



Leadership Training Program Summer Institute  
Charlottesville High School  
Charlottesville, Virginia

## **The VIAAA will offer the 18<sup>th</sup> Annual Summer Leadership Training Institute in Charlottesville, Virginia at Charlottesville High School July 14-15, 2020.**

### **The institute will offer eight Leadership Training Courses during the two-day workshop.**

The following courses will be offered:

#### **FOUNDATION COURSES**

##### **LTC 504 Athletic Administration: Legal Issues I (Liability for Sports Injuries & Risk Management)**

This course provides in-depth coverage of the legal standards governing liability for sports injuries, including the duties imposed by courts and legislatures on athletics administrators, coaches, athletic trainers, and other athletics personnel related to safeguarding the health and well-being of student-athletes and other persons in school sports environments, along with strategies for developing, implementing, and documenting an effective risk management program for interscholastic athletics. Required for: RMSAA, CAA and CMAA Certification

##### **LTC 508 Athletic Administration: Legal Issues III (Hazing, Constitutional Law, Disabilities Law, & Employment & Labor Law)**

This course provides in-depth coverage of the legal standards governing hazing in interscholastic athletics programs and strategies for developing, implementing, and documenting an effective anti-hazing policy, along with extensive coverage of the constitutional rights of student-athletes that must be respected by schools when sanctioning athletes for misconduct, the impact of federal disabilities legislation on school sports programs, and the employment and labor law issues related to the administration of interscholastic athletics programs, in particular the minimum wage and overtime requirements of the federal Fair Labor Standards Act. Required for: CMAA Certification

#### **OPERATIONS AND MANAGEMENT COURSES**

##### **LTC 611 Athletic Administration: Concepts and Strategies for Interscholastic Marketing, Promotions and Fund-Raising**

This course will provide the athletic administrator with strategies and ideas to successfully promote and market the school's interscholastic programs and to enhance the success of supplemental fund-raising efforts. Promotional activities designed to create interest in, increase enthusiasm for, and enhance the image of a school's interscholastic activities program are described. Models of supplemental fund-raising are summarized, including a focused segment on working successfully with booster clubs and safeguarding of funds that have been raised. The potential for raising funds through grants and outreach efforts for major gifts are introduced. Detailed information related to corporate sponsorship is provided. Appendices include sample materials that may be utilized for grant and corporate sponsorship applications, marketing plans, and booster clubs, as well as fund-raising resources. Enrollees who will derive greatest benefit: Administrators seeking strategies to promote and market their school's interscholastic program, work successfully with booster clubs, increase the success of fund-raising initiatives, and initiate or broaden financial gain from grants and/or corporate sponsorships/donations.

##### **LTC 618 Athletic Administration: Management of Interscholastic Athletic Player Equipment**

This course will make use of principles, strategies and best practices for fitting, adjusting, managing, reconditioning and maintaining athletic apparel, footwear and protective equipment. All methods and techniques discussed will be drawn from American Equipment Managers Association standards and practices. Enrollees who will derive greatest benefit: Administrators who are inexperienced with techniques and methods for maintenance of competitive player equipment.

##### **LTC 627 Athletic Administration: Interscholastic Sports Strength & Conditioning Program**

This course will examine the role of the athletic director and other school administrators in supporting and developing

the interscholastic strength & conditioning program within a school or district. In this regard, topic coverage will include: (1) philosophy of strength & conditioning for ages 12-18; (2) function of strength & conditioning in rehabilitation of injury; (3) roles and responsibilities of coaches and athletic administrators; (4) the interscholastic weight room – specifications and equipment; (5) financial issues and strategies; (6) helping parents, athletes and the general public understand the role strength and conditioning; (7) legal issues and risk management strategies; (8) certification of strength & conditioning personnel; (9) performance enhancing substances in interscholastic strength & conditioning; and (10) contemporary administrative issues and response strategies.

Enrollees who will derive greatest benefit: Administrators seeking methods to better support strength & conditioning programs in middle and high school programs.

## **LEADERSHIP COURSES**

### **LTC 710-A Athletic Administration: Current Issues in American Sports (Ancillary and Additional Funding Sources for Athletics; Professional Development and Mentoring of Coaches; Multi-Sport Participation versus Specialization and Club Programs; Student Mental Health; Transgender Athletes)**

An instructor(s) will lead small-group discussions related to important issues and effective response strategies for 3 contemporary topics (selected from 5 available for LTC 710-A). The instructional format of this course will consist of brief presentations, group interaction and sharing of ideas. Participants will play an active role as these issues are debated and explored. Enrollees who will derive greatest benefit: Administrators seeking insight and possible solutions relative to current issues in the field. [REVISED 2019]

### **LTC 723 Administration of Professional Growth Programs For Interscholastic Athletic Personnel**

Since enactment of Title IX of the Education Amendment of 1972, the number of high school sports programs has increased geometrically. This pattern of growth has created an ever-increasing demand for trained coaches at all levels of high school and middle school competition. While the term “trained” may be defined variously, legal definitions, court cases and professional standards of care have clearly identified various competencies and performance expectations for coaches. In courts, these standards have placed increased responsibilities on athletic directors. First, is an obligation to carefully screen candidates for coaching positions during the hiring process. Second, is the responsibility to provide in-service training opportunities to ensure that all coaches are prepared for their work with children of variable skill and maturity levels.

### **LTC 799 Athletic Administration: Standards of Excellence in Interscholastic Athletic Programs**

Leadership Training Course 799 has two purposes and potential benefits for high school athletics directors. For newly or recently appointed directors, the course provides an overview of 11 NIAAA Leadership Training Courses (LTCs) including key concepts, strategies and best practices. Whether working to improve a program or looking for long-range planning guidance, this overview of 11 NIAAA course components can be of value. At the close of each of the nine chapters contained in the course manual, other LTCs are cited wherein an athletic director can derive more detailed information on a particular topic addressed within each 799 chapter. For more experienced directors, the same planning and guidance benefits can be derived. However, an additional benefit and incentive can be realized by seeking NIAAA Recognition of Program Excellence as an exemplary athletic program. For this purpose, the course provides an assessment instrument that describes in detail important components of an educationally sound interscholastic athletic program. Required for QPA application.

Cost for the institute is based on the number of courses a student takes. See listing below:  
1 course - \$100.00    2 courses - \$190.00    3 or 4 courses - \$280.00

**Late Registration Fee after 7/6/2020 is \$10.00 for one course and \$20.00 total for more than one course.**

The VIAAA has a block of rooms at the Hyatt Place at a rate of \$114 plus tax. Use Group Code: **G-VS7A**  
For reservations call:    Hyatt Place    Phone (434) 995-5200  
  2100 Bond Street  
  Charlottesville, Virginia. 22901

RESERVATIONS NEED TO BE MADE PRIOR TO THURSDAY, JULY 2, 2020 (to ensure you receive this rate and a room). For reservations to the Hyatt Place by phone: 1-800-993-4751 and for online registration visit:  
[https://www.hyatt.com/en-US/hotel/virginia/hyatt-place-charlottesville/chozc?corp\\_id=G-VS7A](https://www.hyatt.com/en-US/hotel/virginia/hyatt-place-charlottesville/chozc?corp_id=G-VS7A)

Reservation Forms are on the VIAAA Website.  
(Go to [www.viaaa.org](http://www.viaaa.org), Leadership Training, Summer Institute Registration Form) or Email – Kevin G. Adams at [kgadams1@henrico.k12.va.us](mailto:kgadams1@henrico.k12.va.us)

A registration form is attached to this flyer.

**We recommend you bring a laptop that you will be using at work or home.**

**Registration forms should be mailed to:** Kevin G. Adams, CAA  
8211 Post Land Court  
Chesterfield, VA 23832

You will be emailed a confirmation of registration upon receipt of your registration form and check.

**For more information**, call Kevin G. Adams at, 804-640-3242(Cell) or email him at [kgadams1@henrico.k12.va.us](mailto:kgadams1@henrico.k12.va.us).



## **VIAAA LTP Summer Institute Registration Form**

Date of Institute – Tuesday, July 14 & Wednesday, July 15, 2020

Site of Institute – Charlottesville High School

1400 Melbourne Road, Charlottesville, Virginia 22903

Registration deadline is – **July 6, 2020**. Late registrations will be accepted but there will be an additional fee. Manuals will be shipped after the course for all late registrations. The late fee is for shipping.

Name \_\_\_\_\_ School \_\_\_\_\_

Home Address \_\_\_\_\_ School Address \_\_\_\_\_

City/County \_\_\_\_\_ City/County \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_

Email address \_\_\_\_\_ or \_\_\_\_\_

Certification (Circle) RAA CAA CMAA

Please place an X on the line in front of the course you wish to take.

### **Tuesday, July 14, 2020**

8:00am

\_\_\_\_ LTC 504 – Legal Issues I

\_\_\_\_ LTC 611 – Concepts and Strategies for Interscholastic Marketing, Promotions and Fund-Raising

1:00pm

\_\_\_\_ LTC 627 – Strength & Conditioning Programs

\_\_\_\_ LTC 799 – Standards of Excellence in Interscholastic Athletic Programs

### **Wednesday, July 15, 2019**

8:00am

\_\_\_\_ LTC 508 – Legal Issues III

\_\_\_\_ LTC 723 – Administration of Professional Growth Programs For Interscholastic Athletic Personnel

1:00pm

\_\_\_\_ LTC 618 – Management of Interscholastic Athletic Player Equipment

\_\_\_\_ LTC 710A – Current Issues in American Sports

Cost of Course(s): **All checks are to be made payable to the VIAAA**

1 class - \$100.00    2 classes - \$190.00    3 or 4 classes - \$280.00

Late Registration Fee of \$10.00 for one course and \$20.00 total for more than one course.

Registration forms should be mailed to: Kevin G. Adams, CAA  
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