

## **DRAFT OUTLINE AND OBJECTIVES, KHSAA 2012-2017 STRATEGIC PLAN**

### **KHSAA Vision Statement –**

To provide diverse and equitable opportunities for all students to enjoy the privilege of participation in school and education based sports or sport-activities as part of the educational experience to teach and hone life skills, learn perspective, have fun and develop character.

### **KHSAA Mission Statement-**

To provide governance and leadership in order to regulate and progressively administer the highest quality interscholastic athletic sports and activities in an efficient manner and promote the values of participation for all involved in school-based sport. The KHSAA will work collaboratively with its member schools to recognize and promote the primary priority of academic success and college and career readiness for the student participants, risk minimization for all participants in the programs, and the efficient administration of the education based athletic program in the schools.

### **Commitment**

- The staff of the KHSAA will serve its member schools by striving to be the most efficient organization possible for the management of its assigned duties through the Kentucky General Assembly and the Kentucky Board of Education, and by modeling and teaching best practices throughout its operations.
- To achieve this commitment, staff, with oversight of the Board of Control will-
- Provide exemplary athletic oversight through swift, fair, consistent and impartial regulatory decisions;
- Operate with openness that generates trust and with strict fiscal accountability;
- Provide impartial, responsive and inclusive leadership;
- Conduct and administer tournaments of nationally recognized excellence;
- Operate with a commitment to the Vision and Mission of the organization; and
- Honor our ultimate purpose, which is to foster lifelong values, good citizenship, ethics and a fair-play approach to life among student-athletes while promoting safe and sporting-like athletic environments.
- Provide an environment that enhances personal development through sporting behavior, character education, teamwork, leadership, and citizenship while increasing values that partner the educational standards of the Commonwealth of Kentucky.
- Recognize the outstanding accomplishments of Kentucky athletes, teams, coaches, and administrators through our academic and activity awards programs
- Provide strong leadership at all levels within the association.
- Promote education and the role of athletics in that process.
- Promote Sportsmanship and citizenship.
- Insist on the highest level of integrity within the membership.
- Hold student-athletes accountable when necessary, but when there is doubt, ensure that student-athletes are not unjustly sanctioned
- Preserve the heritage of interscholastic athletics.

### **Values and Basic Principles**

- Participation is a Privilege
- Athletics and Activities Programs are Education-based

- Participation in Athletics and Activities Teach Life Skills
- Appropriate Perspective is Taught Through Participation
- Fun is Primary Reason for a Student's Participation
- Participation Supports the Academic Mission of the school
- Participation Supports the Development of Positive Character

## Goals

The efforts for 2012-2017 will focus on the following five areas:

### ORGANIZATION DEVELOPMENT AND ENHANCEMENT

- Staff Development, Retention and Growth, Cross-Training and Stability
- Review and Simplification (where possible) of rules and regulations
- Completion of Parents Information website and information portal
- Continued Work in Sports Medicine and Injury Prevention

### PARTICIPATION

- Renewed and continued emphasis on education
- Promote Participation
- Increase Opportunities for Females (Field Hockey? Dance?)
- Require PA announcements regarding participation
- Distribute Electronic PSA to all schools
- Promote Social Aspect of Participation
- Participation IS success, not just scoring more points
- New opportunities for students (sport activities) are generally very low cost
- KHSAA give incentive for adding Girls' Sports – Banner, Plaque, etc. for continuing team
- Participation Level Prizes, Plaque/Banner if x% of students are participants

### EDUCATION

- Guiding Lifetime Principles
  - Sportsmanship - following the rules of the game, respecting the judgment of referees and officials, treating opponents with respect, respect for one's opponent and graciousness in winning or losing
  - Integrity - consistency of actions, values, methods, measures, principles, expectations, and outcomes – the truthfulness or accuracy of one's actions
  - Fair Play – a shared interpretation of the rules, the equal treatment of all concerned, sticking to the agreed rules, not using unfair advantages
  - Honesty – uprightness and fairness, truthfulness, sincerity, or frankness, freedom from deceit or fraud. To consistently seek and speak the truth
  - Respect - a positive feeling of esteem for a person or other entity
  - and specific actions and conduct representative of that esteem
  - Equity – fairness, just and right, equitable treatment of all, dealing fairly and equally with all concerned
  - Fair Competition – competitors within a competition should have similar performance potential and performance strength
  - Development of student-athletes – participation in athletics should aid in the physiological and psychological development of the student-athlete.
- Education of Schools and Public on Values of Participation

- What is success?
- Recognition of those that played postseason (patches, etc.)
- Education of Athletic Administrators
  - Annual Meeting Recognition of schools
  - Professionalize AD position
  - Training Requirements?
  - Education of Administrators, new to AD job
  - Education around RedBook
  - Target long term AD retention
  - Suggest moving AD training to fall
  - Enhance web site with training materials

#### OFFICIALS AND OFFICIATING

- Provide Educational Materials to Officials for use at local level
- Educate officials as to their responsibility
- Emphasize assigner responsibility to school
- Target recruitment of African Americans and Females to better mirror participants
- Target recruitment of officials in all sports with pre-packaged ads, etc.
- Improve assistance with policy boards on Assigner selection

#### RECOGNITION AND PRESEVRATION

- Complete archive projects to ensure preservation of history
- 100th Year Celebrations
- Hall of Fame and Museum
- Refine and Enhance Archives at ECU