

BUILDING A RELATIONSHIP

Every wise Director knows he needs help! A close working relationship has to be built with the following people if you are to meet with success:

1. Building Principal
2. Custodial Staff
3. Dad's and Mom's Clubs
4. Cheerleaders
5. Coaches
6. Officials
7. Faculty

The above are not placed in order of importance (for any one area can make your life as an Athletic Director miserable!)

1. It is important that the Athletic Director understands the Principal's philosophy toward athletics.
2. There must be close communication, respect, confidence and dialog between the Principal and Athletic Director.
3. **The Principal** must understand and outline the duties of the Athletic Director and have reviewed the department goals, approved or changed the objectives, then help the Athletic Director follow through.
4. **The Athletic Director** must understand the Principal's role, for he/she has the entire picture to control. The Principal is the end of the line as far as responsibility is concerned. The Athletic Director that has done his/her homework is prepared, can and needs to enlist the Principal's support.
5. **The Custodial Staff:** Work with them; for they can make it easy or impossible!
6. **Dad's and Mom's Clubs:** This is your financial backbone. Develop these aids, give them responsibility, support, encouragement and leadership. Don't forget to say "Thank you"!
7. **Cheerleaders:** A positive force that can create momentum. Encourage students to form pep squads, etc.
8. **Coaches:** "A great deal can be accomplished if we don't care who gets the credit". An Athletic Director without cooperative, hard working coaches is up a creek without a paddle or boat.
9. **Officials:** Promote respect for them by your coaches and fans. They have a tough job and they make the effort to do it well. Help solve the problems - don't be a part of the problems.
10. **Faculty:** They talk to the students each period of the day. You need their support - work on it - sell your program. Give the faculty your support:
 - a. Invite them to your game.
 - b. Host them as guests.
 - c. Show appreciation.

A good Athletic Director works to:

- a. Set goals to be achieved.
- b. Develops leadership.
- c. Communicates with coaches.
- d. Motivates coaches to do a good job.
- e. Makes sound decisions when needed.
- f. Works to promote his community - League profession - peers and his church.

THE LEAGUE OFFICE NEEDS YOUR SUPPORT! Call us - let us know your concerns! Located at 305 Michigan Avenue, (313) 237-5069, we are here to help you.