

2025-2026



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



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 6, 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”.



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.
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- 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



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



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 must follow all district guidelines outlined in [Board Policy 535.21](#).
- 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~~ ~~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:
- a. Accept any amount of money or merchandise connected with sports
 - b. Sign a contract for athletic services
 - c. Permit their name, picture or personal appearance to be used for
 - d. promoting anything.
 - e. 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
- a. 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.



Gifts and Donations:



- 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.



References:



~~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.



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.
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- 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](#)

DRAFT



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/

X (Twitter): 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_who/

- Twitter: https://twitter.com/wm_whs