

BOARD MEMO

Date: April, 20, 2023

For ACTION

For INFORMATION

Board Agenda: Yes

No

FROM: Wendy González, Ed.D., Chief of Teaching, Learning, and Leadership
James Parker, Executive Director of Athletics and Student Activities

THROUGH: Melanie Kay-Wyatt, Ed.D., Interim Superintendent of Schools

TO: The Honorable Meagan Alderton, Chair, and
Members of the Alexandria City School Board

TOPIC: Titan Athletics and Student Activities Update

ACPS 2025 STRATEGIC PLAN GOAL:

Goal 3: Student Accessibility and Support

Goal 4: Strategic Resource Allocation

Goal 5: Family and Community Engagement

SY 2022–2023 FOCUS AREA:

Social Emotional and Academic Learning Recovery

Staff Wellness and Growth

Middle School Educational Experience

FY 2023 BUDGET PRIORITY:

Social and Emotional Supports for Students

Expand Access and Improve Quality of Out of School Learning

Building Upgrades

Planning for Future Projects

SUMMARY:

This brief summarizes some of the enhancements and additional programming that have been added to the athletic and student activities department since 2019. The Executive Director of Athletics and Student Activities, James Parker, upon starting his position surveyed student athletes, the parents of student athletes and community members to find out what the biggest challenges were with the athletic department. The major consensus was lack of communication, ineffective advertising of tryouts and program offerings, as well as lack of recognition of our student athletes and teams. These concerns were built into the athletic department’s strategic plan and addressed in various ways. Over the last 3 to 5 years a major emphasis has been placed on technology advancements, mass communication methods, student athlete and team

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recognition programs and staff development. Some of the specific items that have been addressed by the athletic department have been the revitalization of a more user-friendly website, creation of a titan athletics app, the start of a weekly newsletter, strengthening of our social media presence, development of coaching education programs and the adaptation of an athletic department registration system. In addition, the athletic department created recognition programs to highlight our teams and student athletes. These include multi-sport athlete awards and the creation of the titan athletic academic achievement award program. The athletic department is currently doing future planning for the addition of a middle school athletic and student activities program.

BACKGROUND:

The athletic department continues to stay connected with the student athletes they serve, the parents/guardians who support the student athletes, and the Alexandria City community to ensure they are staying on top of their needs and wants. The plan for the Titan Athletic Department is to be the Gold Standard of high school athletics. Currently, our middle school students do not have an option to participate in educational-based athletic programs in the City of Alexandria. The vast majority of the middle school age athletic opportunities in the City of Alexandria are pay to play, which eliminates many of our students from participating in sports. Starting a middle school athletics and competitive student activity program will positively impact the social, emotional and academic learning of middle school students at their most pivotal time in adolescence. Currently, the local school districts that offer middle school athletics programs are Arlington, DCPS, Fairfax, Prince George and Prince William.

RECOMMENDATION:

The Interim Superintendent recommends that the School Board review the Athletics and Student Activities Department update.

IMPACT:

The changes the athletic department has implemented continue to positively affect how the athletic department functions and has given the department a higher profile within the community.

ATTACHMENTS:

1. 2023–2024 Athletics and Student Activities Update Presentation

REFERENCES:

None

CONTACT:

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