

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The text is centered on the page.

# **2012-2017 KHSAA STRATEGIC PLAN REVIEW**

JULY 2016

# EDUCATION OF PARTICIPANTS, COACHES, ADMINISTRATORS, PARENTS AND PUBLIC

- THROUGH THE NFHS, DISTRIBUTED ELECTRONIC PSA INFORMATION ON KHSAA WEBSITE (USE BY MEDIA AND SCHOOLS)
- PROMOTED KHSAA AND ITS EVENTS THROUGH FRIDAY NIGHT STATEWIDE CALL-IN SHOW (42 STATIONS)
- USE KHSAA SOCIAL MEDIA PLATFORMS TO PROMOTE ALL KHSAA EVENTS, SCHOOLS AND ACTIVITIES
- PARTICIPATE FULLY WITH THE NFHS NETWORK AND THE KHSAA WEBSTREAMING PLATFORMS TO ENSURE AVAILABILITY OF EVENTS TO ALL IN THE COMMONWEALTH

# PROMOTION & ENHANCEMENT OF INTERSCHOLASTIC PARTICIPATION

- ADDED SPORT ACTIVITIES (COMPETITIVE CHEER, BASS FISHING, BOWLING, ARCHERY)
- ADDED SPORT (FIELD HOCKEY)
- ADDED UNIFIED PARTICIPATION IN TRACK & FIELD
- SCHOOLS APPROVED BYLAW CHANGES TO ALLOW FOR PARTICIPATION IN PRACTICE
- STUDY OF DANCE WITH POTENTIAL IMPLEMENTATION IN 17-18 FOLLOWING SURVEY
- SECOND HYPE CONFERENCE CREATED
- STATE SWIMMING & DIVING – EXPANDED REGIONS AND STATE QUALIFIERS
- RECOGNITION OF THOSE THAT PARTICIPATE IN POSTSEASON (PATCHES, BAG TAGS, ETC.)
- ADDITION OF SPONSORSHIP ELEMENTS SUCH AS FEMALE STUDENT-ATHLETE OF THE YEAR TO PROMOTE

# EDUCATION OF ATHLETIC ADMINISTRATORS

- BYLAW CHANGE IN 2014 EFFECTIVE IN 2016 BY THE MEMBERSHIP WITH CONTINUOUS IMPROVEMENT REQUIREMENTS FOR ATHLETIC DIRECTORS
- CONDUCT AN ANNUAL ATHLETIC ADMINISTRATORS TRAINING (OPEN TO ALL)
- ASSISTED KHSADA ON FACILITATING REDBOOK TRAINING AND REVIEW AT ANNUAL CONFERENCE
- EXPANDED ANNUAL REGIONAL MEETINGS WITH MEMBERSHIP INCLUDING TITLE IX, TECHNOLOGY AND BYLAWS REVIEW
- ALL RULES CLINICS NOW ONLINE; OTHER MEETINGS SHIFTED TO CONFERENCE CALLS TO CUT DOWN ON TRAVEL, HUNDREDS OF THOUSANDS IN SAVINGS TO SCHOOLS
- PROVIDE FACILITATORS AND SESSIONS LEADERS ANNUAL AT ATHLETIC DIRECTORS CONFERENCE IN APRIL AND WHENEVER ELSE REQUESTED

# OFFICIALS & OFFICIATING

- PROVIDE PRESEASON GUIDES AS PUBLISHED BY NFHS FOR ASSIGNERS TO ASSIST IN LOCAL LEVEL TRAINING
- STANDARDIZED ADVANCED CAMPS TO FURTHER ASSIST IN OFFICIALS TRAINING AND ENSURE OPPORTUNITIES
- MEET WITH OFFICIALS PRIOR TO WORKING STATE CHAMPIONSHIP IN ALL SPORTS
- NASO INVOLVEMENT; ATTENDING THE EVENT, UTILIZING NASO RESOURCES & HOSTING EVENT IN 2017

# RECOGNITION & PRESERVATION OF KHSAA

- 100<sup>TH</sup> ANNIVERSARY RECOGNITION
- ARCHIVES HOUSED AT ECU, FINISHED CONVERTING TO LONG-TERM DVD
- HALL OF FAME SELECTION PROCESS REFINED, INCLUDING EXPANSION OF VOTING MEDIA MEMBERS FROM ACROSS THE STATE
- RECOGNITION OF 25/50-YEAR STATE CHAMPIONS IN ADDITIONAL SPORTS
- WORK WITH COACHES GROUPS ON RECOGNITION WHEN FEASIBLE
- ANNUAL MEETING REVIEW AND FORMAT

# EFFICIENT & EFFECTIVE CONDUCT OF ATHLETIC PROGRAM

- NSLS ATTENDANCE AND IN TURN USE OF STUDENTS IN ADVISORY ROLE FOR HYPE STATE CONFERENCES
- ENSURE STAFF DEVELOPMENT BY UTILIZING BACK-UP EXECUTIVE STAFF ROLES AT EVENTS; EXECUTIVE AND SUPPORT STAFF ROTATION OF ASSIGNMENTS
- USE ADMINISTRATIVE BLOGS TO CONTINUE COMMUNICATION WITH CONSTITUENTS OF RULES AND REGULATIONS
- CONTINUED SPORTS MEDICINE AND INJURY PREVENT THROUGH FOOTBALL ACCLIMATION GUIDELINES, BASEBALL PITCH COUNT, TENNIS MATCHES IN A DAY (TIE-BREAK)

# EFFORTS TO INCREASE/COMPLETE DURING 2016-2017

- WITH ATHLETIC DIRECTORS CONFERENCE REMAINING IN APRIL, CREATE NEW OPPORTUNITY FOR ATHLETIC ADMIN TRAINING BY KHSAA IN FALL PRIOR TO ANNUAL MEETING (EDUCATION)
- EXPANSION OF ITEMS ON EXISTING WEBSITE TO ENSURE PARENTAL AWARENESS REGARDING SCOUTING SERVICES, NCAA RULES, NAIA RULES AND OTHER CONTENT
- FINAL PHASES OF MULTIMEDIA PRESENTATIONS DETAILING BYLAW PROVISIONS TO BE USED IN ADMINISTRATOR TRAINING
- DEVELOPMENT OF PRESENTATION TO BE UTILIZED BY ADMINISTRATORS FOR COACHES MEETINGS AND TRAINING



# EFFORTS TO INCREASE/COMPLETE DURING 2016-2017

- RE-LOCATE MEMORABILIA AREA IN MUSEUM TO CREATE SMALLER RECOGNITION AREA ADJACENT TO LOBBY
- COMMEMORATE CENTENNIAL WITHIN BUDGET CONSTRAINTS, AT EACH EVENT.

# ITEMS FOR FEASIBILITY REVIEW FOR 2017-2022 STRATEGIC PLAN

- FEASIBILITY OF SPECIFIC INCENTIVES FOR MEMBERS THAT ADD GIRLS' SPORTS (I.E. BANNER, PLAQUE, ETC.) OR CONTINUE A GIRLS TEAM FOR A PERIOD OF TIME.
- NO PARTICIPATION LEVEL PRIZES (I.E. PLAQUE, BANNER) IF % OF STUDENTS ARE PARTICIPANTS
- CONTINUE TO RECRUIT AND TARGET OFFICIALS IN ALL SPORTS (NATIONAL CONCERN); INCLUDING AFRICAN-AMERICANS & FEMALES