



9/15/2017
Volume 2, Issue #1



Our Mission: R A C E
Represent **A**dvocate **C**ommunicate **E**ndorse

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Changes—Life, Strategic Plan & Sprinting Ahead

Welcome to 2018!

After 20 seasons of committing my life to two sports, I felt like it was time to make a decision—one that I do not regret. I get asked if I miss football and of course I do and always will, but the tradeoff of being able to spend more time with my family and focus on our association has helped fill the void.

With two highly successful seasons as advocates for our coaches statewide in XC and Track & Field, I can honestly say that we have been moving at light speed.

As part of our process to be the most effective resource for our coaches, our summer planning meeting(s) included an evaluation/ of what we planned to do, what we accomplished, what we want to accomplish and ultimately where we need to improve. The most practical way to do this was to take our Mission and its acronym to evaluate. If you are not aware, our Mission is to RACE:

- R**epresent coaches
- A**dvocate for high standards
- C**ommunicate effectively
- E**ndorse excellence

The self-analysis was eye-opening, and while we felt like we have made great strides in a short amount of time, it was apparent we have some things we need to fix! You can see the analysis in this issue

We announced our membership with the national organization USTFCCCA, which includes discounted pricing on their programs

and a subscription to Techniques magazine, an amazing resource for coaches. I am hoping that some of our experts in this state contribute to this outstanding magazine!

After our evaluation, we have begun developing our first 5 year strategic plan that we will begin implementing with our 2018 membership.

If you have not joined, please consider becoming part of an incredible organization focused on helping bring progress and reform to Cross Country and Track & Field in Georgia.

Inside you will see info on some additional perks we are excited to bring to the 2018-19 membership. Check out and see why we are thrilled about the direction we are heading with input on what **YOU** want.

And more importantly, **we want YOU involved. We need YOU involved.**

ALL OF YOU!

The best part?

There will be NO increase in membership dues! For \$20 per individual or \$100 per staff, you are getting a heck of a deal!

Whatever is keeping you from joining, think about it. We could not have accomplished what we have without the input and support from our state coaches and other supporters.

Yours in XC and Track & Field,

Matt Henson, President

Do not forget the launch of our new **Blog Area** at

www.gatfxcca.org

This will go LIVE in October!

We look forward to regular updates on these areas by not only our board, but from our members/athletes and XC/T&F experts, too!

We will have areas for:

- Cross Country
- Track & Field
- Coaching
- Stories

GATFXCCA

Executive Board

- **Matt Henson, Parkview**
President
- **Cathi Monk, Pope**
Vice President
- **Travis Gower, Walton**
Secretary
- **Mike Beaudreau, Hebron**
Treasurer

Representatives

1-A Private

- **Scott Neal, Tallulah Falls**
- **Dan McCauley, Paideia**

1-A Public

- **Tim Suttles, Montgomery Co.**

2A

- **Will Wood, Jeff Davis**

3A

- **Matthew King, Jackson Co.**
- **Rico Campbell, Johnson-Sav.**

4A

- **Eric Heintz, Marist**

5A

- **Jason Newton, McIntosh**
- **Claud Spinks, Eagles Landing**

6A

- **Patrick Parsons, Allatoona**

7A

- **Andy Christie, Mill Creek**
XC Chairperson
- **Matt Henson, Parkview**
T&F Chairperson

At-Large

- **Nick Houstoukalis, Marietta**
- **Mike Judge, Throw1Deep**

Coaches Education Initiative

Effective Jan. 2018

The premise behind this is simple—our association is supposed to be “an advocate and resource for the coaches and supporters of Cross Country and Track & Field” in Georgia. This is going to be an incredible (but limited) resource for our membership.

Beginning with the 2018-19 budget that we will vote to approve at the clinic, we are proposing within the budget an amount that would reimburse our members who apply (deadline/process TBA) to receive part/entire tuition cost for earning a coaching credential. In addition, we have developed a recognition for coaches who have done/will complete this process.

Why is this important to us? Because we all know that as coaches, we are teachers. Our board believes that coaching/learning is a lifelong process, and we need to help continue the level of excellence/expertise that our coaches across the state already possess and take it to another level.

Endorsement Program

All coaches who are current and provide evidence/equivalents of a credential(s) will be recognized in the membership list area as:

GATFXCCA Veteran Coach (*Recognition of coaches pre-staff/un-developed*)

15+ Years of service including a body of work/professional vitae of proven expertise approved by the Coaches Education Committee

GATFXCCA Elite Coach (*Goal=10% each year until 66% threshold met*)

USATF Level I or equivalents (USTFCCA Technical)

GATFXCCA Specialist Coach (*Goal=10% each year until 50% threshold met*)

Equivalent of USATF Level II or equivalents (TBA)

GATFXCCA Expert Coach (*Goal=5% each year until 15% threshold met*)

Equivalent of multiple USATF Level II or equivalents (TBA)

GATFXCCA Master Coach (*Goal=1 coach each year until 5% threshold met*)

Equivalent of USATF Level III or equivalents (body of work, professional vitae)

GATFXCCA Master Coach—International (*Goal=TBA highest cert known*)

IAAF Level V Academy or equivalents (none at this time)

Current Status

As of the initial survey of credentialed coaches who are currently members, we are already at: **Elite** (13.6%), **Specialist** (4%), **Expert** (2%), **Master** (1%) & **Master-Int** (1%). The process for applying for reimbursement will be on a first come/first served/first completed status. We will be limited because of budget, but hope that with membership increasing, so will our budget for this!



Coaches Education Initiative (cont'd)

Effective Jan. 2018

Cost of Credentials (subject to change—travel/room/board not needed/included in some programs)

USATF Level I / USTFCCA Technical Program \$195

Level I has a weekend-long seat time requirement, with openbook/open-note online test available for a period of time. USTFCCA Technical (equivalent) can be taken completely online, but requires you to complete exam in one sitting.

USATF Level II / Equivalent TBA \$495 (1st time--tuition only) \$450 (alumni)

Level II is an intensive program in an event group area that requires 4 days travel (rotates between east coast, central, west coast). Housing/meal plan is available on campus for approximately the same amount as tuition.

USATF Level III / IAAF Level V Academy / Equivalent TBA \$805 (tuition only)

Level III/V Academy is the pinnacle of expertise. It is a 6 day intensive classroom/lab program This program is grueling, but VERY rewarding. Housing/meal plan is available on campus for approximately the same amount as tuition.

IAAF Level V Academy will not be concurrent with USATF Level III very soon.

**GATFXCCA already has 2 member coaches
USATF Level III / IAAF Level V!**

Our Preference

The GATFXCCA will lobby for EXPERTISE and feel like there is a variety of options to achieve this. Currently, we are aware of the USATF's continued efforts to raise the level of coaching education as sports science / sports theory evolves, and the USTFCCA's programs are no different.

Should you find/know of a different program, feel free to contact us to provide information about the program. Our Coaches Education Committee will research/evaluate the program for rigor/content and make a decision as quickly as possible.

More Information

- **USATF Link** <http://www.usatf.org/Resources-for---/Coaches/Coaching-Education.aspx>
- **USTFCCA Link** <http://www.ustfcca.org/track-and-field-academy>

In the meantime, KEEP LEARNING!

The BEST coaches are the ones who ask/study/refine/seek/adapt and understand they don't know everything!



USA TRACK & FIELD

Member Liability Insurance Policy

Subject to change—information according to quote provided Fall 2017

One of the first goals discussed in 2015 during the informal meetings of setting up our Association on an official basis was to provide our membership with some form of liability insurance at a very reasonable rate. Unfortunately, our society has become sue-happy and it is a HUGE benefit to have this type of coverage.

After researching, getting multiple quotes and discussing with other state/national associations that offer liability insurance, the policy we have found provides some impressive coverage below, and even exceeds most other organizations like ours who offer a liability policy for their membership.

This type of policy hopefully would never have to be used, but where else could you provide yourself or better yet, your ENTIRE STAFF, for the cost of our membership?

Commercial General Liability (CGL):	Option 1
Each Occurrence	\$ 1,000,000
General Aggregate (Other than Products-completed Operations)	\$ 5,000,000
Products-completed Operations Aggregate	\$ 1,000,000
Personal and Advertising Injury	\$ 1,000,000
Damage to Premises Rented to You (Fire Legal Liability)	\$ 1,000,000
Medical Expense (other than participants)	\$ 5,000
Hired Auto and Employers' Nonownership Liability (not provided while in Hawaii)	\$ 1,000,000
Professional Liability	\$ 1,000,000
Legal Liability to Participants (LLP)	\$ 1,000,000
Medical Payments for Participants (excess) \$100 per claim deductible applies	\$ 25,000

COVERAGES AND LIMITS

Coverage provided under this program includes:

Commercial General Liability (CGL) with Broadening Endorsement – coverage which protects the insured against liability claims for bodily injury and property damages arising out of premises, operations, products and completed operations and personal and advertising injury. Additional or broadening coverages added with the broadening endorsement are: Expected or intended injury resulting from the use of reasonable force to protect persons or property; Non-owned watercraft – extended to 58 feet; Supplementary payments - \$2,500 bail bonds, \$500 a day loss of earnings; Knowledge or Notice of Occurrence; Waiver of right of recovery; Bodily injury definition expanded to include mental anguish, mental injury, shock, fright, humiliation, emotional distress or death resulting from bodily injury, sickness or disease; Damage to Premises Rented to You – the term fire is replaced with fire, lightning, explosion, smoke and leaks from sprinklers; Additional coverages: Emergency Real Estate Consultant Fee - \$25,000; Identify Theft Exposure (for directors or officers) - \$25,000; Key Individual Replacement Cost - \$50,000; Lease Cancellation Moving Expense - \$2,500; Temporary Meeting Place - \$25,000; Terrorism Travel Reimbursement (for directors or officers) - \$25,000; Workplace Violence Counseling - \$25,000

Professional Liability – provides protection against claims that arise out of the rendering, or failure to render: instruction, demonstration, direction and/or advice relating to the sports activity. Available for Class B & C sports only.

Legal Liability to Participants (LLP) – coverage which offers protection against bodily injury liability claims brought by persons participating in covered sports activities. Available for Class B & C sports only.

Medical Payments for Participants – coverage which pays the medical and dental expenses incurred by a participant when an accidental injury occurs while participating in your covered sports activities. The coverage is provided on an excess basis, responding after all other medical coverage available to the participant has been exhausted. If no other medical coverage exists, the coverage becomes primary. A \$100 deductible applies to each claim and the benefit period is two years from the date of the accident. Available for Class B & C sports only.

Hired Auto and Employers' Nonownership Liability (not provided while in Hawaii) – coverage which protects the insured against liability claims arising out of the maintenance or use of motor vehicles hired or borrowed by the insured on a short-term basis, as well as coverage for those autos your organization does not own, lease, hire, rent or borrow that are used in conjunction with your operations. Coverage does not extend to the transporting of participants or to those vehicles that are rented, hired or borrowed on a long-term basis.

GATFXCCA Self-Analysis

Our Mission is to RACE, so our board took the acronym and what each letter represents.

- **Red** = Areas the GATFXCCA is doing well & will strive to continue
- **Black** = Areas the GATFXCCA is deficient/areas of emphasis to strive to improve

Represent coaches

Geographically

Gender

- *78.9% male*
- *21.9% female*

Minorities

Classification

- *Membership inclusive of ALL GHSA Classifications*

Public & Private

Cross Country and Track & Field

Advocate for high standards

Coaching

Sport

Participation

Regular season

State advancement and finals

Communicate effectively

GATFXCCA website

GATFXCCA Quarterly newsletter

E-mail database

Social Media (Facebook, Twitter, etc.)

Endorse excellence

Awards

- *GATFXCCA Event Athletes of the Year (Female & Male)*
- *GATFXCCA Event Coaches of the Year (Female & Male)*

Scholarships

- *GATFXCCA Event Athletes of the Year (Female & Male)*

Hall of Fame

- *Recognized during the Atlanta Track Club All-Metro XC Banquet*
- *Recognized during the Atlanta Track Club All-Metro Track & Field Banquet*

Promote Cross Country and Track & Field

Educate

- *Annual Coaches Clinic*
- *Other organization coaching courses (USATF, USTCCCA, NFHS, etc)*
- *Networking opportunities (sharing ideas, mini-clinics, other)*
- *Resources/links on website*

Still Wondering What the GATFXCCA Has Done?

From our June 2017 Board Meeting / Preparation for 5 Year Strategic Plan

Membership

2016	14 Programs; 160 total	
2017	25 Programs; 287 total	56% Increase in Programs/Individuals
2018	TBA	

Initiatives (comments in **RED** are highlights)

2015-Present

- Clinic improvement with Atlanta Track Club partnership
 - **2017 Coaches social/luncheon/coaches' panels were a raging success from attendee feedback**
- Maintained database of ALL XC/T&F head coaches statewide for contact
 - **Working on streamlining this process with GHSA/GHSA Region Secretaries in 2018 to make sure we can electronically reach 100% of GHSA XC & T&F coaches in Georgia!**
- Statewide survey (members & non-members) for input for advancing/progressing XC/T&F
 - **Survey Data Ranked & Addressed/Prepared by the GATFXCCA Board & presented to the GHSA & the GHSA Cross Country/Track & Field Advisory Committee**

2016-Present

- Clinic improvement with Atlanta Track Club partnership
 - **Membership idea that other state clinics are doing to help us both for 2018 clinic**
- XC Proposal by XC Committee for Areas (7A) to the GHSA; collective voice for other classes
 - **APPROVED BY THE GHSA**
- Survey for geographically relevant state meet venues/combined gender championships
 - **Results: GHSA State meet locations for combined genders (1st time in GA history) became Berry College, Carrolton HS & Albany, GA**
- Assisted with the planning/staffing/implementation/Meet Management of Berry College as the state meet venue for 1-A Private/4-A/7-A (**already accepted as the 2017-18 venue**)
- Hall of Fame conducted in conjunction with the All-Metro Track & Field Banquet
 - **Feedback has been incredible with DeeDee Trotter attendance/Christian Taylor video**
- Awarded four scholarships to two deserving males/females
 - **Adding two scholarships per year starting in fall of 2017 for XC**
- Invited to attend the US Paralympic Trials in Charlotte, NC
 - **Met with the US Paralympic director; watched/observed events; working on promoting the program in GA in conjunction with the GHSA and Adaptive Sports program for 2018**



Board Committee Restructuring

Effective Jan. 2018

Original Constitution/By-Laws Committees

Article VII / Section 705

- Track & Field
- Cross Country
- Finance
- Communications
- Bylaws
- Awards
- Outreach

During the self-analysis/study of our association, the executive board determined that in order to be more effective, it was necessary to develop committees with chairs in order to maintain focus.

Each board member has input on ALL areas, but the following committees were narrowed down/named from the original constitution/bylaws and was voted in by an amendment during the September 24th board conference call.

The responsibilities of the chair are listed.

Article VII / Section 705 Amendment

- **Growth & Development (formerly Outreach)**
Shall facilitate and coordinate relations with the GHSA, GISA, ATC, and other organizations supportive of the scholastic running community in Georgia
- **Clinic (added)**
Shall facilitate in the planning, implementing and scheduling with the Atlanta Track Club or affiliated organization in conjunction with the annual clinic.
- **Membership (added)**
Shall facilitate growth while maintaining accurate data available for communication to the membership.
- **Business Partners, Sponsorships, Revenue (formerly Finance)**
Shall facilitate in preparation of the annual budget, maintenance of accurate records including but not limited to expenditures, reserves, etc. while working to increase and add additional partners/sponsors/revenue streams.
- **Strategic Planning & Goals (added)**
Shall facilitate in the preparation, implementation and presentation of the actual 5 year strategic plan during the different annual cycles.
- **Coaches Education (added)**
Shall coordinate in researching known staff development opportunities for membership as well as evaluation of new ones.
- **Media (formerly Communications)**
Shall maintain a presence through print/non-print & social media that promotes the association in a positive manner throughout the year.
- **Research & Data (added)**
Shall be directly responsible for the creation of any surveys for membership/general feedback, and the gathering of data for presentations by any other committee related to progressive changes.
- **Track & Field**
Shall be responsible for efforts in survey/reform/presentation as it relates to our track & field membership and liaison to the GHSA Cross Country/Track & Field Advisory Committee.
- **Cross Country**
Shall be responsible for efforts in survey/reform/presentation as it relates to our cross country membership.liaison to the GHSA Cross Country/Track & Field Advisory Committee.
- **Hall of Fame (formerly Awards)**
Shall be responsible for planning/ordering/maintaining the annual selections for the Hall of Fame process for the association.

Any member with a sincere interest/ability to commit to working with a committee, contact us immediately!

GATFXCCA Town Hall Meetings—Coming Soon!

Want to host a GATFXCCA Town Hall Meeting?

Help us host geographically-relevant presentations and Q&A sessions with the coaches in your school/region/area.

All we need is notice & an opportunity.

It has come to our attention that even with the concerted efforts of email & social media, we STILL have a number of coaches who are not aware of our association or efforts.

We aim to fix this beginning NOW.

Our goal in 2018 is to host at least one meeting in the following geographically-relevant areas, but we are more than willing to facilitate more if there is a need! :

- North Georgia
- Metro Atlanta
- Macon Area
- South Georgia

We are willing to start NOW in 2017 before the clinic!

If there is another area/need,

WE WILL COME TO YOU AT NO CHARGE

just a commitment of multiple schools and an hour (max) of your time!

Where is our membership? Look for the **ORANGE**. If we missed you, let us know asap!

We are currently servicing only 25 of 159 counties.

That is 15%.

Great XC & TF exists STATEWIDE!

What could we do when we get others on board?



GATFXCCA Perks Summary

- ATC/GATFXCCA Annual Clinic Discount
- GATFXCCA Credentialing Program
- Coaches Education Reimbursement Program
- Annual Scholarships for Member School Athletes
- USTFCCCA Annual Membership/Discount Pricing
- USTFCCCA "Techniques" Magazine Subscription
- GATFXCCA Coach/Athlete of the Year Eligibility
- \$1,000,000 Liability Insurance

A Collective, Respected Voice Statewide & Nationally!

What are you waiting on?

Join or Renew Now!

www.gatfxcca.org

\$20 per year (clinic to clinic)

\$100 per staff (clinic to clinic)

twitter 

Follow us

@GATFXCCA

GA Track/XC Coaches Association



Find us on
Facebook

Learn more about our faithful partners & why they are more than just the Peachtree Road Race in July!

[**www.atlantatrackclub.org**](http://www.atlantatrackclub.org)



Learn more about our state USATF Association

[**www.georgia.usatf.org**](http://www.georgia.usatf.org)