Creating and Running a Successful Sports (Athletic) Council

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St. Johnsbury Academy Jeju – Jeju, South Korea



About Me

- Bachelors in Mathematics Education from U of M - Duluth
  - Minor in Coaching
- Masters in Athletic Administration through Ohio University
- 5th Year as an Athletic Director
  - Taiwan and South Korea
- CIAA, CAA
- 10th year International
- Wife, Sherri
- 20 month old son Oliver



Global Education City

- Created to keep Korean Students in Korea
- Currently 4 international school all right next to each other.
- Maps



Overview

- What is a Sports Council?
- Identifying Needs at Your School
- Evaluating What Your School Can Currently Support
- Understanding What Students Want
- Creating a Flexible, Evolving Program
- St. Johnsbury Academy Jeju's program



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What is a Sports (Athletic) Council?

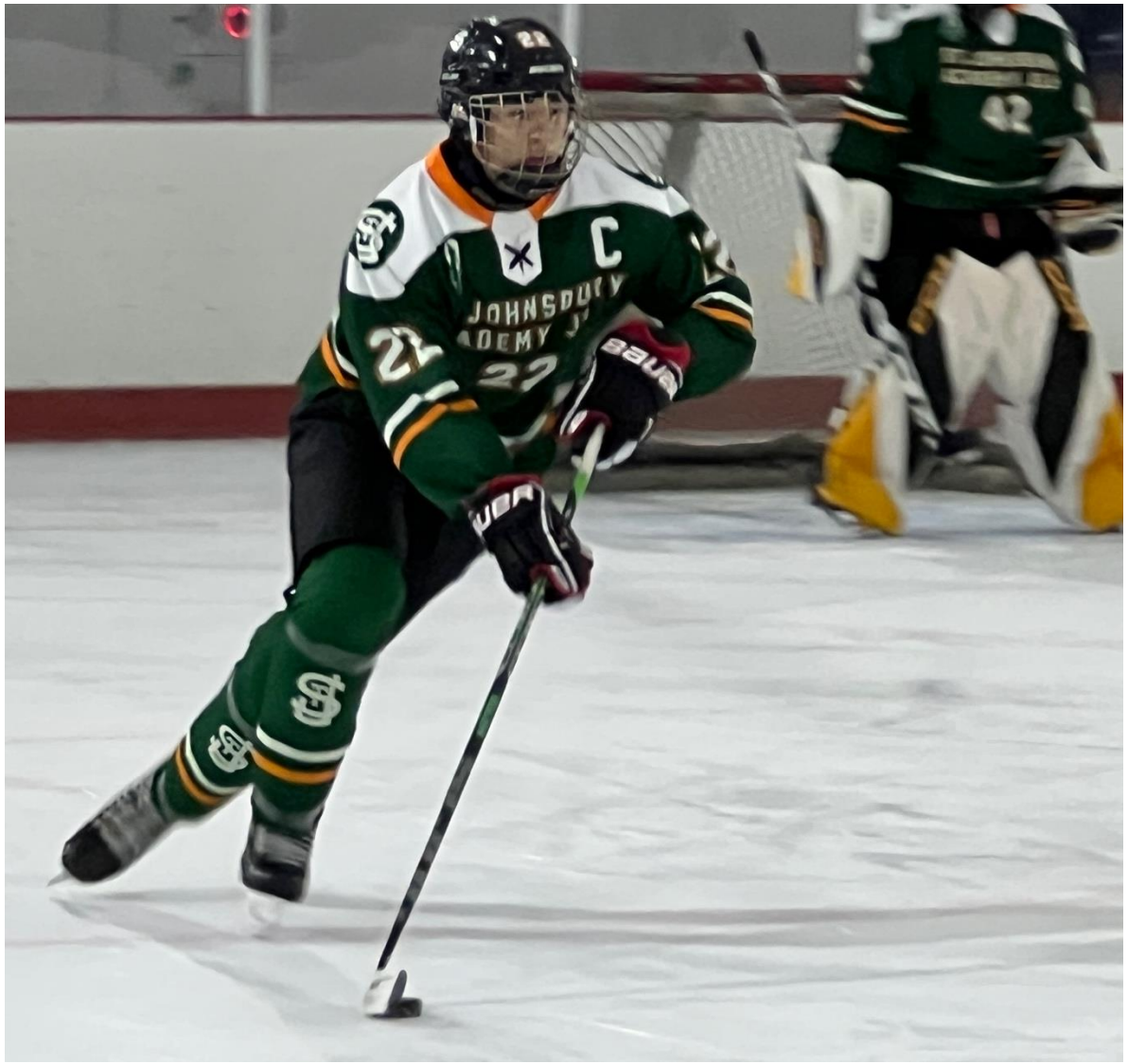
- A group of students who help organize, improve, and advocate for athletics.
- A bridge between student-athletes, coaches, and administration.
- A way to enhance school spirit and ensure student voices are heard in athletic decision-making.



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Why Student Leadership in Athletics Matters

- Empowerment & Responsibility
- Building a Stronger Athletic Culture
- Representation & Inclusivity
- Enhancing School Spirit
- Leadership Development



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Identifying Needs at Your School

- Assessing Current Student Engagement in Athletics
- Identifying Gaps in Event Support & Logistics
- Athletic Marketing & Promotion



Evaluating What Your School Can Currently Support – Event Hosting

- How the Current Athletic Department Manages Event Hosting
- How the Current Sports Council Operates in Event Hosting
- How the School Can Support the Athletic Department for Event Hosting



How the Current Athletic Department Operates

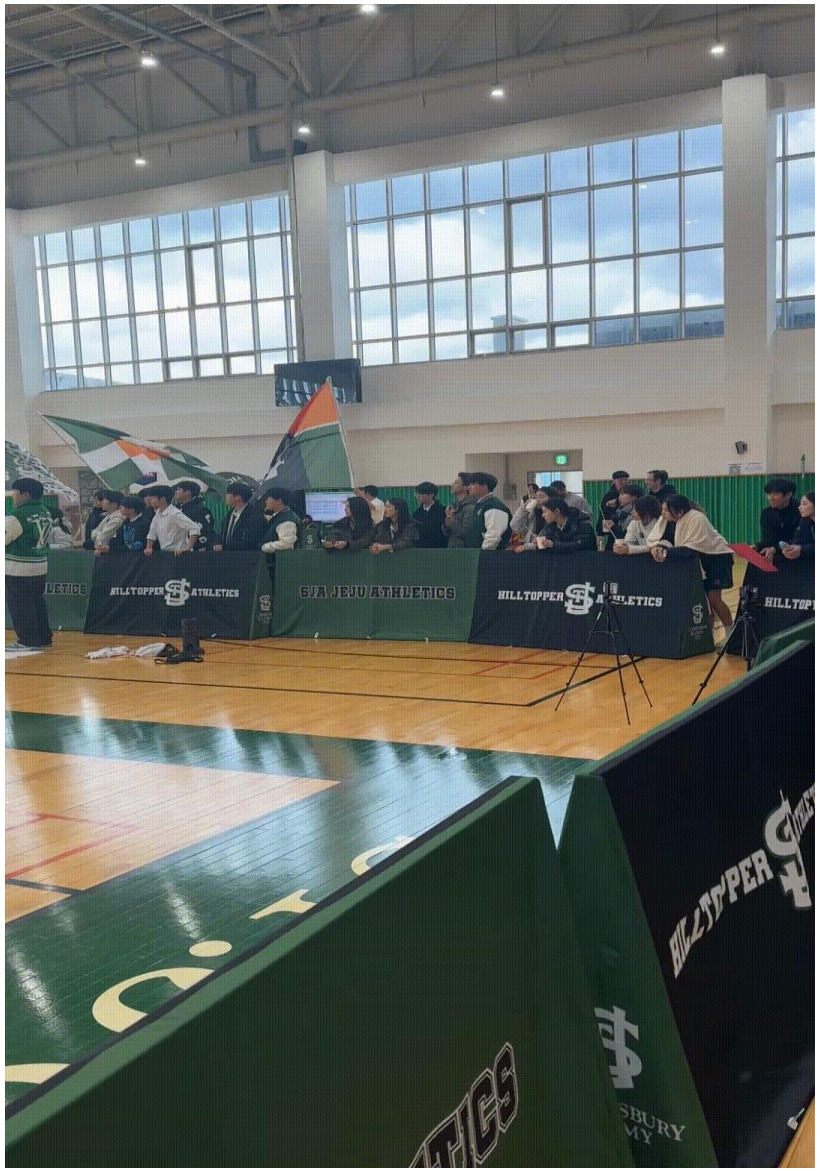
- Administrative Responsibilities
- Support Systems in Place for Game-Day Execution
- Funding and Resource Allocation for events



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How the Sports Council can support event Hosting

- Pre-Event Promotion and Logistics
- Game-Day Roles and Responsibilities
- Post-Event Wrap-Up



Understanding What Students Want

- Identifying Student Interests & Engagement Levels
  - Gauging Interest in Athletic Programs and Events
  - Evaluating School Spirit and game attendance
  - What type events generate the most excitement?
- Creating Initiatives That Align with Student Interests
  - Improve Gameday Experience
  - Enhancing Sports marketing and communication
  - Improve Social media



Possible Committies

- Take time to talk to each other about what committees you may have or would think would benefit your community.



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Creating a Formal Constitution

- Clarification of Roles and Responsiblities
- Fainess and Consistency
- Dispute Resolution
- Long-Term Stability and Continuity
- Institutional Legitmacy



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How SJA's is Orgainzed

- 5 Committees
  - Table Workers
  - Broadcasting
  - Social Media/Design
  - Statistics
  - Photography
- 2 Presidents
- 2 Vice Presidents



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Presidents/Vice Presidents

- General Duties
  - Oversee all Athletic Sports Council operations
  - Lead meetings and provide support across committees
  - One President or Vice President must attend all home events
- Committee Oversight
  - President/VP Group 1:
    Oversees Table Workers & Statistics
  - President/VP Group 2:
    Oversees Media/Design, Broadcasting, & Photography
- Must be trained in all roles they supervise



Presidents/Vice Presidents

- Succession Plan
  - Vice Presidents automatically become Presidents at the end of the school year
- Special Duties
  - Presidents will Emcee the Athletic Banquet
- Flexibility & Support
  - Expected to fill in when committee members are unavailable
  - Must be adaptable and ready to take on any role as needed



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Table Worker Committee Heads

- Primary Responsibilities
  - Teach and train members to run the scoring tables for events
  - Ensure all workers understand both paper and electronic scoreboards
- Event Management
  - Organize table worker schedules for each event
  - Assign roles and ensure adequate coverage
- Backup Support
  - Step in personally when no workers are available

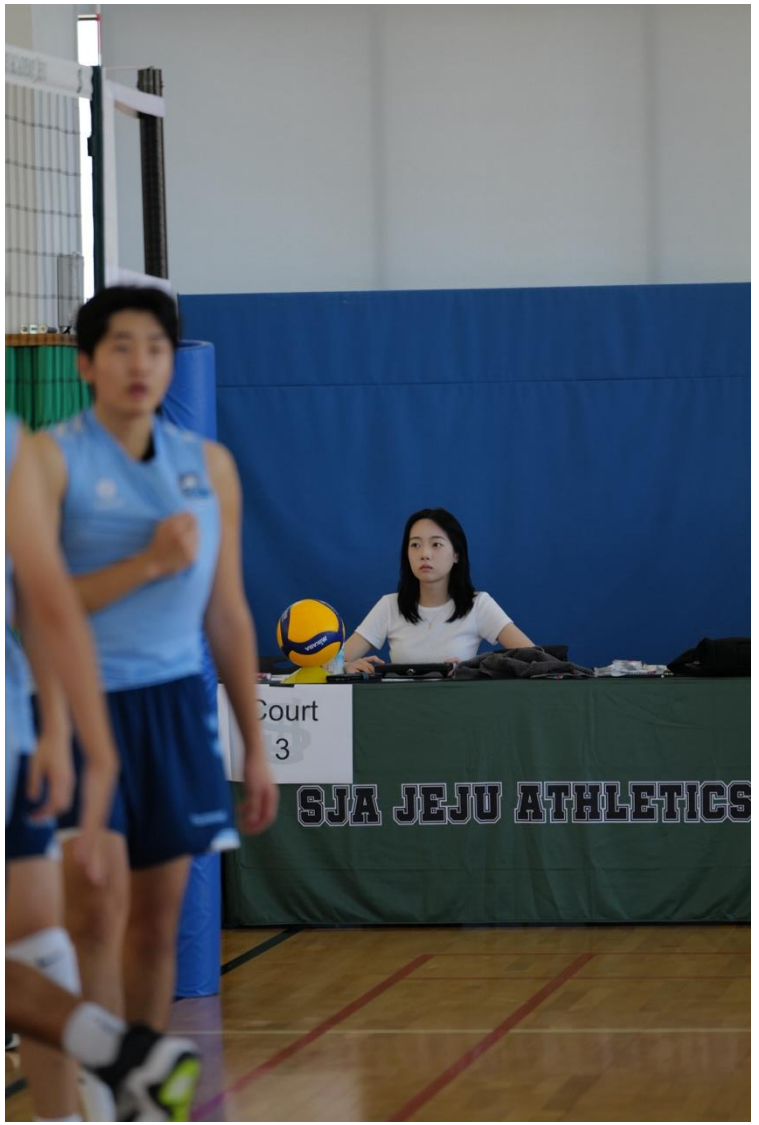
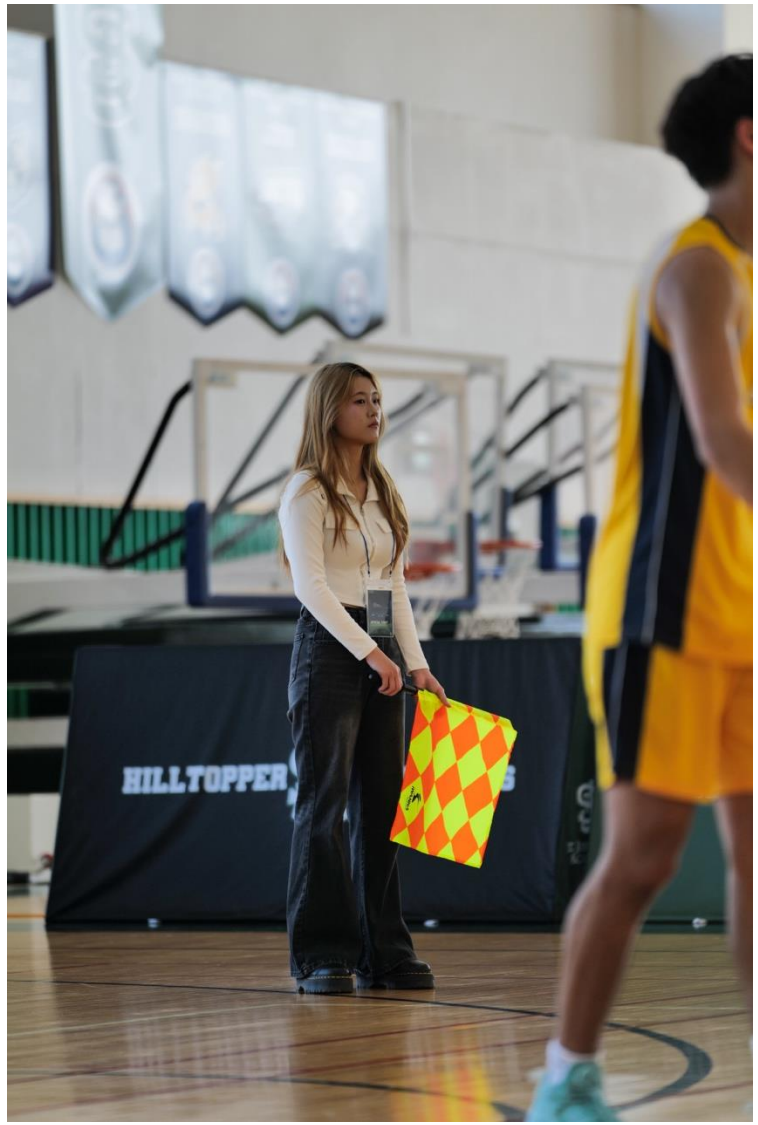


Table Worker Responsibilities

- Work the tables at events.
- This can be the paper, electronic scoreboard, lines for volleyball, or helping out with a track and field event
- willingness to learn how scoring and table work is done for a variety of sports



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Broadcasting Heads

- **Core Responsibilities**
  - Maintain and manage the **livestream setup** for all athletic events
  - Ensure **smooth, professional broadcasts** throughout each event
- **Expanded Opportunities**
  - For larger events, **add live commentary** to the broadcast
  - Work closely with Media and Photography for high-quality coverage
- **Leadership Duties**
  - **Train and assign workers** for each event
  - **Fill in** when staff are unavailable



KISAC Day 2 Court 3 Varsity Girls Basketball NLCS VS SJA

99 views • Streamed 2 months ago



KISAC Day 2 Court 3 Varsity Girls Basketball FPS vs. DIS

141 views • Streamed 2 months ago



KISAC Day 2 Court 1 Varsity Girls Basketball SJA vs. BFS

56 views • Streamed 2 months ago



KISAC Day 2 Court 1 Varsity Girls Basketball DIS vs. KISJ

99 views • Streamed 2 months ago

Broadcasting Committee Responsibilities

- Start livestream on time through spiideo and youtube
- Use ipad or camera if outside
- Keep score and time of each game
- End broadcasts

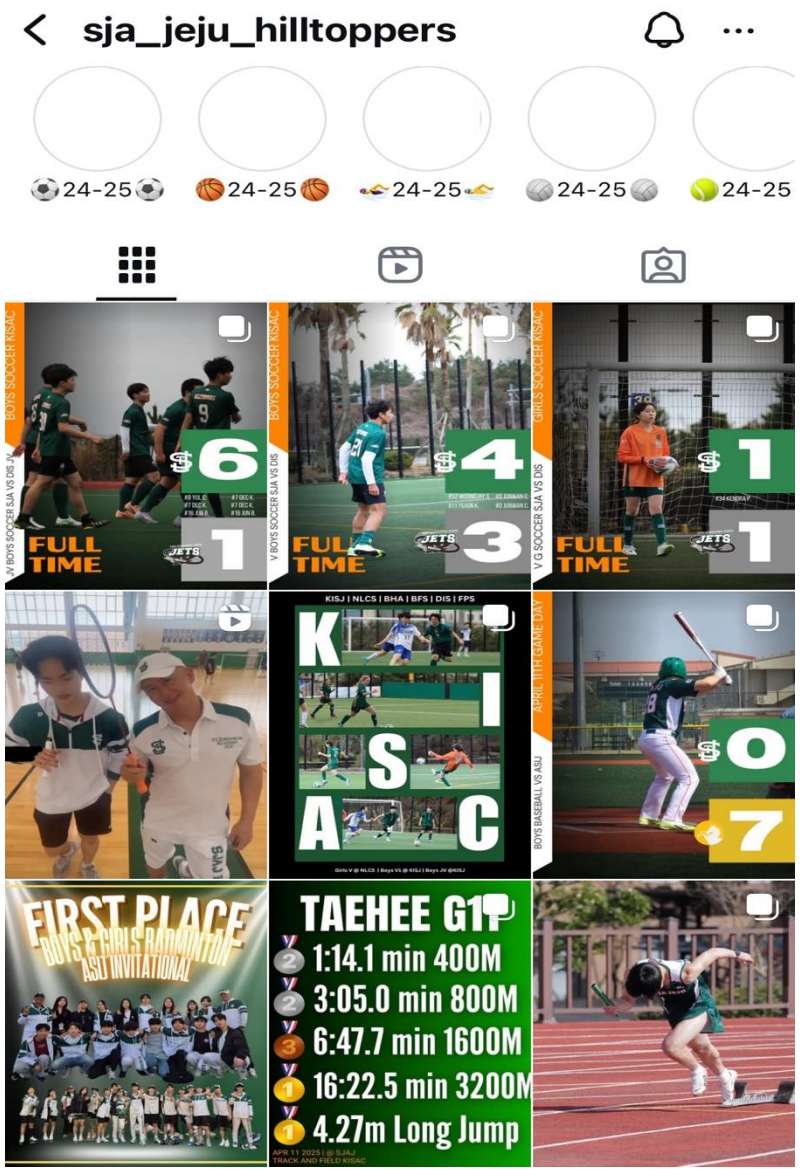


SPIIDEO

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Social Media / Design Heads

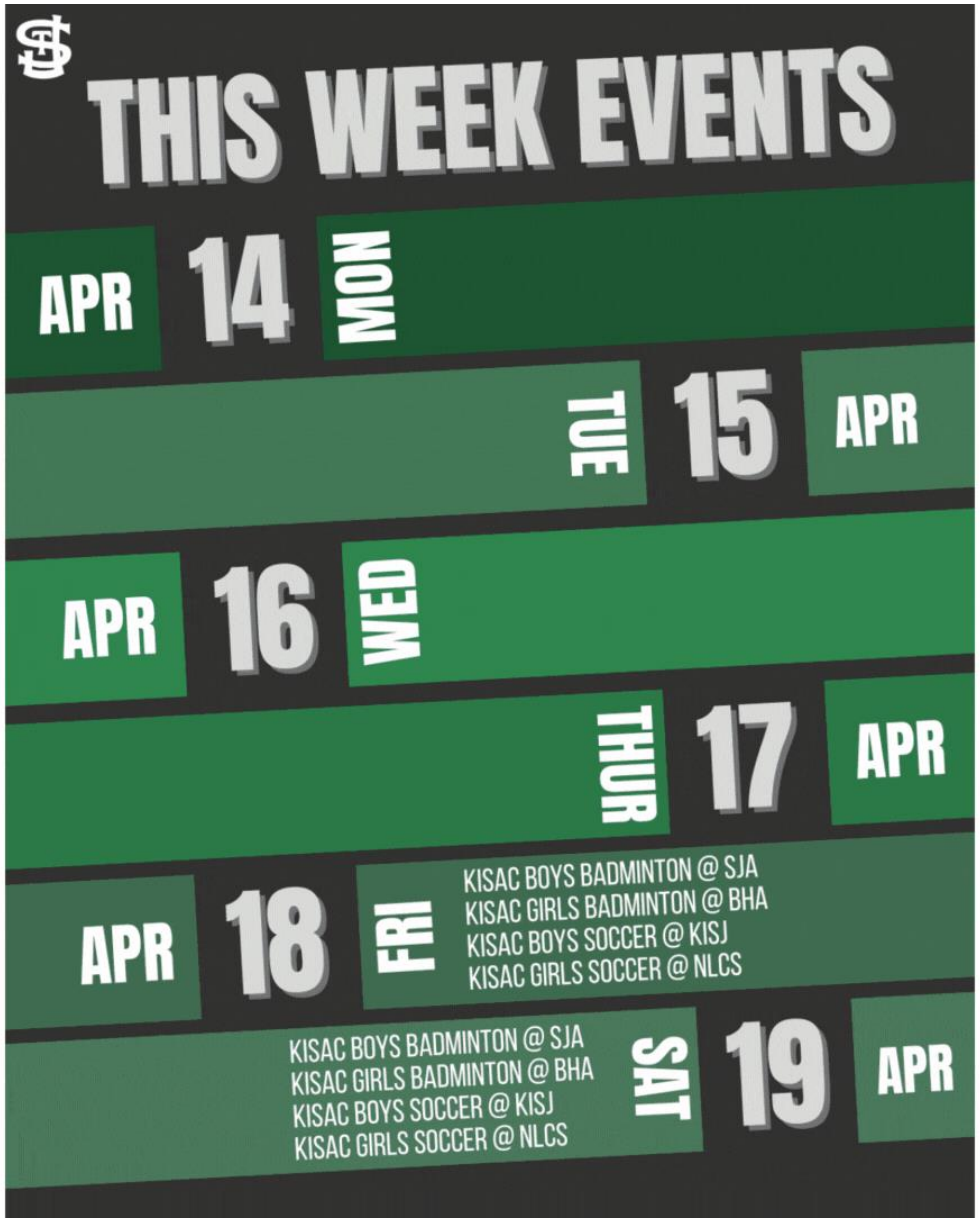
- Oversee the **school's athletics Instagram account**
- Create content such as:
  - **Gameday posts**
  - **Results updates**
  - **Team features**
  - **Photo dumps** from events
- **Collaboration & Content**
- **Coordinate with Photography** to get high-quality images
- **Assign workers** to post **IG stories** on event days
- **Merch & Design**
- Design the school's **3 annual hoodie options**
- Create other potential **merchandise items** as needed



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Social Media/Desgin Committee Responisibilities

- Update Intragram page with game day posts, match results, uploading rosters, varsity athlete spotlight posts
- create reels and other items to draw positive attention to our Athletic department and school
- Help design team warm-ups
- Design 3 sweatshirts to be sold to the school community each year



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Photography Heads

- **Event Coverage**
  - **Organize and take photos** at all athletic events
  - **Assign photographers** to cover each home game
- **Team & Athlete Features**
  - Coordinate with coaches to schedule **team photo sessions**
  - Organize **individual portraits** for varsity athletes
- **Support & Collaboration**
  - Work closely with **Social Media/Design** to share high-quality content
  - Help boost **Hilltopper Pride** through engaging visuals



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Photography Committee Memembers Responisbilities

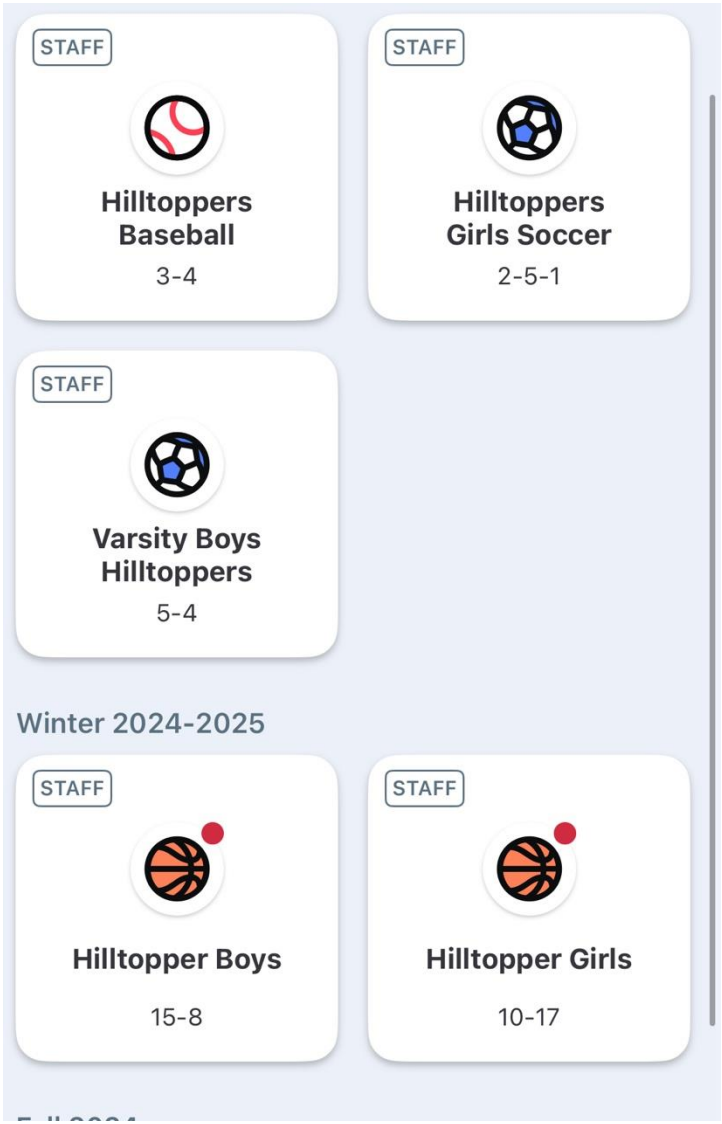
- Take photos at each home event, away if possible
- upload them in a timely matter to google drive
- JIT events, take photos for all teams
- end of year, create a video of the best photos
- Check out and return cameras



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Statistics Heads

- **Stat Tracking & Reporting**
  - **Compile statistics** for Volleyball, Basketball, and Soccer games
  - Use **Gamechanger** for **Basketball** and **Soccer**
  - Use **Google Sheets** for **Volleyball** to record stats
- **Training & Event Management**
  - **Train workers** on how to record stats accurately
  - **Assign workers** for each event to ensure coverage



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Statistics Committee Members Responsibility

- Take accurate stats at each game
- Review film of games and take stats if away games are done.
- understand how to use gamechanger and other ways to take statistics
- Willingness to learn about different statistics in each sport



General Members Expectations

- **Attendance Requirements**
  - Attend a minimum of **3 events** each season
  - **Attend all meetings** regularly
- **Absence Protocol**
  - If unable to attend an event or meeting, members must **notify their committee head in advance**
- **Accountability**
  - **Failure to meet attendance requirements** will result in:
    - **First Warning**
    - If behavior continues, the member may be **removed from the council**
- **Purpose**
  - These expectations are in place to ensure **commitment** and **accountability** within the Sports Council



Committee Elections

- **Eligibility Requirements**
  - Maintain a **good GPA** to show academic responsibility
  - Complete the **Google form** to apply, submitting all required details
- **Application Process**
  - Submit a **30-second video** showcasing:
    - **Passion for sports**
    - **Leadership qualities**
    - What they would bring to the council
- The video is shown to **general members** for review
- **Committee Involvement**
  - **Open to all high school students** to apply for committee roles
  - **Vice President applicants** must be entering **Grade 11**



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Reflection

- Continuous Improvement
- Feedback and Assessment
- Flexibility and Adaption
- Long-Term Vision



Scenerios

Scenario 1: Low Attendance at Games

- Your school has a great basketball team, but very few students come to games. The Athletic Department wants to improve attendance and school spirit. How can Sports Council help promote upcoming games and make the experience more exciting for students?

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Scenerios

Scenario 2: Overwhelmed Staff on Game Day

- It’s the biggest volleyball match of the season. The athletic director and coaches are scrambling to prepare the gym, manage the sound system, and ensure everything runs smoothly. They need help. How can the Sports Council step in to assist?

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Scenerios

Scenario 3: Student-Athlete Recognition Is Lacking

- Many student-athletes feel their hard work goes unnoticed, especially those in less popular sports. As members of the Sports Council, you've been asked to create a plan to boost recognition and appreciation for all athletes. What can you do?

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JEJU INVITATIONALS

JEJU

KOREA INTERNATIONAL SCHOOL

Volleyball	September 19th & 20th, 2025
Tennis	October 17th & 18th, 2025
Basketball	November 28th & 29th, 2025
Vex V5 Robotics	December 12th & 13th, 2025
Badminton	March 20st & 21st, 2026
Soccer	March 20st & 21st, 2026