Creating and Improving Athletics Department ATOD policies
STRATEGIES FOR SUCCESS

Determine department values
Understand your issue
Develop a plan
Identify leaders
Identify partnerships
Get ‘buy in’
Gut check
Celebrate your successes
ANTICIPATE ROADBLOCKS

Who will “own it?”
Support (admin, coaches, SAs)
Where’s the time?
Other department priorities
Who has the resources?
Stakeholders (parents, fans)
Our panelists VA:

**Cricket Lane**  
Assistant Athletic Director for Student-Athlete Development  
University of North Carolina, Chapel Hill  
NCAA DI

**Krista Bailey Murphy**  
Dean of Student Life  
Chestnut Hill College  
NCAA DII

**Tracy Randall-Loose**  
Director of Sports Medicine  
Wilson College  
NCAA DIII
Our panelists TN:

**Ric Coy**
Associate Director, Academic & Student Services  
University of California, Los Angeles  
NCAA DI

**Julie Woltjen**
Director of Compliance  
University of Alabama in Huntsville  
NCAA DII

**Kari Eckheart**
Assistant Athletics Director & Senior Woman Administrator  
Gustavus Adolphus College  
NCAA DIII
What have been the biggest challenges/roadblocks in developing alcohol, tobacco or other drug policies for your athletics department?
What areas of policy development have been the easiest to get buy in?
What advice would you give to someone just starting this process?
The most common roadblock cited by past team contacts has been time constraints. What strategies have you found to be successful to make policy development/revision a priority?
Any other words of wisdom on creating and implementing an effective policy?
Questions from the audience