

**WAUNAKEE COMMUNITY SCHOOL DISTRICT  
BOARD OF EDUCATION CO-CURRICULAR COMMITTEE MEETING**

Monday, March 31, 2025

8:30 AM

Waunakee Community School District  
905 Bethel Circle  
Waunakee, WI 53597

Members of the public may attend Board of Education meetings in-person, and will be asked to check in with District personnel when you arrive.

Public comments will be limited to 3 minutes. The Board will allow 30 Minutes for public comments.

Public comments may be sent to Rebecca McDonough at [district\\_administrator@waunakee.k12.wi.us](mailto:district_administrator@waunakee.k12.wi.us) up to one hour before the start of the Board meeting. All comments will be reviewed by the Board members. Emailed comments will be reviewed by the board but not read out loud. Emailed comments sent during any part of the board meeting (Board Development, Closed session, Open session) will be forwarded to the board but may or may not be reviewed by the board until after the board adjourns. Comments must include the commentator's name, address, and must identify their connection to the District (if any) and any group they are representing in order to be considered by the Board.

If you would like to address the Board in-person during the public comments section of the meeting, you will be greeted in the lobby of the building, asked to check in with District personnel when you arrive so that you can be recognized and address the Board when your name is called.

A recording of the meeting will be posted on the District webpage within 24 hours of the meeting time.

**AGENDA**

**I. CALL TO ORDER**

**II. ROLL CALL**

**III. APPROVE THE AGENDA**

**IV. PUBLIC COMMENTS**

**V. CO-CURRICULAR REPORT** **3**

Attached please find the Winter Co-Curricular Report. Athletic Director, Nick Conrad, will be present at the Co-Curricular Committee to share this report and answer any questions.

**VI. BOOSTER CLUB FEES REPORT** **14**

**VII. HANDBOOK UPDATES** **17**

The following handbooks related to co-curriculars are up for approval. Any changes are in green text.

- A. 2025-26 Booster Club Handbook 18
- B. Coaches Handbook 53

C. Branding Expectations

84

We are sharing a draft version of updated handbook language that outlines WCSD staff expectations for adhering to the district's branding guidelines. This ensures consistency in representing our schools and reinforces a unified identity across all communications.

VIII. **FUTURE MEETINGS**

IX. **ADJOURN**

X. **BRANDING ACCOUNTABILITY**

“Any person who has a qualifying disability as defined by the Americans with Disabilities Act who requires assistance with access or materials should contact the Waunakee Community School District Office at 849-2000, 905 Bethel Circle Drive Waunakee, WI 53597, at least twenty-four hours prior to the commencement of the meeting so that necessary arrangements can be made to accommodate the request.”



# WAUNAKEE

## COMMUNITY HIGH SCHOOL

3

# Winter Athletic Participation Summary

2024-25

# Winter 2024-25 Badger Conference Champions

## Girls Basketball



# Winter 2024-25 Badger Conference Champions

## *Boys Basketball*



# Fall 2024-25 Badger Conference Champions

## Boys Swim



# Winter 2024-25 Player of the Year



# Winter 2024-25 Coach of the Year

COACH OF THE YEAR  
Girls Basketball



  
**Marcus Richter**  
BADGER LARGE

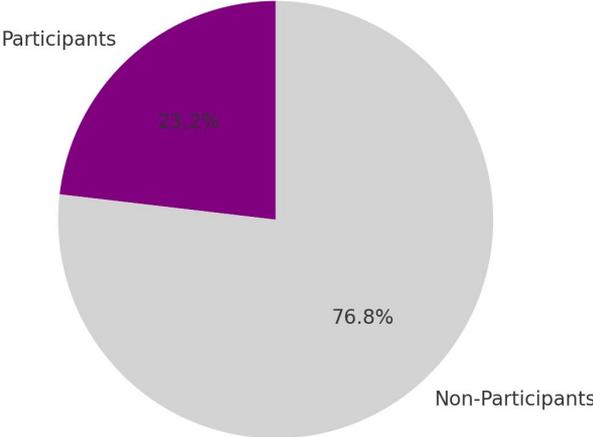
COACH OF THE YEAR  
BOYS HOCKEY



  
**Chase Drake**  
BADGER CONFERENCE

# Celebrate Our Student Athletes

Waunakee Winter Athletics 2024-25 Participation



Top Winter  
Academic Program

Boys Swim  
3.87 Team GPA





# Highlights

- Girls Basketball
  - Badger Conference Champions
  - Regional Champions
  - Six all-conference members
  - Tessa Bryan - Player of the Year
  - Ellen Dotzler - 3-Point Shootout Contest (WIAA)
- Boys Basketball
  - Badger Conference Champions
  - Regional Champions
  - Six all-conference members
  - WIAA D1 State Qualifier\*
- Gymnastics
  - Seven all-conference members
  - Two State Qualifiers:
    - Annika Lee
    - Kaitlyn Roundy
- Dance
  - D1 State Qualifier in Hip Hop
  - Chaser Reiter - D2 Solo State Qualifier
- Snowboard
  - State Qualifiers:
    - Samuel Anderson , Cole Gascho, Alex Mikkelson, Caden Olson, Marek Czappa, Isaac Schultz, Samuel Langton, Payton Oaks



## Highlights

- Boys Swim
  - Badger Conference Champions
  - 200 Yard Medley Relay State Team
    - Connor Busse, Aaron Abendroth, Paul Henninger, Max Richardson
- Ski
  - State Qualifiers:
    - Addison Dama, Emily Meintjes
- Winter Cheer
  - Largest number of students involved since the program began (2022)
- Wrestling
  - Badger Conference Champions
  - Five boys all-conference members
  - Three girls all-conference members 11
  - First two girls individual state qualifiers in school history
    - Kit Alsaker
    - Ellie Lenzendorf
  - Four boys individual state qualifiers
    - Brett Farrell
    - Mason Spear
    - Gabe Metzler
    - McCoy Smith



## Highlights

- Boys Hockey
  - Five all-conference members
  - Regional Champions
- Girls Hockey
  - Four all-conference members (from Waunakee)
  - Regional Champions
  - Sectional Champions
  - State tournament appearance



## Athletic Department Updates - March 2025

- **Collaboration & Support:**
  - Spring coaches and programs for their flexibility. With construction and weather conditions, there is a daily adjustment for space. Every program has been supportive and understanding of the needs for their own programs and others.
- **Upcoming Projects:**
  - The WIAA will hold a vote on the proposed [Name, Image, Likeness \(NIL\)](#) language at the end of April. The athletic department is planning on this passing and beginning to prepare for education centered around this topic for families.
  - We are working on filling the following head coaching vacancies: Girls Tennis (fall).
  - Starting in the 2025-26 school year, we will be rolling out the ability for concession sales to utilize card purchases in addition to cash.
- **Announcements:**
  - *A Family Guide to Waunakee Athletics* will be introduced on July 1. This guide is meant to provide basic information to families.
  - Matt Reinfeldt has begun his role as WCMS Athletic Coordinator.



# WAUNAKEE

## COMMUNITY HIGH SCHOOL

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301 Community Drive  
Waunakee, Wisconsin 53597  
(608) 849-2100

**Athletics Office**

### **Agenda Item:** Survey of Booster Club Fees

**Background Information:** A request was made by the Board to gather information from high school booster clubs on the fees that are charged to families for the various athletic programs. The summary of this survey is included.

**Administrative Recommendation:** None. This is only informational at this time .

**Board Action Requested:** None. This is only informational at this time.

**Fiscal Note:** There are no financial impacts related to this requested action.



# WAUNAKEE

## COMMUNITY HIGH SCHOOL

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301 Community Drive  
Waunakee, Wisconsin 53597  
(608) 849-2100

Athletics Office

## Summary of Booster Club Fee Data (2024-25)

### Participation & Student-Athlete Reach

- Student-athlete participation varies significantly across clubs, with some serving as few as **15 athletes** and others serving up to **85+ athletes**.

### Annual Booster Club Fees

- Fees range from **\$80 to \$340 per student**.
- Some clubs noted potential fee increases in the upcoming season.
- The **median** fee is around **\$190-\$225 per student**.

### Fundraising & Financial Assistance

- A majority of clubs fundraise for **both seasonal and long-term expenses**.
- Fundraising methods commonly include:
  - Membership fees (most common)
  - Sponsorships
  - Concession sales
  - Merchandise sales
  - Golf tournaments and special events
- Most clubs provide **some level of financial assistance** for families in need, often through district resources or direct aid.

### Additional Family Expectations

- Many clubs require parents to volunteer at games, meets, and fundraising events. Some have additional expectations, such as assisting with team logistics, concessions, or travel.
- Some require parents to assist with **team outings, off-ice duties, or equipment setup**.

## Common Booster Club Expenses

- Game-day food & travel
- Uniforms & gear (warmups, bags, senior gifts, etc.)
- Equipment
- Team-building activities & banquets

## Key Takeaways & Trends

- ★ **Diverse fee structures** exist across sports, but most fall within a **\$150–\$250 range**.
- ★ **Fundraising is essential**, with clubs using multiple streams beyond membership fees.
- ★ **Financial aid options** are widely available, but awareness efforts vary by club.
- ★ **Parental involvement** through volunteering is expected in most programs.



301 Community Drive  
Waunakee, Wisconsin 53597  
(608) 849-2100

**Athletics Office**

**Agenda Item: Handbook Updates**

**Background Information:** The following handbooks related to co-curriculars have been updated:

- Coaches Handbook
- Booster Club Handbook

**Administrative Recommendation:** To approve the handbook updates as presented.

**Board Action Requested:** The following motion would be in order: “Move to approve the Coaches handbook and Booster club handbook as presented.”

**Fiscal Note:** There are no financial impacts related to this requested action.

2025-2026

DRAFT



**WAUNAKEE**  
COMMUNITY HIGH SCHOOL

**BOOSTER CLUB  
HANDBOOK**



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## Dear Waunakee Community High School Supporter:

Welcome to an exciting year of being a Waunakee Warrior! We are thrilled you have chosen to participate in athletics and our programming.

Waunakee Community School District provides a great learning environment for each and every student-athlete. As a member of the Badger Conference, we face and welcome great competition and high expectations of effort, achievement, and sportsmanship.

We hope this Booster Club handbook will provide you with guidance as you devote your time and resources to improving the experience for student-athletes, staff, and families involved in our programs. This handbook was designed to inform, educate, and guide you as a Booster Club, by addressing the rules, regulations, and information for participation in our Waunakee Community School District programming.

We partner with you and thank you for your dedication to our students, staff, and community.

Go Warriors!

Dr. Monica Kelsey-Brown, Superintendent  
Mr. Brian Borowski, High School Principal  
Mr. Nick Conrad, Athletic Director



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## SCHOOL DISTRICT MISSION AND VISION STATEMENT

### MISSION STATEMENT

“Committed to Children...Committed to Community...Committed to Excellence”

### VISION STATEMENT

The Waunakee Community School District is a collaborative learning community that works with students, staff, families, and the community to ensure that every student is ready for college and career; through a focus on data, research based best practices, and engagement with students to be active partners in their learning.

### EQUITY STATEMENT

The Waunakee Community School District embraces the differences among our students, staff, and families. We work to provide a safe environment with access to resources, opportunities, and instruction for all students to reach their full potential in the classroom and beyond. We strive to create a culture of dialogue, acceptance, and inclusion. We are committed to engaging all students so that they may thrive academically, socially, and emotionally in an ever-changing multicultural society.

### High School

Waunakee Community High School (9-12)  
301 Community Drive  
Waunakee, WI 53597  
Phone: (608) 849-2100

### Bethel Administration Office

905 Bethel Circle  
Waunakee, WI 53597  
Phone: (608) 849-2000



## BOOSTER CLUB ORGANIZATIONS AND WAUNAKEE COMMUNITY SCHOOL DISTRICT

Booster Clubs are organizations of parents, family members, caregivers, staff, and community members working together for the purpose of supporting our students and coaches of our programs/teams.

Booster Clubs are valued partners in supporting the co-curricular activities of our students. While the school district welcomes and encourages the interest, participation, and support of Booster Clubs, the District maintains control and management of the activities and athletics, including all rules, policies, and procedures.

The partnership, transparency and accountability between the school district and Booster Clubs is critical to maintaining thriving relationships while also adhering to local, state, and national requirements including District policy, WIAA requirements, Title IX compliance, and Internal Revenue Service (IRS) laws.

For all these reasons, Booster Clubs private management is adapted to District concerns and compliance requirements. We each have responsibilities to our students and our programs, but we share the same common purpose.

There will be **TWO** meetings annually of Booster Club members, coaches, and the Waunakee Community School District to strengthen our partnership, give ample time to answer questions, and provide opportunities for consistency and unity in our work. **Those dates are below and are held as virtual meetings.**

~~The 2024-2025 Booster Club meeting dates will be held in July 2024 and February 2025.~~

DATES TO REMEMBER	
Booster Meeting #1	July 23, 2025 <del>July 25, 2024</del>
Booster Meeting #2	February 4, 2025 <del>February 5, 2025</del>
Financial Report Form Due (FRF)	July 15, 2026 <del>July 15, 2025</del>



## SCHOOL BOARD POLICIES

School Board Policies are set for the educational goals of the entire school system and provide directives for administrators and other staff members and volunteers to follow while working towards the district's goals. The policies outline business procedures to allow for efficient operations of student activities and school operations.

It is expected that High School Booster Clubs follow all district purchasing and fiscal policies and procedures.

- A. General Booster Club - [881.1](#)  
The General Booster Club School Board policy includes information about gifts to the district, fundraising, and staff relations.
- B. Expense Reimbursement - [671.2](#)  
The Expense Reimbursement School Board policy includes information about the different rules and regulations of expense reimbursement, including meals, housing, parking, transportation, etc.  
*\*If you choose to manage your finances privately (see section VII), this School Board policy does not apply to your Booster Club organization.*
- C. Purchasing - [672](#)  
The Purchasing School Board policy includes information about general guidelines of district purchasing.  
*\*If you choose to manage your finances privately (see section VII), this School Board policy does not apply to your Booster Club organization.*
- D. Purchasing Approval - [672.1](#)  
The Purchasing School Board policy includes information about the bid process when making purchases based on purchase price.  
*\*If you choose to manage your finances privately (see section VII), this School Board policy does not apply to your Booster Club organization.*
- E. Bidding/Cooperative Purchasing - [Rule 672.1](#) and [672.3](#)  
The Bidding/Cooperative Purchasing School Board policy includes information about the procedures when obtaining formal bids and quotes and making sure we use cooperative purchasing, when available.  
*\*If you choose to manage your finances privately (see section VII), this School Board policy does not apply to your Booster Club organization.*



## FINANCIALS

The Waunakee Community School District Business Office is committed to supporting High School Booster Clubs. We strive to be as efficient as possible while maintaining consistency and transparency across all our programming.

### Business Office Directory and Contact Information

Steve Summers Executive Director of Operations	<a href="mailto:stevesummers@waunakee.k12.wi.us">stevesummers@waunakee.k12.wi.us</a>
Allie Newton Dye Director of Business Services	<a href="mailto:alexandraneaton@waunakee.k12.wi.us">alexandraneaton@waunakee.k12.wi.us</a> <a href="mailto:ndradye@waunakee.k12.wi.us">ndradye@waunakee.k12.wi.us</a>

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## Financials - School District Business Office

### Managing of Finances of Community Partners, including Booster Clubs (two options)

1. Manage Finances Through the School District<sup>1</sup>
  - Funds are accounted for in Fund 21, which is the gifts/donation fund for the school district.
  - Booster Clubs must follow all Waunakee Community School District School Board policies.
    - Fund 21 policies have more flexibility when it comes to topics like bidding requirements for purchases and gift card purchases.
  - Deposits, accounts payable, and payroll transactions are all processed by the school district.
  - There are no requirements of additional reporting to the IRS for the community organizations/Booster Club.
  - There is tax exempt status for all purchases and transactions.
2. Manage Finances Privately
  - Booster Clubs should be able to identify the Taxpayer Identification Number (TIN) connected to the bank account.
  - The bank account TIN should NOT be the Waunakee Community School District federal identification number or the social security number of a Booster Club member (former or present). The bank account TIN will have to be corrected if either scenario exists.
  - The Booster Club should have copies of the organizational paperwork that was filed originally to receive the Taxpayer Identification Number. If not, you can search for the document through the [Internal Revenue Services](#) (IRS).
  - The Booster Club should be aware of the specific type of organization that your Booster Club is.
    - An example includes IRS 501(c)(3) organization
  - The type of organization matters for compliance with state and federal regulations.
    - An example of annual reporting to the IRS is linked [here](#).
  - **Booster Club By-Laws**  
If your organization is opting to become a 501(c)(3), you will be required to submit Booster Club By-Laws to the Athletic Department. If you are in need of examples, please reach out to the Waunakee Community School District Business Office.

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<sup>1</sup> District management of Booster Club finances refers to serving as a repository of funds and performance of ministerial functions, as necessary. The District does not exercise discretion or judgment with respect to such funds apart from compliance with applicable laws and regulation.



## Financials - Reporting Transparency and Accountability

At the end of each fiscal year, Booster Club organizations are required to submit a copy of the Financial Reporting Form (FRF) (section 2 - template provided) to the Athletic Director. The Athletic Director will forward this information to the Business Office for the School District.

1. **Booster Club Guidelines**

This guideline document is School Board policy 881.1 regarding parent organization and Booster Clubs. The Booster Club must sign and return these guidelines to the Athletic Director's Office by July 30 of the District fiscal year (July 1 through the following June 30).

2. **[Financial Reporting Form \(FRF\)](#)**

Each Booster Club must submit their completed Financial Reporting Tool (FRF) to the school district Athletic Director's Office by July 15 of the District fiscal year.

The Business Office will provide the [Financial Reporting Form \(FRF\)](#) for each Booster Club for the upcoming school year. This will be emailed by the Athletics Office to the Head Coach/Booster Club representatives by September 1 of that respective year.

\*Please note. Booster Clubs may submit their own spreadsheets as long as all the information is included in the provided template above from the school district.

All financial records will be presented to the Board of Education (BOE) in August of the District fiscal year.

3. **Retention of Records**

In an effort to keep financial transparency, records are required to be kept for a set amount of time, per [Board of Education Policy 773-Exhibit](#), Records Retention Schedule.

- If the Booster Club manages their finances with the Waunakee Community School District, it is required to keep the current fiscal year + 6 years of documentation.
- If the Booster Club manages their finances privately, please refer to the guidelines required for your type of organization.
  - Organizations registered as a 501(c)(3) must maintain records and keep books to show that it complies with tax rules. Please reference this [website](#) for more information.



## Financials - Fundraising

Fundraisers must be approved and added to the document in the Athletics Office.

[Here is a link to the reporting and approval form.](#)

This document will be a resource each school year to have as a reference for programs to know what has been done regarding fundraising, what companies utilized, and offer suggestions and ideas on what has worked well for Booster Clubs/programs. We ask that similar fundraising efforts are not completed during the same season (for example: pizza products are not sold for two respective Booster Clubs during the same spring season). No fundraising is permitted without prior consent and clearance of the Athletics Office. All policies, procedures and local and state laws need to be followed regarding fundraising.

\*Please note! These fundraisers are not mandatory, but suggestions for the sport/Booster Club to raise monies for their programming.

1. 50/50 raffles
  - a. 50/50 raffles are a fundraising type activity.
  - b. All state laws must be followed.
  - c. [Raffle license](#) must be secured.
  - d. All raffles must be approved by the Athletics Office.
2. Raffles
  - a. All raffles are a fundraising type activity.
  - b. All state laws must be followed.
  - c. [Raffle license](#) must be secured.
  - d. Examples: [Girls Soccer](#) and [Boys Soccer](#)

3. Concessions

Booster Clubs must comply with the school district policy on the sale of food on school premises. There are no product restrictions or limitations on brands.

School Board Policy - [763](#)

Booster Clubs are one of the organizations that the District can authorize to operate the concession stands at sporting events in order to raise funds for their organization/Club.

4. Product Sales

School Board Policy- [374](#)

All product sales for fundraising must be a 50% profit margin for the organization, per School Board policy.

*\*The Business Office plans to review this policy with the School Board.*



5. Classmunity

Classmunity program is available to both Waunakee Community School District managed and privately managed organizations.

Classmunity website:

<https://www.classmunity.com/waunakeewi/view-fundraisers.php>

[School Board policy 881](#) defines the fundraising process.

6. Sponsorship

Sponsorships are a viable form of fundraising for Booster Clubs. All sponsorship requests must follow the [Board of Education Policy 851](#), Advertising in the School and [Board of Education Policy Exhibit 881.1](#), Parent Organization/Booster Club Relations and Information Guidelines.

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## Financials - Fees

### 1. Athletic/Co-Curricular Fees

Each student will be responsible for an Athletic/Co-Curricular Fee of \$75 for participation in the programming. These fees are billed in Infinite Campus by the school district during athletic registration each season. These funds are managed and used by the Athletics Office.

~~These athletic fees will be posted by the Athletic Department to all students registered for the program.~~

### 2. Booster Club Fees

Booster Club Fees are separate from the school fees. These fees are set by the Booster Club and are billed independently from the school district. These funds are managed and used by the Booster Club. In no capacity should these fees take the place of fundraising and they should not be used to offset expenses related to facility improvements.

\*The [Student Financial Assistance Fund](#) will automatically cover Booster Club Fees, as well as school district athletic fees for students approved for Free and Reduced Lunch. The families will NOT need to make the Booster Clubs/Coaches aware of this payment. The Student Financial Assistance Fund will work with the Athletic Department when fees are due, etc. for payment. Please reference the Student Financial Assistance Fund resources (Booster Club Handbook, page 26).

It is very important that Booster Clubs communicate to their families that the Student Financial Assistance Fund is available for assistance, especially at the beginning of the season when families are required to pay/submit payment for Booster Club Fees or registering for a program.



## Financials - District Financial Support

1. All coaches' salary and benefits are paid for by the school district, per [Board of Education 370 Rule \(1\)](#), Co-Curricular Activity Size Limitations Coach/Player Ratios.
2. Supply Expense Budget  
Each sport will be allotted a minimum of \$1,500 of supply and expense budget per season. The Coach and the Booster Club will work together to decide what items will be purchased with this allotment. **A final list of supplies will be submitted by the head coach to the athletic department.**
3. Transportation  
The district shall fund the cost of school bus transportation to and from events. Booster Clubs may fund the difference between school bus transportation and Coach transportation, if approved by the Athletic Director.
4. Uniform Budget  
Each sport is included in a rotation for funds for new uniforms from the school district.

Please review the [following spreadsheet](#) to view the year that your program is eligible for funding from the school district. This allotment can be used for home/away uniforms, pinnies, etc. and is allocated every four years.

- Any cost above and beyond the dollars allotted would be the responsibility of the Booster Club.
- Booster Clubs wishing to purchase new uniforms in an off-year of when the school district allotment is offered would be at the expense of the Booster Club.
- All uniform purchases must be approved by the Athletic Department/Communications Office to follow the school district branding guidelines.



## Financials - District Provided Insurance

The district provided liability policy provides coverage for the following:

*Your past or present employees or elected or appointed officials while acting within the scope of their employment or authority, authorized volunteers while acting for you or on your behalf, including your students, and all commissions, agencies, boards, districts, authorities, PTAs, PTOs, Booster Clubs or similar entities when you retain the right to control the details of the work of these individuals or entities, except this insurance shall be excess of any insurance maintained by your past or present employees or elected or appointed officials, or authorized volunteers, including students for the ownership, maintenance, or use of any automobiles owned by the employee, official, volunteer, or student, regardless of whether such automobiles are also hired or borrowed by you.*

- This also applies to Family Teacher Organizations (FTO).

An example of an event outside of the control of the Waunakee Community School District is a clinic hosted by an athletic program in another venue/location offered to student-athletes on a regional/statewide basis.

Booster Club board members/leadership liability policies are not necessary if all activities of the organization are under the control of the Waunakee Community School District. Booster Club officers/directors liability policies should be considered if the organization conducts activities outside of the control of the Waunakee Community School District.

### Booster Club Provided Insurance <sup>2</sup>

Booster Clubs engaging in activity outside of the control of the Waunakee Community School District should purchase a liability policy for your organization through an insurance company. The school district purchases their insurance policies through Hub International in Waunakee.

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<sup>2</sup> The District encourages Booster Clubs to secure separate coverage, as well. Although the District does direct Booster Clubs on, e.g., compliance issues, the District does not generally retain control over the work of Booster Clubs or their individual members.



## TITLE IX REQUIREMENTS

The Waunakee Community School District is required to adhere to the Title IX requirements. These requirements are the basis behind many of the requirements the District has for the Booster Club organizations.

Please review [this document](#) that summarizes the requirements.

## TITLE IX NOTICE

The Board of the Waunakee Community School District does not discriminate on the basis of sex in its education program or activity and is required by Title IX and its implementing regulations not to discriminate in such a manner. The requirement not to discriminate in its education program or activity extends to admission and employment. The District's Title IX Coordinator(s) is/are:

Director of Human Resources, Waunakee Community School District. 905 Bethel Circle, Waunakee, WI 53597

Brian Grabarski, 608.849.2000, ext. 8167 [briangrabarski@waunakee.k12.wi.us](mailto:briangrabarski@waunakee.k12.wi.us)

Director of Special Education, Waunakee Community School District. 905 Bethel Circle, Waunakee, WI 53597

Tiffany Loken, 608.849.2000, ext. 8268 [tiffanyloken@waunakee.k12.wi.us](mailto:tiffanyloken@waunakee.k12.wi.us)

Any inquiries about the application of Title IX and its implementing regulations to the District may be referred to the Title IX Coordinator(s), the Assistant Secretary for the U.S. Department of Education's Office for Civil Rights, or both.

The Board has adopted a grievance process and procedures that provide for the prompt and equitable resolution of student and employee complaints alleging any action that is prohibited by Title IX and/or its implementing regulations. The grievance process and procedures are included in Policy 413/513 Nondiscrimination on the Basis of Sex in Education Programs or Activities, which is available at: <https://www.waunakee.k12.wi.us/board/policies>

The grievance process and procedures specifically address how to report or file a complaint of sex discrimination, how to report or file a formal complaint of Sexual Harassment, and how the District will respond.



## SCHOOL DISTRICT BRANDING GUIDELINES

Waunakee Community School District plays an integral role and is a staple in our Waunakee community. During the 2021-2022 school year, the Board of Education approved a year-long process to create a district visual brand. This process included a wide selection of community stakeholders, including students, staff, Board of Education members, parents, community members, etc. to gather input.

Visual branding is an important facet of an organization's communication plan. To keep the integrity of the Waunakee Community School District and the district/high school visual brand, it is crucial to follow these guidelines when using visual elements. This will help strengthen our image, promote trust, and will allow us to represent ourselves as one team.

A brand includes our name, logo, and identifying elements including fonts, colors, and graphics. The logo is a visual representation that represents our brand.

The visual branding results enclosed in these district branding guidelines packages are relevant for the Waunakee Community High School brand and the spirit/athletic/co-curricular programs of our school district. The correct guidelines should be followed with what you are producing or sharing with the community to represent our brand. Certain criteria must be met, and any and all entities that use the logo are subject to review and approval by the Waunakee Community School District.

With our high school brand, it is important that the district communicates to the community with a consistent, solid, and professional manner.

If you are seeking the Waunakee Community School District and its logo or the Waunakee Community High Schools and its logo, please contact the Communications Department via email at [wcsd\\_communications@waunakee.k12.wi.us](mailto:wcsd_communications@waunakee.k12.wi.us).

[Waunakee Community School District Branding Guidelines](#)

[Waunakee Community High School Branding Guidelines](#)

[Color Reference Quick Sheet](#)



## School District Branding Guidelines - Additional Resources

### [Waunakee Community High School Google Slides Presentation](#)

The Google document will ask you to make a copy when clicking on the above link. The header and footer will not change. Delete the text, and use the document for yourself. It will automatically add to your Google drive.

Under layout in Google Slides Presentation, there are many different options for layouts of your slides. You can select the option that you'd like.

### [Waunakee Community School District Google Slides Presentation](#)

This Google document will ask you to make a copy when clicking on the above link. The header and footer will not change. Delete the text, and use the document for yourself. It will automatically save to your Google drive. This presentation is the Waunakee Community School District logo/brand.

### [Logos](#)

It is very important when downloading our school district logos, you follow the branding guidelines. The rules help maintain the integrity of the brand.

#### [WCHS Spirit/Shield Logo](#)

#### [WCHS Logo with Text \(Vertical\)](#)

#### [WCHS Logo with Text \(Horizontal\)](#)

#### [Waunakee Warriors \(Vertical\)](#)

#### [Waunakee Warriors \(Horizontal\)](#)

#### [Waunakee Warriors \(Text\)](#)

\*There are several versions of each logo, including file types. If you are in need of a specific file type for a vendor, social media, etc. please reach out to the Communications Department via email at [wcsd\\_communications@waunakee.k12.wi.us](mailto:wcsd_communications@waunakee.k12.wi.us).





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## FACILITIES

### 1. Facility Use by Community Organizations

Facilities within the Waunakee Community School District are available for Booster Clubs that are managed both by the school district and privately managed organizations.

Please visit our facility usage guidelines and procedures to reserve space or inquire about using our Waunakee Community School District facilities.

[School Board policy 830](#) defines the use of School Facilities.

Fees (if applicable) are approved each year in May by the School Board.

### 2. Scheduling Facility Use

Effective September of 2023, the Waunakee Community School District implemented a public-facing community scheduling software program. This software will allow community members, internal staff, etc. to schedule facility use within the school district. All requests for facility use will be inputted within this new system.

- If you have an event that you would like to reserve space for outside of the normal school day (Monday-Sunday), we ask that you complete a facility reservation.
- Once a request has been made, the Athletic Department will review the request and approve it, unless additional information is needed or a conflict occurs.

Reservations can be made here:

<http://events.dudesolutions.com/waunakeecsd/page/quickform>

### 3. Facility Enhancements

If your organization is interested in completing a facility enhancement, please reach out to the Business Office prior to the start of the discussions. School Board policy requires review and approval for any facility enhancements before a capital campaign or fundraising begins.



## CAMPS/CLINICS

Waunakee Community School District supports Booster Clubs and athletic programs offering opportunities for community youth camps and clinics to support our student athletes and their programs.

Effective for camps beginning in the 2023-2024 school year, all registrations and payment will be processed through the Waunakee Community School District via GoFan. All camp expenditures will be accounted for in the District's accounting system.

Facility use and fees may apply, depending on the nature of the camp.

Camp offerings for each summer are listed on the [District Athletics website](#). The website is updated in the spring of the year for all the offerings/registrations for the respective summer camps that year/summer.

Questions regarding camps/clinics, please contact the Athletics Office at (608) 849-2103.

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## COMMUNICATION

It is very important that Booster Clubs keep open communication with the school district and the Athletics Office, as well as with school district employees (coaches, volunteers, etc.)

- Communication with the Athletic Office
  - a. The head coach and Athletic Department are always the first points of contact with Booster Clubs, regardless of the request. If the request needs to be routed to a different department, the Athletic Office will route the request to the specific person.
- Communication with Coaches
  - a. All communication with a Booster Club and coach **must use** the school district provided email for a coach.
- Communication with Students
  - a. The Athletics Office has organized the program HUDL App for use for communication with coaches and student-athletes. The HUDL App will be required, and purchased by the Athletics Office. All athletic programs will have access to the basic package from the school district. Because the HUDL messaging app has changed in the past year, other apps may be more useful for communication. Examples of these apps include but are not limited to:
    - i. SportsYou
    - ii. BAND
    - iii. Remind
  - b. There are a variety of functions that organizations/sporting programs can utilize in addition to the basic package of communication with this tool. Any other or additional add-on features within HUDL is the responsibility of the Booster Club.
- Communication with Booster Clubs within our School District
  - a. Information must be updated yearly to reflect contact information of Booster Clubs. Document contains names, email addresses, social media accounts, etc. for each Booster Club.  
[Booster Club Database](#)
- Advertising Events Protocols
  - a. Listed on our [Community Events](#) page on the district website are guidelines for organizations wishing to distribute information through schools. Please follow the procedures carefully when submitting information.



- 
- b. All requests follow the [Board of Education Policy 851](#), Advertising in the School.
- c. Organizations wishing to advertise or distribute information on this community webpage need to follow these steps:
- Send your request along with a flier to [district\\_administrator@waunakee.k12.wi.us](mailto:district_administrator@waunakee.k12.wi.us).
  - PDF format clearly includes the start and end date of the event, as well as contact information for individuals with questions.
  - Once the request is reviewed by the District Administrator's office, the requestor will be notified if/how the submission will be posted.
  - If posted, the District Administrator's office will share the information with the Waunakee Community School District building offices.
- School District Communications Office
    - As a resource, the Communications office can be a tool that can help you with operations, communication, and advertising. Please reach out to the Communications Office (905 Bethel Circle, Waunakee) at 849.2000, ext. 8005.

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## STATE TOURNAMENT GUIDELINES

The Athletics Office has the following guidelines to share the expectations and support that the Waunakee Community School District provides to athletes and teams when they perform/compete at the state level.

[Athletic Department Guidelines](#)

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## SPECIAL EVENTS

The Athletics Office will have a sign-up each season for special event nights. Each Booster Club/Head Coach will be responsible for inputting the dates of all nights they will celebrate during their respective season.

[Sign-Up Document](#) (Fall, Winter, and Spring sports)

\*Please note! These special nights are not mandatory, but suggestions for the sport/Booster Club to honor and celebrate during their season.

1. Youth Night
2. Senior Night
  - Banners: Banner hanging and the take-down are the responsibility of the senior parents and Booster Club members. Please contact Jen Lockman ([jenlockman@waunakee.k12.wi.us](mailto:jenlockman@waunakee.k12.wi.us)) to schedule when you can hang the banners in the commons. You will need to provide your own zip ties.
  - For banners that will hang in the Fieldhouse for the Senior Night game, we ask that the Booster Club members use Gaffer's tape to protect the walls.
  - If you do not schedule with Jen before the season, the Athletics Office can't guarantee you will be able to display the banners in the commons.
  - Senior Programs
    - [Collecting Senior Information from Athletes](#)
3. Parents Night
4. Teacher Appreciation Night
  - Form Templates
    - [Collecting Teacher Choices from Athletes](#)
    - [Collecting RSVP from Staff Members](#)
5. End of the Year Banquet
  - End of the year banquets are planned and held by the Head Coach/Advisor in honor of the team's season. Many times, a Booster Club committee will help the coach with this process. It is recommended that all banquets are held on-site at the High School, but special permission will be granted if a program would like to hold the event off-site. This must be approved by the Athletic Director or High School Principal.
  - School Board Policy - [522.1](#)



All functions involving our students of the school district should be completely alcohol-free and drug-free.

- Awards

All awards will be ordered from the Athletics Office. Each sport will receive 3 awards, including small (5x7) plaques and the American Legion award.

Any additional awards beyond these will be at the expense of the Booster Club.

6. Additional Booster Club Activities and Resources

- Rosters

- [Rosters - Printable Template](#)
- [Roster Card Template](#)

- Away Game Food: Away game food is not required by the Booster Club program. Please note that when weather poses the threat of postponing a game, that decision may not come from the school(s) until 2:00pm on the day of a competition.

- Photography

- A yearbook photo must be submitted for each athletic program. In order for the yearbook to meet their deadlines, team photos of each level must be completed and uploaded in a timely manner.
- Please see the [team photo submission policy document](#) for complete information. The athletic department can also take care of photo uploading by emailing us the name of the team and including the photo.
- If you need assistance in setting up a team photo day, please contact the athletic office

- Volunteers

Volunteers are the heart of our programs.

- [Committee Chair Sign-Up Template](#)

- Websites

At this time, Booster Club websites will not be linked off the district website. Our offerings at the high school level will be listed, as well as an email address contact for each sport.

- Websites maintained by teams and/or Booster Clubs must:

- Follow district branding guidelines
- Be kept up-to-date



## SOCIAL MEDIA GUIDELINES

The Waunakee Community School District social media accounts are maintained by the Communications & Engagement Specialist to inform and engage the Waunakee Community School District and Community.

Social media posts occur at a minimum of once per day. Social media posts include, but are not limited to:

- Highlighted accomplishments of anyone within the Waunakee Community School District
- Relevant district information
- Emergency and non-emergency school closures, early dismissals, delayed openings
- Employment opportunities

District administrators, principals, department supervisors, teachers, coaches, booster club representatives, and club advisors are encouraged to submit pictures/text monthly to provide transparency and engagement for our school community.

All district-related social media accounts must comply with FERPA, Copyright Laws, uphold the safety and security of all students, staff, and focus on branding while maintaining a positive image for Waunakee Community School District.

We do not promote fundraisers on our district social media channels.

1. We ask that all athletic programs/Booster Clubs submit their social media pages to the Athletics Office. This helps us help you celebrate our student-athletes. Our main district social media accounts can reshare, like, comment, and engage with your programs.  
[Booster Club Contact Database + Social Media Pages](#)
2. We ask that all Booster Clubs/athletic programs submit stories, pictures, text, etc. to our district social media email address to promote on our district level social channels.  
You can email [social\\_media@waunakee.k12.wi.us](mailto:social_media@waunakee.k12.wi.us).
  - [Facebook](#)
  - [Instagram](#)
  - [Twitter](#)
  - [YouTube](#)
3. Social Media Best Practices for Booster Clubs
  - It is important to select the right avenue of social media account for your Booster Club. It is not possible and manageable to use every platform for your organization, but it is important to know what the Booster Club would like to get out of the social media presence and how you can use social media to benefit



your Booster Club. Choosing the right social media platform to reach your different audiences is very important, but taking the time to understand your target audience and where they prefer to spend their social media time is crucial for the success of your channels.

- Posts to social media should focus on promoting the team and it's players and coaches in a positive manner. Examples of posts that would be anticipated include, but are not limited to:
  - Photos, videos, posts of team events, games, activities, tournaments, camps, etc.
  - Game scores and highlights.
  - Upcoming team games and events.
  - Team and individual accomplishments, including awards, special recognition, etc.
  - Reposts or retweets mentioning the team in the media.
  - Posts should be objective
- Only positive and appropriate facts are to be posted. Perceptions and opinions should be avoided. Facts are to be simple, clear, and concise. Spelling, grammar, and punctuation should be correct.
- Branding and school district guidelines must be followed and used on all social media channels and communications.
- The following text needs to be included in the notes/About Me (Facebook) or BIO (Instagram and Twitter) section of the Booster Club social media accounts.
  - This account is run by the "Waunakee Booster Club", volunteer members of the Booster Club. It is **not** an official account of the Waunakee Community School District.
  - Commenting Guidelines are required/posted on all social media channels.
  - Account is not managed or created by a school district employee, coach, etc.
  - Account is managed by a Booster Club volunteer.
  - [Example](#)
- The standard is to avoid using names unless necessary on social media posts. If there is special recognition, then it may be appropriate to include the athlete's name. You do not need to worry about including names with your pictures, but you should always include a short description of what is happening in the photo.



- Additional Resources  
[Best Social Media Practices for Schools](#)

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## WARRIOR MEDIA

Warrior Media students create and produce livestream broadcasts for many of the home Waunakee Athletics events, as well as game-day photography, play-by-play, video board content, and social media updates (gameday and final score graphics).

Website: <https://www.waunakee.k12.wi.us/athleticsactivities/livestream#/>

Photography Website: <https://photos.warriormedia.org/>

Social Media Channels

- Instagram: [https://www.instagram.com/wm\\_whs/](https://www.instagram.com/wm_whs/)
- X (Twitter): [https://twitter.com/wm\\_whs](https://twitter.com/wm_whs)

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## PUBLIC RECORDS

Public Records Law - Wis. Stat. §§ 19.31 to 19.39

### School Board Policies

Policy 823 - Access to Public Records

Policy 823 Exhibit - Public Records Notice and Fee Schedule

Policy 823 Rule - Procedures for Handling Public Records Requests

The public records law “shall be construed in every instance with a presumption of complete public access, consistent with the conduct of government business. The denial of public access generally is contrary to the public interest, and only in an exceptional case may access be denied.”

The school district, as a governmental entity, has a legal responsibility to maintain records. Those records are the responsibility of the Records Custodian – in WCSD the superintendent is the custodian of records.

View [informational presentation](#) regarding Public Records and Requests.



## STUDENT FINANCIAL ASSISTANCE FUND

The Student Financial Assistance Fund is committed to ensuring that all Waunakee Community School District students and families can participate in school activities and programs regardless of their ability to pay.

If you have questions regarding the Student Financial Assistance Fund or to learn more about the Fund, please contact Teri Reible at the district office via phone (608) 849-2000. If you need assistance in a language other than English, please call the district interpreter and translator at 608-849-2000 option 2.

- The Student Financial Assistance Fund statement should be included in all written communication shared with families. **It is very important that the text is copied and pasted into emails, texts, messages, etc. when sending emails to your families, especially at the beginning of the season when families are required to pay/submit payment for Booster Club Fees or registering for the program.**

Text to be included in your communications:

*The Waunakee Community School District is committed to ensuring that all students and families can participate in their school communities regardless of a family's financial situation and ability to pay. Scholarships or payment plans are available to any student who has been approved for the free/reduced meal program, and may be available to any student whose families have a financial need due to unique circumstances. Please contact your school building social worker to learn more about these opportunities. If you need assistance in a language other than English, please call the district interpreter and translator at 608-849-2000 option 2.*

- The Student Financial Assistance Fund will automatically cover Booster Club Fees, as well as school district athletic fees for students approved for Free and Reduced Lunch. The families will NOT need to make the Booster Clubs/Coaches aware of this payment. The Student Financial Assistance Fund will work with the Athletic Department when fees are due, etc. for payment.

Text to be included in your communications, as well:

*If you are approved with the Waunakee Community School District Free and Reduced Lunch program, your Booster Club Fees and Athletic Fees will be waived. You do NOT need to disclose this information to the Booster Club members. The Student Financial Assistance Fund will take care of this.*



- Additional Student Financial Assistance Fund Resources
  - [Presentation](#)
  - [Website](#)
  - [Classmunity Website](#) of the Student Financial Assistance Fund

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## BOOSTER CLUB BEST PRACTICES

The following best practices are highly recommended to minimize legal liability for any Booster Club organization:

- All Booster Club members must be made aware that no individual should personally benefit from the organization's activities, but be focused on the benefit of the students and the programming.
- Individual Booster Club members are not employed by the District and are not representatives of the District for purposes of this Policy. Consequently, Booster Clubs must be careful to avoid giving the imprimatur of the District.
- To avoid the appearance of an actual conflict of interest, a coach/advisor should not be part of any decision making/approvals that result in any financial benefit to the coach.
- All Booster Club members are expected to follow the same standards of conduct as District employees when chaperoning, sponsoring, or attending student activities.
- Use a general email (like Gmail) for all communication within the Booster Club organization. This way, when there is a change in leadership, the Booster Club will just need to update passwords and document access.
- The treasurer of the Booster Club should be working with the school district to keep the financial reporting tool up-to-date. Please reach out if you have questions or concerns. The Financial Reporting Form (FRF) will be submitted to the Athletic Office by July 15 of the District fiscal year.
- All meetings should be properly communicated and posted for all members of the organization. The notice should clearly state the date, time, and location of the meeting and items to be discussed. The Booster Club organization may use the school facilities for their meetings with proper prior approval through the Facilities Rental Process.
- No coercion (actual or implied) may be exercised in fundraising activities and no student or teacher is required to raise any particular minimum money or sell any minimum number of tickets, etc. There can be a recommended amount per athlete/student/family.



## ADDITIONAL RESOURCES FOR BOOSTER CLUBS

[Waunakee Community School District website](#)

Waunakee Community School District - [Athletics website](#)

[Internal Revenue Services](#)

[Waunakee Booster Club Contact List](#)

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## SIGNATURE OF ACKNOWLEDGE FOR BOOSTER CLUBS

Each Booster Club must acknowledge the Booster Club Handbook and submit in writing the action of reading/receiving the document. Failure to abide by this document may result in the ability to attend in future athletic events and participate as a Booster Club member.

This document must be submitted to the Athletics Office. This acknowledgement should be completed by digitally signing this Google Form: <https://forms.gle/9Fbv2bsJifusaXoAA>

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### DISCLAIMER

This handbook serves as a resource for Booster Club volunteers, members, coaches, students, and families in partnership with the Waunakee Community School District. It is meant to provide guidance and information related to supporting our student athletes within our athletic programs, but should not be viewed as a legally binding document.

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2025-2026



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**WAUNAKEE**  
COMMUNITY HIGH SCHOOL

**COACHES  
HANDBOOK**



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## WAUNAKEE COMMUNITY SCHOOL DISTRICT ATHLETIC DEPARTMENT VISION AND EQUITY STATEMENT



**VISION STATEMENT** Waunakee Athletics is committed to building champions on the field, in the classroom, and in life through effort, respect, and teamwork. Our athletes represent Waunakee with pride, striving for excellence in all they do.

The teams and athletes competing for the WCSD Athletic Department are measured by the following vision:

**I. SUCCESS**

- On the field of competition in terms of wins and losses in relation to skills of our teams/players and that of the opponent.
- Players experience success in the classroom and the community as well as the field of competition.
- A positive atmosphere surrounds the program.

**II. REPRESENT/RESPECT**

- Players demonstrate respect for coaches, teammates, opponents, and officials.
- Waunakee athletes positively represent themselves, the team, the school, and the Community.

**III. EFFORT**

- Waunakee athletes give the maximum effort in games regardless of score.
- Waunakee athletes give maximum effort in practice and strive to improve throughout the season and between seasons.

**EQUITY STATEMENT -**

The Waunakee Community School District embraces the differences among our students, staff, and families. We work to provide a safe environment with access to resources, opportunities, and instruction for all students to reach their full potential in the classroom and beyond. We strive to create a culture of dialogue, acceptance, and inclusion. We are committed to engaging all students so that they may thrive academically, socially, and emotionally in an ever-changing multicultural society. The Waunakee Community School District does not discriminate against pupils on the basis of sex, race, national origin, ancestry, creed, pregnancy, religion, marital or parental status, sexual orientation, or physical, mental, emotional or learning disability or handicap in its education programs or activities.



## CONTACT INFORMATION

### **High School**

Waunakee Community High School (9-12)  
301 Community Drive  
Waunakee, WI 53597  
Phone: (608) 849-2100

### **Middle School**

Waunakee Community Middle School (7-8)  
1001 South St.  
Waunakee, WI 53597  
Phone: (608) 849-2060

### **Bethel Administration Office**

905 Bethel Circle  
Waunakee, WI 53597  
Phone: (608) 849-2000

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## COACH STATEMENTS

### WAUNAKEE COACHES' STATEMENT ON OUT OF SEASON CLINICS & COMPETITIONS

A student/athlete's academic performance is our primary concern. We encourage our student/athletes to perform at their highest academic level possible and to be excellent citizens. We encourage our student/athletes to be involved in more than one school sponsored co-curricular program.

We highly discourage a student/athlete's involvement in out of school athletic clubs or organizations while involved in school sports programs. The WIAA has rules limiting the participation of athletes on two teams during the same sport during the school season. A student/athlete is exposed to enough competition and stress in school programs without adding out of school practices and/or competitions which would take away study time and normal eating and sleeping times which are a necessity for competing at the interscholastic level.

Coaches are in agreement that a strength development, flexibility, endurance and agility program is essential for all of our student/athletes and should be available as a year-round program. All students/athletes can benefit from this program and need to feel comfortable and welcome regardless of gender, skill, and ability. ~~We do not agree with holding any out of season camps, clinics, or tournaments except during the summer.~~ WIAA rules ~~now~~ allow contact with players during the summer period, provided the program is not limited to students on the basis of a school affiliation, athletic experience, team status, is not required, and is ~~scheduled for and completed~~ by July 31st. ~~No contact is permitted from July 1 through July 7, per WIAA rules.~~

We need to consistently support all programs, as we are all Waunakee.



## ELIGIBILITY

### ~~Academic Eligibility~~



~~First 9 Weeks: Follow WIAA guidelines (page 36, section 7a of WIAA Handbook)~~

~~Second 9 Weeks: 11/6/23-1/10/24 (May begin play on 12/2/23)~~

~~Third 9 Weeks: 1/23/24-3/21/24 (May begin play on 2/13/24)~~

~~Fourth 9 Weeks: 4/1/24-6/7/24 (May begin play on 4/22/24)~~

### Academic Eligibility for all Co-Curricular Participants

Incoming freshmen who received a failing grade during the fourth quarter of 8th grade are ineligible for the first three weeks of any fall co-curricular activity.

A student who is carrying six academic subjects may receive an "F" grade and will still be eligible if he/she has a "C" grade to compensate for the failure. However, if a student with six academic subjects receive two or more failures, he/she will be ruled ineligible for competition for the next nine-week grade reporting period.

A student who is declared scholastically ineligible for co-curricular participation may regain probationary eligibility after a period of 15 school days and is doing passing work in all classes. Passing academic achievement will be determined by individual classroom teachers through reports filed with the high school athletic director ~~each week for the remainder of the grading period. A week of eligibility will be lost by the student/athlete if any of his/her teachers report failing grades.~~ The student must have each of his/ her teachers check and sign the form and the student must return the form to the athletic director's office.

The student may practice during the ineligibility period. Eligibility will be determined by the FIRST and THIRD quarter 9 week progress reports. Semester grades will be used during the SECOND and FOURTH grading periods to determine eligibility. Summer school can be used to make-up eligibility. An Incomplete "I" is considered a failing mark until all work is completed and a grade is issued to replace the "I".



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## **JOB DESCRIPTIONS**

### **MIDDLE AND HIGH HEAD COACH/ADVISORS**

#### **Responsibilities**

The head coach/advisor for each activity has the responsibility of guiding the activity of the school district, by adhering to the policies and regulations of the School Board, as well as the practices and procedures of the school administration. Each head coach/advisor should have a working knowledge of individual building practices, the District Coaches Handbook and the Wisconsin Interscholastic Athletic Association (WIAA) rules.

Reports To: Athletic Director

#### **Qualifications**

A. Professional preparation: either through employment as a teacher, college training, or previous experience.

B. Background experience: possess working knowledge of all aspects of the activity.

C. Personal: demonstrate interest in and an aptitude for performing tasks listed:

1. At every opportunity urge the participants to be polite, courteous, and fair to visiting groups and teams.
2. Display good conduct.
3. Model poise and self-control at all times.
4. Teach the participants to play fairly.
5. Be a good host to the visiting team, coach, participants, and spectators.
6. Educate the players/participants on the sidelines to the fact that is unsportsmanlike conduct to yell intimidating remarks at the visiting team, participants, or officials.
7. Respect the officials' judgment and the interpretation of the rules. If an interpretation appeal is necessary, follow appropriate procedures.
8. Let the officials control the game and the coach control the team.
9. Publicly attempt to shake hands with the officials prior to the game and the opposing coach/advisor before and after the game.
10. Demonstrate a leadership style that communicates effectively with parents, players, and assistant coaches/advisors.
11. Enjoy working with middle and high school age students.

#### **Program Responsibilities**

The head coach:



1. Has full responsibility for the overall supervision and development of the program district wide.
2. Is in charge of assigning all duties of assistant coaches/advisors working under his/her Supervision.
3. Is responsible for keeping practice schedules for the activity within the confines of the times specified by the athletic director and with due consideration to the staff and welfare of participants.
4. Is responsible for the general upkeep and protection of supplies under the jurisdiction of the program.
5. Reports periodically while the activity is in season to the principal/athletic director with regard to developments in the program.
6. Is directly responsible for a complete inventory of any supplies used for the activity. (to be completed at the end of each season)
7. Provides an evaluation of the program including assistants and improvements at the high school level at the end of the season.
8. Is responsible for compiling and submitting records (participation and season results for high school and participation for the middle school) to the principal/athletic director at the conclusion of the season.
9. Is responsible for recommending purchase of equipment, supplies, and uniforms, as needed/demands.
10. Has a shared responsibility for striving to build positive attitudes and developing good public relations in the school and community and promotes the sport/activity.
11. Plans and schedules a regular program of practice and meetings in season.
12. Works closely with the principal/athletic director in scheduling any contests/performances. This includes filing completed facility usage forms and transportation forms.
13. Oversees the safety conditions of the facility or area in which assigned sport/activities are conducted at all times and participants are present.
14. Conducting a preseason parents' meeting and attending the WIAA and Badger Conference meetings. Complete WIAA and Badger Conference forms in a timely manner.
15. Makes recommendation to the athletic director in matters of scheduling.
16. Cooperates with all other staff in providing the optimum program possible under existing conditions.
17. Makes financial reports of all trips where money has been advanced and keeps receipts and accurate records when expenses are to be reimbursed. (Mainly at the high school level, for example; state tournament expenses.)
18. Submits the following to the athletic director or principal:
  - a. An alphabetical roster as soon as it is set.
  - b. A squad roster with all necessary personal data, at least one week before the first contest.



- c. An alphabetical list of award winners and score sheets immediately following the season.
19. Keeps abreast of new developments, innovative ideas and techniques by attendance at clinics, workshops, and reading in the field.
20. Performs other duties as related to his/her assignments as designated by the building principal or athletic director.

### **Personnel Responsibilities**

The head coach:

1. Teaches individual participants the skills necessary for improvement in the activity.
2. Helps to establish performance criteria for eligibility in interscholastic competition in all activities.
3. Applies discipline in a firm and positive manner.
4. Determines the strategies for the program to be used.
5. Understands that he/she is continually on display and must exercise good judgment in portraying positive behavior. Be reminded of the fact that he/she is responsible for participants' conduct during practice and traveling, as well as when performing. All programs should be expected to project a professional image; coaches/advisors should lead by example.
6. Encourages good conduct and desirable pupil/teacher relationships.
7. Is certain that no participant is permitted to participate until all appropriate procedures have been completed to participate in activities.
8. Thoroughly explains eligibility requirements and participation rules to all members. If a violation occurs, it is to be discussed with the principal or athletic director and a family contact must be made. Due process must be utilized.
9. Is responsible for clearing with the principal, or athletic director, the departure time for trips that involve loss of school time and for seeing that the faculty is given adequate and appropriate notice.
10. Sees that all participants have made necessary arrangements for their own transportation home when returning from road trips in late evening hours.
11. Provide the athletic department with an accurate list of students to be released early for competition (when applicable).
12. Provides participants with an evaluation either through a meeting or written Communication.
13. Be an active leader in their sport's youth program.



## EVALUATIONS - HEAD COACH

\*Now done through an online form – <https://www.coachevaluator.com/>

This evaluation process is meant to assist coaches in setting goals for the programs they oversee, to maintain communication with regards to program with the Athletic Director, and to encourage and identify areas of professional growth. A major part of the process will consist of a yearly pre-season and post-season conference with the Athletic Director. A written evaluation will be done on a yearly basis.

The evaluation instrument will focus on:

- Short term goal setting (for upcoming season) Long term goal setting (for entire program)
  - Communication skills
  - Organizational skills
  - Knowledge of game (Individual skills and team strategies)
  - These areas are in the Head Coaches job description. The evaluation instrument will be signed by the coach and the Athletic Director. A signed copy will be kept by each as well as the High School Principal.
- I. Short term goals
    - A. Goals and expectations for the immediate season.
    - B. Team strengths/weaknesses to work on.
  - II. Long term goals
    - A. Areas the head coach wants to see improved in the overall programs.
    - B. Off-season expectations of players.
    - C. Development of feeder programs.
  - III. Communication skills
    - A. Demonstrates ability to effectively communicate with
      - B. Players
      - C. Assistant coaches
      - D. Support staff (managers, custodians, trainers, etc.)
      - E. Administration
      - F. Teaching staff
      - G. Parents
      - H. Media
  - IV. Organizational skills
    - A. Demonstrates effective organization of:



- B. Practice time
  - C. Program organization ie: (youth programs, off-season programs, etc.)
  - D. Program business ie: (Budget, bus and facility forms, pre-season parent meeting, post
  - E. season banquet, etc.)
- V. Knowledge of Game
- A. Understanding of individual skills
  - B. Understanding of team strategies
  - C. Player management
  - D. Application of knowledge in practice and game settings
- VI. Leadership Abilities

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## RESPONSIBILITIES OF A COACH

### Pre-Season:

- A. Check the previous year's inventory to make sure all equipment and supplies are available as indicated. If the inventory does not balance, notify the athletic director immediately.
- B. All ~~students must have a valid~~ ~~freshman and juniors must take a WIAA Physical~~ ~~Physical~~ ~~on file~~ ~~file~~. ~~Any new sophomores and seniors must have the proper physical on file,~~ ~~along with a tan alternate year card.~~ Under no circumstances is an athlete to practice or participate in a contest unless a valid green WIAA physical card is on file in the Athletic Director's office. A WIAA physical is good for two years with an alternate year card signed by a parent for the second year. The physical must be taken after April 1 to be good for two school years.
- C. Discuss with your athletes at your first meeting, the purpose of the co-curricular code. If you want, discuss this with the Athletic Director for ideas on how to cover the code with your athletes. REVIEW THE CONTENTS OF OUR CODE WITH YOUR ATHLETES.
- D. Parents must complete the online registration form. It will be sent to parents in July and can be accessed through the parent portal of Infinite Campus. If parents have questions they should contact the Athletic Office.
- E. The Head Coach is responsible for getting the forms to the athlete in a timely manner. The Athletic Director's office will send out a list to the head coaches' mailboxes of all athletes who are ready to go with physicals completed or have their alternate year card completed. ONLY ATHLETES ON THE COMPLETED LIST MAY START PRACTICE. An updated list will be available everyday beginning on the first day of football practice and running through the school year. Remind your athletes well before the beginning of your season to get this taken care of. If you allow an athlete to practice without completion of the WIAA required physical/alternate year card, it will be documented and put into your file. This is extremely important for safety purposes. YOU WILL BE HELD ACCOUNTABLE IF AN ATHLETE IS INJURED WITHOUT PROPER PERMISSION TO PRACTICE. DISCIPLINARY ACTION SHALL BE TAKEN.
- F. Turn in a printed or typed list of all players by grade and in alphabetical order within three days of the start of your season.
- G. A complete roster of each of your teams must be turned in. List the players in numerical order. Be sure every player's dressing is listed. This means Varsity, JV and Frosh



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rosters. List information in the following order: Jersey number, Name, Grade, Height, Weight (where applicable), and Position. This roster information is needed ASAP but no later than 1 ½ weeks before your first contest.

- H. Meet with assistant coaches before the beginning of the season to discuss – Expectations, Practice planning, Individual responsibilities, Skills to be taught and Methods used, Coaches conduct practice and contests. Make it very clear to all assistants and volunteer assistants that anything out of their normal responsibilities such as calling meetings with team members, sending notes home, making calls to parents, schools, referees, newspapers, etc. must be cleared with the head coach beforehand. If you would like, invite the Athletic Director to be present at this meeting.
- I. Each coach must attend required WIAA rules interpretations meetings or view online rules meetings. Assistant coaches must also attend meetings or view online. ALL coaches must complete the WIAA rules test.
- J. ALL coaches must receive the Wisconsin Fact sheet on concussions for coaches and sign the agreement form. ALL PAID COACHES: must submit proof of AED, CPR, & First Aid Certification.
- K. Each head coach will receive a copy of the confidential ineligibility list.
- L. Coaches will use a school-affiliated email account for all of the team related email communication.
- M. Volunteer coaches under no circumstances are allowed to be alone with students. A paid coach must accompany a volunteer coach at any practice, contest, or bus ride (school event). Only paid coaches will receive a key card.
- N. When students are cut from a team, coaches must follow procedures listed in school board policy 370.1 Rule 1 Co-Curricular Activity Size Limitations Coach/Player Ratios.
  - a. The middle school shall have a no-cut policy for its interscholastic program. Students shall receive the opportunity to play through a rotation system in basketball and volleyball if necessary.
  - b. Cutting is allowed at the high school. It is to be done tactfully and personally by coaches (no list posted, etc.). Cuts may be reviewed by the athletic director and principal.



## CONTESTS - HOME and AWAY

### AWAY CONTESTS

- A. Arrange for transportation with the athletic office via the provided Google Doc.
- B. Only high school approved managers, athletes and coaches are permitted to ride the player's bus and permitted to sit on the player's bench. Coaches' children are not to be at practice sessions or near the coach ~~before or~~ during the contest, unless they are of high school age and part of the team. ANY exception must be approved by the principal/athletic director beforehand.
- C. Each level coach is responsible for the conduct of student/athletes on buses. This shall include:
  - i. Proper behavior
  - ii. Windows shut when we return home
  - iii. All trash removed from the bus
  - iv. No students shall leave the bus through the emergency exit unless instructed to do so.
- D. Travel to events – each student must ride and return from practices, contests, performances, events with their team/group unless proper arrangements are made before leaving on the trip. The arrangements are as follows:
  - i. Completion of the WCSD ~~Alternate Athletic Transportation Form Agreement~~ must be completed via the Google Form provided to coaches at the start of the season. ~~given to the principal/athletic director prior to each date/event.~~ (no other notes, phone calls or emails will be accepted) A copy of the WCSD Student Transportation Agreement is on page 23 of this book. Feel free to make copies.
  - ii. ~~Students are allowed to transport themselves to practice within a 30 mile radius of WCHS.~~
  - iii. ~~Coaches will not provide rides to practice or competitions in their own vehicles unless previously approved to do so by following WCSD procedures.~~
  - iv. ~~Permission from the principal/activities director must be given to the coach/director.~~
  - v. The parents must pick up the student in the presence of a ~~paid~~ ~~the~~ coach/director.
  - vi. A copy of the "Consent to Treatment" form must be carried by each team's head coach to all contests. The best way to do this is to tape them into your first aid kit in a plastic container/ziploc bag.



- vii. The head coach or a designated coach is responsible to check locker rooms before we leave a visiting school. Do not allow our athletes to leave a mess or personal property. The condition we leave a locker room in will be equal to, or better than how we found it. It's called Warrior Pride.
- viii. SPORTSMANSHIP IS ESSENTIAL TO THE PRIDE OF OUR TOTAL ATHLETIC PROGRAM. The head coach is responsible for coach and player conduct. Coaches and players must display good sportsmanship as a participant or as a spectator. Stress this every chance you get. It will rub off. Take every opportunity to reinforce this.

## HOME CONTESTS

- A. Arrange with the athletic director for someone to greet the opposing team and officials for your own non-conference invites and/or tournaments. See to it that they get into the proper locker rooms and have everything they need. This is not necessary for any WIAA Tournament Series contests or Badger Conference contests.
- B. For all home varsity contests that require the result to be posted to the WIAA website, the athletic director should be emailed ~~or texted with~~ the final score of that night's contest. This includes any multiteam invites.



## MEDIA

The head coach of each level is responsible for meeting/talking to the Waunakee Tribune Sports Editor. ~~Sub-varsity level coaches will still need to submit articles to the Waunakee Tribune~~ (tribsports@hgnews.com). The weekly deadline is on Tuesday at 10:00 AM.

- The head coach or designated person to call home contest results to the Madison newspapers and TV stations. This is for varsity contests only.

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## POST-SEASON INFORMATION

- A. Complete and turn in to the ~~Athletic Activities~~ Director the following forms:
- a. ~~Co-Curricular activity form along with Booster Club year-end report~~
  - b. Equipment and supply inventory sheets
  - c. Major awards form
  - d. Coaches' performance review forms should be done at the end of the season – for each assistant coach in your program. You can ask your assistants to fill one out for you also.
  - e. Properly store all equipment and supplies in the assigned area, and complete inventory sheets.
  - f. The date of the awards banquet should be scheduled ASAP – a year in advance is not too early. Off-Site banquets must be pre-approved by the Athletic Director.

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## ATHLETIC POLICIES

- A. The head coach is in charge of the entire program, including the middle school program.
- B. Winning is not the most important phase of coaching at Waunakee. Athletes should be prepared to win but we are more concerned that students learn about life through athletics and to become good people and citizens. We expect Waunakee athletes to have respect for school, coaches, opponents, team members and themselves. Coaches must show respect for athletes, fellow coaches, officials and themselves.
- C. Profanity is not to be used by athletes or coaches at any time.
- D. If a coach is aware of an athlete that has broken co-curricular code rules, the Athletic Director and Principal must be notified as soon as possible.
- E. Call Coaches and all fellow teachers by their title "Coach" or Mr., Miss, Mrs., or Ms.
- F. Do not air any petty grievances where students or others can overhear you. Talk to the person who can do something about your problem.
- G. Dress-up on days of interscholastic contests by squad members will be up to the discretion of the head coach.
- H. Managers are not to be allowed in the coaches' office. Do not allow any student or athlete to hang around the coaches' office.
- I. No athlete should be allowed in the training room unless a coach or the trainer is present.
- J. The training room is to remain locked unless a coach or trainer is present.
- K. The weight room is off limits for all unless a qualified instructor or coach is present.
- L. In the Badger Conference, visiting teams must supply their own towels. It is important that non-conference teams be made aware of this rule. It is the responsibility of the head coach to ensure all towels taken on any trip are returned.
- M. In the past, some coaches have attended or held team parties at their home or at a player's home. This practice is not ~~permitted~~ ~~condoned~~ by the school and/or athletic department. Coaches' liability is too great in these situations.



- N. Our athletes need and deserve recognition for their efforts. The Waunakee Tribune does employ a full-time sports reporter so each coach is responsible for supplying the newspaper with contest information.
- O. Some athletes have special medical problems and/or medical history. You will receive a copy of the Confidential Medical list from the school nurse. Please review it carefully and make a point with the athletes that you and our trainer need to be made aware of this.
- P. ~~It is recommended that all participants in sports be inoculated against tetanus. You should discuss this with their parents.~~
- Q. Under WIAA regulations, an athlete must be an amateur in all sports in order to participate in any sport. They can violate their amateur standing if they:
- Accept any amount of money or merchandise connected with sports
  - Sign a contract for athletic services
  - Permit their name, picture or personal appearance to be used for
  - promoting anything.
  - Play under another name.
- R. An athlete cannot attend a specialized game, clinic or school unless the program is approved by WIAA Rules. Expenses of any clinic, camp, etc. must be paid by the athletes' family or he/she will be declared ineligible.
- S. A coach cannot provide transportation for an athlete to any camp, clinic, workshop, etc.
- T. An athlete may participate in only one sport per season.
- U. All summer camp/clinics held here must be discussed with the Athletic Director
- V. SUMMER CAMPS AND CLINICS - Youth camps (8th grade and below) can be run through the school by setting up an activity account through the **Athletic Department Activities Director** or your Booster Club. If you do not handle your youth camp through the **Athletic Department Activities Director** or Booster Club, you will need to rent the facilities and purchase your own insurance program. High School aged camps can be run through the school. Those camps need to be **concluded by held between the end of the school year and July 31st** and must comply with contact rules.

#### **CIVIL LIABILITY FOR ETHICS VIOLATIONS – STATE OF WISCONSIN**

- A. Sale of goods and Services at Schools #118.12
- Prohibits all school employees from receiving a fee or anything of value for promoting sales to a pupil while on the employing school district's property or at an activity of the district. (This would include the promotion of camps for which



you work for a salary. All local camps should be handled through the community education program. Also, resale items should be handled through the school store or booster clubs. Do Not Handle Directly).

B. Penalties

- a. Fine of not more than \$200.00 per offense
- b. Conduct violating #118.12 may also violate #946.13 (Misconduct in Public Office)

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## ATHLETIC BOOSTER CLUB ORGANIZATIONS

Parent and community support of the Waunakee School District's athletic programs are essential to the success of those programs for the benefit of our student athletes. This support is often provided through the organization of athletic booster clubs. While these organizations can provide much needed support, such support must not compromise the integrity of the School District and its athletic programs. Therefore, coaches must be aware of, and strictly adhere to, the various state laws, WIAA regulations, and District policies governing the relationship between booster clubs and school districts. This section is intended to provide coaches with an overview of their responsibilities in this regard. However, should coaches have questions regarding issues not addressed in this section, those questions should be raised with the District's Athletic Director or other appropriate member of the District's administration.

Coaches shall determine how booster clubs shall best support their athletic program and booster clubs shall not provide support in any form without first consulting with the coach. If a coach becomes aware of an unauthorized activity, form of support, or violation of these rules by any booster club or individual, the coach shall immediately report such to the District's Athletic Director, or other appropriate District Administrator.

Please review the booster club handbook on the district website for complete guidelines related to booster clubs and WCSD.

### Fundraising:¶¶



- ~~No fundraiser involving students shall take place without prior approval from the Board of Education.¶¶~~
- ~~All requests for fundraising should be submitted to the District Activities Director, who¶¶ shall then present it to the Board of Education for consideration.¶¶~~
- ~~Fundraising requests should include the following information: Purpose of the fundraiser. Type of fundraising activity (i.e., candy sale, carnival, etc.). Date, time, place, etc., of the activity. Name of the sponsoring organization. Name and phone number of the organization's representatives. Name and phone number of the person(s) in charge of the fundraiser.¶¶~~
- ~~Student athletes may not be required to participate in fundraisers or be required to raise a particular amount of money when participating in a fundraiser.¶¶~~
- ~~Prizes or incentives for individual student athletes to raise funds or sell products as part of a fundraiser are prohibited.¶¶~~
- ~~Revenues from fundraisers may not be selectively used for the benefit of particular¶¶ student athletes within an athletic program. Such funds must be used equally to the benefit of all student athletes who are members of the particular athletic program being¶¶ sponsored.¶¶~~



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#### Gifts and Donations:¶

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- No student athlete may accept, receive and/or direct to another, reimbursement or award in any form including cash or merchandise of any kind or for any amount for achievement in athletics, or membership or status in an athletic program.¶
- No student athlete may receive compensation or benefit, directly or indirectly, for the use of name, picture, and/or personal appearance, as an athlete. This includes but is not limited to receiving free and/or reduced rates on equipment, apparel, camps/clinics/instruction and competitive opportunities that are not identical for all other participants.¶
- No student athlete may make an endorsement as an athlete, or appear as an athlete, in the promotion of a commercial/advertisement and/or profit-making event, item, plan or service.¶
- While student athletes may receive symbolic awards such as trophies, medals, ribbons, event T-shirts, event hats, game balls, or other items of no intrinsic/utilitarian value, students may not receive such merchandise items as jackets, sweaters, sweatshirts, equipment, watches, rings, coupons, gift certificates, etc., regardless of their value.¶
- All gifts or donations to an athletic program, including free or reduced cost services, must first be approved by the Board of Education, and once approved and bequeathed, become the sole property of the District.¶
- Any banquet or similar event for student athletes sponsored by any person or organization other than the District shall first be approved by the District.¶
- Group entertainment for student athletes sponsored by any person or organization other than the District, shall first be approved by the District. Such entertainment is only permissible if it is limited to transportation, admission to event, and necessary food and lodging.¶
- No coach may accept any compensation, award or gift, other than those of no intrinsic value such as plaques, trophies, medals, etc., for his or her involvement with an athletic program, other than that provided for by the District.¶
- No coach may, in recognition of school athletic achievement, present to his or her student athletes, or permit presentation by others to his or her student athletes, any award other than of a type falling under the category of badges, certificates, cups, trophies, medals, banners, ribbons, pictures, event T-shirts, event hats, game balls, unattached emblems, letters, or other items of symbolic, but no intrinsic, value.¶
- No coach may receive for his or her personal benefit anything of value from any person other than the District to sell, promote the sale of or act as an agent or solicitor for the sale of any goods or services to any student.¶

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#### References:¶



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~~Waunakee School Board Policies 374 and 881.1 WIAA Bylaws, Article XI~~¶

~~WIAA Eligibility Requirements, Article IV Wis. Stat. § 118.12 (2)(a)~~¶

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## EMERGENCY PROCEDURES

- A. Set up a plan for an emergency procedure from your area. This is a WIAA requirement.
- B. Be sure to review plans prior to the start of each season with your assistants, Athletic Trainer, and Team.
- C. Always have a first aid kit and ice on hand near your area.
- D. Know where the nearest AED is located.
- E. Be sure your staff is aware of all emergency procedures.
- F. Be familiar with the After School Event Emergency Plan and any WIAA weather-related policies.

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## FINANCIALS

### Budgeting and Purchasing

- A. After checking allotted dollar amounts with the Athletic Director, the head coach shall submit a quote to obtain a purchase order from the Athletic Director's office for purchase. Coaches may not exceed approved expenditures unless it is first cleared through the principal/athletic director.
- B. The head coach is reminded that freight cost comes out of his/her budget also. Invoices should arrive shortly after orders are received. They must be checked for accuracy. If the invoice is accurate, sign and date it and turn it into the Athletic Director. If you do not turn in the signed invoice, the order will not be paid. You will become responsible for it.
- C. Items purchased without a purchase order and/or prior approval by the Athletic Director may be the financial responsibility of the coach making the purchase.



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## WISCONSIN LAWS

### A. Hazing

“No person may intentionally or recklessly engage in acts which endanger the physical health or safety of a student for the purpose of initiation or admission into or affiliation with any organization operating in connection with a school, college or university. Under those circumstances, prohibited acts may include any brutality of a physical nature, such as whipping, beating, and branding, forced consumption of any food, liquor, drug or other substance, forced confinement or any other forced activity which endangers the physical health or safety of the student.” [S.948.51 (2), Wisconsin Statutes] “In this section “forced activity” means any activity which is a condition of initiation or admission into or affiliation with an organization, regardless of a student’s willingness to participate in the activity.” [S.948.51 (1), Wisconsin Statutes] S. 948, in Wisconsin’s criminal code, applies universally.

### B. Harassment

“Pupil harassment” means behavior toward pupils based, in whole or in part, on sex, race religion national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation, or physical, mental emotional, or learning disability which substantially interferes with pupil’s school performance or creates an intimidating, hostile, or offensive school environment.” [P19.02 (9), Wis. Administrative Code]

### C. Discrimination

“No person (meaning K-12 student) may be denied...the benefits of or be discriminated against in any curricular, extracurricular, pupil services, recreational, or other program or activity because of the person’s sex, race, religion, national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation, or physical, mental, emotional, or learning disability.” [S 118.13 (1), Wisconsin Statutes] “Discrimination” means any action, policy, or practice, including bias, stereotyping, and pupil harassment...” [P19.02 (5), Wis. Administrative Code] S.118.13 and PI 9 apply to pupils in Wisconsin’s K-12 public schools.



## School District Branding Employee Expectations

All Waunakee Community School District employees, when serving in an official capacity for the school district, must represent the district using the official Board of Education-approved school logo.

Official capacity refers to any instance in which a district employee is performing duties on behalf of the district while on the clock or receiving compensation for their time, including during the school day, extracurricular activities and programming, school-sponsored programming, and events where they are representing the Waunakee Community School District.

Employees are expected to uphold the district's visual identity in all professional settings, including classroom instruction and decor, meetings, extracurricular activities, and internal/external communications.

Outdated, altered, or unapproved versions of the district logo must **not** be worn or used on apparel, materials, or communications.

All apparel, materials, and digital or print content must adhere to the district's official branding guidelines. Approval for printed apparel and materials must be obtained from the Building Principal, Athletic Director, or Communications Office before use or purchase. Branding resources, including logos, templates, and guidelines, are available on the [district website/Communications portal](#).

Consistent and professional branding strengthens our district's identity and reinforces the values we represent. Thank you for your commitment to maintaining a unified and respectful image.



## CHECKLIST FOR COACHES

1. Know what is in the Coaches Manual. Be sure assistants do also.
2. Check the ineligibility list.
3. Attend/View the WIAA meeting and take WIAA rule exam
4. Review the coaches' section of the Badger Conference Constitution.
5. Turn in practice schedules to the Athletic Office. Be sure to include location, dates, and times. Also, inform the Athletic Office of any changes to the practice schedule.
6. Turn in all bus forms to the Athletic Office.
7. ~~Provide information to the Waunakee Tribune when requested for requested~~ ~~Write a newspaper article for the opening of your season. at least two weeks in advance.~~
8. Set a Parent/Athlete/Coach Meeting as early as possible so parents are well aware of how your program is run.
  - a. PLAN ahead for your portion of the meeting. Be prepared.
  - b. Introduce the entire coaching staff (including assistants/volunteers).
  - c. Explain the co-curricular code and emphasize areas of importance to you. Ask for questions during the meeting. Emphasize the need for parents/students to read and understand the co-curricular handbook. As well as concussion information.
  - d. Explain the JV2/JV/Varsity level coaching philosophy. Highlight participation, practices, playing time, excused and unexcused absences, and sportsmanship, academic and behavioral responsibilities.
  - e. Review rules that are new to the sport. High light rules that parents need to understand.
  - f. Explain procedures to students and parents if they have any questions/concerns:
    - i. Athlete discusses with parents
    - ii. Athlete discusses concern with Coach
    - iii. Player & Parent discuss concern with the coach
    - iv. Player & Parent discuss concern with the athletic director.
    - v. Review rules that are new to the sport. High light rules that parents need to understand.
    - vi. Emphasize the importance of good sportsmanship. We expect appropriate behavior from athletes, coaches, fans, and parents. We expect and appreciate adult role models.



- vii. Sign up volunteers that you must have for timers and scorers and game/meet workers.
- viii. Give parents the time to ask questions at the meeting.
9. You and your staff are responsible for supervision of the locker room. Make sure your athletes clean it up and all athletes have a lock on their lockers to prevent theft.
10. Be sure to make constructive suggestions known to the athletic director.
11. Use discretion in discussing your program or our total athletic program. Loyalty to players, fellow coaches and the total Waunakee Community High School athletic program is essential to our success.
12. All of our athletic policies are open for discussion, but once a decision is made, all coaches are expected to support and enforce it.
13. Always be where the athletes are (field, court, locker room, etc.) both before and after practice, games and matches. You and your staff are responsible for their safety and conduct.
14. Create and share a set of program rules and philosophy prior to your season beginning.
15. ~~DO NOT ARGUE with fellow coaches in front of players... You can correct coaching mistakes, but not player confidence.¶~~
16. ~~Cut the "hard" talk. You don't want your players to swear and they don't want you to swear.¶~~
17. ~~Always be on time or early!!!¶~~
18. ~~Teach athletes to WIN — Be Positive — Think Positive — it will rub off!!!¶~~
19. ~~Be friendly, courteous, and helpful to all of your players, but remember you are not their buddy, you are their COACH!!!~~

~~An athlete belongs to a special group that is FOR something. They are willing to give more than lip service to ensure success. They give time, energy, talents, stamina, strength and skills to help your group achieve success. They are doers of deeds...Let's help them do it!!!~~



## STATE TOURNAMENT

The Athletics Office has the following guidelines to share the expectations and support that the Waunakee Community School District provides to athletes and teams when they perform/compete at the state level.

[Athletic Department Guidelines](#)

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## WARRIOR MEDIA

Warrior Media students create and produce livestream broadcasts for many of the home Waunakee Athletics events, as well as game-day photography, play-by-play, video board content, and social media updates (gameday and final score graphics).

Website: <https://www.waunakee.k12.wi.us/athleticsactivities/livestream#/>

Photography Website: <https://photos.warriormedia.org/>

Social Media Channels

- Instagram: [https://www.instagram.com/wm\\_whs/](https://www.instagram.com/wm_whs/)

X (Twitter): [https://twitter.com/wm\\_whs](https://twitter.com/wm_whs)

~~Website: <https://www.waunakee.k12.wi.us/athleticsactivities/livestream#/>~~

~~Photography Website: coming soon!~~

~~Social Media Channels~~

- ~~• Instagram: [https://www.instagram.com/wm\\_whs/](https://www.instagram.com/wm_whs/)~~

- ~~• Twitter: [https://twitter.com/wm\\_whs](https://twitter.com/wm_whs)~~

Subject: WCSD Branding – Clear Expectations for Unified Excellence

Dear WCSD Staff,

Several years ago, the Waunakee Community School District embarked on a transformative journey to unify and elevate our branding and visual identity. This initiative, approved by the Board of Education and informed by a year-long collaborative process with students, staff, parents, and community members, marked a pivotal step in ensuring that our district's values and commitment to excellence are reflected in everything we do.

As we move forward, it is essential to revisit the branding guidelines and reaffirm the expectations that help us present WCSD as a cohesive and professional organization. Consistency in how we represent our schools, programs, and school district is not just about logos and colors—it's about building trust, enhancing our reputation, and fostering a sense of unity within our community.

### **Our Branding Journey**

In May 2021, the Board of Education approved the development of a comprehensive district brand. Over the next year, a Core Branding Committee—representing a diverse cross-section of our community—worked with our branding partner, Foundry, to create a unified identity. This process included seven focus groups and multiple opportunities for input, ensuring the final design reflected the spirit and pride of WCSD.

The new brand was officially approved and launched in May 2022, with comprehensive guidelines for its use in all print, digital, and social media platforms. Over the past several years, we've made great strides in adopting this new identity. However, as with any district-wide initiative, periodic reviews are crucial to ensuring continued alignment and consistency.

### **Setting Clear Expectations**

To maintain the integrity and impact of our brand, I ask that all staff take a moment to review the branding guidelines and recommit to using them in their daily work in classrooms, meetings, clubs and organizations, and athletics. Key expectations include:

- **Consistency Across Platforms:** All print materials, digital content, and social media posts must adhere to the approved branding standards. For example, classroom/school newsletters, athletic event programs, meeting agendas and powerpoint presentations, and club announcements should all feature consistent fonts, colors, and layouts in line with our guidelines.
- **Correct Logo Usage:** Only official district and school logos should be used, in their appropriate formats and colors, as specified in the guidelines. This includes classroom presentations, athletic team uniforms and apparel, signage for events, and email signatures to ensure we present a unified identity.
- **Unified Messaging:** Our tone and visuals should reflect the professionalism and pride of WCSD, whether we are communicating with families, students, or external partners. Whether it's a teacher sending home classroom updates, a coach creating a game

schedule or roster, or a staff member presenting at a professional conference, the consistent use of approved visuals and a positive, clear tone reinforces our district's values and mission.

- **Representing the School District**

- All Waunakee Community School District employees, when serving in an official capacity for the school district, must represent the district using the official Board of Education-approved school logo. Outdated, altered, or unapproved versions of the district logo must **not** be worn or used on apparel, materials, communications, and anything else representing the district.

### **Resources and Support**

The branding guidelines, logo files, and templates remain available on the [district website/Communications](#). Additional resources are also located on the [Staff Portal/Branding website](#). These resources provide detailed instructions on appropriate logo usage, color schemes, and typography. If you have specific needs or questions regarding branding, please contact Anne Blackburn at [anneblackburn@waunakee.k12.wi.us](mailto:anneblackburn@waunakee.k12.wi.us). All printed apparel and material must be approved by the Building Principal, Athletic Director, and/or Communications office. **Any organizations needing financial support to reflect the Board approved branding can reach out to the Communications office.**

### **Looking Ahead**

This review is an opportunity to ensure we are collectively aligned in how we represent the district. By adhering to these guidelines, we continue to strengthen our image, promote trust within our community, and showcase Waunakee Community School District as a district of excellence.

Thank you for your dedication to maintaining the high standards that set WCSD apart. Together, we can ensure our district's identity remains as strong and vibrant as the community we serve.

Go Warriors!

With Appreciation,  
Monica Kelsey-Brown, Ph. D.  
Superintendent  
Waunakee Community School District

Handbook Draft - March 2025

## School District Branding Employee Expectations

Effective July 1, 2025

All Waunakee Community School District employees, when serving in an official capacity for the school district, must represent the district using the official Board of Education-approved school logo.

Official capacity refers to any instance in which a district employee is performing duties on behalf of the district while on the clock or receiving compensation for their time, including during the school day, extracurricular activities and programming, school-sponsored programming, and events where they are representing the Waunakee Community School District.

Employees are expected to uphold the district's visual identity in all professional settings, including classroom instruction and decor, meetings, extracurricular activities, and internal/external communications.

Outdated, altered, or unapproved versions of the district logo must **not** be worn or used on apparel, materials, or communications.

All apparel, materials, and digital or print content must adhere to the district's official branding guidelines. Approval for printed apparel and materials must be obtained from the Building Principal, Athletic Director, or Communications Office before use or purchase. Branding resources, including logos, templates, and guidelines, are available on the district website/Communications portal. [Link to Guidelines](#)

Consistent and professional branding strengthens our district's identity and reinforces the values we represent. Thank you for your commitment to maintaining a unified and respectful image.