



FLOYD COUNTY BOARD OF EDUCATION
Tonya Horne-Williams, Superintendent
442 KY RT 550
Eastern, KY 41622
Telephone (606) 886-2354 Fax (606) 886-4550
www.floyd.kyschools.us

William Newsome, Jr., Board Chair - District 3
Linda C. Gearheart, Vice-Chair - District 1
Dr. Chandra Varia, Member- District 2
Keith Smallwood, Member - District 4
Steve Slone, Member - District 5

Consent Agenda Item (Action Item): In today's competitive sports landscape, technology plays a crucial role in enhancing athletic performance and team strategy. HUDL, a leading sports performance analysis platform, offers a comprehensive suite of tools designed to improve player development, coaching efficiency, and team performance across all sports. This proposal outlines the benefits of acquiring HUDL for Prestonsburg High School and seeks approval for the purchase and implementation of the platform for all athletic programs.

Benefits of HUDL for student- Athletes

1. **Performance Analysis:** HUDL allows athletes to review their performance in high definition, providing critical insights into their strengths and areas for improvement. The feedback loop is essential for personal development and helps athletes refine their skills over time.
2. **Recruitment Opportunities:** HUDL's platform is widely recognized and utilized by college coaches and recruiters. By providing our athletes with the ability to create and share highlight reels, we significantly increase their exposure to college programs, enhancing their chances of earning scholarships and continuing their athletic careers beyond high school.
3. **Skill Development:** Athletes can use HUDL to study professional players and teams, learning advanced techniques and strategies. This access to high-level content inspires athletes and encourages them to work harder to achieve their goals.

Benefits for the Entire Athletic Programs

1. **Unified Platform for All Sports:** HUDL supports multiple sports, providing a consistent platform for analysis and communication across all athletic programs at Prestonsburg High School. This consistency fosters a cohesive athletic culture and encourages collaboration among coaches and teams.
2. **Increased Community Engagement:** By sharing game highlights and team successes on social media and other platforms, HUDL helps build a stronger connection between the school and the community. This increased visibility can lead to greater support for our athletic programs from parents, alumni, and local businesses.
3. **Data-Driven Decisions:** HUDL provides valuable analytics that help coaches and athletic directors make data-driven decisions to improve team performance and program effectiveness. This insight is critical for maintaining a competitive edge and ensuring the success of our athletic programs.

Applicable State or Regulations: General powers and duties of the board. Board Policy 01.1

The Floyd County Board of Education does not discriminate on the basis of race, color, national origin, age, religion, marital status, sex, or disability in employment, educational programs, or activities as set forth in Title IX & VI, and in Section 504.

Fiscal/Budgetary Impact: No district financial responsibilities. Prestonsburg High School will cover all cost.


History/Background: The acquisition of HUDL for Prestonsburg High School is a strategic investment in the future of our athletic programs. By providing our student-athletes and coaches with cutting-edge tools for analysis, communication, and development, we position our teams for success both on and off the field. We respectfully request the approval of this proposal and the allocation of funds necessary for the purchase and implementation of HUDL across all sports at Prestonsburg High School.

Recommended Action: We urge the administration and school board to recognize the significant benefits of HUDL and approve the signing of the agreement to purchase this platform. Together, we can ensure that Prestonsburg High School remains at the forefront of athletic excellence and continues to provide our students with the opportunities they deserve.

Contact Person(s): Mr. Brandon Kidd, Principal/ 606-886-2252
Wesley Hager, Head Football Coach/ 606-886-2252
Marco Pacheco, Athletic Director/ 606-886-2252


Principal


Director


Superintendent

Date: 9/8/2025