

STRATEGY: CREATE A WINNING CULTURE – We will ensure Edison has a positive culture and climate that supports athletics.

Action	Person(s) Responsible	DDD
Conduct a parent meeting in which behavioral expectations are explained.	Athletic Director Administration	Each Season
Provide positive /messages regarding athletics around campus – posters, marquis, etc.	Administration Athletic Director ASB Director	Ongoing
Showcase program/student athlete successes whenever possible, including academics. Includes pictures/posters of successful student athletes around campus.	Administration Athletic Director Coaches ASB Students	Ongoing
Conduct small mentoring assemblies. Guest appearances by former athletes.	Administration Athletic Director Coaches	Each Season
Consistently report game scores to media (internal/external) groups – e.g. Max Preps, local newspapers, etc. Add to morning announcements. Use all social media outlets	Coaches Athletic Director	Ongoing
Network with local businesses to support school athletics – e.g., Adopt a team/banners	Administration Athletic Director	Ongoing
Keep an updated athletic webpage	Athletic Director Coaches Webpage Design Class Administration	Ongoing
Include athletic/academic accomplishments in monthly parent letter	Athletic Director Administration Coaches	Monthly
Recognize athletes of the Month	Coaches Administration Athletic Director	Monthly