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Caledonia Community Schools Welcomes New Athletic Director, Phil Miedema

Caledonia, Mich. – Caledonia Community Schools is excited to announce Phil Miedema as the new Athletic Director of Caledonia High School. He takes over for Fred Townsend, who is retiring after a highly successful tenure as the leader of the district's athletic program since 2019.

Phil's story starts here in Caledonia. He graduated from Caledonia High School in 2001 and has remained deeply connected to the community ever since. After earning his degree in K-12 Physical Education from Grand Valley State University in 2009, Phil returned to Caledonia and taught Physical Education, Health, and Speed & Strength for thirteen years at the high school. He also completed his Master's in Educational Leadership in 2017 and recently earned his Certified Athletic Administrator (CAA) credential in spring 2025.

Over the years, Phil has played a key role behind the scenes in the Athletic Department. He worked alongside our athletic trainers, took on event management, and helped lead the department through major changes. When Fred Townsend came on board, Phil moved into the Assistant AD role and helped launch a new era for Cal Athletics.

"Phil is a servant leader who understands the heart of Caledonia Athletics because he's lived it," said Superintendent Dirk Weeldreyer. "His vision aligns with our focus on developing well-rounded students who show leadership, responsibility, and pride in everything they do. We are thrilled to have such an outstanding individual leading our athletic program and continuing to build on the long tradition of excellence here at Caledonia."

Phil's focus is on building a culture where values like integrity, honesty, respect, and teamwork are part of everyday life. "We want our student-athletes to grow as leaders, not just on the field, but in the classroom and throughout the community," Phil said. "Being part of something bigger than yourself is what Cal Athletics is all about."

Phil and his wife Andrea are raising their three boys, Hudson, Landon, and Gabe, right here in Caledonia. All three are active in youth sports, including the Caledonia Youth Football Association (CYFA), the Caledonia Youth Basketball League (CYBL), the Caledonia Baseball/Softball League (CBSL), and Caledonia Youth Lacrosse. The whole family can often be found cheering on Cal teams at home games throughout the year.

As we welcome Phil into this new role, we also extend a heartfelt thanks to Fred Townsend for his transformational leadership. Fred helped develop the #WeAreCAL brand, expanded athletic opportunities, and emphasized student-first values. Under his guidance, Cal Athletics gained strength, structure, and renewed pride. He championed innovative training models, built strong community partnerships, and fostered a foundation that will support future generations of athletes. His vision, energy, and dedication leave a lasting legacy and have positioned the program for continued success. **#WeAreCAL | #calpride**