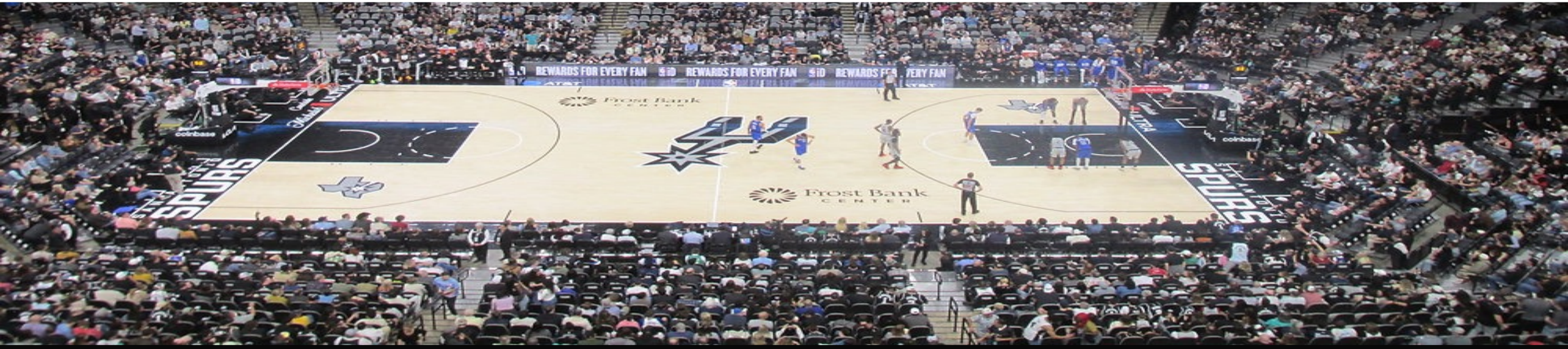


SAN ANTONIO SPURS

PLAYER APPEARANCE TRACKING

A CHANGE PLAN FOR PLAYER ENGAGEMENT

Kyle Williams

ONE PLACE FOR APPEARANCE INFORMATION

THE CHANGE

Use one shared process to record appearances and build department reports.

THE VALUE

Staff could spend less time pulling information together and have a clearer picture of player involvement in the community.



The first two weeks would confirm what is working, what is missing and how long reporting takes.

THE WEEKLY PROCESS



ENTER

The event lead enters the appearance within three business days.

CHECK

Player Engagement checks entries weekly and follows up on missing details.

REPORT

A monthly report shows participation and the types of events completed.

PLAN

Leadership uses the report to help plan future appearances.

Each entry includes event ID, date, player, event type, location, time spent, staff contact and completion status.

WHO HANDLES WHAT

Group	Role in the change
PE leadership / process lead	Support the change, assign responsibilities and keep the process moving.
Community Impact / PR / Partnerships	Share department needs and name a staff contact to enter each event.
IT / legal or compliance staff	Review who can access the information, where it is stored and which rules apply.
Players / agents	Continue using approved channels for appearance requests. Staff handle data entry.
Department leadership	Review monthly results and decide whether to expand the trial.



GETTING STAFF ON BOARD

EXPLAIN THE REASON

Show how the change could save time and reduce repeat requests.

INCLUDE STAFF EARLY

Let department contacts help choose the fields and test the form.

KEEP THE STEPS SIMPLE

Offer a 20-minute walkthrough, a short guide and one contact for questions.

SHARE WHAT IS WORKING

Share time saved during the trial and recognize staff contributions.

WHAT COULD GET IN THE WAY

Challenge	How to address it
Staff hesitation	Explain why the change would help, include staff in the setup and talk through workload concerns.
Limited budget	Review existing tools first. Get leadership approval for any added costs.
Privacy and compliance	Limit access to the right staff. Review storage, retention rules and any policy or contract requirements.
Travel and busy schedules	Keep entry short, name a backup staff contact and follow up when entries are late.
Missing or duplicate entries	Use clear definitions and event IDs. Check entries before sharing reports.

TIME AND COST

40–60

Estimated total staff hours over 12 weeks

Example cost: $2,000–$3,000 at $50 per hour for setup, training and review.

START WITH EXISTING TOOLS

Leadership would confirm staff availability and software costs before the trial.

IT would review tools already available. Any new purchase would need approval.

THE ROLLOUT

WEEKS 1–2	Review records and staff feedback. Measure reporting time and confirm the scope.
WEEKS 3–4	Agree on required details and access. Train a small group to test the process.
WEEKS 5–6	Run the trial. Review missing information, deadlines and feedback each week.
WEEKS 7–8	Make changes. Expand after the trial meets targets and access checks pass.
WEEKS 9–12	Review results, finalize the guide and confirm who manages the process.
90-DAY FOLLOW-UP	90 days after Week 12: check use of the process and compare reporting time.

DURING THE TRIAL

95%

REQUIRED INFORMATION COMPLETED

Check all trial entries weekly. Missing details would call for clearer instructions or a shorter form.

90%

APPEARANCES ENTERED WITHIN 3 BUSINESS DAYS

Compare entries with approved event lists weekly. Follow up on late or missing records.

4/5

STAFF RATING FOR EASE OF USE

Ask staff each week. If the rating falls short, observe the steps and simplify what slows them down.

0

UNRESOLVED MAJOR ACCESS CONCERNS

IT would check access before expansion. Resolve any concerns before adding users.

AFTER LAUNCH

25%

LESS TIME BUILDING THE SAME REPORT

Compare reporting time at Week 12 and 90 days later. Review extra work if time has not improved.

95% / 90%

COMPLETE / ENTERED ON TIME

Check monthly through the 90-day follow-up. A drop would call for support or changes to the process.

4/5

LEADERSHIP RATING FOR REPORT USEFULNESS

Ask monthly how the report helped with planning. Change the report if the information is not useful.

Hours

UPKEEP FITS AVAILABLE STAFF TIME

Compare actual hours with approved capacity. Simplify the process or add support if needed.

MAKING IT PART OF THE ROUTINE

AT WEEK 12

Leadership reviews the results, remaining issues and time spent before approving the full process.

A CLEAR LEAD

Player Engagement keeps the guide updated, reviews entries monthly and names a backup contact.

NEW STAFF

New staff receive the short guide. Department contacts help address repeated issues.

EACH QUARTER

Leadership reviews whether the reports are useful and approves changes when needed.



THE BIGGER PICTURE

Better records would help staff plan player appearances and show the work happening in the community.

INTEGRITY	Clear records help staff accurately report player appearances.
SUCCESS	Less time spent building reports gives staff more time to plan.
CARING	Better coordination helps support players and their community involvement.



The change would support SS&E's strategic plan through better community engagement reporting. Leadership would connect it to the specific organizational goal before launch.

REFERENCES

KOTTER. (N.D.)

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PLANNING NOTES

Leadership would confirm the timeline, estimated costs and targets before starting. The first review would identify any gaps in the current process.