



“YOU CAN’T ALWAYS GET WHAT YOU WANT” – THE ROLLING STONES (1969)

YOU GET WHAT YOU NEED:  
MAKING SOMETHING  
OUT OF NOTHING

UIL Super Conference  
October 26, 2019

# WHO AM I?



(Not a 12 year old –  
although I'm about as  
obnoxious as one.)

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# YOU CAN'T ALWAYS GET WHAT YOU WANT...

- ❖ Sometimes we inherit programs that are either nonexistent or in a state of chaos. Over time, budget money disappears and UIL Academics and/or speech and debate goes to the wayside in the minds of both students and teachers.
- ❖ The purpose of this session is to engage you to take an opportunity to take stock of where your program is at. What do you have and what are you lacking?
- ❖ There is no tried and true, 100% success rate game plan that I can recommend, but together we will develop strategies to **GET WHAT YOU NEED.**

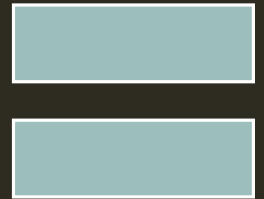
# THE FORMULA IS SIMPLE...



**PLANNING**



**PRESENCE**



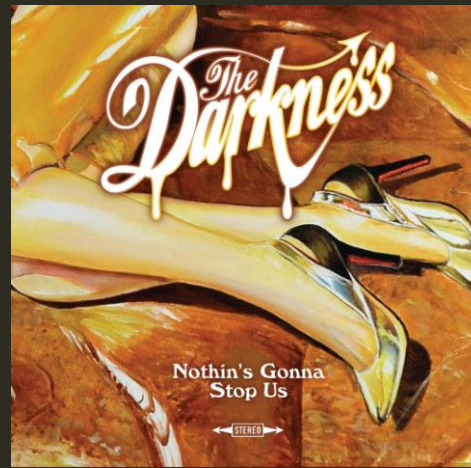
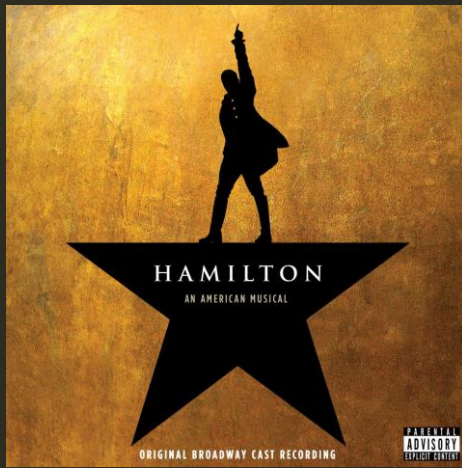
# SUCCESS!



# PLANNING: THEME

- ❖ Having a yearly theme gives your team a rallying cry and a sense of unity.
- ❖ It doesn't have to be something cliché (unless that's what you're going for). Make it something fun, engaging, and easy to hashtag!
- ❖ Use your theme as instant advertising – it should be the hook that makes your campus/community immediately think of your program.

# PLANNING: THEME



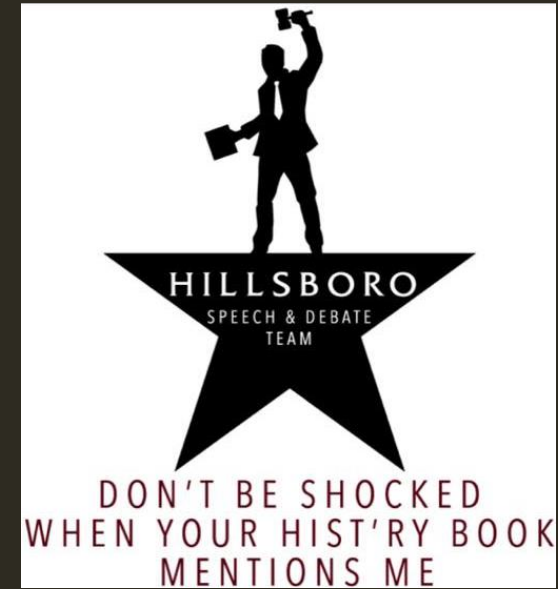


# PLANNING: THEME

- ❖ One of the best things about themes is that they make a great starting platform for t-shirt designs.
- ❖ Coordinating t-shirt orders is a beat down. It is stressful, it doesn't make a lot of (if any) money, and it is easy to get lost in the process. But it is WORTH IT.
- ❖ Find a designer/marketing company that you like and stick with them — I use Hole in the Roof Marketing in Waco and LOVE them.
- ❖ Hint: Gildan Softstyle t-shirts are super comfortable (more than the average shirt) and barely cost any more.

# PLANNING: THEME

*Here & Now*  
THE  
IS ALL WE HAVE  
& IF WE  
PLAY IT RIGHT  
IT'S ALL WE'LL NEED





# PLANNING: SETTING GOALS

- ❖ Look at previous years' records and see get a general idea of what the trend is for your campus. Where are they strong? Where are they weak? Has it always been like that?
- ❖ Set a realistic goal for yourself for the first year – is it entering full teams? Advancing more kids? Closing a point gap? *It's not all about winning the district championship.*
- ❖ Be upfront with your administrators, coaches, and (to a certain degree) your students. Advocate for your goals all season long and push your team to reach them.

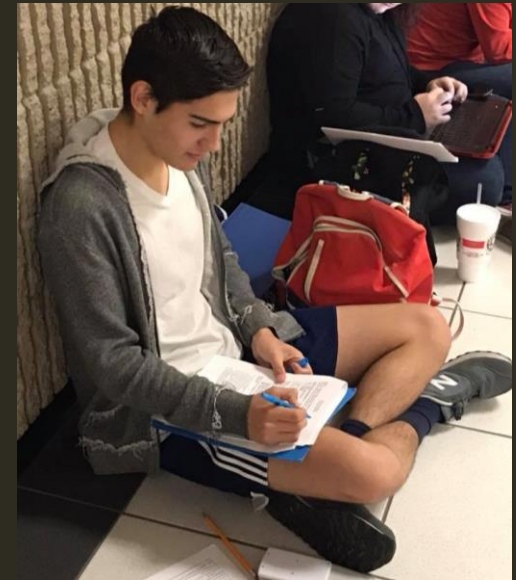
# PLANNING: SETTING GOALS



Computer Science District  
Champs!  
Team Score: 12



“The one trophy we care  
about is the District  
Academic championship.”  
- My principal (no  
pressure)



“These guys look like  
chumps.”  
- Description of my  
Accounting Team

# PLANNING: WORKING WITH COACHES

- ❖ Have enough coaches! Don't overwork the "I'll do whatever I can to help" person. Be honest about what the duties entail/what your expectations are, but incentivize it.
- ❖ Find ways to reward your coaches throughout the year – snacks, parties, dinners, etc. Remind them that what they are doing **MATTERS!**
- ❖ Encourage your coaches to show constant pride for your program – they are your first line of advertising!
- ❖ Correspond with coaches often – via email **AND** in person. Always finalize decisions in person.

# PLANNING: COORDINATING THE SEASON

- ❖ Make a decision on how many tournaments/scrimmages/workshops you are interested in going to early on and craft your schedule around that.
- ❖ It is YOUR job to build a schedule that accommodates conflicts – athletics, band, SAT/ACT, etc. Do your best to build a schedule that avoids major conflicts early on to save headaches later. “Compromising” with another activity’s schedule often means giving up a kid for nothing in return in our world.
- ❖ Have clear and upfront discussions with kids and coaches about what is expected of travel-wise. What is the process for them to negotiate with you?

# PLANNING: COORDINATING THE SEASON

- ❖ Keep your budget(s) separate and always do the math to be aware of how much money you have to play with. Be super sweet to your business office so that they are more willing to perform miracles for you.
- ❖ Do your best to budget for the year upfront – who all needs supplies? Buy them early. How many tournaments do you plan to attend?
- ❖ Do you expect for students to buy anything? Be open with them and have a fair, but consistent price.
- ❖ If you don't have enough money – advocate for your kids! Fight (as nicely as possible) to get what you need!

# PLANNING: COORDINATING THE SEASON

<u>ACCOUNT NAME</u>	<u>ACCOUNT NUMBER</u>	<u>JULY 1, 2018:</u>
UIL Student Travel	111 11 1111 11 111 1 11 1 11	
UIL Teacher Travel	222 22 2222 22 222 2 22 2 22	
Journalism Travel	333 33 3333 33 333 3 33 3 33	
Journalism Classroom	444 44 4444 44 444 4 44 4 44	
Prof. Comm Classroom	555 55 5555 55 555 5 55 5 55	
UIL Academics Supplies	666 66 6666 66 666 6 66 6 66	
Debate Supplies	777 77 7777 77 777 7 77 7 77	
Contracted Services	888 88 8888 88 888 8 88 8 88	
HS Entry Fees	999 99 9999 99 999 9 99 9 99	
District Wide Entry Fees	111 11 1111 11 111 1 11 1 11	
UIL Awards/Letter Jackets	222 22 2222 22 222 2 22 2 22	

Keep this posted somewhere you can see (mine is on my computer monitor). Update it each time you put in a PO request. Make sure they pull money from the right account!

# PLANNING: PARENT INVOLVEMENT

- ❖ Decide early on if you want to have a booster club or a “parent volunteer force”.
- ❖ Communicate with parents deliberately and often.
- ❖ Send home “positive postcards” that show how students are doing – what is their win/loss record, etc.
- ❖ Don’t be afraid to delegate jobs to your parents – a lot of the “on the ground” work can be handled by them!
- ❖ Let your parents feel just as involved in the success of the program as you and your students are!

# PLANNING: RECRUITMENT

- ❖ Recruit kids often – team up with everyone on campus to help you do this (counselors, coaching staff, etc.).  
Emphasize the fun parts of UIL!
- ❖ Don't be afraid to use the first stereotype – smart kids. Check out the AP/honors courses and get a copy of the Top 10% of each class. Target those kids.
- ❖ EMBRACE THE OPPOSITE! Pick kids that wouldn't be your traditional “academic competition” students. Sometimes those kids just need to find their “thing” to help them turn their grades/behavior around.
- ❖ Pick kids that you LIKE. You'll be spending a lot of time with them.



# PLANNING: RECRUITMENT



Wants to be a journalist... takes no English electives.



Have now dropped other extracurriculars after having fun at CX State.



Only participated in — sports. Became a regional qualifier in Prose.

# PRESENCE: MAKING A CONNECTION

- ❖ The easiest way to get kids invested in your program is for them to view you as someone who is approachable. Charisma goes a LONG way. Find a balance between being the fun/cool teacher and the organized coach.
- ❖ Make as many attempts as possible to see the kids outside of the classroom/at tournaments. My rule is to go to one of everything. Talk to kids about their interests.
- ❖ Create a framework that allows for your program to be unique from everything else on campus. What are your traditions?

# PRESENCE: MAKING A CONNECTION



# PRESENCE: MAKING A CONNECTION

- ❖ Make sure that UIL doesn't feel like a chore to your team. Find little things you can do to celebrate them.
- ❖ Tournaments are long and can be overwhelming – I provide a snack box for our students so that they don't have to rely on the concession stand. Sometimes I reimburse myself...sometimes I don't.
- ❖ It seems like every organization on the planet has an end of year banquet...why not UIL? Don't make it formal. Kids don't want to dress up. Make it fun! Give awards!
- ❖ **HAVE A SCHOLARSHIP!** It makes the investment worth it!

# PRESENCE: MAKING A CONNECTION



## Class of 2018 UIL Scholarship Recipients:

- Sydney Rokas - \$250
- Abby Gammon - \$300
- Thomas Martin - \$350
- Kolten Benton - \$400
- Zoë Vernon - \$500
- Cameron Jenkins - \$600

# PRESENCE: BUILDING A COMMUNITY

- ❖ The hardest thing in the world is admitting what areas you are weak in and being willing to accept help in those areas.
- ❖ Make connections with other coaches: in your district, in your region, just in general. Don't be afraid to ask for help.
- ❖ If you have the money to do it, look for consultants or workshop/camp opportunities for your students!
- ❖ Seek help from unusual places: have a local accountant work with you team, read interp pieces for custodians, etc.

# PRESENCE: BUILDING A COMMUNITY



# PRESENCE: BUILDING A COMMUNITY

- ❖ Transparency is key. Have an open dialogue with your coaches and your administrators about what you are doing. What decisions are you making and why are you making them? What will their benefit be? After making a decision, follow up.
- ❖ Sometimes it is better to ask forgiveness than it is to ask permission. Make sure that you are gambling wisely. Know your administrator: do they like staff to have autonomy or do they micromanage?
- ❖ Let your administrators feel like they are actively involved with the UIL team. Keep them in the loop. They'll appreciate it.



# PRESENCE: BUILDING A COMMUNITY



These laptop bags were designed by one of our assistant principals. They match our laptops and help us keep track of each of our computers.

Also they just look really cool.

# PRESENCE: MAKING YOUR TEAM FEEL LIKE HOME

- ❖ We've already talked about how important recruiting is and all the different ways you can tackle it. Let's entertain a wonderful idea: you have too many kids.
- ❖ It's easy for us to make the decision to cut the leftovers, but I think it's important for the UIL academic team to feel like a home to anyone who puts in the work. Consider having a JV team! Let them travel and compete (within reason) so they can train for years to come.
- ❖ Set boundaries – just like in a home, you don't want a bad roommate. If kids are acting up, get rid of them. It's better to get rid of the poison early.

# PRESENCE: MAKING YOUR TEAM FEEL LIKE HOME



PFD Scrimmage vs Holy Trinity Catholic HS.

CX Scrimmage vs Waco: Midway HS.



# PRESENCE: NETWORKING

- ❖ Be proud of your program! Advertise it as much as you possibly can!
- ❖ Social media is a GREAT tool. Facebook appeals most broadly to people, but Twitter engages younger people more readily. Team up with your district press person and do as much as possible.
- ❖ Use traditional news media to show off – TV news, radio broadcasts, local newspapers...they are all GREAT resources!

# PRESENCE: NETWORKING



Connally High student, teacher part after 4 years of standout journalism

May 17, 2018



China Spring HS UIL Academics

Page Liked · February 15 · 🌐

Congratulations to Vincent Spies! He has advanced to the final round of Congressional Debate at our national qualifying speech and debate tournament!

Wish him luck! He's up against the best of the best!

📍 Tag Photo   📍 Add Location   ✎ Edit

👍 Like   💬 Comment   ➦ Share   🌐



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QUESTIONS? |