



Rutherford County Athletic Director

Presented By
CHRIS JOHNSON

THE GREATNESS COACH / SENIOR PASTOR

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Murfreesboro, Tn 37127

BASIC INFORMATION

BIRTHDAY : 11/3/1980

RELATIONSHIPS: Married

HOME TOWN: Niceville, Florida

RESIDENCE: Murfreesboro, TN

EXPERIENCE

COACH

CASCADE HIGH 2005 - 2006

Defensive Back Coach at Cascade High School

TEAM CHAPLIN

MTSU BLUE RAIDER FOOTBALL 2013-CURRENT

Team Motivator

FOUNDER/ PASTOR

ZION CHRISTIAN MINISTRIES, INTERNATIONAL 2007 - Current

Founder and Senior Leader of the Ministry

COACH

WARREN COUNTY 2011 - 2012

Defensive Co-Ordinator/Work Based Learning Teacher

COACH

MARSHALL COUNTY 2013-2015

Defensive Co-Ordinator/Assistant Head Coach/ Alternative School Teacher.

ISS TEACHER

LAVERGNE MIDDLE SCHOOL 2016-2017

In School Suspension Teacher

Rutherford County Schools.

FIRE FIGHTER

City of Murfreesboro 2006-2012

Fire Suppression

Hazmat Certified

YOUTH MINISTRY

Bethel Missionary Baptist Church 2003-2004

Walter Hill, Tennessee

Organizer and Leader

EDUCATION

DIPLOMA

NICEVILLE SENIOR HIGH SCHOOL Niceville, Florida

1995-1999

BACHELOR OF SCIENCE- LIBERAL STUDIES

Middle Tennessee State University Murfreesboro, Tennessee 1999 - 2004

MASTER'S IN ORGANIZATIONAL LEADERSHIP

Regent University Virginia Beach, VA

2018-2020

STRENGTHS

LEADERSHIP

COACHING

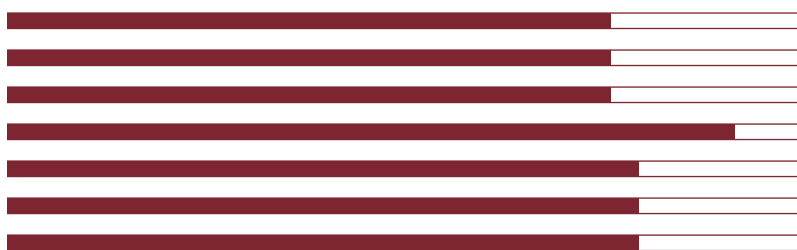
MENTORING

COMMUNITY

INSPIRING

MOTIVATING

HELPING



"I BELIEVE EVERYONE
CAN BE GREAT!"

SOCIAL MEDIA

INSTAGRAM @CAJ2C

TWITTER @CAJ2C

FACEBOOK @4GREATNESSCOACH

YOUTUBE @CAJMINISTRIES

WWW.CAJOHNSON.ORG

Table of Contents

SERVANT LEADER	01
SPECIAL SKILLS	02 & 03
RUTHERFORD COUNTY ATHLETICS DIRECTOR	04
STRATEGY FOR ACCOMPLISHING ATHLETIC DIRECTOR'S TASKS	05
FALL HEAD COACHES CONFERENCE (SAMPLE)	06
FALL ASSISTANT COACHES CLINIC (SAMPLE)	07
PROFESSIONAL DEVELOPMENT COMMITTEE (SAMPLE)	08
RESOURCE FOR PRINCIPALS AND ATHLETIC DIRECTORS FOR HIRING	09
FINAL POINT SYSTEM FOR CANDIDATE	10
HIRING COMMITTEE (SAMPLE)	11
INTERVIEW SCORESHEET (FOR GUIDANCE COUNSELOR)	12
INTERVIEW SCORESHEET (PARTNERING HEAD COACH)	13
MULTI-MEDIA	14
MY FIRST 90 DAYS	15



SERVANT LEADER

As a servant leader, it has been my desire to be a resource for others on their way to being the best version of themselves. My leadership style and approach has been modeling, motivating, and mentoring. Each leadership approach is applied depending on the needs of followers.

Modeling

- Created and Developed Ministry Models for Every Aspect of Zion Christian Ministries
- Administratively created Leadership Handbooks and for Leaders
- Established Organizational Structure for Youth Ministry of Bethel Missionary Baptist Church
- Established the Organizational Structure of Zion Christian Ministries International, INC.
- Helped establish structure and create culture in multiple organizations

Motivating

- Football Coach
- Leadership Coaching
- Marriage Coaching
- Life Coaching
- Business Coaching
- Team Chaplain

Mentoring

- Man Maker Academy- 8 Week Mentoring Program for Young Men ages 13-18
- Man Maker "Mini Academy"- 4 Week Mentoring program for boys ages 9-12
- Chayil - 8 Week Mentoring Program for Young Ladies
- M.I.T. "Ministers in Training Program for Ministers
- The Z-Academy- Leadership Academy for Zion Christian Ministries Leadership Team

SPECIAL SKILLS

Self-Starter/ Organizer

- Organized and Launched campus ministry 2001 (MTSU Campus)
- Organized and Launched entire Youth on Fire Ministry (Bethel MBC)
- Re-Organized and Re-Launched Mt. Zion Rucker MBC, led membership growth from 11- 150 in 10 months
- Organized, Founded, and Launched Zion Christian Ministries International INC., led membership growth from 3 members to over 500 members in 13 years (2007-Present)
- Co-Ordinated Defensive Strategies and Philosophies
- Organized and Launched New Life Christian Ministries Fellowship (2010)
- Organized, founded, and CEO of The Greatness Coach, LLC (2019-Present)

Event Planner/Organizer

- Organized and Hosted first ever TSSAA Sanctioned Basketball All Star Weekend in Rutherford County for Seniors (2014-2016)
- Organized and Planned Football Practice Schedules
- Organized Football Camps
- Planned Sports Banquets
- Organized and Hosted Church Empowerment Conference (2010 - Niceville, Florida and 2012 - Lebanon, Tennessee)
- Organized and Hosted Marriage Camp 2015- 2020 (4 Day Event)
- Organized and Hosted All About Jesus Weekend – Community Event 2017-2019 (2 Day Event)
- Organized and Hosted Crossover Ceremony for Young Men 2020 (4 Events)

Media/Communications

- Web design and Management
- Graphics Design Experience
- Experience with HUDL video management for Sports Film
- Photoshop and Video Editing Experience
- Media Marketing Experience
- Social Media and Branding Experience
- Podcasting, Vlogging, and Production Experience
- Content Strategist and Creator
- Videography and Photography Experience
- Motivational Speaker
- Communicator

Author

- ***3 T's of Ministry:*** How to Avoid Ministry Burnout
- ***Pastor Plus:*** Finding Fulfillment Beyond the Pulpit
- ***A Life of Boundaries:*** Moving Toward Intentional Wholeness
- ***Man Made Men:*** A Man's Guide to Making Other Men

Project Manager

- Managed the negotiation and purchase of Zion Christian Ministries' property at 4750 John Bragg Highway.
- Managed and led building project of a 4600 sqft building on Zion Christian Ministries property.
- Managed renovation projects for One Goal Investments, LLC.

RUTHERFORD COUNTY ATHLETICS DIRECTOR

The essential functions of the position within the organization is to direct, lead and oversee Rutherford County interscholastic athletic programs for TSSAA and system compliance.

Essential Duties:

- Develop a district-wide athletics handbook to be updated annually.
- Provide training and guidance to principals and coaches for TSSAA/TMSAA compliance, along with the coaches' code of ethics.
- Monitor potential Title IX issues that may exist throughout the district.
- Coordinate and Organize PD/trainings for coaches for the purpose of keeping abreast of current requirements, legal issues, and care and prevention of athletic injuries.
- Establish a complaint policy for parents to utilize.
- Oversee and manage district level compliance by all schools.
- Review student-athlete eligibility determinations for RCS/TSSAA compliance and communicate with principals and coaches those findings.
- Review student-athletes' physicals for compliance and follow up with any warranted notifications.
- Develop, design and review system policies, procedures, practices and information bulletins.
- Assist schools with making sure student-athletes who choose to participate in college athletics meet the NCAA requirements for eligibility.
- Work with principals and the Director of Schools to address player and coach ejections from an athletic contest.
- Monitor new and proposed legislation having potential impact on assigned sports programs and communicate findings to system personnel.
- Respond to telephone calls, emails and mail communication from teachers, parents, administrators, and others.
- Investigate allegations related to recruitment, illegal practices, out of zone attendance or other violations of TSSAA and RCS policy, and report findings to the Director of Schools.
- Oversee compliance of non-faculty volunteer coach procedures and recommendations for RCS Board approval.
- Create and maintain a list of all coaches with pertinent contact information, and a list of practice and game/match schedules.
- Communicate with head coaches on a regular basis, to include local, state, and national safety regulations.
- Verify compliance with required coaching trainings. Assist as necessary with entries into Dragonfly.
- Ensure proper concussion protocol is followed.
- Research, coordinate, and present safety information to coaches.
- Identify and relay availability of coaching clinics, on-line safety courses, and other resources available that promote athletic safety.
- Work with the administration of Middle and High Schools to create a hiring committee when recommending individuals to be head coaches.

STRATEGY FOR ACCOMPLISHING ATHLETIC DIRECTOR'S TASKS

Compliance/Training

TSSAA Conference for Athletic Directors

Hosted by the State, this conference is for all Athletic directors. Leadership training and certification are two vehicles that the NIAAA has developed for preparing athletic administrators to professionally meet the challenges within the local school and community. The purpose of leadership training is to present best practices in use today that will better prepare the athletic administrator to offer quality programs, and participation opportunities for students across the country. Each attendee will have the opportunity to receive TASL credit if they take an LTC course (TSSAA, 2021). Usually held in April of every year.

Fall Head Coaches Conference- County Wide

Hosted by Rutherford County, this conference is for all head coaches in the county. We will provide resources for our head coaches, use our own athletic directors as speakers on compliance, relay information from AD conference, and give any updates for the year concerning Rutherford County Sports. Each year, the conference will be headlining a guest speaker for motivation. Also, one of the resources for this conference will include resources for mental health and family counseling information for coaches.

Assistant Coaches Clinic- All Sports

Hosted by Rutherford County, hosted by Rutherford County, this conference is for all head coaches in the county. We will provide resources for professional development, work-life balance, diversity and inclusion training, and mental health. Each year, the conference will be headlining a guest speaker for motivation.

Website Training Portal

An online training portal through the county website will provide resources for every coach that covers topics ranging from compliance to professional development as a coach. This is also an awesome tool for online courses, virtual workshops, and could be an awesome tool for coaches to communicate and share ideas.

Professional Development Committee

A Committee of 6 appointed Athletic Directors within the county (in addition to the county AD) that is responsible for creatively pursuing ideas for professional development for all the coaches in the county. This Committee will also oversee the planning and execution of each conference hosted by the county and given special tasks to assist with the ongoing compliance of Rutherford County sports.

FALL HEAD COACHES CONFERENCE (SAMPLE)

(All Head Coaches of Rutherford County Sports)

Item	Description	Presenter
Introduction	Welcome to A New School Year	County Athletic Director
TSSAA Compliance	New Compliance Highlights from the State concerning Athletics	Athletic Director (Professional Development Committee)
Break		
Concussion Protocols	Latest updates on concussion protocols and safety updates	Guest Speaker- Professional in Organizational Leadership
Lunch	1 Hour Lunch- Coaches are Released	Lunch
Coaching/Mentoring	Strategies in Coaching and Mentoring: <i>Dynamics of Coaching Players and Mentoring Coaches</i>	Guest Speaker- Professional Coach and Mentor
Mental Health	Discussing the need for mental health awareness and resources for coaches in preparation for another year.	Guest Speaker- Professional Counselor/Coach
County Updates	Updates for Rutherford County Sports: Hand book Review and Updates	Athletic Director- (Professional Development Committee)
Closing/Remarks	Final Thoughts	Director of Schools

Sample Budget- All numbers are figurative.

Item	Description	Estimated Cost
3 Guest Speakers- Guest Speakers can be local or distant.	Speakers Fees-500.00, Lodging 300.00 if applicable, travel if Applicable, 300.00.	3300.00
Venue Space	Venue Space for up to 250 coaches.	2000.00
Professional Audio/Video for Virtual Training	Our plan is to archive/stream live every conference for training purposes.	1500.00
		Total: \$6800.00

FALL ASSISTANT COACHES CLINIC (SAMPLE)

(All Assistant Coaches with Stipend)

Item	Description	Presenter
Introduction	Welcome to A New School Year	County Athletic Director
TSSAA Compliance	New Compliance Highlights from the State concerning Athletics	Athletic Director <i>(Professional Development Committee)</i>
Break		
Planning	Strategies on Planning as a Teacher and A Coach	Guest Speaker- <i>Professional Coach/Certified Teacher</i>
Lunch	1 Hour Lunch- Coaches are Released	Lunch
Coaching/Mentoring	Strategies in Coaching and Mentoring: <i>Dynamics of Coaching Players.</i>	Guest Speaker- <i>Professional Coach and Mentor</i>
Mental Health	Discussing the need for mental health awareness and resources for coaches in preparation for another year.	Guest Speaker- <i>Professional Counselor/Coach</i>
County Updates	Updates for Rutherford County Sports: <i>Important dates/announcements</i>	Athletic Director- <i>(Professional Development Committee)</i>
Closing/Remarks	Final Thoughts	Director of Schools

Sample Budget- All numbers are figurative.

Item	Description	Estimated Cost
3 Guest Speakers- Guest Speakers can be local or distant.	Speakers Fees-500.00, Lodging 300.00 if applicable, travel if Applicable, 300.00.	3300.00
Venue Space	Venue Space for all stipend coaches.	2000.00
Professional Audio/Video for Virtual Training	Our plan is to archive/stream live every conference for training purposes.	1500.00
		Total: \$6800.00

PROFESSIONAL DEVELOPMENT COMMITTEE (SAMPLE)

Selection and Role of the Committee

The professional development committee will be appointed by the County Athletic Director of Rutherford county schools. This committee is to oversee the planning and execution of the training conferences for the coaches of Rutherford county.

Selection Criteria:

The goal of this committee will be to provide an ongoing means of training and development for each coach in Rutherford county. Any coach within Rutherford county sports should feel a sense of growth and professional development while they are employed by RCS. Since the Athletic directors are already employed by RCS, this is not an increase in pay, this committee is by interest only. We are looking for Athletic Directors who are interested in:

- **Mentoring and Coaching**
- **Organizational Leadership**
- **Training and Development**
- **Event Planning**

Selection Process

- **An email will go out to all athletic directors concerning the committee roles and responsibilities.**
- **All interested in being on the committee will email the county AD with interest.**
- **Final Candidates will meet with county AD.**
- **On a certain announced date, the Selection Committee will be named.**

Committee Terms

Since the committee is by appointment, there are no terms. However, to maintain creative and fresh energy on the committee, the committee will begin the first year with just 4. After the first year, we will add 2 more committee members. Every 4 years the committee will re-examine the effectiveness of the team.

RESOURCE FOR PRINCIPALS AND ATHLETIC DIRECTORS FOR HIRING

An Equal Opportunity Employer

It is the policy of Rutherford County Schools not to discriminate on the basis of race, color, religion, sex, national origin, age, or disability in its educational programs or employment policies as required by Titles VI and VII of the Civil Rights Act of 1964, the Equal Pay Act of 1973, Title IX (1972 Educational Amendments), Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act.

Discretionary Hiring for Each School

In accordance with the Rutherford County Schools Athletic handbook, it is noted that the Principal of each school shall be in charge in all matters pertaining to the athletic relations of his/her school, and in the management of the school's athletic program. To ensure that each hire is done in a fair and indiscriminate way, there should be a universal hiring process that every school uses adopts when hiring "head coaches" at each school.

Implementation

- Each principal should have an oversight/hiring committee that is composed of key partners in the potential head coaches' success.
- Each principle should have standards that serve as key measurements for the hiring process
- Each Candidate should have an interview Score that validates the decision of the principal/committee

FINAL POINT SYSTEM FOR CANDIDATE

When considering a head coach, many principals may have their own criteria for hiring the right person for the job. To help keep this process consistent across the county, a universal process will give each principal a tool for measurement that is used by every principal in Rutherford County concerning head coaches. When making the final decision, each principal can evaluate each candidate based on their score of the process. However, each principal is still able to choose a candidate that didn't score as well as other candidates but then the decision would be totally at the discretion of the principal. To gain support of the county (should there be a claim of discrimination or unfair hiring) each principal should hire based on the highest or comparable score. Below is a sample of the final score sheet.

Category	Possible Points	Actual Score
Resume- Resume includes the candidates' history in coaching or playing the sport. Candidates that have played or coached at any collegiate level will be rewarded as follows: <ul style="list-style-type: none"> • Played at Collegiate/Pro Level- 10 Points • Coached at Collegiate/Pro Level- 10 Points • Years of Experience- 1 Point Per year up to 10 Points • Success as a Coach- 10 points only if a winning record. • Championships as a Head Coach (Regional/State)- 10 points 	50	
Interview- The next area that candidates can earn points is on the interview. The interview gives hiring staff an opportunity to see how the candidate will interact with the team, staff, and cast their vision to the team. Every principal has certain criteria for their candidates, so this can be left to the discretion of the principal, however the possible point total is the same.	50	
Strategy/Vision- This section analyzes whether the candidate's vision for the team aligns with the vision and culture of the school, county, and state standards.	50	
Strategy/VisionChemistry- This section will draw data from those selected on the hiring committee. Having a coach "in the building" will require him/her to work well with other coaches and staff. From the interview, committee members will provide feedback on how candidate displayed an ability to communicate a plan to fit withing the culture of the school and collaborate with other coaches.	50	
	Total	

HIRING COMMITTEE (SAMPLE)

Principal

The principal is the overseer of the hiring committee and ultimately makes the final decision on the hiring of the head coach.

Athletic Director

The school Athletic Director is the main advisory to the principal through the process. The Athletic Director should help determine the competency of the candidate.

Guidance Counselor

One of the school's guidance counselors should be present on the committee to help determine the candidate's commitment to academic excellence.

Partnering Head Coach

In most cases, Head coaches will have to share student athletes within the school with each other. Other head coaches have valuable insight that can be used to help determine the candidate's chemistry.

Unbiased Participant

The committee can be rounded out by having an unbiased stake holder. This person can be a teacher, community leader, or someone that has a special interest in the school. This person will help determine the leadership and vision casting of the candidate.

Using Scoresheets

- **Helps the interview to stay on track:** By following pre-selected questions and interviewing each candidate in a similar manner using an objective rating system, interviews are much more likely to go according to plan.
- **Keeps interviews consistent:** Scorecards can help ensure interviews remain consistent from candidate to candidate and that interviewers follow an objective outline of questions when interviewing people for a position.
- **Helps candidate evaluations remain objective:** Interviews can easily turn subjective depending on the interviewer's biases, personal preferences and initial impression of candidates. Using scorecards to move through the interview is a good way to ensure that all interviews are objective and consistently ask interviewees the same questions and rate them using the same scale.

INTERVIEW SCORESHEET (FOR GUIDANCE COUNSELOR)

Name of Applicant: _____

Position: _____ Date: _____ Interviewer: _____

OVERALL TOTAL: _____

PROFESSIONAL PRESENTATION	Excellent	Good	Average	Below Average	Poor	No Answer	Comments
Demonstrates the ability to understand & respond to questions concerning the school's commitment to academic excellence.	5	4	3	2	1	0	
Demonstrates interest in a collaborative responsibility to student athletes' success both in the sport and in the classroom.	5	4	3	2	1	0	
Able to communicate program goals with justification & sincerity; goals & objectives well thought out.	5	4	3	2	1	0	
Has a plan to help student athletes graduate and complete academic requirements.	5	4	3	2	1	0	
Has a plan of disciplinary action for students that are not applying themselves in the classroom.	5	4	3	2	1	0	
Shows a concern for the school academic goals.	5	4	3	2	1	0	
TOTAL (Add up the points)							GRAND TOTAL:

CHRISTOPHER A. JOHNSON SR.

INTERVIEW SCORESHEET (PARTNERING HEAD COACH)

Name of Applicant: _____

Position: _____ Date: _____ Interviewer: _____

OVERALL TOTAL: _____

PROFESSIONAL PRESENTATION	Excellent	Good	Average	Below Average	Poor	No Answer	Comments
Demonstrates the ability to understand & respond to questions concerning the school's culture and atmosphere.	5	4	3	2	1	0	
Demonstrates interest in a collaborative progression on the school's athletic program as a whole.	5	4	3	2	1	0	
Able and willing to work with other coaches to help develop young men and women in multiple sports.	5	4	3	2	1	0	
Has a plan to help student athletes pursue post-secondary opportunities.	5	4	3	2	1	0	
Has a plan of disciplinary action for students that have behavioral and character issues.	5	4	3	2	1	0	
Demonstrates the ability to vision cast for the success of the program.	5	4	3	2	1	0	
TOTAL (Add up the points)							GRAND TOTAL:

CHRISTOPHER A. JOHNSON SR.

MULTI-MEDIA

Communication is a vital part of the responsibility of the Athletic Director. To communicate and collect information in a timely manner from multiple sources will include a multi-media effort. In this fast-moving digital world, the Rutherford County athletic department can make use of its website, social media, video platforms, and web-based data management software to manage this task.

The Website

For General Public	For Coaches	For Players/Parents
<ul style="list-style-type: none">• Links to all schools• List of all Athletic Directors• List of Trainers• Store for Products• Sports Calendar for County• Latest County Sports News• Sponsors/Ads	<ul style="list-style-type: none">• Training Portal (passcode protected)• Safety Protocols• Compliance updates• TSSAA Guidelines	<ul style="list-style-type: none">• County Handbooks• County Bylaws• Forms• Online Complaint (Process)• Video Communication• TSSAA

Social Media- *Instagram, Tik-tok, Facebook, and Twitter*

Latest News	Celebrations	Promotions
Used to share the latest news/updates with county sports that is pertinent to all sports and schools. This is a quick way to get public info out across multiple platforms very quickly.	Social media is a great way to celebrate coaches and players on their accomplishments and achievements. Example: <i>Regional recognition, tournaments, awards, etc.</i>	This is also a great way to promote events, games, or activities in the interest of the county athletics.

Media Production

Local Media Outlets	Podcasts/YouTube Channel	News and Journalism
Develop partnerships and relationships with local media outlets.	A county-wide podcast/YouTube channel that highlights our coaches and their coaching philosophies on character.	Establish partnerships with students that desire sports journalism as a career path to create stories and sound bites within county athletics.

CHRISTOPHER A. JOHNSON SR.

MY FIRST 90 DAYS

My commitment to Rutherford County sports will be no different to how I approach other areas in my life. I will be ready to get to work on day one. Also, if given the opportunity, I understand the value in so many coaches and Athletic Directors that are currently in this county. I'm willing to listen and learn from those who have gained valuable insight over the years. I'm fully aware of the task at hand. I will lead with the intent of ensuring that Rutherford County Athletics is protected in any allegation of violation for failure to meet compliance. To do that effectively, I understand that I can't do it alone. I believe in TEAM. I will be committed to all of the tasks mentioned in the description of the Athletic Director, however, below is what I will immediately begin working on in Day 1:

1. Send invitations for meetings with all Athletic Directors and Principals to "listen" to their concerns and share plans (whether in person or virtually).
2. Establish the team and calendar.
3. Send an invitation to Athletic Directors to apply for the oversight committee.
4. Meet with Instructional Department about credit courses in physical education and wellness.
5. Establish a complaint policy and process for parents.
6. Develop athletics website and online training portal for coaches and Athletic Directors.
7. Review and revise county handbook with any updates for the 2021-22.
8. Plan first AD Workshop and First Coaches Workshop for Beginning of School Year.
9. Solidify Hiring Committee format and Hiring Process for all principals to adopt.
10. Contact TSSAA and research any new legislation for 2021-22.
11. Compile List of all coaches/volunteer coaches and list of practice/game or match schedules
12. Perform related duties as assigned.

Finally, I have a vested interest in this county. I've lived here for the past 21 years. I met my wife here, my kids were born here, currently enrolled and have graduated from Rutherford County Schools. Both of my sons have played and one is still involved in Rutherford County Sports. I value this community and look forward to doing my part to ensuring that this Athletic Program stays competitive, compliant, and has a sense of community.

I'm Chris Johnson, and Thank all of you for your consideration.

