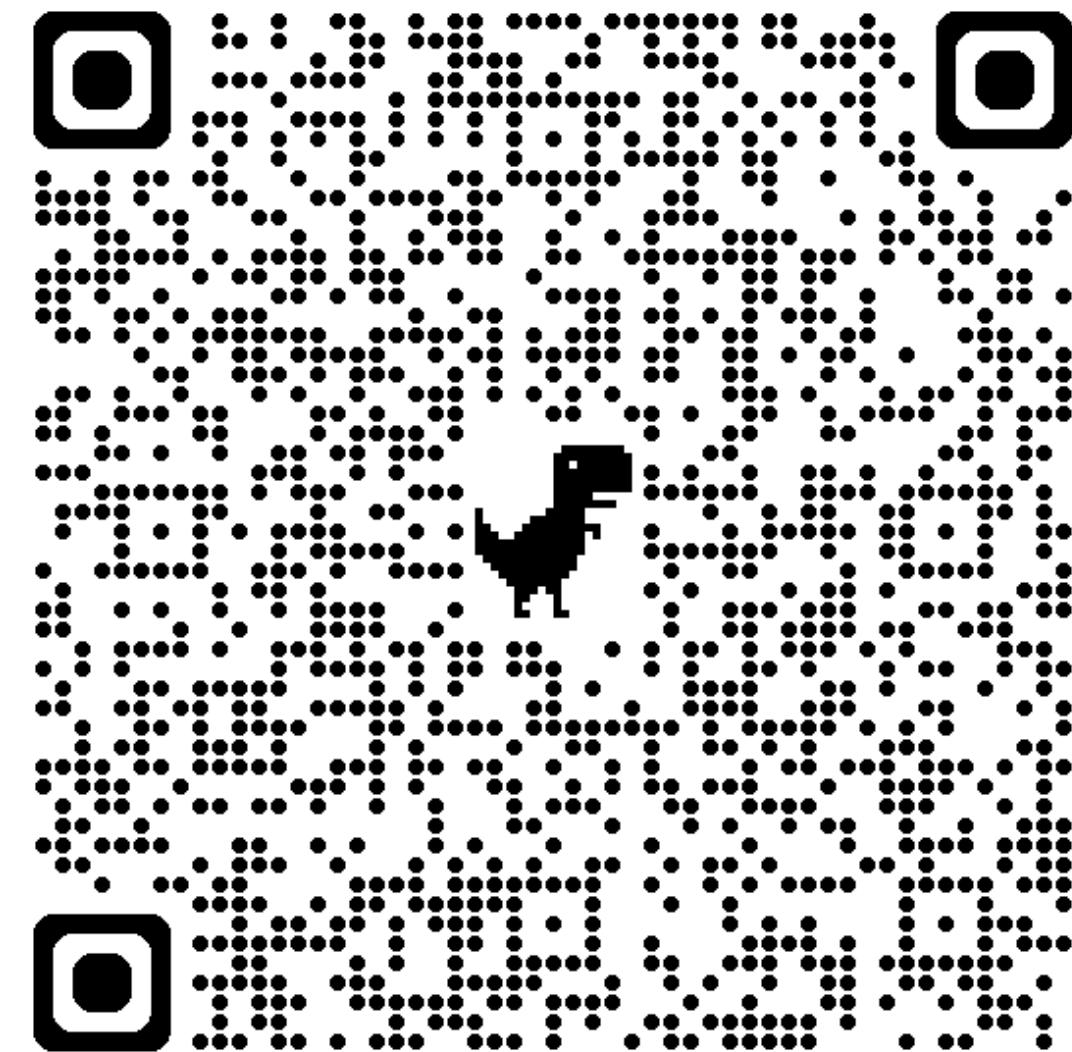
START WITH ONE PROGRAM / IDEA AND GRADUALLY ADD MORE

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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