



WELCOME TO THE NFHS SUMMIT

National Federation of State
High School Associations



Hyatt Regency Indianapolis
Indianapolis, Indiana
April 14, 2016

Take Part. Get Set For Life.™

Network: HYATT-MEETING
Password: NFHS2016



Tom Welter, President
NFHS Board of Directors



Bob Gardner, Executive Director
NFHS

WELCOME AND NFHS BOARD OF DIRECTORS RECAP

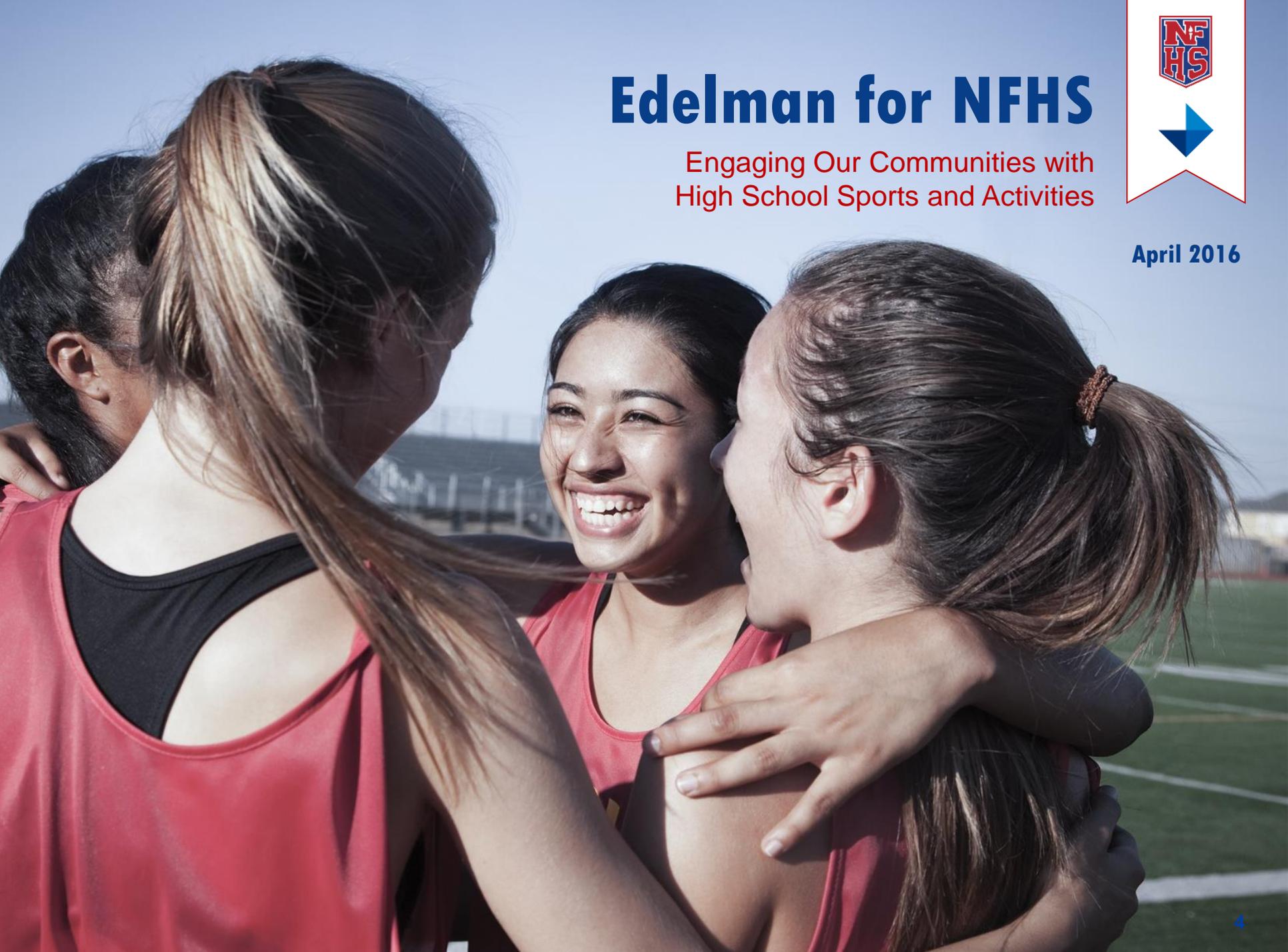




Davis Whitfield, Chief Operating Officer
NFHS

NFHS ELECTRONIC RULES CHANGE PROPOSAL FORM





Edelman for NFHS

Engaging Our Communities with
High School Sports and Activities



April 2016

Let's Start With Your Goal



Maintaining the Prominence and Enthusiastic Support for
School-Based Sports and Activities

Your Program in Two Parts



We've Done This Before

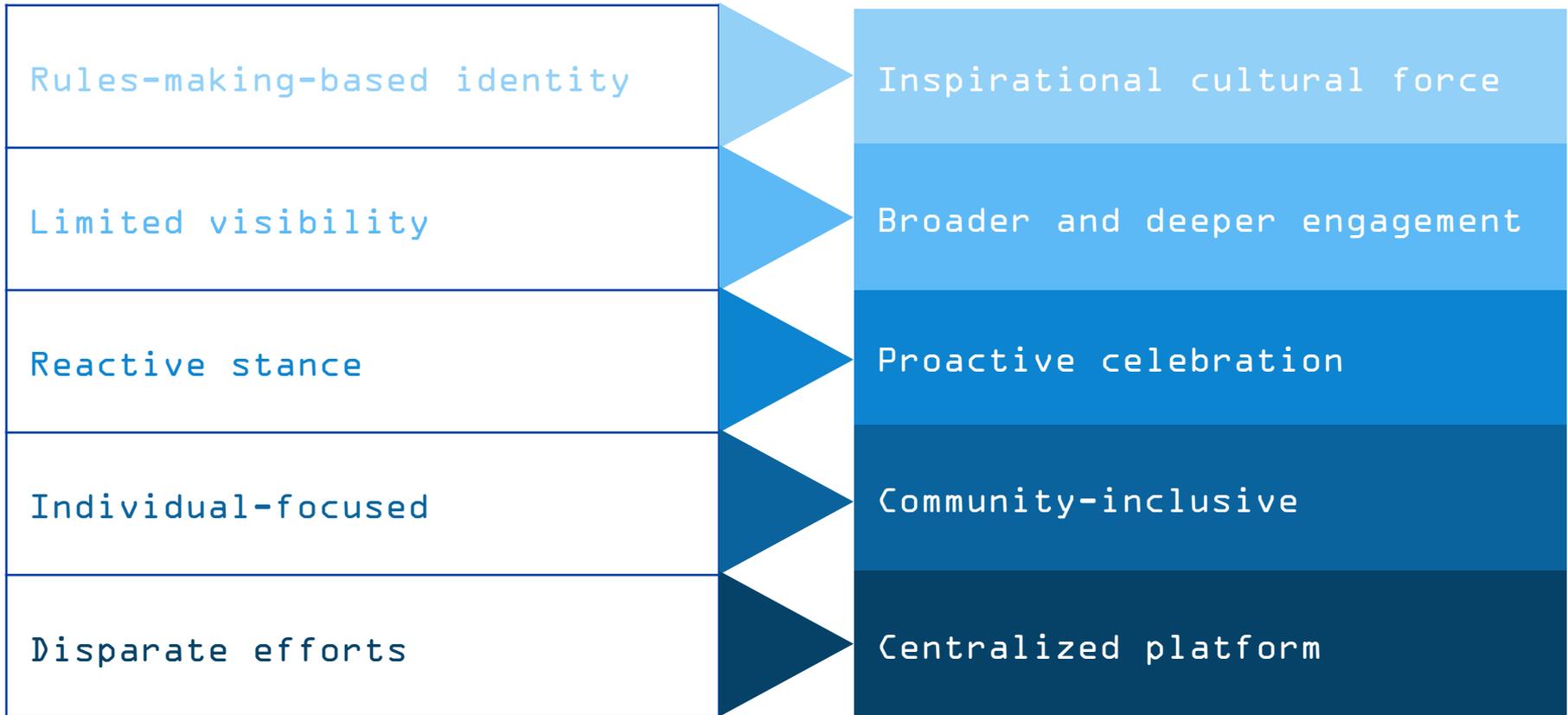


Where We Want to Take Your Brand



Current State

Future State



What Could Get In the Way?



Continuing Threats

Where's the Fun?

Let's STOP Inappropriate Aggression in Youth Sport

By MARY ANN DOVE - PERFORMANCE COACH /
Published: OCTOBER 28, 2015



Burnout

70% of children are dropping out of organized sports by the age of 13.

— National Alliance for Sports

Health/Safety Concerns

“Nearly half of parents say they are not comfortable letting their child play football amid growing uncertainty about the long-term impact of concussions.”

— AP-GfK poll

Options for Teens



Specialization

Is It Wise to Specialize?

What Every Parent Needs to Know About Early Sports Specialization and its Effect Upon Your Child's Athletic Performance



John O'Sullivan
Author of the Bestselling Book Changing the Game

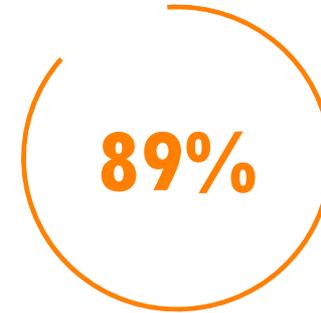
Parents Also See a Big Role for High School Sports in the Community



Of parents agree that sports make children feel like they're part of something bigger



Of parents agree high school sports foster a sense of community pride



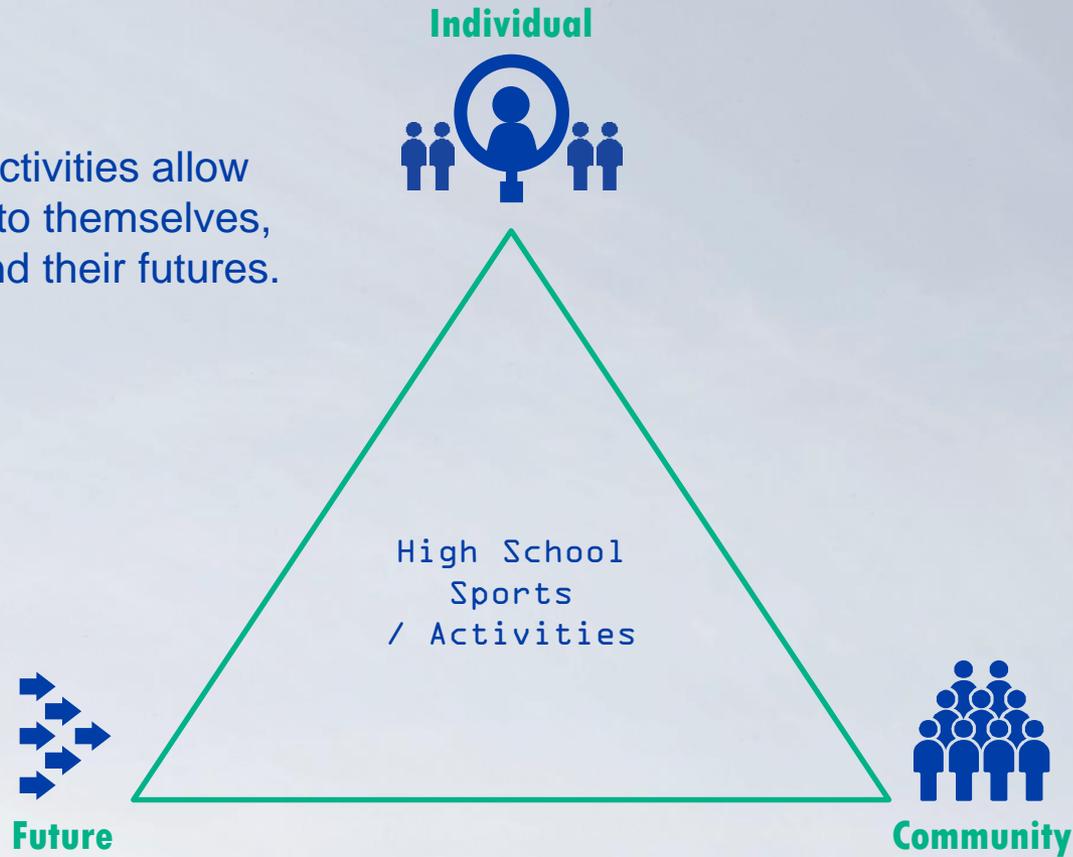
Of parents agree that their local community highly values high school sports

“Really good coaches become part of ‘the village.’ And I think they’re inspiring. They help kids believe in themselves and push themselves, and I think it’s a really positive relationship.”

Mother of 10- and 13-year-olds

Insight

High school sports/activities allow students to connect to themselves, their communities and their futures.





There are countless benefits to participating in high school sports and activities, but a lot of concerns as well. To overcome resistance and highlight all the aspects of community, we will make all of the many reasons kids want to play the subject of our campaign.

Our platform will engage our audience in a relatable way by highlighting the real stories of students, parents, coaches and communities.

We will show how this participation not only develops individual skills and character for the future, but drives a stronger sense of self and community that students will feel immediately, and for the rest of their lives.



Our Reason Why



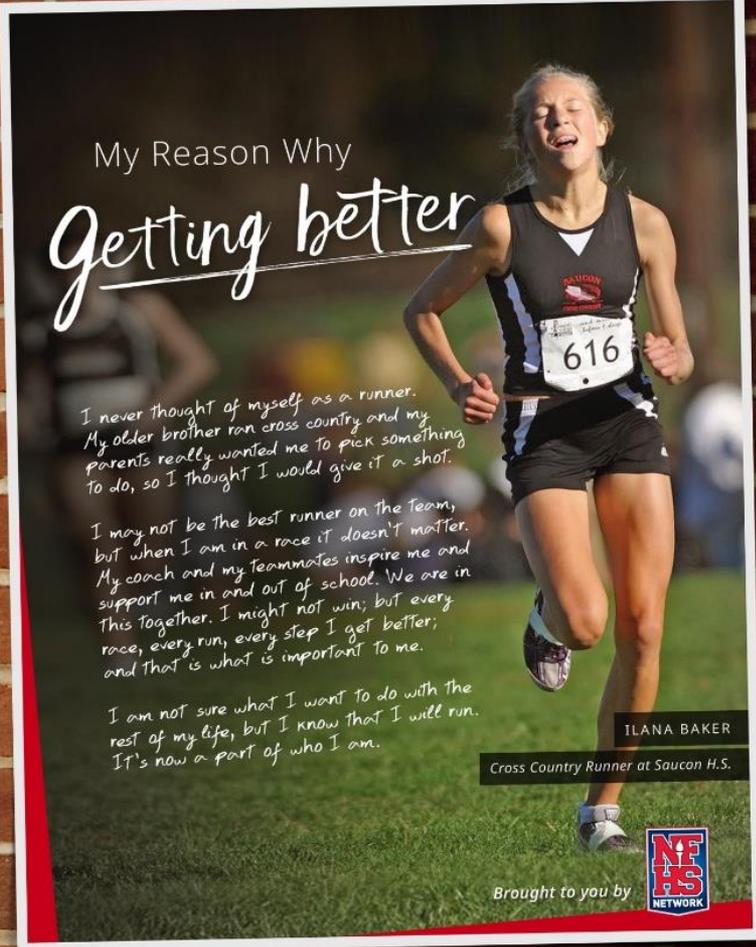
My Reason Why: Getting Better

I never thought of myself as a runner. My older brother ran cross country and my parents really wanted me to pick something to do, so I thought I would give it a shot.

I may not be the best runner on the team, but when I am in a race it doesn't matter. My coach and my teammates inspire me and support me in and out of school. We are in this together. I might not win; but every race, every run, every step I get better; and that is what is important to me.

I am not sure what I want to do with the rest of my life, but I know that I will run. It's now a part of who I am.

Ilana Baker — Cross Country Runner



My Reason Why
Getting better

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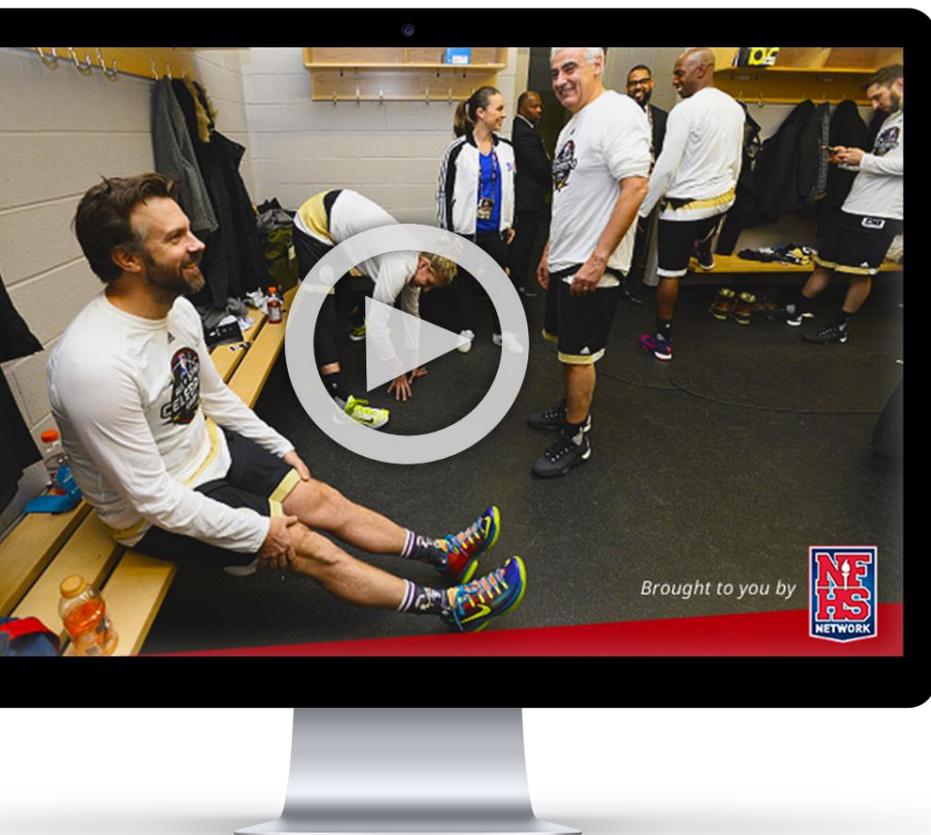
I am not sure what I want to do with the rest of my life, but I know that I will run. It's now a part of who I am.

ILANA BAKER
Cross Country Runner at Saucan H.S.

Brought to you by


Launch With Excitement

Our Reason Why
Our Community



Our Reason Why: Our Community Video

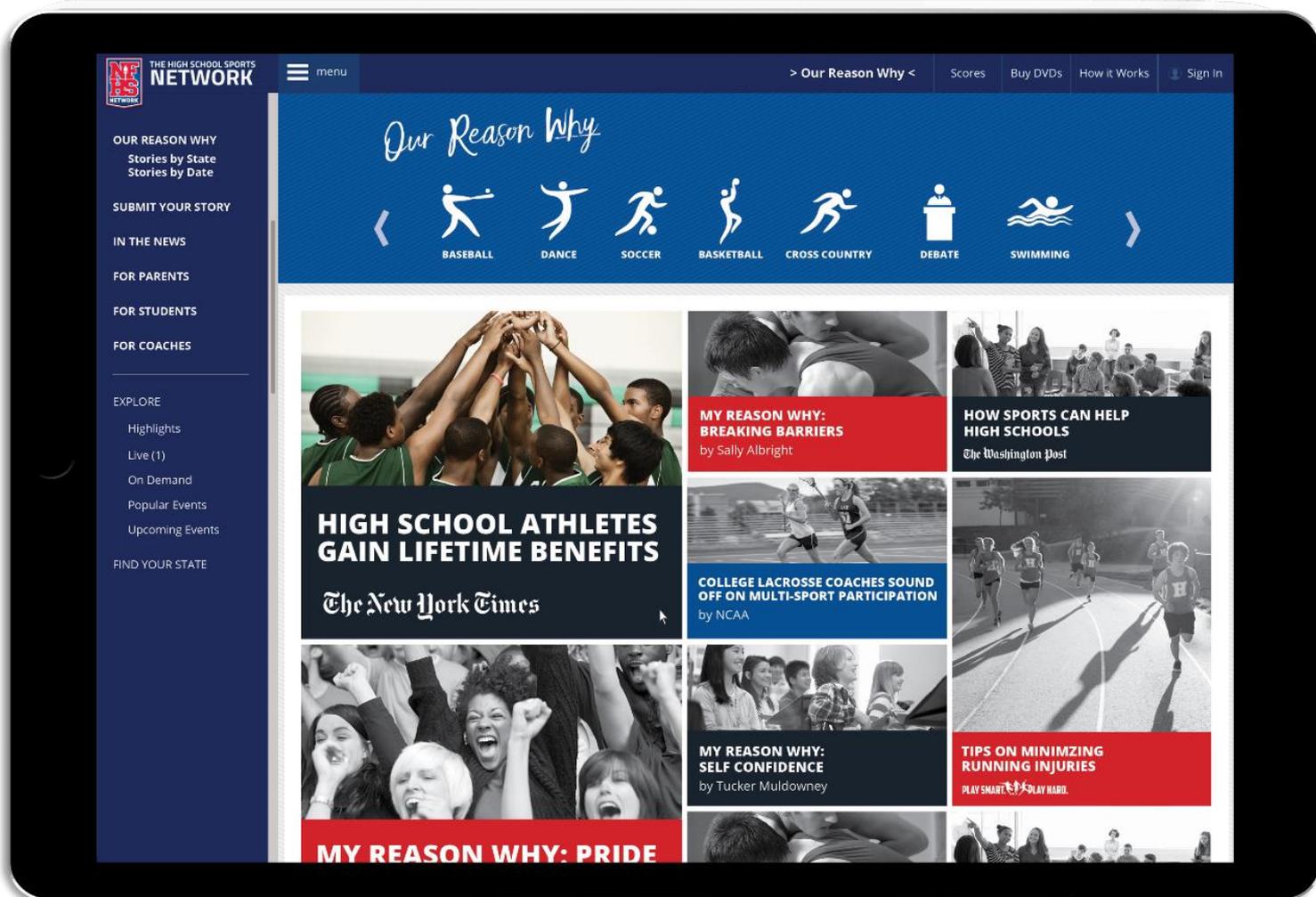
Narrated by a recognizable celebrity, we would be introduced to the local community through the players' lives and learn how community members have been profoundly touched by the school's various programs.

At the end of the video, there would be a reveal that this was the celebrity's high school team and hometown, and he/she would acknowledge the positive effect it had on his or her life.

- ▶ Provide messaging for use with school administrators, coaches, parents and student-athletes
- ▶ Encourage coaches to show video at high school orientations and recruitment nights
- ▶ Amplify content on the NFHS Network channels and explore a shorter cut as digital PSAs on Hulu and YouTube

Engage and Connect Efforts

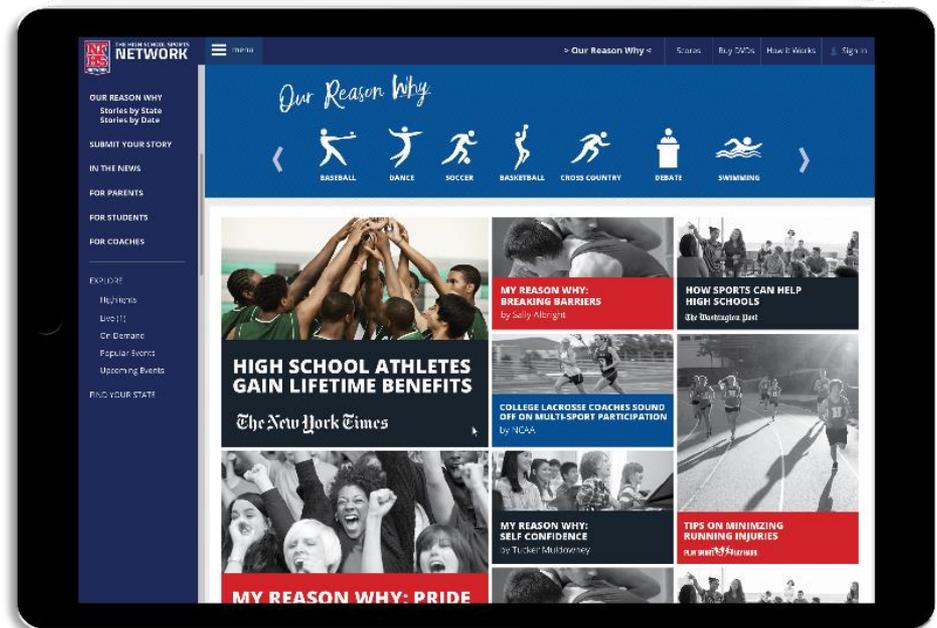
By creating a digital hub for all content efforts on a new section of the NFHS Network site, we forge a symbiotic relationship with the Network and Our Reason Why content, feeding participation in both.



Engage and Connect Efforts

This will be the digital focal point for the campaign along with the existing NFHS network social properties.

- ▶ Conduct incentive-based outreach from NFHS and corporate partners to populate our platform with the voices and images of students, parents and coaches
- ▶ Create a My Reason Why template during pre-launch for student-athletes, parents, coaches and administrators to populate personal stories and videos
- ▶ Share curated content from across the web on the platform and social media to help tell the larger story



Leverage Partnerships

Consider using the Under Armour partnership to support the program through its digital properties, through a national retail chain, as well as other natural hubs of sports and activities to reach students and parents in their communities.

- ▶ In-store installations will highlight selected My Reason Why stories to engage and drive participation
- ▶ Incorporate strong state association and NFHS branding to increase awareness, connected with a powerful partnership
- ▶ Highlight stories on a state by state basis

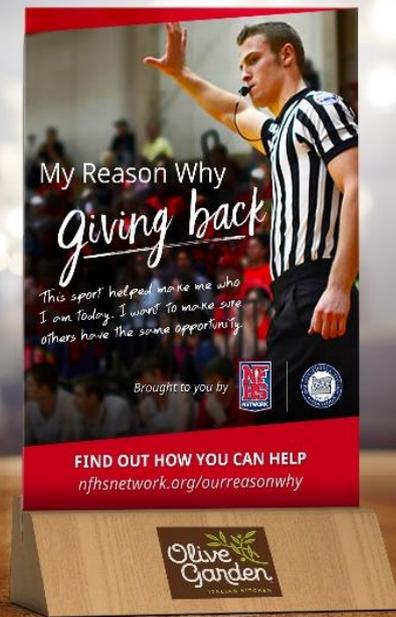


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Celebrate Local Communities

Engage with an existing NFHS partner in a program that uses a national footprint, but connects parents and teens on a state and community level.

For example, work with Olive Garden to host Team / Sport Reunion Nights across the country.

- ▶ Connect current students and programs with past history through events hosted by the current teams
- ▶ Consider extending invitation to junior high / middle-school students and their parents to generate increased interest
- ▶ Create invitation template for high schools and potentially use as a fundraiser



Increase Awareness Through Media and Thought Leadership

NFHS and Under Armour Lead Nationwide Dialogue Around Why We Play High School Sports

High School Sports May Be the Key To Your Child's Academic Success

Springfield Community Gains Pride, Strength From High School Wrestling Team

Create newsworthy content to drive media at national and local levels and identify opportunities to position NFHS as a thought leader.

- ▶ Conduct proactive outreach to key consumer lifestyle, sports and trade media with seasonal/ opportunistic hooks
- ▶ Develop communications toolkit inclusive of NFHS and Our Reason Why narrative, key messages, Q&A and template media pitches
- ▶ Establish network of trained media spokespersons
- ▶ Identify opportunities at industry conferences, speaking opportunities, etc.



Influence Through Interests

Create an influencer program that reaches both teens and parents to generate social conversation and drive traffic to the digital hub.

- ▶ Implement paid digital content partnerships and amplification efforts
- ▶ Use campaign hashtag to support all content created for social sharing
- ▶ Work with state associations to leverage existing communications and email marketing strategies to support the campaign

INFLUENCERS & CONTENT PARTNERS



Brent Riveria



Health.com

PAID & ORGANIC SOCIAL CONTENT



Michael Matura @CoachMatura · 4 Jul 2015

Players saying thank you 4 making them better people off the court is better than any win on the court [#myreasonwhy](#) what an awesome season 🏆🔥¹⁰⁰



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Proactively Manage Issues

Position the NFHS as the leading, national voice on player safety in high school athletics by elevating national visibility of Play Smart. Play Hard.

- ▶ Host online chats on player safety topics with student-athletes, parents, etc.
- ▶ Identify third parties — medical/neurological experts, academics, health organizations — to enhance credibility
- ▶ Conduct risk assessment to identify other core risk areas and develop template messaging for state association use
- ▶ Monitor current and emerging issues on traditional and social media



Tips from NFHS on Minimizing Sports Injuries This Spring

NFHS Partners With Brain Institute on Concussion Study

IHSA Recognized for Public Advocacy Campaign Focused on High School Sports Safety

How We Will Measure Success



Recognition

Increased visibility and awareness
among students and parents

Relevance

Enhanced message resonance on the value
of high school sports/activities and the advocacy
role of NFHS and state high school associations

Reach

Broader and deeper engagement
with key stakeholders

THANK YOU!

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Donald Remy

Executive Vice President of Law, Policy & Governance – Chief Legal Officer
NCAA

NCAA UPDATE



DONALD REMY

EXECUTIVE VICE PRESIDENT OF LAW, POLICY & GOVERNANCE – CHIEF LEGAL OFFICER, NCAA

As executive vice president of law, policy & governance and chief legal officer at the NCAA, Donald M. Remy serves as a key legal, policy and strategic advisor to the NCAA president, members of the senior management group, and the divisional governance cabinets, committees and boards. Remy manages and oversees the NCAA's staff that supports the legal, government relations, governance, infractions and sport science programs. Further, he specifically is responsible for guiding an efficient governance structure for Divisions I, II and III, assuring proper adjudication of infractions and assessing the NCAA's immediate and long-term legal challenges and needs. Remy guides key litigation and contract negotiations while building and maintaining productive relationships with local and national policymakers. He is involved in crafting and advocating appropriate policy positions on various issues including academics, amateurism, athletics competition and health and safety while ensuring his reporting departments are servicing and supporting student-athletes, the NCAA and member institutions.

Before joining the NCAA, he was a partner at Latham & Watkins and chair of a global practice group, representing both individuals and corporate clients in sophisticated investigations and proceedings involving compliance with international business statutes. Also, he litigated complex civil lawsuits, advised on crisis management and assisted companies in disputes involving contracts with the federal government. Remy also held high-level positions in the government and corporate environment, including deputy assistant attorney general at the Department of Justice; assistant to the general counsel of the U.S. Army; law clerk to the 6th U.S. Circuit Court of Appeals; and senior vice president, deputy general counsel and chief compliance officer at Fannie Mae. He developed defense and justice positions for the U.S. Presidential Transition Team. He also spent many years volunteering as an Amateur Athletic Union basketball coach in the Washington, D.C. area and serving on boards of many non-profit organizations.

The Louisiana native has a bachelor's degree in political science from Louisiana State University, where he graduated with honors and was commissioned as a second lieutenant in the U.S. Army. He received a juris doctorate from the Howard University School of Law, where he graduated top of his class.





Paul Berrettini & Derrick Mayes
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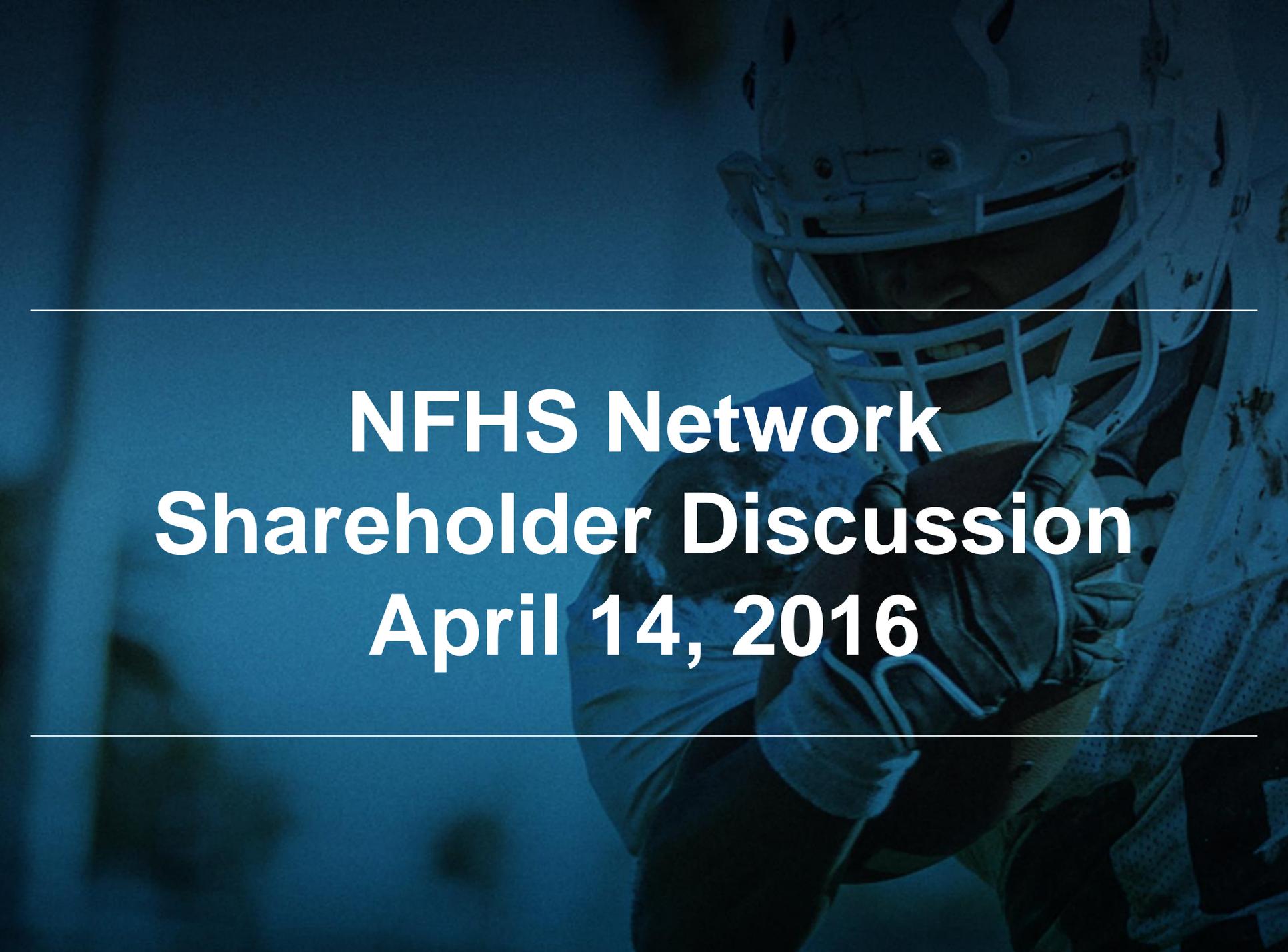
PROFESSIONAL DEVELOPMENT – DEALING WITH SOCIAL MEDIA





NFHS NETWORK UPDATE





**NFHS Network
Shareholder Discussion
April 14, 2016**

Where We Are Now

- Ownership & Control of a Business Strategically Important to our Future
- Unlike Any Project the NFHS Family Has Ever Attempted...
Unlike Any Success the NFHS Family Has Ever Experienced
- During the Past 12 Months –
 - Deepened Commitment
 - Improved Operations
- Path to Profitability

The Opportunity

High school sports is the last opportunity in sports where the majority of value remains untapped

The success of the Network will ensure that Associations & our schools receive the maximum benefit

Tim Lewis
Associate Director of Development
NCAA

NCAA ELIGIBILITY CENTER UPDATE



TIM LEWIS

ASSOCIATE DIRECTOR OF DEVELOPMENT

NCAA

- NCAA Staff member for 8 months
- Previously worked at UAB as a strategic planner and a Shelton State assistant coach
- Former division 1 student athlete and Alabama basketball staffer.
- Bachelor – Jacksonville State; Masters & MBA – The University of Alabama
- Mission is to build and maintain relationships with the athletic community to not only provide educational outreach but to proactively approach issues regarding potential student athletes.





Bob Gardner, Executive Director
NFHS

DISCUSSION OF HIGH SCHOOL FOOTBALL ISSUES





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