AVCA Advanced Career Education (ACE)
Competencies Needed to Keep Your College Head Job

**Above the Line Competencies:**

1. **Talent Acquisition & Development: Organizing Recruiting Efforts**
   a. Program-building – assessing potential, character & compatibility
   b. Brand development, strategy & dissemination
   c. The Campus Visit: Selling you & your uniqueness

2. **Working with Administrators: Creating Partnerships**
   a. Negotiating Salary & Compensation: determining what you are worth
   b. Increasing your Budget & the Investment by your Department
   c. Building trust, open lines of communication & shared accountability for results

3. **Handling Adversity: Dealing with the Stresses of Competition & Training**
   a. Understanding your strengths, weaknesses & trigger points
   b. Managing mental health issues
   c. Ethical decision-making in recruiting and player management

4. **Marketing: Making VB Matter in your Community**
   a. Putting fans in the stands before you start winning
   b. No Media? No Problem! Using Social Media to reach prospective fans
   c. Connecting with your Community

5. **Fund Raising: Making Yourself Relevant on your Campus**
   a. Understanding the Motivations of Givers
   b. The Art of the Ask
   c. Proven Principles: Finding and Connecting with Influencers

6. **Delegating/Managing: Spending your Time on what Matters Most**
   a. Prioritizing head coach work & layering tasks
   b. The Givens: What, How, and When
   c. Hiring, mentoring, and firing

7. **Culture: Creating a sustainable set of shared values & behaviors**
   a. The Team/Staff Culture
   b. Influencing the Athletics Department, the Campus, and the Community

8. **Building a Life while Coaching**
   a. Self-Care
   b. Parenting
   c. Managing your financial life