



New Athletic Director Welcome Packet

“The NIAAA champions the profession of athletic administration through educational opportunities, advocating ethics, developing leaders and fostering community.”

Welcome to the National Interscholastic Athletic Administrators Association. We strive to ensure that each and every interscholastic athletic administrator, coordinator, activity director, and other building administrators are fully equipped to perform their responsibilities at the highest level. By joining our association, you are now surrounded by 10,700+ individuals that are experiencing the same challenges, opportunities, and victories as you are.

We encourage you to get plugged in and network through our member portal. Take advantage of opportunities to learn and grow in your profession through our Professional Development Academy. Make sure to join us at our biggest event of the year -the National Athletic Directors Conference.

This welcome packet will guide you through everything we have to offer, and show you how you can utilize our resources to make your athletic department the best it can be. You are never alone in this - we are always here to help and provide guidance as you navigate through this profession.



Table of Contents

4	Member Benefits <ul style="list-style-type: none">• Insurance• Student Scholarship• IAA Magazine• eNews• Discounted Rates
5	Navigating the Member Portal
6	NIAAA Board of Directors & Staff
6	Strategic Plan
7	Professional Development Academy <ul style="list-style-type: none">• Leadership Training Institute• Certification• Accreditation
8	National Athletic Directors Conference <ul style="list-style-type: none">• What to Expect
9	Publications <ul style="list-style-type: none">• IAA Magazine• Profile of Athletic Administration
9	Volunteer Opportunities

Being a member of the NIAAA affords you many benefits. Here are a few of our most popular:

Insurance

As a member of the NIAAA, you have access to multiple types of insurance at free or discounted rates. Included with the annual membership fee is excess liability coverage up to \$2,000,000 and a \$2,500 term life insurance policy.

Liability Insurance

For our regular members, the NIAAA provides excess means coverage beyond any other coverage the member has through his/her employer. This liability insurance covers any suits for claims involving bodily injury or property damage. This liability does not cover suits for discrimination, wrongful suspension of a coach or athlete or any other claim not involving bodily injury or property damage. Suits for such claims occurring during the course of employment would have to be covered by the employer.

Term Life Insurance

The NIAAA provides \$2,500 term life insurance for any current member with exception of student members. The benefit is paid to the surviving spouse or to the estate (if no surviving spouse) unless a beneficiary form has been completed and sent to the NIAAA office. All members (except student members) are eligible for this life insurance as long as they were a current member of the NIAAA upon their death.

Student Scholarship

In accordance with NIAAA's purpose to promote, facilitate and increase the knowledge and understanding of the vital role of interscholastic athletics in the educational system, our scholarship program fosters and recognizes the partnership between the NIAAA and secondary education. The scholarships will recognize the distinguished scholastic, leadership and citizenship attributes of high school student-athletes, and the importance of high school athletics in each student's life.

Interscholastic athletic administrators must be a member of the NIAAA in order for their student-athletes to be eligible for this scholarship.

eNews / IAA Magazine

All of our members enjoy the monthly eNews letter that highlights any NIAAA announcements and upcoming events. The IAA Magazine is a quarterly professional journal written by and for athletic administrators.

Discounted Rates

We provide discount rates on webinars, online courses, certification, and National Athletic Directors Conference registration.

For more information on NIAAA member benefits, [please visit our website at www.niaaa.org](http://www.niaaa.org).



The NIAAA Member Portal is where all of the action happens. In the portal, our members can track completed course work, apply for certification, gain access into the Classroom, network with colleagues, and so much more.

Professional Transcript

We offer over 48 Leadership Training Courses that are loaded with information relevant to the role of the athletic administrator. As a member with us, we will track every LTC you complete. When it comes time for certification or submitting proof of continuing education, all you have to do is print your transcript.

The Classroom

The newest feature of our Member Portal is the Classroom. This is where all of the learning happens. We host a variety of resources and presentations that are free to our members, and available for a small fee to non-members. Also included in the Classroom are our online courses. These are available at a discounted rate to our members.

For a further look into navigating the Member Portal, check out our instructional video on our [YouTube Channel: NIAAA Official](#) or visit <http://niaaa.site-ym.com/>



Board of Directors

Our Board of Directors consists of one representative from each of our eight sections, along with three at-large representatives, a representative of the state Executive Director Council, and officers. Each representative serves a three year term unless they assume an officer position.

Office Staff

The NIAAA office is located in Indianapolis, Indiana at 9100 Keystone Crossing, Suite 650. We have six full-time employees that serve over 10,700 members.

Name	Area of Focus	Email Address
Mike Blackburn, CMAA	Executive Director	mblackburn@niaaa.org
Phil Rison, CMAA	Associate Executive Director	philrison@niaaa.org
Patty Conrad	Administrator of Organizational Affairs	pconrad@niaaa.org
Cheryl Van Paris	Certification & Leadership Training Institute Manager	cvanparis@niaaa.org
Nellie Crocker	Membership, Communications & Systems Manager	ncrocker@niaaa.org
Sherrice DuBose	Marketing, Partnership & Public Relations Manager	sdubose@niaaa.org

Leadership Training Institute

With the vast turnover of athletic administrators, a need has developed for an educational program to support the new administrators and at the same time offer a professional development program for the experienced athletic director. We offer just that. Our Leadership Training Institute was established in 1996 and now boasts over 48 Leadership Training courses (LTC) packed full of best practices necessary to perform the role of athletic administrator at the highest level. Each of our courses is four hours in length and is taught in person at the national/state conferences and online through webinars or online courses.

Certification

The NIAAA Certification Program is a voluntary professional service for athletic administrators and is based on the premises of continuing education, professional growth and program development in the profession of interscholastic athletic administration. It recognizes and incorporates the professional development opportunities provided by the Leadership Training Institute. The attainment of professional certification demonstrates the completion of a comprehensive plan for self-improvement that will enhance the ability of the athletic administrator to better serve the school, community and profession.

We offer four levels of certification:

- Registered Athletic Administrator (RAA)
- Registered Middle School Athletic Administrator (RMSAA)
- Certified Athletic Administrator (CAA)
- Certified Master Athletic Administrator (CMAA)

Accreditation

The National Interscholastic Athletic Administrators Association has become the first association to receive accreditation from AdvancED. The initial Accreditation came in February of 2011 after the NIAAA hosted a review team in December of 2010 at the national conference. Subsequent to that review and recommendation from the team, in early February, the AdvancED board of directors granted the NIAAA accreditation status for five years. Achieving this status has provided significant positive implications for the organization, its member state associations, individual members and our college partners. Everyone in the NIAAA family is extremely proud of this achievement. It is an accomplishment that is owned by every member of the association. In December of 2015, the NIAAA again hosted an AdvancED review team at the national conference. Subsequent to that review, the NIAAA Accreditation status has been renewed for another five years through 2020.

Quality Program Award

The NIAAA Quality Program Award recognizes outstanding high school athletic programs at the exemplary level. Recipients of this award must be a member of the NIAAA and state athletic administrator association and have completed LTC 799.

Strategic Plan

Our Strategic Plan highlights our goals and expectations through 2020. The full plan can be found on our website.

[Click here to download the 2016 - 2020 Strategic Plan](#)

What to Expect

The National Athletic Directors Conference, sponsored by the National Interscholastic Athletic Administrators Association (NIAAA) and the National Federation of State High School Associations (NFHS), is the single premier conference that provides an outstanding educational in-service program for interscholastic athletic administrators. This conference is foremost in featuring professional speakers and an exhibit show with more than 300 exhibit booth spaces, as well as proven athletic administrators who willingly share their experience and expertise on a variety of educational topics.

The NIAAA holds its business functions in conjunction with the conference, along with its popular Leadership Training Institute. There will be a total of 48 courses that cover a variety of topics, and early registration is a must, as classes fill rapidly. All courses are outstanding, and you will want to work at least one into your conference schedule.

The conference luncheon and banquet programs allow attendees to recognize their peers through presentations of awards.

Interscholastic Athletic Administration Magazine

The Interscholastic Athletic Administration (IAA) magazine is published four times a year by the NIAAA. It is included in NIAAA membership dues, but can be subscribed for without belonging to the organization. The magazine contains articles on a wide spectrum of topics which are beneficial to the school athletic or activities director. Annual Subscription is \$15.

Profile of Athletic Administration

A Profile of Athletic Administration is a free publication. This document provides a clear description of athletic administration in today's ever-changing school environment. An excellent publication for administrators and school boards.

Volunteer Opportunities

The NIAAA organization structure includes numerous committees that manage many of the tasks of the organization. NIAAA members may serve the organization as a member of one of these committees. At each summer board of directors meeting, where openings exist, individuals are selected from a pool of applicants and invited to serve a committee. The committee pool includes persons who have forwarded a completed committee application to the NIAAA Secretary or to the NIAAA office. All committee applications remain in the committee pool for three years.

NIAAA Committees: Accreditation, Awards, Certification, Coaches Education, Credentials, Endowment, Hall of Fame, Membership, National Emergency Network, Resolutions, Retired, Publications, Sports Turf. To apply for any of these positions, please [download and complete this form](#).

Other volunteer roles include LTI Faculty, Certified Test Administrator, State Liaison and LTI Facilitator.



For more information on the NIAAA
visit NIAAA.org or call our office at
317-587-1450.