

**HOW YOU CAN
PROMOTE
PARTICIPATION**

**2019 NIAAA/NFHS NATIONAL CONFERENCE
HARBOR ISLAND, MARYLAND**

PRESENTERS

Kevin Bryant, CMAA, Ph.D

**District Athletic Director
Redmond School District
Redmond, OR.**

14 years HS AD experience

12 years college AD experience

14 years coaching experience

Formerly state of OR. LTI Coordinator

Formerly LTI 710 National Chair

Past President, OADA

John Gray, CAA

**Kankakee Valley HS
Athletic Director
Wheatfield, IN**

15 years AD experience

20 years coaching experience

IIAAA-Assistant Professional

Development Director

IIAAA LTI Instructor

WHERE WE ARE GOING TODAY

1. **The Philosophy vs. Reality Challenge**
2. **Why we are losing participants?**
3. **Why do kids play to begin with?**
4. **Involving others in this work with us**
5. **Start young—connect to your youth programs**
6. **Stay grounded in truth...not fiction**
7. **Have a goal—If you aim at nothing you hit it every time.**
8. **Get philosophical—(Fun, Joy, Play)**
9. **Retain your current athletes—95%**
10. **Transactional or transformational**
11. **Get creative—WA as an example**
12. **Celebrate and acknowledge your participants.**



PHILOSOPHY VS. REALITY CHALLENGE

Participation in High School
Sports Registers First Decline
in 30 Years

By NFHS on September 05,
2019

WHY ARE KIDS NOT PLAYING?



**WHY DO KIDS PLAY?
A REMINDER TO US ALL**



**INVOLVE OTHERS IN THIS
CRITICAL WORK**

**START YOUNG,
WITH ALL YOUTH PROGRAMS**

STAY GROUNDED IN TRUTH

**HAVE A GOAL—IF YOU AIM AT
NOTHING YOU HIT IT EVERY TIME!**



GET PHILOSOPHICAL—FUN, JOY, PLAY
WHAT DOES IT LOOK LIKE AT YOUR SCHOOL?



**RETAIN YOUR CURRENT
ATHLETES/SUPPORTERS**

**TRANSACTIONAL OR
TRANSFORMATIONAL?**

WHICH IS YOUR ATHLETIC PROGRAM?

GET CREATIVE

ACKNOWLEDGE YOUR PARTICIPANTS

QUESTIONS???

PRESENTER CONTACT INFORMATION

Kevin Bryant

**District Athletic Director
Redmond School District
Redmond, OR**

Cell: 503-515-5847

Email: kevin.bryant@redmondschools.org

John Gray

**Kankakee Valley HS
Athletic Director**

219-956-3143 Ext 2026

219-629-5527 Cell

jgray@kv.k12.in.us