



## 2025 Mid-Season Checklist

### Why This Mid-Season Checklist Matters

A successful sports season depends on maintaining consistent momentum, engagement, and performance from start to finish. Mid-season is a pivotal moment to pause, assess, and proactively address potential challenges before they escalate.

This checklist is designed to help Athletic Directors like you:

- Quickly identify **areas needing immediate attention**.
- Enhance fan and sponsor engagement to maintain enthusiasm.
- Prevent equipment issues from disrupting key games.
- Keep your staff and volunteers motivated and effective.

Completing these steps ensures your program stays energized, organized, and effective—delivering a memorable season for athletes, fans, and sponsors alike.

**Let's get started!**



### 1. Performance & Attendance

Regularly reviewing attendance figures and trends provides valuable insight into your program's reach and popularity. Gathering direct feedback from coaches, athletes, and fans uncovers hidden issues and highlights areas for improvement. This ongoing evaluation enables you to tailor your marketing and engagement strategies to maintain or increase fan enthusiasm throughout the season.

- Compare attendance figures from early season to mid-season
- Document any notable trends or changes
- Gather and evaluate feedback from coaches, players, and fans
- Check current fan engagement levels (social media, community participation)

### 2. Equipment & Scoreboard Checks

Your scoreboard and related technology are central to creating an engaging game-day atmosphere. Routine visual inspections, software updates, and connectivity tests reduce the risk of disruptive malfunctions that can negatively impact the fan experience. Keeping your equipment in top shape ensures smooth operations and preserves your program's professional image.

- **Visually inspect** all the scoreboard and related equipment
- **Test** scoreboard software and controllers for updates
- Check and test backup systems and emergency power
- Confirm all connections and cables are secure and intact

### 3. Sponsor Check-In

Sponsors are vital partners whose satisfaction has a direct impact on funding and long-term relationships. Mid-season check-ins provide an opportunity to assess their current visibility and engagement with your program. Use this time to gather feedback and, if needed, adjust sponsorship packages to maximize value for both sponsors and your athletic department.

- **Contact sponsors** for mid-season feedback
- Review sponsor satisfaction with current visibility and engagement
- **Adjust sponsorship packages** based on sponsor input, if needed

### 4. Staff & Volunteer Motivation

The **enthusiasm** and **commitment** of your staff and volunteers sets the tone for every event. Mid-season is a critical time to recognize hard work, address any burnout, and reinforce essential training. **Proactive** communication and appreciation foster a motivated team, resulting in smoother game-day operations and a positive environment for everyone involved.

- Schedule mid-season refresher training sessions
- Conduct brief meetings to solicit staff and volunteer feedback
- **Organize recognition or appreciation events or activities**

### 5. Planning for the Remainder of the Season

Staying **organized** and **proactive** is key to finishing the season strong. By outlining clear action steps based on your mid-season review, you can tackle issues early and capitalize on successful strategies. Scheduling follow-up assessments and maintenance ensures your program stays responsive and adaptive as the season progresses.

- **Outline actions** to address identified mid-season challenges
- Set dates for follow-up checks and **reassessments**
- Schedule proactive maintenance and engagement events

### 6. Choose a Trusted Partner

Not all vendors understand the needs of schools. That's why working with someone who truly gets it makes a difference. Microframe has been serving organizations across the U.S. for over three decades.

- **Over 35 years of experience in school scoring systems**
- Responsive, U.S.-based service and support
- Fast, direct communication—no call centers
- No High Pressure Sales—just what you need, when you need it

### 7. Ready to Start?

The earlier you start, the smoother the process will be. If you **plan early**, you'll **avoid higher prices**, rushed installations, and unnecessary stress.

We are **Microframe Sports** and through our partnership together we can help you:

- **Upgrade** to the newest technology
- Choose the best system for your facilities
- **Stay on budget**
- Get fast, U.S.-based service and support

Let's set up a short, no-pressure conversation to get you started. Even if you're just gathering information, we're here to help.

**Start early. Stress less. Lead your program forward.**

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