

MILFORD
EXEMPTED VILLAGE SCHOOL DISTRICT

**ATHLETIC DEPARTMENT
STRATEGIC PLAN**



May, 2007

(BOE Approved: June 21, 2007)

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**Nothing in this plan is intended to supersede the policies or master contract agreements of the Milford Exempted Village School District, Ohio High School Athletic Association, or Ohio Revised Code. In all matters of conflict, this plan is subject to those policies and agreements.*

Visit these websites for more sports information...

www.milfordathletics.org

Our Milford Athletics and Milford Athletic Boosters Home Page! Contains links to stats, downloadable forms, directions and everything Milford Athletics...

www.highschoolsports.net

For current, constantly updated athletic schedules and results...

www.favcsports.com

For league stats, rankings, news and links to all FAVC schools...

Athletic Office (HS) 576-2208

Athletic Office (JH) 248-3455

Special thanks to the Milford Athletic Boosters Club for funding this project!

I. Introduction

All great, successful organizations need a plan. A “Strategic Plan” if you will. This plan tells others what you believe in, value and stand for (Value Statements). It explains what your mission is (Mission Statement). It outlines where you are going and what areas you want to focus on and accomplish (Strategic Choices/Objectives). Finally, it provides details of how you are going to get there (Action Plans). Our District has had a Strategic Plan since 2000 and now so does our Athletic Department. The Milford Athletic Program directly impacts the educational opportunities of over 1000 students (grades 7-12) and has the potential to impact the climate of our entire student population and our community at-large. With the help of 14 dedicated members of our Athletic Community and 2 outside facilitators who spent 24 hours together over 4 days, the foundation of the plan was poured and molded. Now, teams of 4-6 are hammering out the action steps needed to make our plan a reality for the future and help our department and our athletes become the best they can be. We know what we believe in, we know what our mission is, we have objectives we want to achieve and we have action plans and teams to get the job done. We are on our way...

II. District Mission/Vision Statement

The mission of the MEVSD, in partnership with its community, is to provide an education of the highest quality, inspiring and empowering each student to be a life-long learner and a contributing member of a diverse and ever-changing society.

III. Athletic Department Mission Statement

The mission of the Milford Athletic Department is to be an integral part of the educational process by providing the means and resources for students to be involved in competitive sports. We develop the whole person, promote teamwork, and create positive social interactions and a positive community environment.

IV. District Value Statements

The MEVSD believes that...

- Every person has value and the development of body, mind and spirit are essential
- Every person can learn
- Every person contributes through individual qualities
- Every person has unique needs
- All people in the community are accountable for their actions and how they impact others
- Family relationships play a critical role in the learning process and influence a child’s ability to achieve success
- Moral and ethical principles are vital in the development of strong character
- Mutual respect is imperative
- Embracing change is critical for positive growth
- Learning is life-long
- High expectations lead to high performance
- Optimal learning requires a safe and nurturing environment

V. Athletic Department Value Statements

As a Milford Athletics community, we believe in and value...

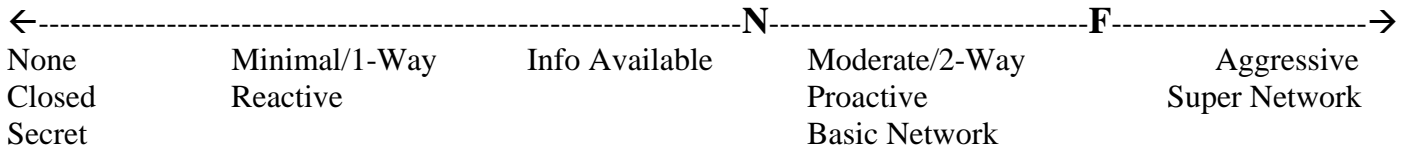
- Athletes as students, first and foremost
- Developing character in each person, making them the best they can be in mind, body, and spirit
- Developing meaningful relationships in our athletic "family" and broader society
- Developing sports specific skills to maximize the potential and success of players, teams, and programs
- Healthy life styles, including freedom from substance abuse
- Hard work, teamwork and sportsmanship which contribute to success and the achievement of goals
- Mutual respect and tolerance

VI. Strategic Choice - Communication of Information

- *As a Milford Athletics community, we want to expand and sustain an open and proactive communications network that impacts all stakeholders*

Team Leader: Mary D'Errico

Spectrum of Communication of Information



Spectrum Explanations:

N (Now): Most information available and some proactive

F (Future): Proactive network of 2-way communication

Strategic Objective:

Improve Athletic Department communication of information to stakeholders...

- a. Increase average number of monthly milfordathletics.org visits by 10% from 2006-07 to 2007-08
- b. Increase school and community satisfaction of Athletic Department communication by 20% from 2007-08 to 2008-09 based on survey results to be collected by June of each year

Action Plans:

Action Teams are still analyzing and finalizing suggested plans

Sample Action Plan...

Upgrade MHS marquee to digital style with instant change/update capabilities by August, 2008.

VII. Strategic Choice - Facilities

- *As a Milford Athletics community, we want to continually maintain, upgrade and add athletic facilities to enhance the student and community experience*

Team Leader: Carol Ball

Spectrum of Facilities Improvements



Spectrum Explanations:

Slowly Degrade: Nothing done to facilities as they deteriorate

Last 10 Years Additions: Baseball/Softball Diamonds, Track, Scoreboards, BG/Pool/Soccer Sound Systems, BG Refinish/Paint Floor

Status Quo: Maintain current facilities only

SE Development: Soccer Complex Upgrades

NE Development: 5 Tennis Courts, Football Complex Upgrades

Total Campus: Implement MEVSD Master Plan for all facilities on MHS/MJHS campus

Strategic Objective:

Implement parts of the District Master Plan to move towards complete campus renovation...

- a. Install tennis courts by August, 2008 (est. \$125,000)
- b. Upgrade soccer complex by August, 2010 (est. \$150,000)
- c. Upgrade football complex by August, 2012 (est. \$1.5 million)

Action Plans:

Action Teams are still analyzing and finalizing suggested plans

Sample Action Plan...

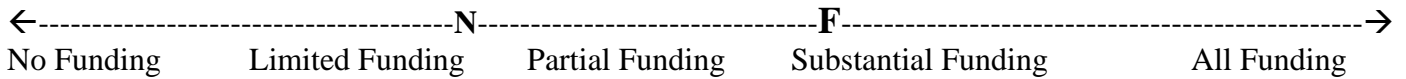
AD meet with Business Manager and Architect to see District Master Plan and possible revisions by August, 2007.

VIII. Strategic Choice - Funding

- *As a Milford Athletics community, we want to improve the funding of athletic programming through a variety of sources*

Team Leader: Joe Slusher

Spectrum of Funding of Athletics



Spectrum Explanations:

No Funding: No supporting resources and no general fund money used for athletic department operation

Limited Funding: Some supporting resources and a portion of salaries covered by general fund with other portion by fees

Partial Funding: Healthy supporting resources and all salaries and transportation covered by general fund with fees directed to Athletic Department for equipment and operational needs

Substantial Funding: Major supporting resources and all salaries, transportation and facilities costs covered by general fund with fees directed to Athletic Department for equipment and operational needs

All Funding: Supporting resources allow for any and all desired projects to be implemented and all salaries, transportation, facilities costs, equipment and operational needs covered by general fund with no fees

Strategic Objective:

Improve funding of athletics from a variety of sources...

- a. Increase overall Athletic Boosters revenue by 10% from 2006-07 to 2007-08
- b. Increase overall gate revenue by 10% from 2007-08 to 2008-09
- c. Increase District financial support of athletic programming by 20% from 2007-08 to 2008-09

Action Plans:

Action Teams are still analyzing and finalizing suggested plans

Sample Action Plan...

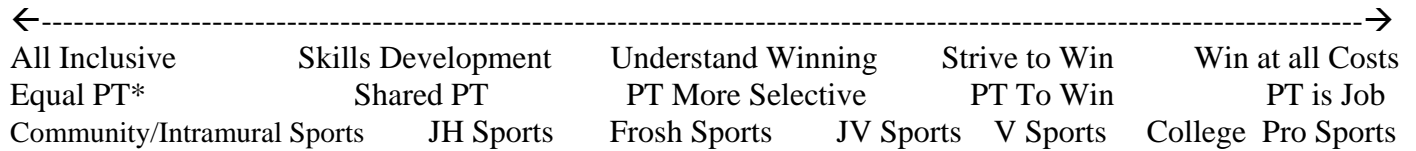
Athletic Boosters set goals for membership and fundraising using revenue in 2006-07 as base by August, 2007.

IX. Strategic Choice - Participation and Competitive Intent

- *As a Milford Athletics community, we want to increase participation and balance competitive intent for all levels and programs*

Team Leader: Dave Ackerman

Spectrum of Participation and Competitive Intent Levels



**PT=playing time*

Spectrum Explanations:

We want all of our teams to be successful, but in general, our focus on winning increases as the team level increases and the skills development aspect at the earlier stages needs to remain a top priority. Playing time is always the coach’s decision based on: ability, aptitude, attendance and attitude.

Strategic Objective:

Increase participation and define competitive intent to maximize program achievement...

- Win the FAVC Buckeye All-Sports Trophy by June, 2009
- Win 5 varsity FAVC Buckeye Championships in 2007-08
- Increase student participation in the Athletic Program by 10% from 2007-08 to 2008-09

Action Plans:

Action Teams are still analyzing and finalizing suggested plans

Sample Action Plan...

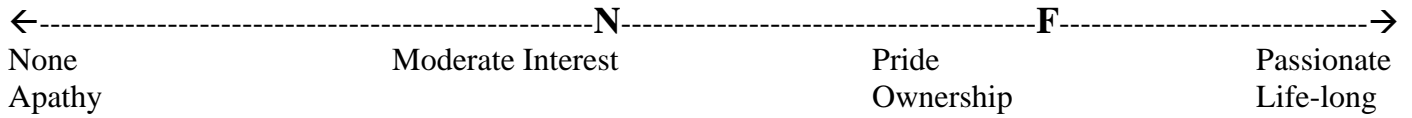
Head Coaches implement their program action plans per their particular sport including “recruiting” at our JH level by start of 2007-08 seasons.

X. Strategic Choice - School Spirit and Community Support

- *As a Milford Athletics community, we want to aggressively develop and preserve an increased sense of school spirit and support with all stakeholders*

Team Leader: Tom Willson

Spectrum of School Spirit and Community Support



Spectrum Explanations:

N (Now): Moderate interest by general student body mostly if winning

F (Future): Pride by majority of student body in all teams and accomplishments

Strategic Objective:

Improve school spirit and community support...

- Increase overall Athletic Boosters memberships by 20% from 2007-08 to 2008-09
- Increase overall game attendance/admissions by 20% from 2007-08 to 2008-09

Action Plans:

Action Teams are still analyzing and finalizing suggested plans

Sample Action Plan...

Implement theme nights (giveaways, contests, etc.) for all spectator sports by August, 2007.

XI. Athletic Strategic Planning Committee Members

THANK YOU...

Mike Packard and Larry Westerfeld

Facilitators

Dave Ackerman

Milford Boy's CC Head Coach

Milford HS Teacher

Milford Alumni/Athlete

Milford Community Member

Milford Children: 2 Daughters

Carol Ball

Milford BOE President

Milford Community Member

Milford Children: 1 Daughter/3 Sons

Nancye Bruck

Milford Athletic Boosters Treasurer

Milford Community Member

Milford Children: 2 Daughters/1 Son

Mary D'Errico

Milford Community Member

Milford Children: 1 Daughter/1 Son

Ted Dixon

Former Milford HS Coach

Former Milford HS Teacher

Milford Children: 1 Daughter/2 Sons

Inducted in MABC Hall of Fame as Coach

Judy Evans

Milford Community Member

Milford Alumni

Milford Children: 1 Daughter/1 Son

Andre Gendreau

Milford Junior High Athletic Director

Former Milford Teacher

Former Milford JH/HS Coach

Virginia McCallum

Milford Community Member

Former Milford HS Assistant Principal

Milford Children: 2 Daughters/1 Son

Joe Slusher

Milford Athletic Boosters V-President

Milford Community Member

Milford Children: 1 Daughter/1 Son

Mark Trout

Milford Athletic Director

Former Milford JH/HS Coach

Former Milford Boys' Soccer Head Coach

Former Milford HS Teacher

Ryan Vonderbrink

Milford Senior Athlete

Athletic Leadership Council Representative

Doug Walters

Milford Girls' Volleyball Head Coach

Milford HS Teacher

Tom Willson

Milford HS Assistant Principal

Former Milford HS Teacher

Former Milford JH/HS Coach

Milford Alumni/Athlete

Dave Yockey

Milford BOE

Milford Community Member

Former Milford HS Teacher

Milford Children: 2 Daughters/1 Son