

The background is a solid dark blue color. Scattered across the surface are numerous water droplets of various sizes, some appearing as simple circles and others as more complex, rounded shapes with highlights and shadows, giving them a three-dimensional appearance.

2012-2017 KHSAA STRATEGIC PLAN REVIEW

JULY 2017

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)
- USED KHSAA SOCIAL MEDIA PLATFORMS TO PROMOTE ALL KHSAA EVENTS, SCHOOLS AND ACTIVITIES
- PARTICIPATED 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); PROPOSED DANCE
- ADDED SPORT (FIELD HOCKEY)
- ADDED UNIFIED PARTICIPATION IN TRACK & FIELD AND BOWLING
- LED SCHOOLS TO APPROVE BYLAW CHANGES TO ALLOW FOR PARTICIPATION IN NON VARSITY & PRACTICE
- SECOND HYPE CONFERENCE CREATED TO ENSURE SERVICE TO ENTIRE STATE
- 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 AND EFFICIENCY OF SALES AND FULFILLMENT

EDUCATION OF ATHLETIC ADMINISTRATORS

- BYLAW CHANGE BY THE MEMBERSHIP REQUIRING CONTINUOUS IMPROVEMENT REQUIREMENTS FOR ATHLETIC DIRECTORS
- CONDUCTED 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 OR VIDEO CALLS TO CUT DOWN ON TRAVEL, HUNDREDS OF THOUSANDS OF DOLLARS IN SAVINGS TO SCHOOLS AND OFFICIALS
- PROVIDED FACILITATORS AND SESSIONS LEADERS ANNUAL AT ATHLETIC DIRECTORS CONFERENCE IN APRIL AND WHENEVER ELSE REQUESTED

OFFICIALS & OFFICIATING

- PROVIDED 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
- STRUCTURED MEETINGS WITH OFFICIALS PRIOR TO WORKING STATE CHAMPIONSHIP IN ALL SPORTS TO ENSURE CONSISTENT EMPHASIS POINTS
- EXPANDED NASO INVOLVEMENT; CONTINUING TO ATTEND THE EVENT, UTILIZING NASO RESOURCES & HOSTING STATE DAY AND SUMMIT EVENT IN 2017

RECOGNITION & PRESERVATION OF KHSAA

- 100TH ANNIVERSARY RECOGNITION THROUGHOUT 2016-2017, RECOGNITION WITHOUT OVERSPENDING OR JEOPARDIZING CURRENT PROGRAMS
- 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 EXPANDED TO ADDITIONAL SPORTS
- WORKED WITH COACHES ASSOCIATION GROUPS ON RECOGNITION AT CHAMPIONSHIPS WHEN FEASIBLE
- REVIEWED AND REVISED ANNUAL MEETING FORMAT TO ENSURE MINIMIZATION OF DISCONNECT WITH DAILY OPERATIONS

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 AND OTHER COMMUNICATION TO CONTINUE COMMUNICATION WITH CONSTITUENTS OF RULES AND REGULATIONS
- CONTINUED SPORTS MEDICINE AND INJURY PREVENT THROUGH FOOTBALL ACCLIMATIZATION AND ACCLIMATION GUIDELINES, BASEBALL PITCH COUNT REVISIONS, TENNIS MATCH LIMITS AND OTHERS

EFFORTS TO INCREASE/COMPLETE DURING 2016-2017

- WITH ATHLETIC DIRECTORS CONFERENCE REMAINING IN APRIL, CREATED 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
- ADDITIONAL MULTIMEDIA PRESENTATIONS DETAILING BYLAW PROVISIONS TO BE USED IN ADMINISTRATOR TRAINING

KEY ITEMS FOR 2017-2022 STRATEGIC PLAN

- CONTINUE TO RECRUIT AND TARGET OFFICIALS IN ALL SPORTS (NATIONAL CONCERN); INCLUDING AFRICAN-AMERICANS & FEMALES PER THE FEDERAL COURT DECREE
- DEVELOPMENT OF PRESENTATION TO BE UTILIZED BY ADMINISTRATORS FOR COACHES MEETINGS AND TRAINING
- DEVELOPMENT OF FULLY FUNCTIONING FOUNDATION TO SUSTAIN BENEFIT PROGRAMS
- RE-LOCATE MEMORABILIA AREA IN MUSEUM TO CREATE SMALLER RECOGNITION AREA ADJACENT TO LOBBY
- FULL IMPLEMENTATION OF STUDENT ADVISORY AND MEDIA ADVISORY COMMITTEES TO KEEP COMMUNICATION LINES OPEN
- EXPANSION OF TECHNICAL CAPABILITIES TO MINIMIZE COST AND INCREASE DIGITAL PRESENCE AND COMMUNICATION