



AD Tricks of the Trade

2025 NADC
Tampa, FL



Eric Albright, CMAA
Activities Director
Lakeville South High School
Lakeville, MN



Richie Wildenhaus, CAA
Director of Athletics
New Albany-Plain Local Schools
New Albany, OH

Introductions



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Who's in the Room?

- HS Athletic Administrator
- MS Athletic Administrator
- 1-3 Years
- 4-7 Years
- 8-10 Years
- 11-15 Years
- 16-20 Years
- 20-25 Years
- 26+ Years



Session Topics

- Budget and Finance
- Promotions and Marketing
- Department Organization
- Coaches
- Developing Culture/Community
- Event Management
- Officials
- AI Tools





Budget and Finance

Track Participation Numbers

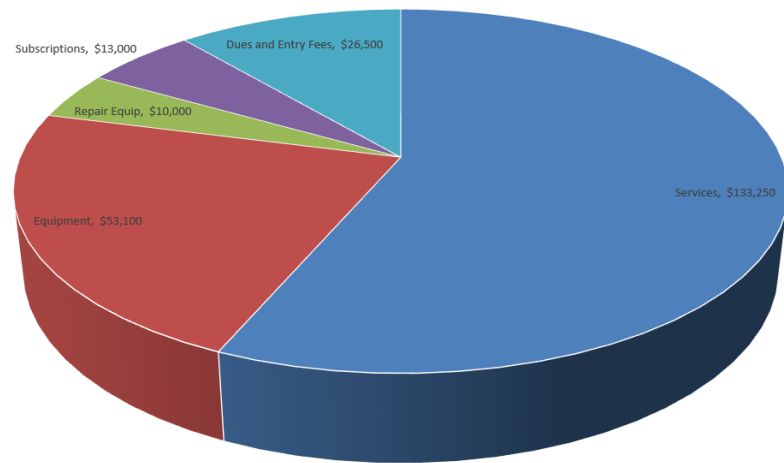
Number of Athletes AND total Roster Spots

Year	Enrollment	Athletes	Roster Spots
2003	1587	782	947
2023	1110	548	900

2014-2023	Boys Bowling	Girls Bowling	Boys Golf	Girls Golf	Boys Tennis	Girls Tennis
Avg # Athletes	13.9	7.7	26.1	13.4	24.4	35.8
Athletes / Coach	13.9	7.7	13	6.7	12.2	17.6

Booster Club Presentation

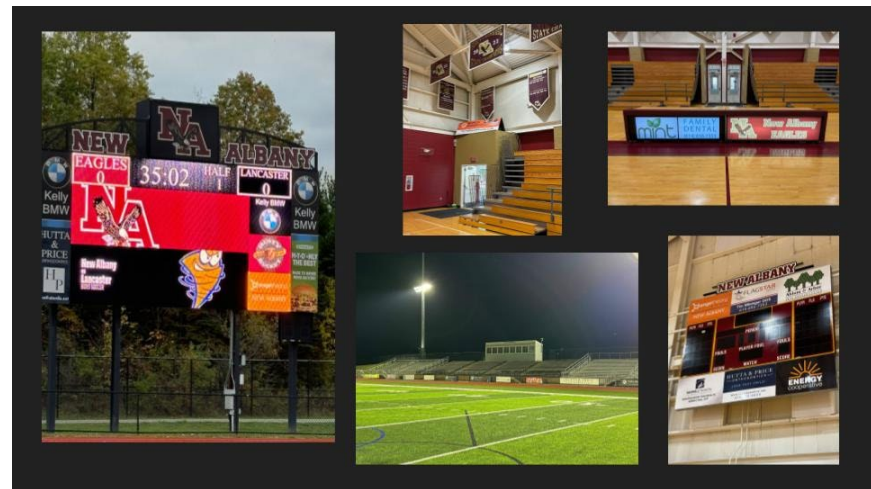
2023-24 projected expenditures





Budget and Finance

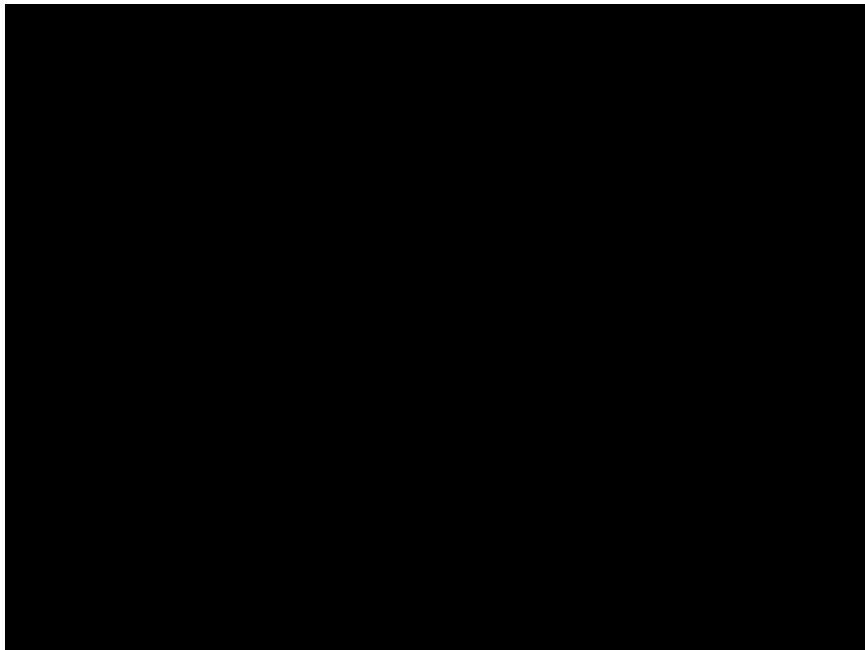
- Budget Planning Form (10% Rule)
- Uniform Rotation Spreadsheet
- Advertising/Business Partnerships





Promotions and Marketing

Signing Ceremonies



Championship Send-Offs





Promotions and Marketing

College Level Celebrations



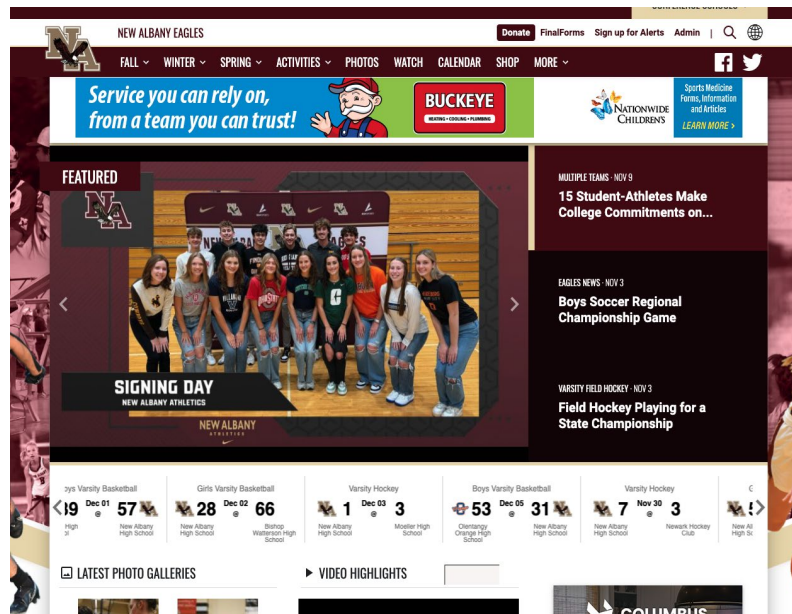
Student Marketing - Put them on your "staff"





Promotions and Marketing

Website



BoxOut Sports



Invest in Coaches



How often do you:

1. Celebrate your Coaches & Kids
2. Provide updates from your state association?
3. Provide meaningful and intentional professional development?
4. Invest in your athletic program's culture?



Cougar Friday Five

December 12, 2025













Friday Five



Department Organization

Coach Resource Hub

LAKEVILLE SOUTH ACTIVITIES ONLINE RESOURCE HUB

									
Cougar Info	Facilities Requests	Travel	Schedules & Calendars	South Suburban Conference	MSHSL	Athletic Training	Hiring & Payment	Grade Reports	Hosting an Event
AD Duties	LSHS Facilities Request Form	Bus Request Instructions	TCO Dome Calendar	SSC Site	MSHSL Website	Heat Stress	Assistant Coach Hiring Form	Academic Accountability Video	Invitational Host Checklist
Cougar Coach Contacts	Dome Requests	Overnight & Special Travel	Facility Calendar	SSC Directory	Coach Certifications	EAP Template	W9 Form		Hosting a Special Event
Brand & Logo Guide	Out of Season ISD 194 Facility Request Form	Fall 2025 Schedule & Transportation	Game Schedule (SSC)		Coach Dashboard Set Up	Student/Public Accident Report	District Purchasing Guidelines		Special Event Spreadsheet
Cougar Sideline Shop	Facility Calendar	Winter 25-26 Schedule & Transportation	Special Event Nights (winter)		MSHSL Weather Policy				Cougar Band Request Form
		Spring 2026 Schedule & Transportation							National Anthem Request Form
		Travel							



Developing Culture/Community

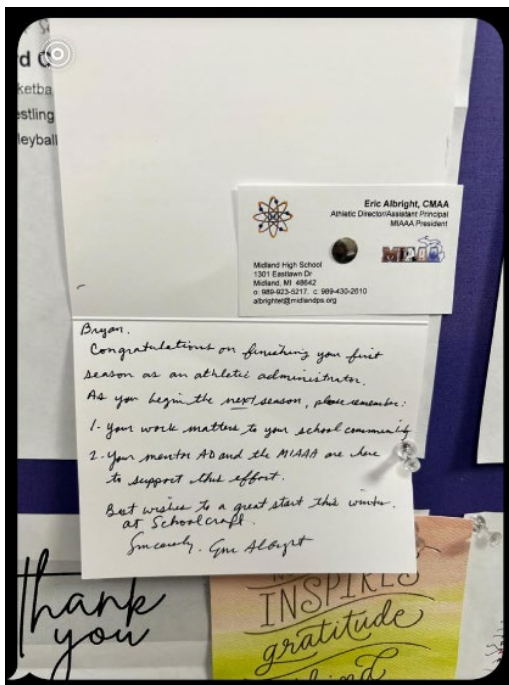


Rewarded Behavior = Repeated Behavior



Developing Culture/Community

The Power of a Handwritten Note



Eric, on a day that makes you question everything, your letter has given me the energy I needed to get to the weekend!

Thank you very very much for your letter sir! I hope you are well!



iMessage





Developing Culture/Community

Coffee with the AD

EAGLES NEWS - AUG 7

Community Outreach: Coffee With The AD



The Department of Athletics is excited to continue our community outreach event that we have had in the past called Coffee With The AD. It allows parents, students, and community members the opportunity to schedule 15 minute blocks of time for a sit-down conversation with New Albany-Plain Local Schools Director of Athletics, Richie Wildenhaus.

The intent of these events is to have conversations with stakeholders regarding the NAPLS Department of Athletics. Meetings will be held at a location in the New Albany community. The plan is to have a few events throughout the school year.

The first of these events for the 2023/2024 school year will be held on Wednesday, August 23, 2023 from 8:00 AM-10:00 AM at Starbucks on Market Street in New Albany. Those interested in scheduling a 15 minute block of time can do so by clicking the following link and selecting a time slot: <https://www.signupgenius.com/go/8050444ADA62AA7FB6-coffee>

We look forward to meeting with our community throughout the year. Stay tuned for more.

Student-Athlete Leadership AD Advisory Council





Event Management

Contest Confirmation Sheet



Boys Basketball
Thursday, December 11, 2025

Minneapolis Washburn Millers



@

Lakeville South Cougars

9A = 4:00, B Squad = 4:15, JV = 5:30, Varsity = 7:00

th grade games = Aux Gym. B Squad, JV, & Varsity games = Performance Gym.

Spectator Admission by [GoFan Digital Ticketing ONLY](#)



Contacts

Eric Albright
Activities Director
(952) 232-3321 (office)
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AEDs & EAPs





Event Management

Neptune GameTime



Last Connected 07/13/2021 10:59 AM

Download Complete

Refresh

Upcoming Playlists ▾

Event Date	Start Time	Playlist Title
07/13/2021	4:00 PM	07/13 FOOTBALL - PLAYLIST
Ready	7:00 PM	Football

Create Playlist

Welcome To Neptune

zzz Jim GT Radio

Now Playing

Song: Let Go
Artist: Beau Young Prince
Length: 01:44:01:58

Up Next

Song: Since You've Been Gone CMC Clean
Artist: Head East
Length: 01:36

Radio Mode

On Demand Mode

Volume: [Slider]

Time	Artist	Song
10:32:31 AM	T. Powell	I am the Champion
10:35:23 AM	T. Powell	Under Armour Boyz
10:37:19 AM	Bob Seger	Hollywood Nights
10:38:52 AM	Kevin Gates	Know Better CMC Clean
10:40:42 AM	Ted Nugent	Stormtrooper
10:42:03 AM	NF	No Excuses
10:43:25 AM	Eminem	Lose Yourself
10:45:40 AM	Darius Rucker	Wagon Wheel
10:47:57 AM	Queen	Another One Bites The Dust CMC Clean
10:49:17 AM	Tim McGraw	Something Like That
10:51:16 AM	Silento	Watch Me Whip Nae Nae
10:53:05 AM	Led Zeppelin	Trampled Under Foot
10:54:50 AM	Jimi Hendrix	Purple Haze
10:56:35 AM	Jibbs	King Kong ft Chamillionaire CMC Clean
Now	10:58:22 AM	Beau Young Prince
Next	11:00:21 AM	Head East
	11:01:57 AM	Journey
	11:04:28 AM	Jason Michael Carroll
	11:06:04 AM	Nova
	11:07:47 AM	Lupe Fiasco
	11:09:29 AM	Montgomery Gentry
	11:11:28 AM	Drake
	11:13:27 AM	Homegrown Band
	11:15:31 AM	Blake Shelton and Gwen Stefani
	11:17:38 AM	Calvin Harris
	11:19:33 AM	Lee Bice
	11:21:33 AM	NF
	11:23:05 AM	Miley Cyrus
	11:24:38 AM	Metallica
		Let Go
		Since You've Been Gone CMC Clean
		Wheel In The Sky
		Where Im From
		Look Out Below CMC Clean
		Wild Child ft Jake Toney CMC Clean REV
		Gone Radio Edit
		Finesse
		American Town CMC Clean
		Go Ahead and Break My Heart
		Sweet Nothing
		Hard To Love
		Trust (ft Tech N9ne)
		On My Own
		For Whom The Bell Tolls

Partner Support: 903-587-0770

Version: 2.1.6-beta.1 | 11:00 AM

Perry Weather

-Widget for website/shared with fans, opponents, officials



Event Management: Officials

Post Game Survey

- Google Form
- Organized By Season
- Email w/ link sent following payment
- QR Code in Locker Room?
- Check Regularly - May be urgent need
- Post season review with coaches
- Build positive rapport with officials

Officials' Feedback = HOME AWAY



HOME Winter Officials' Feedback Form 2025-26

B *I* U

Cougar Athletics wants your input. Please help us make the officials' experience better by completing this post-game survey.



AI Tools

Notebook LM

-Currently using this for handbook review

Questions?



Thank You!



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Midland, MI

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