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## Athletic Directors Institute Opens August 3 at UMaine

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# COLLEGE OF EDUCATION & HUMAN DEVELOPMENT

## *Selected News Releases*

### **Athletic Directors Institute Opens August 3 at UMaine**

ORONO, Maine — Major issues and needs in sports leadership will be addressed at the second annual Athletic Directors' Institute, August 3-5 at the University of Maine.

Topics ranging from curbing violence in sports to promoting athletic programs and communicating better with parents will be featured, along with intensive training in effective use of technology.

The institute is sponsored by Maine Interscholastic Athletic Administrators' Association and the Maine Center for Coaching Education at the University of Maine, in cooperation with the National Interscholastic Athletic Administrators' Association.

State, regional and national experts will provide information and hands-on experience to help athletic administrators approach and do their jobs better. A highlight of the program will be the availability of NIAAA leadership training courses, Athletic Administration and Legal Issues and Strategies in Athletics.

The institute is designed around needs and interests identified by athletic directors, according to Keith Lancaster, director of the Maine Center for Coaching Education. In addition to addressing specific professional development areas, the institute provides a forum for identifying common problems in the high-visibility, high-impact management position and brainstorming solutions.

"Athletic administrators are facing increasing demands and expectations from schools and communities that require new skills and support strategies," says Lancaster. "The institute offers the latest information, resources and training in best practice and effective leadership."

Enrollment is limited. For registration information, contact the MCCE at UMaine before July 1, telephone: (207) 581-2443; e-mail: [keith.lancaster@umit.maine.edu](mailto:keith.lancaster@umit.maine.edu)

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