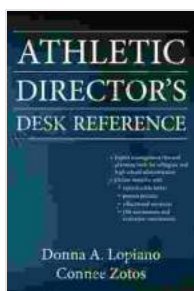


The Essential Guide to Athletic Administration: Donna Lopiano's Athletic Director's Desk Reference

Athletic administration is a complex and demanding field, but it is also one of the most rewarding. As an athletic director, you are responsible for the overall operation of your athletic department, from budgeting and finance to marketing and media relations. You must be able to manage a team of coaches and staff, as well as work with student-athletes, parents, and the community.

If you are looking for a comprehensive resource to help you succeed in your role as athletic director, look no further than Donna Lopiano's Athletic Director's Desk Reference. This book is the definitive guide to athletic administration, and it covers everything you need to know to be successful.

The Athletic Director's Desk Reference is divided into four main sections:



Athletic Director's Desk Reference by Donna A. Lopiano

★★★★★ 5 out of 5

Language	: English
File size	: 15229 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 480 pages
Lending	: Enabled
X-Ray for textbooks	: Enabled
Paperback	: 30 pages
Item Weight	: 3.84 ounces
Dimensions	: 8.5 x 0.08 x 8.5 inches



1. **Administration**
2. **Finance**
3. **Marketing and Media Relations**
4. **Legal Issues**

Each section is packed with practical advice and guidance on how to handle the day-to-day challenges of athletic administration.

In the **Administration** section, you will find chapters on topics such as:

- Managing a team of coaches and staff
- Developing and implementing athletic policies
- Communicating with student-athletes, parents, and the community
- Managing risk and liability

The **Finance** section covers everything you need to know about budgeting and finance, including:

- Developing a budget
- Managing expenses
- Generating revenue
- Fundraising

The **Marketing and Media Relations** section provides guidance on how to market your athletic programs and build relationships with the media. This section covers topics such as:

- Developing a marketing plan
- Promoting your athletic programs
- Working with the media

The **Legal Issues** section covers the legal issues that athletic directors need to be aware of, including:

- Title IX compliance
- Student-athlete eligibility
- Injury liability

If you are an athletic director or administrator, you need the Athletic Director's Desk Reference. This book is the definitive guide to athletic administration, and it will help you to succeed in your role.

The Athletic Director's Desk Reference is:

- **Comprehensive:** This book covers everything you need to know about athletic administration, from budgeting and finance to marketing and media relations.
- **Practical:** The advice and guidance in this book is based on real-world experience.

- **Authoritative:** This book is written by Donna Lopiano, one of the most respected athletic directors in the country.

If you are serious about being a successful athletic director, you need the Athletic Director's Desk Reference. Order your copy today!

Donna Lopiano is one of the most respected athletic directors in the country. She has served as the athletic director at the University of Texas at Austin, the University of Southern California, and the University of Arizona. She is also the former president of the Women's Sports Foundation.

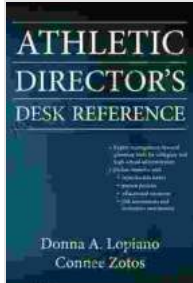
Lopiano is a pioneer in the field of athletic administration. She was one of the first women to serve as an athletic director at a major university, and she has been a tireless advocate for gender equity in sports.

Lopiano is the author of numerous books and articles on athletic administration. Her book, *The Athletic Director's Desk Reference*, is the definitive guide to the field.

Lopiano is a graduate of the University of Southern California, where she earned a bachelor's degree in physical education and a master's degree in athletic administration. She is a member of the National Association of Collegiate Directors of Athletics (NACDA) and the National Association of Women in Sports (NAWS).

Lopiano is a recipient of numerous awards, including the NACDA Athletic Director of the Year Award, the NAWS Trailblazer Award, and the NCAA Silver Anniversary Award.

Lopiano is a true leader in the field of athletic administration. Her book, *The Athletic Director's Desk Reference*, is an essential resource for anyone who wants to be successful in this field.



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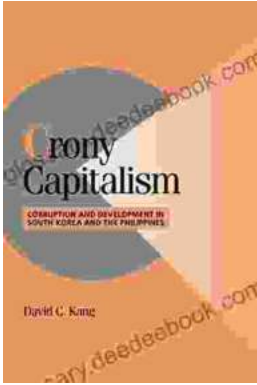
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