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October 23-24, 2026
Richmond, BC

# Run Smarter, Not Harder: Systems for Successful Athletic Departments

# Presenter

October 23-24, 2026
Richmond, BC



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LVISSAA LIMSSA

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# The Reality of the AD Job

**There is always something.**

- Scheduling & rescheduling
- Coaches & officials
- Transportation
- Eligibility & BCSS
- Parents & communication
- Budgets, uniforms & equipment
- Tournaments & championships
- And… probably teaching too!




**You cannot work harder than an endless to-do list.**

**You need systems.**

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# Build your Support System

**You can't and shouldn't - do everything yourself.**

- Administration that understands athletics
- Office/support staff
- Teacher sponsors
- Reliable coaches
- Parents & volunteers
- Student leaders
- Other Athletic Directors!




**Ask for help. Delegate. Build relationships before you need them.**

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# Take Care of Your Coaches

**Recruiting coaches is hard. Keeping good coaches is invaluable.**

Most of us can't afford to pay our coaches what their time is worth.

But appreciation doesn't have to be expensive.

-Coffee
-Coach swag
-Dinner at a tournament
-Thank-you notes
-Public recognition
-A simple check-in



**People will give their time where they feel valued.**

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# The Deadline is NOT Your Deadline

**BCSS DEADLINE**

**Friday, September 25**

❌ **My deadline:** September 25 at 11:59 PM

✅ **My deadline:** September 18

**Give yourself a buffer. Something will go wrong.**

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# Help Future You

**If you know it's coming… prepare for it.**

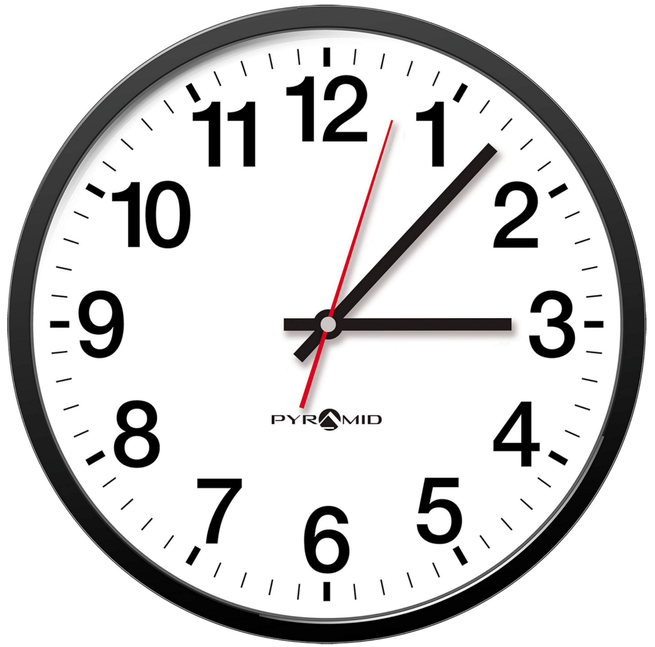
- Put BCSS deadlines in your calendar immediately.
- Set reminders BEFORE the deadline.
- Create seasonal checklists.
- Start tournament planning early.
- Book transportation early.
- Get officials organized early.
- Collect forms and fees early.
- Build next year's calendar while this year is fresh.

**Future you is already busy. Stop giving future you more work.**

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# TIME is your most Valuable Currency

**TIME > EVERYTHING**




**You can find more money.**

**You can buy more equipment.**

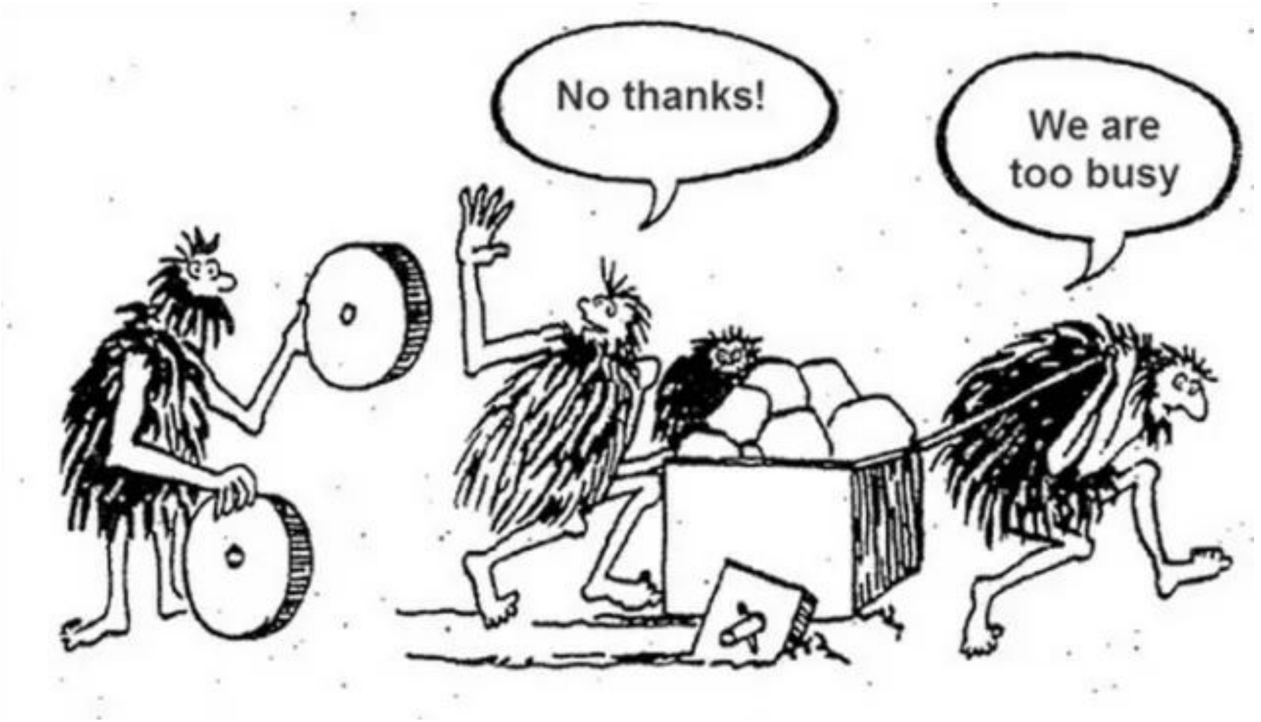
**You cannot create more hours in the day.**

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# Stop Reinventing the Wheel

Create reusable systems for:

- Parent emails
- Coach onboarding
- Athlete packages
- Transportation
- Team registration
- Rosters
- Tournament planning
- Budgets
- Volunteer sign-ups
- Awards
- Uniform collection
- End-of-season procedures




**Do the thinking once. Use the system forever.**

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# Predictable Communication

**Communication ≠ More Emails**

**Consistency is more important than volume.**

For example:

**Coaches** → Weekly schedule sent Friday/Sunday
**Parents** → Know where schedules live
**Staff** → One place for early dismissals
**Athletes** → One platform for announcements
**AD** → Included on team communication




**People don't need more communication. They need predictable communication.**

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# Build a Program, Not just TEAMS

**Culture is a system too.**

- Celebrate athletes.
- Celebrate coaches.
- Recognize accomplishments.
- Create traditions.
- Encourage teams to support one another.
- Develop younger athletes.
- Establish expectations across all teams.
- Make representing your school mean something.




**What does it FEEL like to be part of athletics at your school?**

Because a successful athletic department isn't just one where every game gets scheduled correctly.

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# Accept the CHAOS

**SOMETHING WILL GO WRONG.**




-Ref doesn't show up.
-Bus is late.
-Jersey disappears.
-Game gets rescheduled.
-Coach gets sick.
-Parent emails at 11:47 PM.
-Student says, *“Oh yeah… I forgot to tell you…”*

**The goal isn't eliminating chaos. It's building systems strong enough to handle it.**

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# Run Smarter, Not Harder

**Build your people.**

**Take care of your coaches.**

**Get ahead of deadlines.**

**Protect your time.**

**Create repeatable systems.**

**Build culture.**



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# Setting Up Leagues

- Create a signup sheet for schools to register teams
- Create a coaches package
- Create a league schedule and a results/standings doc/sheet

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# Signup Sheet Template

## Info to Include

- School Name
- Tier (+ Div if multiple div in league)
- Coach contact info
- No play dates
- No host dates
- Host venue info

| A | B | C | D | E | F | G | H | I | J |
|---|---|---|---|---|---|---|---|---|---|
| Sr Girls Soccer | | | | | | | | | |
| Commissioner: Jackie Cunningham, SMUS jackie.cunningham@smus.ca | | | | | | | | | |
| Commission Meeting: Thurs Feb 19 4:30 pm via zoom: | | | | | | | | Link to Coaches Package | |
| School | Tier (A, 2A, 3A) | Div | Coach Email | Coach Name | No Play Dates | No Host Dates | Home Field & KO Time | Link to Soccer Calendar | |
| | | | | | | | | | |
| | | | | | | | | | |
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# Coaches Package

- **Include important BCSS Deadlines**
- **A league calendar (play dates/championships)**
- **Outline the league format/rules**
- **Contact info for refs & submitting results**

Link to Sample Coaches Package

# Schedule Templates

**Building a Schedule is like a soduko puzzle. Start with the template and then factor in school requirements.**

Link to Schedule Template 1  Link to Schedule Template 2

- **Week order can change. Matches within the week cannot.**
  - **Type out all the games in week blocks**
    - **Start with no play dates to determine week order for matches**
      - **then look at no host dates to set host**

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# Schedule Templates

Link to Sample Schedule Builder

- **When building leagues that overlap:**
  - **Type out all matches for all leagues in play day blocks**
    - **then with both leagues start with no play dates to determine week order for matches.**
      - **initial week order may be different between leagues**
  - **then look at no host dates across all leagues**

Link to Final Schedule Version

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