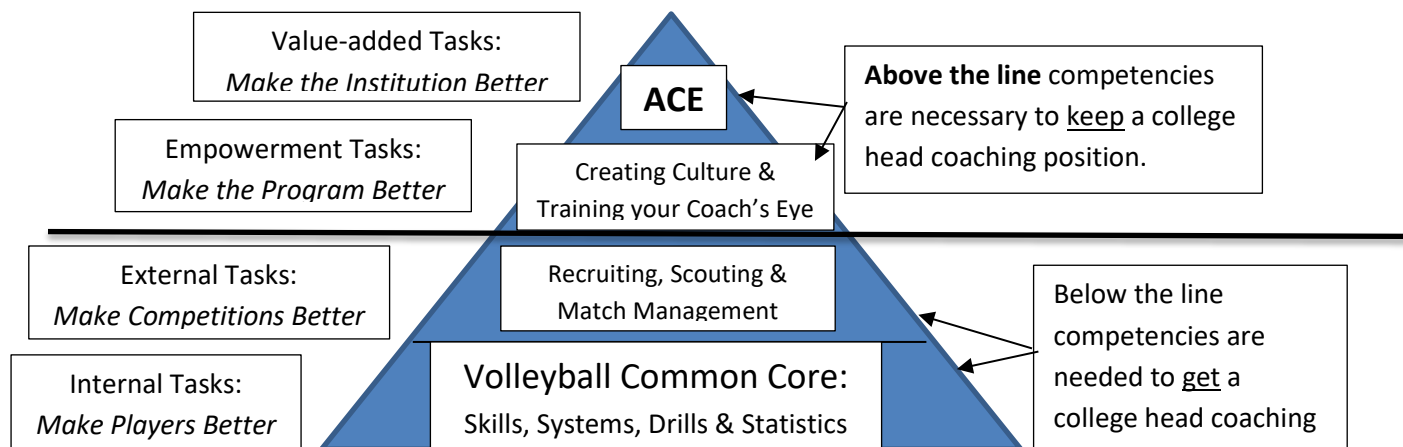


AVCA Advanced Career Education (ACE) Competencies Needed to Keep Your College Head Job



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