

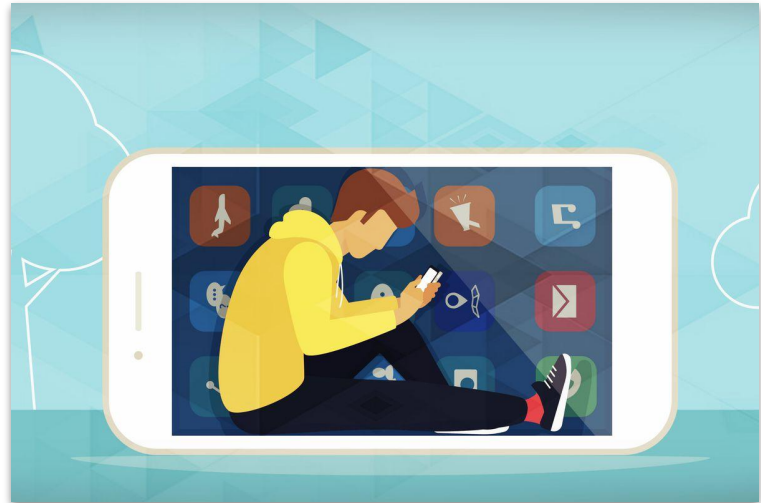
Effective Communication with Today's Resources

Coach J.T. Ayers

Trabuco Hills High School



Building a long lasting
success community



3 Pillars of Communication

Aristotle

The Audience

- Team (athletes)
- Parents
- School
- Outside School
- Alumni

The Speaker

- **Credibility**
- **Trust**
- **Professionalism**

The Message

- Goal of message
- Constantly changing
- How to be most effective

*Your Community you lead

Communication is a Skill

Practice. Delegate. Learn. Pay Attention.

Using the right tool in the right way make work much easier.

Purpose.

Audience.

Technology is just a TOOL

Website
Email Newsletter



Marketing/Branding
Social Media
Pictures
App



Kids want to be a part of something special. So give it to them!

All Pillars can co-exists and support one another

Communication

“Communication works for those who work at it.” - John Powell

Email

Subscribers

Community

PDF's

Links

Across all platforms

Social Media

Twitter

Facebook

Instagram

YouTube

App

Website

Contact

Entries

Results

Schedule

F.A.Q.

Website

Purpose.

Audience.

People have questions - teach them to find answers.

YOU MAKE THAT POSSIBLE.

A place for everything to exist (news, social media, links, pdfs, pictures, contact).

Answer questions before they are asked.

www.TrabucoTrack.com



Website

How and where to set it up **Squarespace**

Simple Url that you own.
Hosting. Analytics

Costs are low

The screenshot shows the Squarespace website pricing page. At the top, there is a navigation bar with the Squarespace logo, the word "SQUARESPACE", and links for "PRODUCTS" and "TEMPLATES". Below the navigation bar, there are two radio buttons for payment frequency: "Pay Annually" (selected) and "Pay Monthly". To the right of these buttons, the plan name "Personal" is displayed, along with the price "\$12 per month" and a note "Save 25% annually". Below the pricing information, there is a table of features under the heading "CORE". The features listed are: Free Custom Domain*, SSL Security, Unlimited Bandwidth and Storage, SEO Features for Site Visibility, Templates to Fit Every Need from Blogs to Portfolios, Contributors (2), Mobile-Optimized Websites, 24/7 Customer Support, Basic Website Metrics, and Squarespace Extensions. Each feature has a checkmark indicating it is included in the plan. At the bottom of the page, there is a small text "Waiting for collector-2519.tv..." and a blue triangle with the number "7" in the bottom right corner.

Feature	Included
CORE	
Free Custom Domain*	✓
SSL Security	✓
Unlimited Bandwidth and Storage	✓
SEO Features for Site Visibility	✓
Templates to Fit Every Need from Blogs to Portfolios	✓
Contributors	2
Mobile-Optimized Websites	✓
24/7 Customer Support	✓
Basic Website Metrics	✓
Squarespace Extensions	✓

Website

Market to Outside World

Create a place for your community to LEARN

Answer questions before they get to you



Contact

HEAD GIRLS COACH DENNIS KELLY

HEAD BOYS COACH JT AYERS

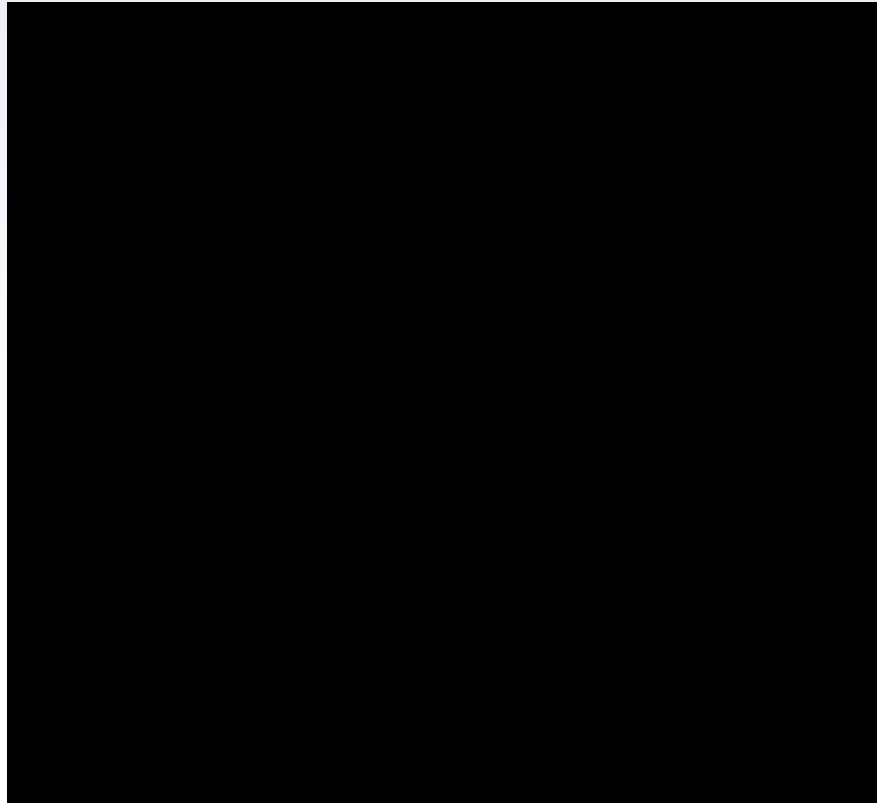




MailChimp®

Emailed Newsletter

- with Links to pdf, google docs, easy to read, etc
- Free and easy to share
- Unsubscribe anytime
- Links up with all Social media platforms





MailChimp®

Emailed Newsletter

- with Links to pdf, google docs, easy to read, etc
- Free and easy to share
- Unsubscribe anytime
- Links up with all Social media platforms

test Give Feedback Help Preview Template Continue

Blocks Style Text

Text Boxed Text Divider Image

Image Card Image + Text Share Social Follow

Footer Code Video

Meet Program
Boys Entries
Meet Schedule

Need a refresher? Take a quick tour.

Save & Close

Waiting for us13.admin.mailchimp.com...

Social Media

Twitter - for networking with coaches and news sources

Facebook - for parents

Instagram - for athletes

YouTube - for everyone

An App? - for everyone and possible future!

Purpose.

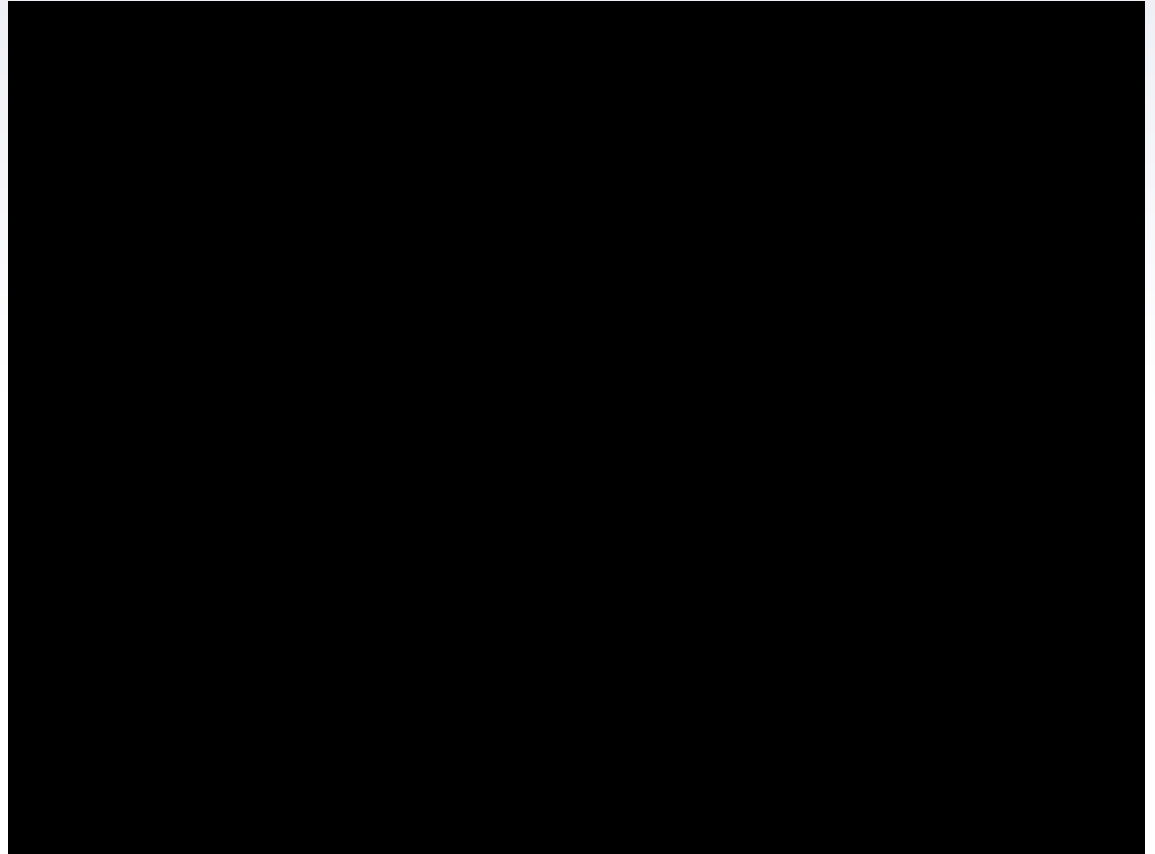
Audience.

Twitter

for networking with
coaches and news sources

Purpose.

Audience.



Instagram

Purpose. Audience.

The screenshot shows the Instagram profile for 'trabucotrack'. The profile picture is a circular logo with the letters 'TH' and 'TRACK & FIELD' below it. The bio states: 'Trabuco Hills HS Track & Field We are creating an exciting & dynamic track & field program while building character & discipline into each athlete. thhswebstore.myschoolcentral.com/asbworks/(S(o2csg33ws3wg5iferlondxa)...'. Below the bio are several story highlights: Newsroom, COVID-19 RESPONSE, E-LEARNING RESOURCES, MUSTANG ATHLETES, 2020 SEASON, MUSTANG COACHES, and 2019 SEASON. The navigation bar at the bottom includes POSTS, IGTV, SAVED, and TAGGED.

Facebook

Purpose. Audience.

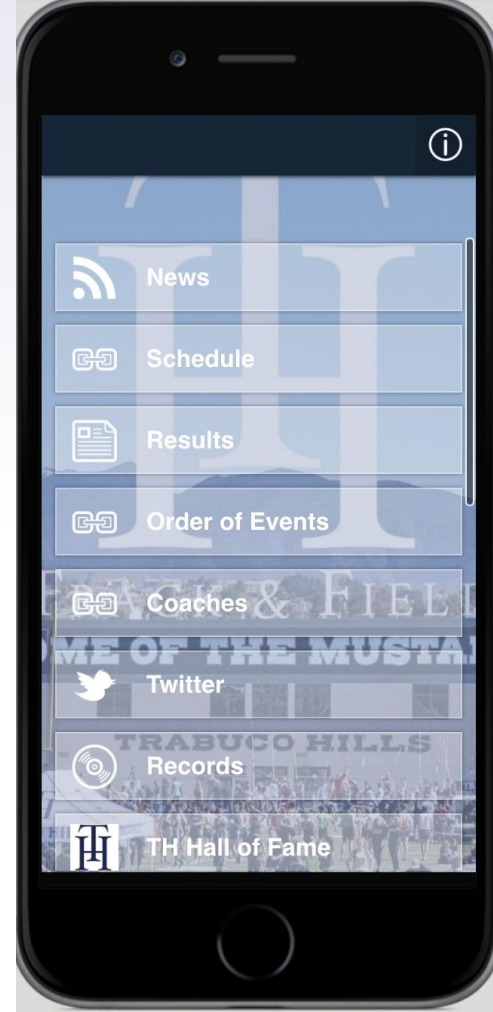
The screenshot shows the Facebook page for 'Trabuco Hills Track & Field'. The cover photo features a track athlete in mid-air with the text 'TRABUCO HILLS TRACK & FIELD A Celebrated Reputation & A Legacy of Excellence'. The page header includes the Facebook logo and navigation options like 'Home', 'About', 'Posts', 'Videos', 'Photos', 'Events', 'Reviews', 'Community', 'Groups', and 'Email Signup'. A recent post from April 5, 2019, reads: 'Welcome to the Trabuco Hills Track & Field Facebook page! Trabuco Hills Track and Field is creating one of the most energetic and dynamic track and field programs in Southern California, while building discipline and character into each athlete. Our programs boast numerous South Coast League champion titles, as well as many elite marks and records within the South Coast League, Orange County, and CIF. Our boys program has been consistently ranked in the Top 10 High School Tra... See More'. The page footer includes the text 'A Celebrated Reputation & A Legacy'.

App

Purpose.

Audience.

Do this better than
me



Marketing and Branding

TCU TRACK & FIELD

WOMEN'S TR 2018-19 SCHED

BESTY LONCHINE
 EVELYN MANDEL
 YASMIN BROOKS
 ALYX BICE
 AITKEN
 BRITNEY TROUGHT

FEB SAT 1/13 ED JACOBY INVITATIONAL 'NOKS'
 SAT 1/14 UNV INVITATIONAL
 SAT 1/14 ED JACOBY INVITATIONAL 'NOKS'
 FEB-SAT 1/28-31 WSP OPEN
 FEB-SAT 1/27-28 UNV INVITATIONAL
 SAT 1/28 NEW MEXICO TEAM INVITATIONAL
 FEB-SAT 2/4 COUGAR INDOOR 'NOKS'
 FEB-SAT 2/10-11 DOR KIRBY ELITE

FEB-SAT 2/10-11 INDIAN CLASST
 FEB-SAT 2/17-18 HEN WILSON INVITATIONAL
 FEB-SAT 2/24-25 WSP INDOOR CHAMPIONSHPS
 FEB-SAT 3/10-11 INDOOR INDOOR CHAMPIONSHPS
 FEB-SAT 3/17-18 USC TROJAN INVITATIONAL
 SAT 3/18 WHY WORTH BIC SCORING MEET
 THU-FRI 3/23-24 WHY WORTH SAM ADAMS CLASSIC
 FEB-SAT 3/31-41 STANFORD INVITATIONAL

FEB 3/31 SUN FRANCISCO STATE OBTASTIDE CARAVAN
 SAT 4/1 LOS ANGELES LEGEND INVITATIONAL
 SAT 4/1 SCORING
 THU-FRI 4/12-13 MIT SAC RELAYS COMBINED EVENTS
 THU-FRI 4/12-14 MIT SAC RELAYS
 THU-FRI 4/13 IRISHAN CLAY INVITATIONAL
 FEB-SAT 4/14-15 BEACH INVITATIONAL
 FEB 4/31 IRISHAN CLAY INVITATIONAL

SAT 4/23 MISS OUN DUAL MEET
 SAT 4/29 COLORADO INVITATIONAL
 SAT-SUN 5/6-7 PAC-12 COMBINED EVENT
 SUN 5/14 PAC-12 CHAMPIONSHPS
 WED-SAT 5/25-27 NCAA REGIONALS
 WED-SAT 6/7-10 NCAA CHAMPIONSHPS

#60COUGS
 WSCUATHLETICS
 GOFROGS.COM
 WSUCOUGARS.COM
 @WSUCOUGARS

'17

COUGAR TRACK & FIELD

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#60COUGS
 WSCUATHLETICS
 GOFROGS.COM
 WSUCOUGARS.COM
 @WSUCOUGARS

FLORIDA 2013
TRACK & FIELD
LIVE LIFE AT THE TRACK

NATIONAL CHAMPIONS

SCHEDULE

INDOOR:

- Feb 10-11: Sun Francisco State Obstacle Caravan
- Feb 11: Los Angeles Legend Invitational
- Feb 12: Scoring
- Feb 13-14: MIT SAC Relays Combined Events
- Feb 13-14: MIT SAC Relays
- Feb 14-15: Irishan Clay Invitational
- Feb 14-15: Beach Invitational
- Feb 15: Irishan Clay Invitational

OUTDOOR:

- Feb 13: Ed Jacoby Invitational 'Noks
- Feb 14: Unv Invitational
- Feb 14: Ed Jacoby Invitational 'Noks
- Feb 28-31: WSP Open
- Feb 27-28: Unv Invitational
- Feb 28: New Mexico Team Invitational
- Feb 4: Cougar Indoor 'Noks
- Feb 10-11: Dor Kirby Elite
- Feb 10-11: Indian Classt
- Feb 17-18: Hen Wilson Invitational
- Feb 24-25: WSP Indoor Championships
- Feb 10-11: Indoor Indoor Championships
- Feb 17-18: USC Trojan Invitational
- Mar 18: Why Worth Bic Scoring Meet
- Mar 23-24: Why Worth Sam Adams Classic
- Mar 31-Apr 1: Stanford Invitational
- Mar 31: Sun Francisco State Obstacle Caravan
- Apr 1: Los Angeles Legend Invitational
- Apr 1: Scoring
- Apr 12-13: MIT SAC Relays Combined Events
- Apr 12-14: MIT SAC Relays
- Apr 13: Irishan Clay Invitational
- Apr 14-15: Beach Invitational
- Apr 15: Irishan Clay Invitational
- Apr 23: Miss Oun Dual Meet
- Apr 29: Colorado Invitational
- May 6-7: Pac-12 Combined Event
- May 14: Pac-12 Championships
- May 25-27: NCAA Regionals
- Jun 7-10: NCAA Championships

SUN SPORTS
 Florida
 @FLORIDAATHLETICS
 #FLORIDATHLETICS



STRENGTH IN NUMBERS

BE PART OF THE NUMBER GODOUCKS.COM/TRACKTICKETS



2014 OREGON TRACK & FIELD SCHEDULE

MAR 22 OREGON PREVIEW

APR 05 PEPSI DUAL

APR 17-19 OREGON RELAYS

MAY 09 OREGON TWILIGHT

JUN 11-14 NCAA OUTDOOR CHAMPIONSHIPS



Marketing and Branding

- Websites, Headers, logos, t-shirts, Posters, etc
- Looking like a D.1 College program is easy in today's world
- Delegate!!!!!!





99 Designs



TRACK & FIELD

How 99designs works



THANKS!

Any questions?

You can find me at:

- ▶ Twitter **@CoachJTayers**
- ▶ Email coachjtayers@gmail.com
- ▶ Website TrabucoTrack.com
- ▶ Instagram @TrabucoTrack

