**Communication Guide**

1. Each Program should designate 1 coach or sponsor from the particular program to be in charge of the communications and the District Activities Director must be aware of this individual before your particular season begins. Examples are posted below.
   1. 9-12 Football- The Head Coach is in charge of 9-12 communications between the program and the players/parents.
      1. If the head coach is the opposite sex of the program coached the head coach may designate an assistant coach of the same sex to be in charge of communications of the team. But ultimately the head coach is responsible for the communications between the designated coach and the players/parents.
   2. 7-8th Football- The Head Football Coach of the entire program will designate a “Head Middle School Coach to be in charge of all Middle School Communications. But these communications should first be discussed and approved with the Head Coach of the program before being submitted to the players/parents, and ultimately the head coach is responsible for the communications between the designated coach and the players/parents.
2. Communications that involved messaging or texting must be sent in the format of a “Mass Text” to the entire team and must also include the District Activities Director and the Building Principal. For Middle School messages the District Activities Director and the MS Principal will be attached. For High School messages the District Activities Director and the HS Principal will be attached.
   1. EXAMPLE: If an individual player forgets what time practice is and sends you a text message the designated coach must respond to the entire program and have the administration attached to the message.
   2. DO NOT for any reason at all have any 1 on 1 messaging taking place NONE! You will be subject to policy CONSEQUENCES.
   3. If you need to have 1 on 1 communications you must contact the parent of the student to discuss the issues.
3. Any message or communication that is sent without the approval of the designated coach and or the Activities Director/Building Principal could be subject to the MSBA Policy titled CONSEQUENCES.