

Board Meeting of  
August 10, 2016

TO: Board of Education  
FROM: Randall Booker, Superintendent  
SUBJECT: Ratification of Piedmont High School Director of Athletics

---

I. **SUPPORT INFORMATION**

PUSD is proud of its student-athletes and successful athletic program. With over 500 athletes (65%+ of PHS and MHS students), 175 coaches, and 49 varsity, junior varsity, and frosh teams, high school athletics in PUSD is a robust and vital component of the student experience.

In past years, PUSD's Athletic Director position was a part-time position filled by a teacher at PHS. As discussed below, this model is no longer sustainable or appropriate. Given the increase in scope and responsibilities of this position, and the administrative nature of the job, PUSD now requires a full-time Athletic Director with specific administrative experience.

PUSD Requires A Full-Time Athletic Director

Over the past 12 years, there has been a marked increase in the scope and responsibilities of the Athletic Director position. This is due in part to the increase in the number of athletes and coaches, and the range of travel opportunities for our teams. Given these changes, the responsibilities of the Athletic Director can no longer be fulfilled on a part-time basis.

Over this 12-year period, PUSD has had six different teachers serve this role. This turnover, due to both the growing demands and increasingly administrative nature of the job, has led to inconsistency in leadership and had a detrimental effect on our athletic program as reported by coaches, student-athletes, and families. By recognizing the full-time nature of the position, PUSD can foster steady and consistent leadership of the athletic program.

The Athletic Director Position is Administrative in Nature

The Athletic Director position requires administrative duties that are above and beyond that of the classroom teacher. For example, the position involves responsibility for: recruiting, hiring, supervising, and evaluating coaches; development and oversight of the Athletic Department budget; monitoring student eligibility; serving as the school representative of the Western Alameda County Conference; partnering with the PHS Athletic Boosters; and coordinating team schedules, transportation, equipment, and supplies. By recognizing the administrative nature of the position and hiring accordingly, PUSD can foster a more responsive, supported, and strengthened athletics program.

The Athletic Director Must Provide Leadership on Core PUSD Principles

PUSD believes that its athletics program can and should instill life lessons concerning sportsmanship, hard work, teamwork, and integrity, among other issues. Although coaches can play a critical role in this, the reality is that coaches are now more transitory than in the past. Of our 175 coaches, only two serve currently on the PUSD teaching

staff, and many coaches are affiliated with PUSD for only one or two years. For these reasons, the Athletic Director must provide leadership for the coaching staff, guiding and cultivating the social and emotional curriculum for high school athletics, and setting expectations for coaches that they may not sacrifice good sportsmanship for better athletic performance or success. By hiring an experienced Athletic Director, PUSD can more consistently promote these core values across all sports.

#### Background: Position Development and Funding

Following the resignation of the former Athletic Director in December of 2015, the District advertised the position to recruit an Interim Athletic Director on a contract basis for January through June of 2016. The District received 22 applications and the interview committee (administrators, coaches, parents) interviewed five candidates. Mr. Victor Acuña was selected for the position due to his extensive experience and positive recommendations.

Throughout the Spring of 2016, the PHS Administrative Team and the Athletic Booster's continued discussing the need for increased athletic leadership. While the District was in favor of increasing the position from part-time to full-time, the budget would not support a full-time Athletic Director. Over the years, the District has budgeted approximately \$60,000 annually toward this position and would not allocate any additional funds.

Recognizing the District's limited budget and the need for a full-time Director of Athletics, the Athletic Booster's Board approved a donation of \$50,000 for the 2016-17 school year to support a full-time Director of Athletics. The Piedmont Education Foundation (now merged with the Parent Clubs) also recognized these needs and voted to support a full-time Director of Athletics position by contributing \$10,000.

With this funding secured, the Superintendent, in collaboration with the PHS Administrative Team and the Athletic Boosters Organization, created the Director of Athletics position for the 2016-17 school year. High school students, coaches, and families will benefit from having a full-time Director of Athletics without any increase in expenditures from the General Fund.

#### Candidate Selection

After working closely with Mr. Acuña during the second semester, Principal Daniels recommended that the Superintendent hire Mr. Acuña for the new position. With support from the PHS Administrative Team, Athletic Booster's Leadership, and a variety of coaches, the Superintendent interviewed and appointed Mr. Acuña as the PHS Director of Athletics.

Mr. Acuña is a graduate of Arizona State University with a Bachelor of Science in Justice Studies. For 12 years, Mr. Acuña was a high school Athletic Director in Tucson, Arizona at the Gregory School and the Green Fields Country Day School. He has extensive experience in coordinating interscholastic athletic programs. His strengths lie in working collaboratively with principals, teachers, coaches, student-athletes, and parents to create a supportive and successful athletic program. He is knowledgeable in developing interscholastic schedules, supervising utilization of athletic facilities, coordinating athletic uses of training and weight rooms, monitoring student eligibility, and the recruitment, hiring, and evaluating of coaches. Mr. Acuña has direct experience developing stable

athletic operating budgets and supervising team accounts. In addition, he was an associate scout for Major League Baseball.

The selection of Mr. Acuña has drawn considerable praise from those who worked closely with him this past Spring. PHS Principal Brent Daniels said, "I am enthusiastic and excited for Vic and am thrilled with his positive energy, experience, and leadership qualities. He is focused and driven to ensure that PHS offers an exceptional educational athletics program." PHS Athletic Booster's President Beth Barrett added, "PHS Boosters is proud to partner with PUSD in supporting a full-time Director of Athletics. As interim Director of Athletics, Vic Acuña has proven a very capable leader who cares deeply about youth sports and will help create a healthy, positive and safe experience for all our student athletes."

#### Director of Athletics Compensation

The Director of Athletics will be included in the salary schedule of the Association of Piedmont School Administrators (APSA). The position has a base salary range of \$74,068 - \$103,048 (ranging from 1 to 22 years of experience), plus health and statutory benefits.

## II. **RECOMMENDATION: ACTION**

Ratify the appointment of Victor Acuña as the Piedmont High School Director of Athletics for the 2016-17 school year.