

Being a Director of Athletics and Activities, and Head of PE Department

Leadership and Management: As the Director of Athletics and Activities, I have successfully developed and implemented a comprehensive athletics and activities program at Seoul International School (6 years), and UWCEA (4 years). And, at AXIS I initiated the Annual Sports Festival that brought together over 150 students across multiple disciplines, promoting sportsmanship and team spirit. I also built the House system from scratch. Through regular meetings and updates, I ensured that both the school administration and the broader community were well-informed about program progress and achievements.

Program Development: I expanded the extracurricular offerings by introducing new sports such as skateboarding and ultimate frisbee, which increased student participation by 15%. I led the integration of a comprehensive intramural program that catered to different skill levels, thereby encouraging more students to engage in physical activities.

Collaboration and Teamwork: My collaboration with the Community Basketball Association and the Youth Soccer League resulted in enhanced community engagement and additional resources for our programs. I fostered a culture of teamwork by organizing quarterly team-building workshops for coaches and sponsors, leading to a more cohesive and effective coaching team.

Organizational Skills: I coordinated logistics for international trips, including a Volleyball trip to Manila, and a Tennis trip to Okinawa. I ensured all travel arrangements, accommodation, and parental communications were seamless. My systematic approach to inventory management for sports equipment and uniforms has resulted in a 20% reduction in costs due to efficient procurement and maintenance processes.

Cultural Sensitivity: With a student body from over 30 countries, I tailored programs to be inclusive and reflective of our diverse community. By implementing culturally diverse events such as the Colour Run at AXIS, I celebrated the varied backgrounds of our students, fostering an inclusive atmosphere.

Qualifications and Experience: With over ten years in athletic administration, my mentoring efforts have developed several junior coaches who have now taken on leadership roles themselves. My public speaking engagements at regional sports conferences have enhanced my skills in effective communication and advocacy for our programs.

Necessary Skills and Knowledge:

- **Technical Expertise:** I possess a solid understanding of athletic equipment maintenance, which ensures safety and longevity of our resources.

- **IT Skills:** My proficiency in using spreadsheets and databases allows for meticulous record-keeping and data analysis, enriching program development and decision-making.
- **Communication Skills:** I effectively communicate with all stakeholders, tailoring messages to suit different audiences, whether it's a presentation to the board or a newsletter to parents.

Being a Department Head of PE: As the Head of the PE Department, I prioritized curriculum development that integrates modern teaching methods and technologies to enhance student learning experiences. I've introduced professional development sessions on innovative fitness strategies and inclusive practices for our PE staff. At Concordia, my hands-on approach and dedication to student health and physical education have significantly improved our department's outcomes, and we have seen a 25% increase in students meeting fitness benchmarks over the past two years.

These achievements and skills illustrate my commitment to excellence in both my roles and highlight the contributions I've made to the department and broader school community.

Utilizing Social Media for Promotion and Engagement:

I have harnessed the power of social media platforms to enhance the visibility of our school's athletic achievements and engage the broader community. By creating dedicated pages and accounts for our athletics department, I ensure that we have a steady stream of updates that reach both current and prospective families.

- **Promotional Campaigns:** I've launched campaigns highlighting key events such as the Annual Sports Festival and KAIAC championship victories, using eye-catching visuals and student testimonials. These campaigns have increased our followers by 30% and have enhanced our school's reputation as a centre of athletic excellence.
- **Spotlighting Achievements:** Each week, I publish a "Spotlight on Athletes" segment, where outstanding student-athletes and their accomplishments are featured. This not only boosts individual recognition but also fosters a sense of pride and community among students and parents. Athletes who make All-Star teams have their profile picture taken to hang on the Wall of Fame.
- **Real-Time Updates and Engagement:** During events, I utilize live updates and stories to keep our community engaged, encouraging them to participate and celebrate our students' successes. This real-time interaction has bolstered community support and involvement, creating a vibrant atmosphere around our sports programs.

Through effective and strategic use of social media, I have significantly contributed to enhancing the public image of our school and its athletic programs, ensuring ongoing community engagement and support.