

Athletic Director Symposium

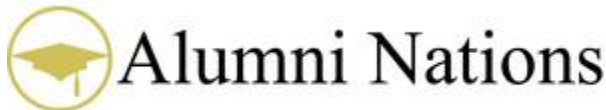
*for Athletic Directors, Superintendents, High School Principals,
and Business Directors*

WHEN: November 10, 2016 from 10 AM - 2 PM

LOCATION: CESA 6, 2300 State Road 44, Oshkosh

Lunch provided by these sponsors:

Classmunity, Programax, Alumni Nations, and CESA 6.



Program Agenda:

(See descriptions on next page)

- 10:00 AM "Top 10 Fundraising Pitfalls...and How to Avoid Them"
by using Classmunity, a new fundraising management tool
-- Jason Tadlock, Elkhorn Area School District
- 11:00 "Maximize your Athletic Department's Potential"
with Programax's easy to use App,
-- Dan Tomaszewski & Jason Mejeur, Programax
- 11:45 Lunch
- 12:15 PM "CAPES" Coaches and Advisors Performance Evaluation System
-- Keith Fuchs, CESA 6
- 1:15 "Your Alumni and Brand, an Untapped Resource"
-- Jim Burgraff, Alumni Nations

Content ?'s: Contact David Van Spankeren, dvanspankeren@cesa6.org, 920-236-0518

To Register: [Click here](#) to register for this event.

Or copy and paste into your browser: <http://login.myquickreg.com/register/event/event.cfm?eventid=16939>

Registration ?'s please contact: Mary Ann Schwandt, mschwandt@cesa6.org or 920-236-0563

Symposium Descriptions:

10:00 "Top 10 Fundraising Pitfalls...and How to Avoid Them"

- ◇ Learn how to avoid the most common K-12 fundraising pitfalls.
- ◇ Most school district administrators are currently unaware of all fundraising efforts occurring within their districts. There tend to be outdated approval processes, lack of management and minimal transparency.
- ◇ This lack of management can lead to confusion between teachers, administrators, students and the community at best and fund embezzlement at the worst.
- ◇ In this session, you will learn the most common 10 fundraising pitfalls and how districts are utilizing Classmunity, a new fundraising management tool, to help districts avoid these pitfalls.
- ◇ Jason Tadlock, Superintendent from the Elkhorn Area School District will be the facilitator, he is a partner with Classmunity and his district has worked with Classmunity since its' inception.

11:00 Programax Maximize your Athletic Department's Potential

- ◇ Learn how Programax's powerful, easy-to-use app designed to help your coaches dramatically reduce admin time, maximize athlete engagement and lead more successful programs.

12:15 CAPES Coaches and Advisors Performance Evaluation System.

- ◇ CAPES is an evaluation and professional growth system to be used by Athletic/Activities Directors for the purpose of evaluating the performance and product of each coach and club advisor. CAPES will assist in the development of highly effective coaches/advisors and ultimately, improve student achievement and social skills for each student who participates in your athletic and extracurricular programs. The overall goal of CAPES is to create a climate and culture for success for every student in your athletic and extracurricular programs.

1:15 Your Alumni and Brand, an Untapped Resource -- Jim Burgraff, Alumni Nations

- ◇ Learn about the value of your brand and how to develop a strong connection with alumni
- ◇ Building positive brand equity is typically very difficult and costly. Most school districts grow brand equity with students and parents during their time in the schools, then let all of that disappear with graduation.
- ◇ There is an appetite from your alumni to stay connected, 10 key learnings about creating an engaged alumni association will be shared