

LEVERAGING DIGITAL ORGANIZATIONAL TOOLS FOR ATHLETIC DEPARTMENT SUCCESS

Optimize | Streamline | Enhance Efficiency

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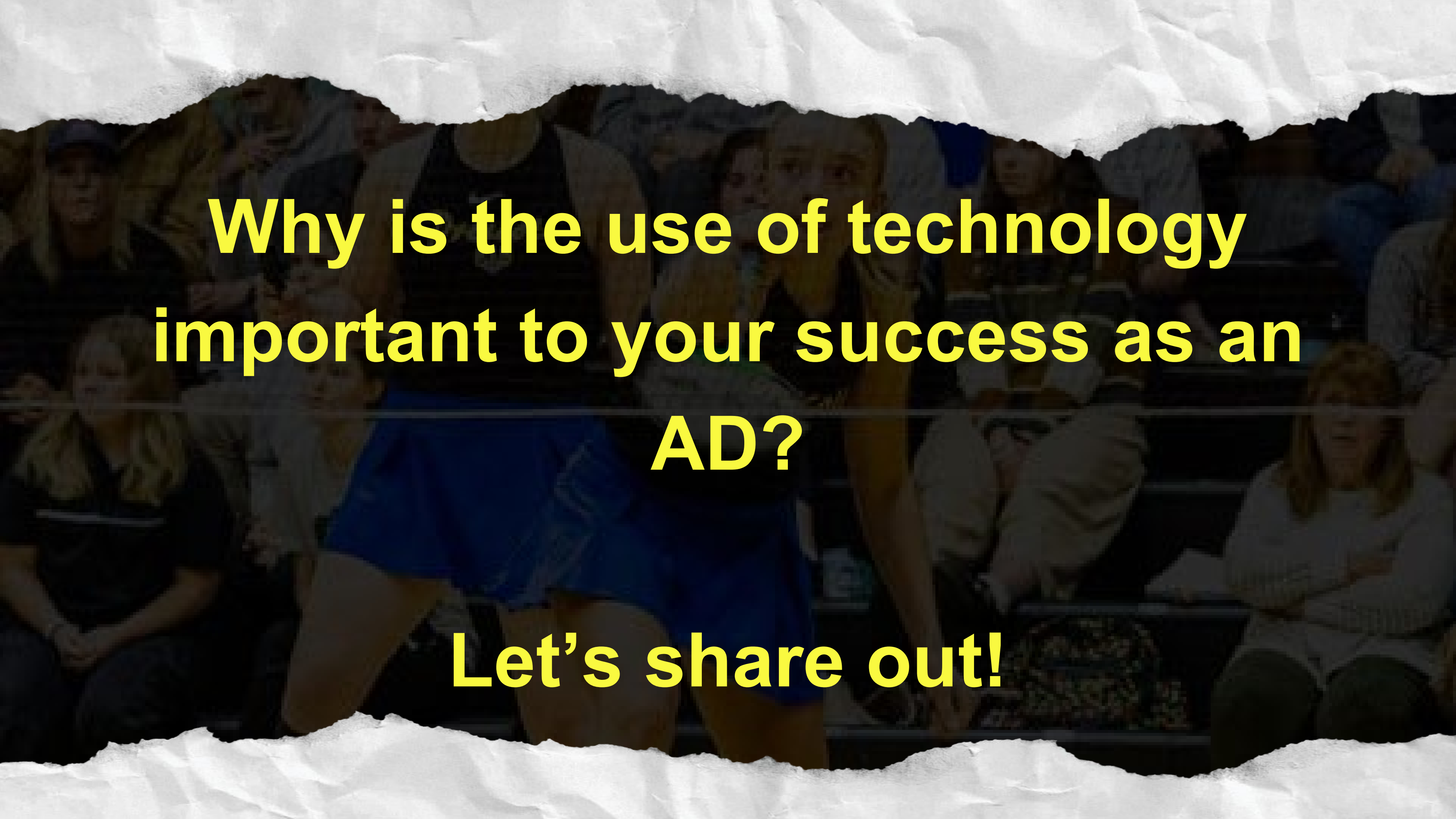
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OBJECTIVES

- Explore how athletic departments can use digital tools to optimize communication, streamline everyday job functions, and enhance overall efficiency.
- Improve collaboration, reduce stress, and create a more organized, productive environment that supports athletes and coaches alike through the use of technology.





**Why is the use of technology
important to your success as an
AD?**

Let's share out!

WHY

- **Enhanced Efficiency can Reduces Stress**
 - Effective time management and prioritization reduce stress.
 - Organized ADs can anticipate and address issues proactively, creating smoother workflows.
- **Improves Decision-Making and Strategic Planning**
 - Clear visibility of schedules, budgets, and personnel helps in making informed decisions.
 - Organized records enable quick access to relevant data for strategic initiatives.

WHY

- **Limits Overload by Setting Boundaries**
 - Organization helps ADs allocate time effectively, reducing the risk of taking on too much.
 - Balancing professional responsibilities and personal time reduces emotional exhaustion.
- **Early Identification of Burnout Signs in Self & Staff**
 - Organized ADs can monitor workloads and mental health indicators within their team.
 - Allows for proactive adjustments to schedules, resources, and support to prevent burnout.
- **Case Example: Managing Overload in Sports Schedules**
 - ADs who plan ahead can avoid scheduling conflicts that lead to longer hours and stress.
 - Organized communication with coaches minimizes last-minute emergencies, reducing stress for all.

WHY

- **Organization Reflects on the AD's Professional Image**
 - An organized AD projects reliability, competence, and leadership.
 - Self-presentation through organized behavior sets a standard for coaches and athletes.
- **Reduces Anxiety around Public Scrutiny**
 - Knowing details and being organized helps ADs feel more prepared for public-facing roles.
 - Boosts confidence in media, community, and administrative interactions, projecting a positive image.
- **Psychological Impact of Self-Presentation on Others**
 - Organized ADs set a tone for their team, inspiring trust and confidence.
 - Athletes and coaches often mirror behaviors; organized ADs promote a culture of professionalism and preparedness.

A large, dense crowd of people, mostly young adults, is visible through a jagged, torn paper cutout. The crowd is diverse in appearance, with many wearing hats and casual clothing. The background is a bright, overexposed outdoor setting, likely a festival or concert. The text 'WORKFLOW' is overlaid in the center of the crowd.

WORKFLOW

A SYSTEM OF MANAGING REPETITIVE PROCESSES AND TASKS

WORKFLOW

Improving your workflow means thinking of how you can streamline the process to accomplish the same output in less time.

CALENDAR

When you work from an organized calendar, it's easy to schedule meetings and tasks, avoid procrastination, keep everyone on the same page, and reach goals with less effort.

EMAIL

Organizing your email increases productivity, reduced stress, improves time management, creates better organization, quicker access to important information, clear communication, and a professional image by minimizing clutter and allowing you to quickly locate necessary emails when needed

TASKS (TO-DO'S)

Using tasks or to-do lists offers several benefits including increased productivity, improved memory, reduced stress, a sense of accomplishment, better organization, clear priorities, and the ability to efficiently manage time by identifying and tackling the most important tasks first





CALENDAR

Your day is shaped by what is on your calendar so making your calendar work for you will improve your workflow, reducing stress, and boost your overall performance.

- [Shared Calendars](#)
- [Color Coding](#)
- [Meeting Reminders](#)
- [Booking Page for Appointments](#)
- [Linking Emails to Calendar](#)



EMAIL

To improve your email workflow, focus on organizing your inbox, automating repetitive tasks, setting dedicated email checking times, prioritizing messages effectively, using email labels and folders, and leveraging features within your email client to streamline communication; this includes utilizing email templates, and scheduling emails.

INBOX

- [Label Emails \(multiple inboxes\)](#)
- [Set Up Filters](#)
- [Archive Emails](#)
- [Unsubscribe](#)
- Ignore Unnecessary Conversations
- Prioritize Messages
- Delete Unimportant Emails
- Customize your Inbox

SCHEDULE TIME

Setting specific times throughout your day to open and respond to emails, often by blocking out dedicated slots on your calendar, to minimize distractions and maintain focus on other tasks, typically checking once in the **morning, mid-day**, and **late afternoon**.

LABELS

Allows you to organize your inbox by quickly identifying and grouping related messages without physically moving them to separate folders; essentially creating a flexible system for sorting emails based on project, topic, or priority.
(i.e. To Do, Waiting on Response, Read later

FOLDERS

Email folders can help you manage your email by keeping your inbox organized and reducing clutter. Creating filters can help organize and move emails directly into a folder.

TASKS

Using tasks and to-do lists can significantly improve workflow by providing a structured way to organize and prioritize your work, allowing you to visualize your workload, set deadlines, break down complex tasks into manageable steps, and ultimately, stay focused and productive by keeping track of what needs to be done.

- [Tasks](#)
- Keep
- To-Do
- Apps
- Slack
- Teams
- Reminders



A large crowd of students is visible through a jagged, torn-paper-like opening in a white, textured background. The students are gathered in bleachers, and some are holding up blue rectangular signs. The scene is dimly lit, with the students' faces and clothing appearing in shades of grey and blue. The word "COMMUNICATIONS" is overlaid in the center in a bright yellow, bold, sans-serif font.

COMMUNICATIONS

SOCIAL MEDIA



INSTAGRAM

90% of student social media engagement with the school happens here



X (FORMALLY TWITTER)

Business and recruitment
Hudl links, college coaches, engagement



FACEBOOK

Informational and more focused on parents and community support

WEBSITES

- Easy access for parents, students, and staff, reducing the need for repetitive inquiries.
- Online forms and announcements reduce the need for phone calls regarding game changes, ticket sales, and athletic updates.
- Links to required forms, policies, and registration simplify athlete onboarding and compliance.
- Coaches and staff have quick access to team-related materials, reducing back-and-forth communication.

Great Sources:

- Google Sites ([L-S Coaches Repository](#))
- [PlayOn! Sports](#)
- [Big Teams](#)
- Plethora of Options - Just visit the vendor room!





GRAPHIC DESIGN

Stay organized with your communication by using programs that boost the brand of your program while saving you time!

- [Canva](#)
- [Gipper](#)
- [BoxOut Sports](#)
- [Sidearm Sports](#)
- [Adobe Photoshop](#)

Things to consider:

- Auto Posting
- Ease of Creation
- Cost
- Using students!



DIGITAL NEWSLETTERS

- Regular newsletters help Athletic Directors streamline communication by gathering key updates, schedules, and announcements into one organized place.
- This consistent routine reduces last-minute scrambles, supports proactive planning, and allows ADs to track important dates and priorities more effectively.
- Each edition also creates a running record of decisions, progress, and accomplishments, offering a valuable archive to reference for future planning and departmental growth.

Examples:

- [Flipping Book](#)





GROUP COMMUNICATIONS

- Helps coaches and ADs reach the masses within your programs.
- Keep yourself out of trouble!
 - AZ Text Message Law
- Easy way to organize a large amount of communication in one central area.

Examples:

- [SportsYou](#)
- [TeamSnap](#)
- [Remind](#)
- [BandApp](#)

Use of Artificial Intelligence

Faster, More Efficient Administrative Work

AI can automate scheduling, transportation coordination, roster management, equipment tracking, and eligibility checks—freeing time for leadership instead of paperwork.

Improved Communication

AI tools can draft professional emails, parent updates, practice notices, and website or social media posts, helping ADs communicate clearly and consistently.

[ChatGPT](#)

[PopAI \(Gamma\)](#)

[Brisk Teaching](#)

[Microsoft Co-Pilot](#)

[Google Gemini](#)

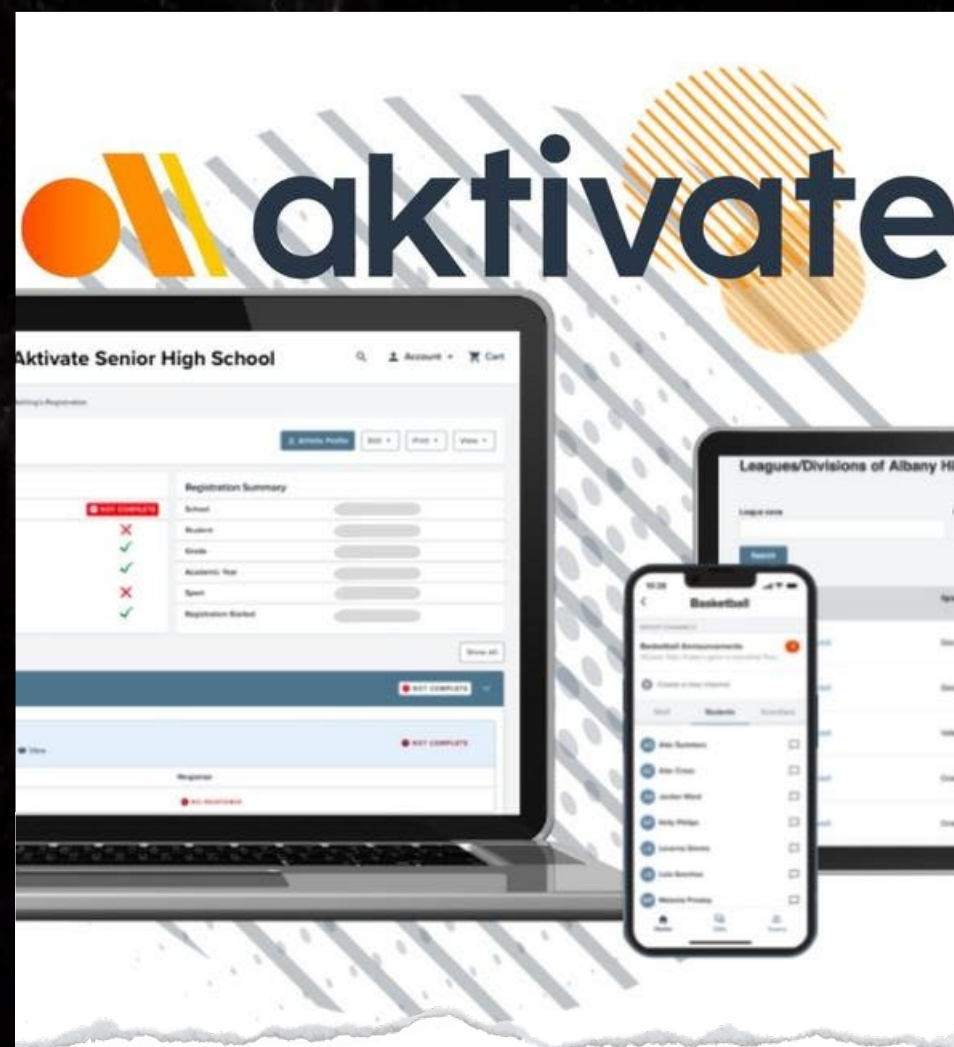
[Magic School](#)

REGISTRATION



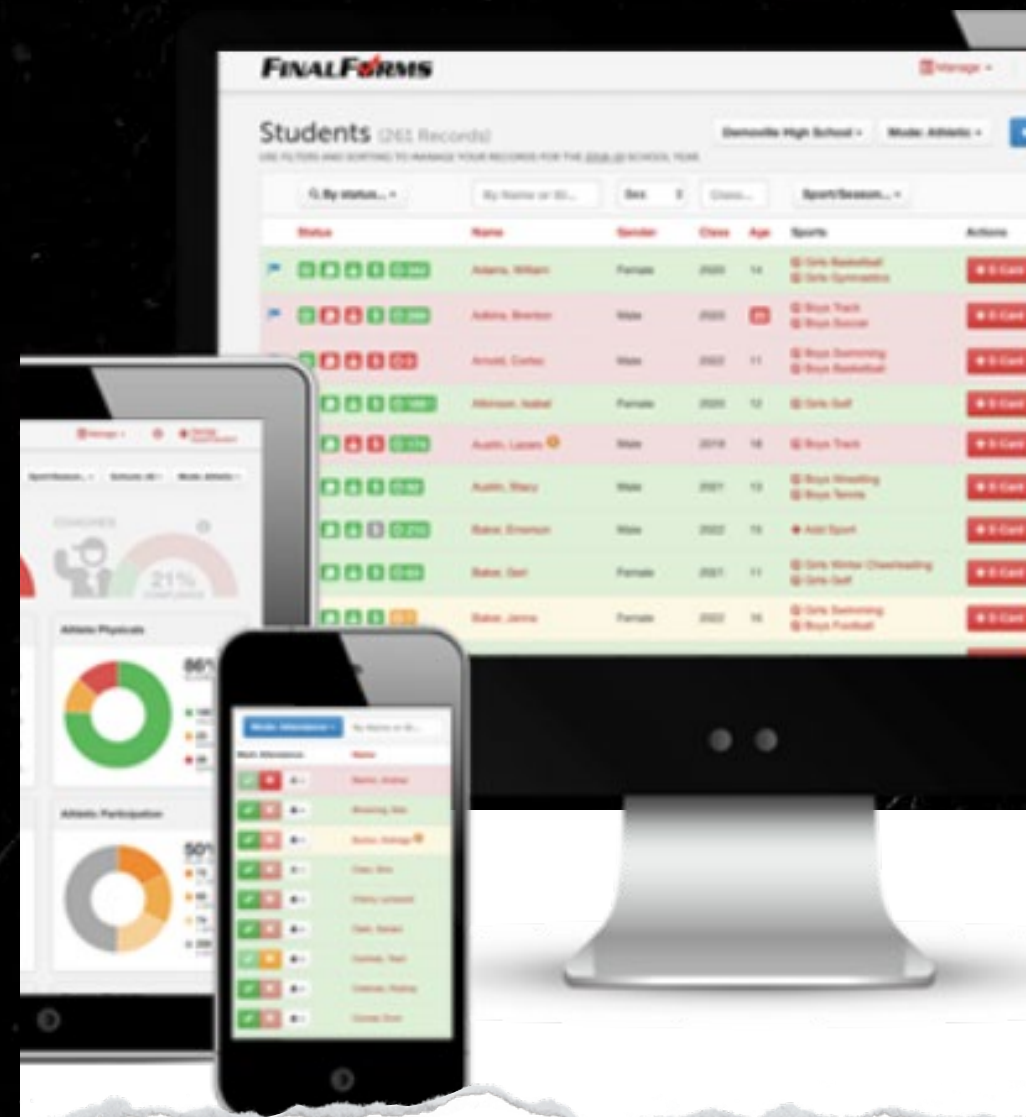
ADAMS	EASTMARK	COCONINO	WESTVIEW
ADAMS VALLEY	ST. MARY'S	MESQUITE	MINGUS UNION
AGSTAFF	PRESCOTT	BENJAMIN FRANKLIN	LEE WILLIAMS
HERITAGE			

REGISTRATION TOOLS



AKTIVATE “REGISTER MY ATHLETE”

Our comprehensive sports management solution is used by athletic directors, coaches, and state athletic associations to manage the complex organizational and funding mechanics of scholastic sports and student activities.



FINALFORMS

We are a team, product, and service designed to serve schools with streamlined registration, communication, and risk management solutions.



RANK ONE

Rank One software is an all in one solution created for Athletic Departments. Rank One software is an all in one solution created to address Communication, Documentation, and Organization.

REGISTRATION TOOLS

Arbiter

**LET'S TAKE YOUR ACTIVITIES
REGISTRATION AND PAYMENTS
TO THE NEXT LEVEL.**

Contact us today.

***ArbiterSports,
formerly FamilyID***

Secure online registration and payment processing for all school and community programs with live support 7 days a week.



**HEALTHY
ROSTER**

Healthy Roster

Healthy Roster provides patient engagement, care coordination, telemedicine and outreach tools for Sports Medicine, Orthopedics and other medical specialties.

ONLINE TICKETING



ONLINE TICKETING



Hometown Ticketing

An online digital ticketing platform for schools to easily sell and promote tickets sales. Learn how HomeTown can help you provide your fans with a better ticketing experience.



Go Fan

There for every moment. Discover upcoming school events and get your tickets now.

GET IN TOUCH!



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MISSY TOWNSEND, CMAA



A photograph of a baseball catcher in a blue and white uniform crouching on a green field, with an umpire in a grey uniform standing behind him. The scene is framed by torn white paper at the top and bottom. Yellow diagonal stripes are on the right and left sides.

THANK YOU