3-D Coaching Final Summary

For my interview, I spoke with the Athletic Director of South Nodaway R-IV, Dustin Skoglund. He is an overseer of the coaches in the school district, which include, the junior high cheer team, high school cheer team, junior high men’s and women’s basketball teams, high school men’s and women’s basketball teams, junior high and high school football team, men’s and women’s cross-country team, and the junior high and high school softball team. Aside from being an Athletic Director, he is also the superintendent of the school district. After conducting my interview, I could tell that Mr. Skoglund takes a lot of pride in his school district and the abilities of his coaches.

The school did not have a vision and mission statement specifically for athletics, so they only covered the second and third dimensions. They both stressed doing what is right for the students and that everyone has worth and value, which I thought was great. After inquiring about what Mr. Skoglund’s role with the coaches was, he stated that most of his job is scheduling and communication with contracts. He also mentioned that he evaluates the coaches annually and makes recommendations about their extension or terminations. Since the school district is so small, Mr. Skoglund said that it is hard to find coaches. He made it seem like their standards for coaches are not as high as he would like, but they still do hold them accountable. The most important thing is that they make sure the coaches are doing what is best for the student athletes.

Once a coach is hired, there is not any additional training requirements. Mr. Skoglund did state that he encourages coaches to attend conferences, clinics, and other forms of professional development, though. As an athletic director, he supports his teams in the 1st Dimension by making sure they have good resources. This includes proper, well managed equipment and facilities. He helps his coaches in the 2nd Dimension by offering incentives to attend professional development opportunities. He said that the 3rd Dimension is a “leveling up” for coaches who have mastered the 2nd Dimension. The whole organization lives through those values, so it is engrained into their coaching.

The last thing I asked Mr. Skoglund was how he has ensured his own growth as a professional. The most important way ensures his growth is by self and peer evaluations. I think this is one strength of the school district. Everyone completes these evaluations, and it is a great way to reflect and evaluate what needs to be improved. Another strength is how strong their focus is on student-athlete success. An improvement I would suggest is adding one or two ways to develop 2nd and 3rd dimension strategies of growth each year. It seems like the school keeps things like character, value, and motivation in mind when hiring coaches, but does not provide many opportunities to strengthen those areas. Overall, it seems like Mr. Skoglund directs a strong 3Dimensional program.