

**STEEPED IN TRADITION**

**BUILDING ON LEGACY**

**INSPIRING THE FUTURE**



# Athletic Strategic Plan



STEEPED IN TRADITION | BUILDING ON LEGACY | INSPIRING THE FUTURE



Athletic Strategic Plan | 2023-2026

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# Steeped in Tradition Building on Legacy Inspiring the Future

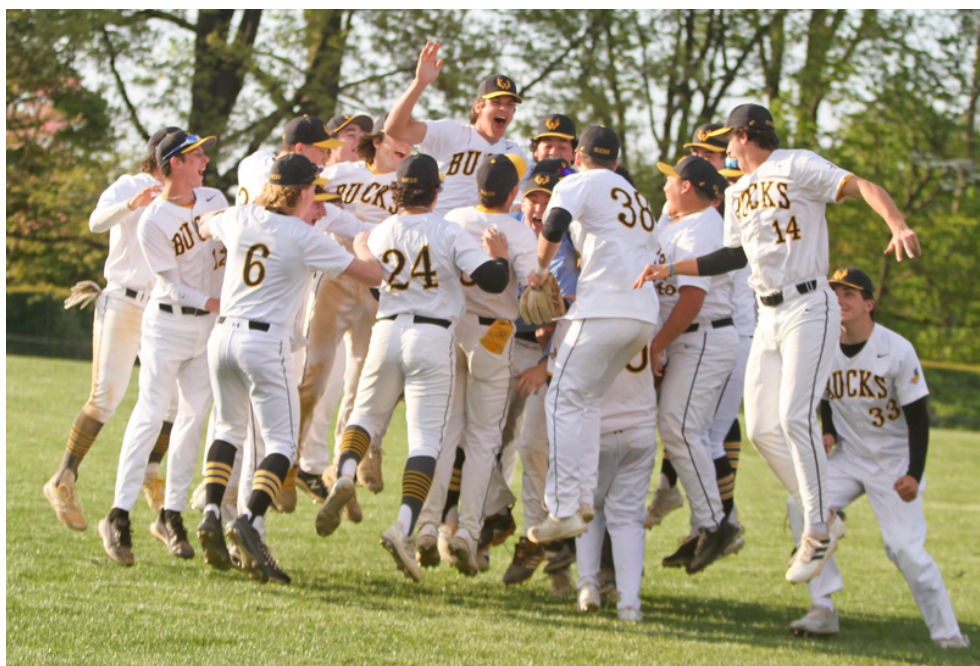
We are pleased to present - Steeped in Tradition, Building on Legacy, Inspiring the Future – The Athletic Strategic Plan for the Central Bucks School District. During the 2022-23 school year, 58 stakeholders representing all aspects of the school community met several times and this report serves as the culmination of that strategic planning process. It is our expectation that this plan provides a clear and transparent look at our goals for the next three years. The Strategic Plan Steering Committee reviewed various research and data that helped provide the foundation to support this blueprint for athletics. The Mission, Core Values, Portrait of an Athlete, and Portrait of a Coach are the driving forces that shape our four focus areas and defined goals. The Athletics Department is dedicated to supporting and furthering the mission of the school district as we provide our student athletes with the best opportunity to be successful on the field of play, in the classroom, and life. Thank you for supporting our student athletes and coaches and being Central Bucks Proud.



Dr. Charles Malone  
Assistant Superintendent for Secondary Education



Mr. Timothy P. Donovan  
Supervisor of Athletics



# Thank you.

This plan was prepared through the efforts of a committee that included invested students, parents, community members, coaches, administrators, teachers, and members of the board of school directors. Our thanks to...

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# Mission

The Central Bucks School District will provide exceptional athletic opportunities that focus on overall student development, encourage excellence, enhance our educational programs, and promote positive community engagement. We will pursue continuous improvement while honoring our strong athletic legacy.



# Core Values

## **COMMITMENT**

Work hard, accept challenges, and support each other.

## **COMMUNITY**

Value the support of the community and pay it forward to others.

## **EXCELLENCE**

Be outstanding in the classroom, on the field, and in the community.

## **INTEGRITY**

Accept responsibility, be accountable, and do the right thing.

## **LEGACY**

Build upon and celebrate the success of those who came before us.

## **OPPORTUNITY**

Provide access for students to participate and experience success.



# Portraits of a Student Athlete and Coach

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The committee worked to develop a vision for those skills and attributes that our coaches and student athletes should strive to embody, demonstrate, and develop. On the following pages are visual representations and explanations of these "portraits."

It is our expectation that Central Bucks School District coaches and student athletes will embrace and work to achieve these personal goals.



## Attributes:



## Skills:



### Effective Communicator

- Continually advocate for self and teammates
- Listen to alternative viewpoints
- Clearly communicate goals and expectations



### Resilient Competitor

- Be coachable and accept feedback as an opportunity for growth
- Develop a healthy relationship with failure as a means for improvement
- Demonstrate commitment and embrace challenges



### Respectful Participant

- Exhibit sportsmanship and act with integrity
- Show respect for the opponent and officials
- Demonstrate humility and be an encouraging teammate



### Positive Teammate

- Be supportive and create a sense of belonging for everyone
- Understand that the team is bigger than self
- Encourage teammates to be the best version of themselves



### Well-Rounded Person

- Manage academics, athletics, and expectations
- Value and prioritize healthy mental and physical wellness
- Foster positive relationships with others

## Attributes:



## Skills:



### Effective Communicator

- Clearly communicate goals and expectations
- Listen to alternative viewpoints
- Provide meaningful feedback and adapt communication style when necessary



### Inspiring Leader

- Bring out the best in others
- Support the academic mission of the school district
- Demonstrate commitment and embrace challenges



### Positive Collaborator

- Develop a positive team culture that is the foundation of the program
- Value and prioritize healthy mental and physical wellness
- Seek opportunities for the team to serve the community



### Respectful Motivator

- Exhibit sportsmanship
- Show respect for the opponent and officials
- Act with integrity while demonstrating personal responsibility



### Responsible Role-Model

- Be self-reflective, and approachable
- Continually strive to improve knowledge and strategies
- Demonstrate humility and act with empathy

# Areas of Focus

The plan is divided into four focus areas, with goals and strategic objectives in each. These are:

## **1 PORTRAIT OF A COACH AND ATHLETE**

## **2 COMMUNITY ENGAGEMENT**

## **3 ACCESS AND OPPORTUNITY**

## **4 OPERATIONAL EXCELLENCE**



# 1 Portrait of a Student Athlete and Coach

**Goal 1:** If we educate student athletes and coaches on the attributes and skills the school district values, then there will be greater success and satisfaction on the field of play and community.

- 1.1.1: Include the attributes and skills of an athlete and coach in the Coaches Handbook and Student-Parent Handbook and review them at all pre-season meetings with student athletes, coaches, and parents.
- 1.1.2: Create a productive and enjoyable workplace for coaches and offer professional development that will help them succeed.
- 1.1.3: Provide student athletes with the support necessary to help them achieve at the highest level possible on the field of play, in the classroom, and the community.

**Goal 2:** If we brand the Portrait of an Athlete and Portrait of a Coach, then the attributes and skills will become embedded in the athletic culture of the school district.

- 1.2.1: Create a committee comprised of various stakeholders to develop a strategic branding campaign that resonates with all audiences.
- 1.2.2: Develop videos that tell the story of the Portrait of an Athlete and Portrait of a Coach.
- 1.2.3: Explicitly connect the Portrait of an Athlete to the Portrait of a Graduate.



# 2 Community Engagement

**Goal 1: If we develop and communicate expectations on the role that student athletes, coaches, and parents have within the programs, then there will be greater respect and an increased sense of belonging.**

- 2.1.1: Continue to hold annual meetings facilitated by the Athletic Directors with coaches, student athletes, and parents where district wide policies, procedures, and expectations are reviewed.
- 2.1.2: In addition to the Portrait of an Athlete and Portrait of a Coach, also develop a branding campaign so that the district's Athletic Department Mission Statement and Core Values are embedded within the culture of every team and booster organization.
- 2.1.3: Improve communication between middle and high school coaches and develop partnerships with youth organization feeder programs.

**Goal 2: If we adopt a consistent platform for athletic directors and coaches to use, then there will be improved communication among all stakeholders.**

- 2.2.1: Develop a communication plan that will create consistency on how the Athletic Department, and middle and high school teams share information with all stakeholders.
- 2.2.2: Identify a single platform for scheduling, team communication, parent communication, ticketing, event promotion, season passes, and promotional marketing.
- 2.2.3: Review the district's current athletic website platform and consider something that is more dynamic, user-friendly, and that encourages school spirit.



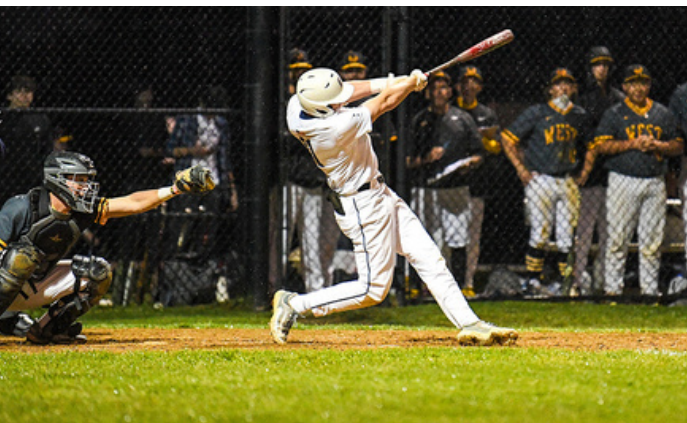
# 3 Access and Opportunity

**Goal 1: If we create a system for reviewing new athletic opportunities, then there will be an increase in participation.**

- 3.1.1: Create a formal process for identifying and proposing new athletic opportunities. Establish an end of the year satisfaction survey that captures the current offerings and what sport stakeholders would like to be considered in the future.
- 3.1.2: Examine what is needed to possibly start an intramural program for 6th grade beginning in the 2025-26 school year.
- 3.1.3: Identify ways to increase participation in athletics for all students.

**Goal 2: If we invest in an athletic environment that promotes comprehensive wellness and personal development for student athletes, then participation and satisfaction will increase.**

- 3.2.1: Develop a Student Athlete Leadership Council at the district and building level that will allow for continuous dialogue with administration on the needs of the athletic programs.
- 3.2.2: Hire and retain coaches who develop a positive team culture and create expectations that maximize a positive student athlete experience.
- 3.2.3: Create enrichment experiences for student athletes, coaches, and parents that promote wellness and personal development such as an evening speaker series that would include sports psychologists and nutritionists.



# 4 Operational Excellence

**Goal 1: If we commit to operational practices and initiatives that align with the school district's sustainability goals, then there will be greater performance and satisfaction.**

- 4.1.1: Create an internal committee of various stakeholders, including athletics, human resources, and finance to review coaching compensation.
- 4.1.2: Identify external revenue opportunities such as community sponsorship and engage local businesses in a meaningful, cohesive way to minimize fundraising fatigue while creating opportunities for beneficial partnerships.
- 4.1.3: Continue to communicate expectations to booster clubs on how they can support student athletes and coaches.

**Goal 2: If we maintain and enhance facilities to meet school district standards, then we will continue to have safe and modern facilities.**

- 4.2.1: Conduct a facilities study and develop an athletic facilities maintenance and improvement plan that is consistently reviewed by the operations and athletics departments.
- 4.2.2: Review annual and seasonal maintenance schedules to help maintain playing surfaces.
- 4.2.3: Continue to provide training to maintenance staff, coaches, and Athletic Directors for proper care and upkeep of facilities.



# STUDENT ATHLETES – BY THE NUMBERS

## 3,133 HS PARTICIPANTS\*

ON AVERAGE,  
25% OF HS  
STUDENTS  
ENGAGED IN  
ONE OR MORE  
SPORTS IN  
ANY SEASON

\*Figures represent  
team totals across  
all 3 seasons in 21-  
22 school year.



1,066



1,023



1,024

## 2,543

### MS PARTICIPANTS\*

ON AVERAGE, 20% OF MS  
STUDENTS ENGAGED IN ONE OR  
MORE SPORTS IN ANY SEASON

\*Figures represent team totals across all  
3 seasons in 21-22 school year.



## 43+

## SPORTS



## POINTS OF PRIDE

- ★ CB has a tradition of taking part in cancer awareness events including Dig Pink, Pine 2 Pink, Kick for Pink, & Coaches vs. Cancer.
- ★ Athletes Helping Athletes (AHA) opportunities in CBSD Schools.
- ★ Championships often held at home and on our turf.
- ★ Middle schools athletes participate in intra-CB post-season 8th grade tournaments when there are no league post-season tournaments.
- ★ MS Athletic departments have recently outfitted all teams in new uniforms.
- ★ Camp and clinics are held throughout the year for all ages and skill levels.

# PIAA Sports

Central Bucks School District secondary school students in grades 7-12 have access to an array of Pennsylvania Interscholastic Athletic Association sports, as listed below.

## High School

- [Fall](#) - Football, Boys Soccer, Girls Soccer, Field Hockey, Girls Tennis, Boys and Girls Cross Country, Boys Golf, Girls Golf, Girls Volleyball, and Cheerleading.
- [Winter](#) - Boys Basketball, Girls Basketball, Boys Wrestling, Girls Wrestling, Boys and Girls Swimming and Diving, Boys and Girls Track, and Cheerleading.
- [Spring](#) - Baseball, Softball, Boys Lacrosse, Girls Lacrosse, Boys Volleyball, Boys Tennis, and Boys and Girls Track and Field.

## Middle School

- [Fall](#) - Football, Boys Soccer, Volleyball, Field Hockey, Girls Tennis, and Cheerleading.
- [Winter](#) - Boys Basketball, Girls Basketball, Wrestling, and Cheerleading.
- [Spring](#) - Baseball, Softball, Girls Soccer, Boys Lacrosse, Girls Lacrosse, Boys Tennis, and Boys and Girls Track and Field.



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**Central Bucks High School East**

**Central Bucks High School South**

**Central Bucks High School West**

**Holicong Middle School**

**Lenape Middle School**

**Tamanend Middle School**

**Tohickon Middle School**

**Unami Middle School**



[www.cbsd.org/athleticplan](http://www.cbsd.org/athleticplan)