**Erik Gonzalez**

**HHS Athletics Vision-** To generate excitement and create a culture of excellence in our school and greater community though the leadership and dedication of the coaches and student-athletes of our athletic programs.

**HHS Athletics Mission-** To work in collaboration with HHS coaches and staff to recruit and develop student-athletes who are willing to commit to making everyone around them better on a daily basis in the pursuit of our vision and goals.

**Goals and Objectives-**

* To develop positive relationships with staff, coaches, student-athletes, parents, our feeder schools, our feeder club programs, and the greater community through strong, effective communication and outreach opportunities.
* To recruit and develop coaches and student-athletes who are committed to creating a culture of excellence and pride in the classroom as well as the athletic arena which includes utilizing the T-365 VOLT athletic strength and conditioning system year round.
* To develop strong study habits in our student-athletes in collaboration with HHS staff, our FAST program, and our feeder schools through the use of incentives to prepare them for their future academic and athletic endeavors at the college level and beyond.
* To generate excitement about our athletic programs by promoting the benefits of participation in and support of our programs through classroom visits, school rallies and assemblies, regular school bulletin and video announcements, recruitment efforts at our feeder schools and feeder club programs, community outreach including connecting with HHS Alumni, exposure to guest speakers, and the use of broadcast and social media.
* To honor and recognize our deserving student-athletes in collaboration with our head coaches by creating a male and female Student-Athlete of the Week Award which we will promote through the school bulletin and video announcements, social media, and photo posters to be hung prominently for all to see and modeled after the wrestling program’s awards.
* To develop student-athlete servant-leaders who share our vision and are willing to work diligently to create a culture of excellence and pride at HHS in collaboration with ALPHA (Advancing Leadership Practices of Heritage Athletes) and through common character traits such as PACK (Passion-Accountability-Courage-Knowledge).
* To develop more incentive-based opportunities for our student body and staff to get involved in supporting our athletic programs and in attending athletic contests in collaboration with ALPHA.
* To create cross-discipline opportunities to collaborate with other extracurricular programs at HHS to promote all of our programs like we have started with the wrestling program.
* To serve and support our HESPY Awards show and help make it more accessible to our overall student body and our greater community.
* To creatively raise funds for our athletic budget through collaboration with our Alumni, booster clubs, student body and staff, and administration to support all of our efforts.