KENTUCKY HIGH SCHOOL ATHLETIC ASSOCIATION

2012-2017 STRATEGIC PLAN

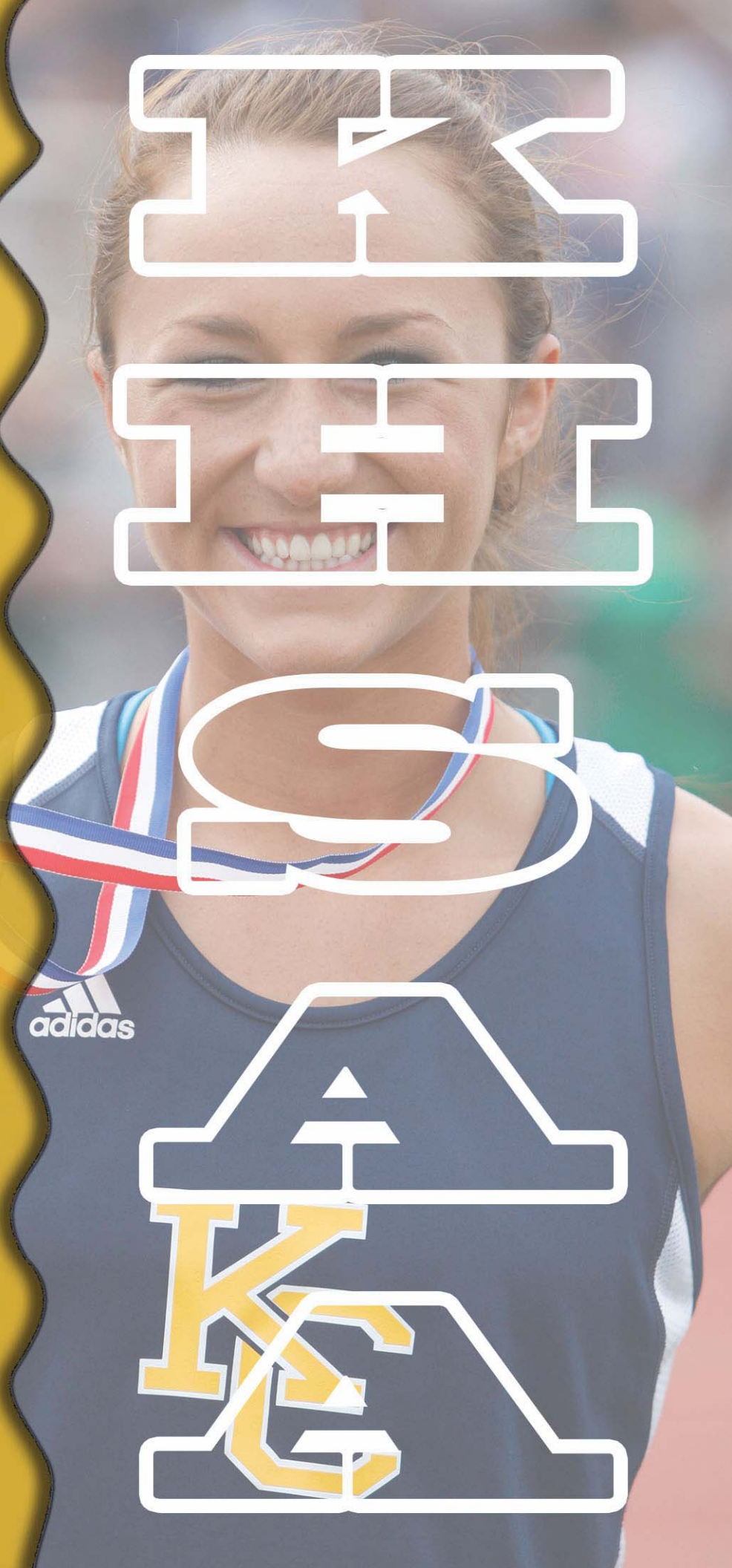
ADOPTED MAY, 2013

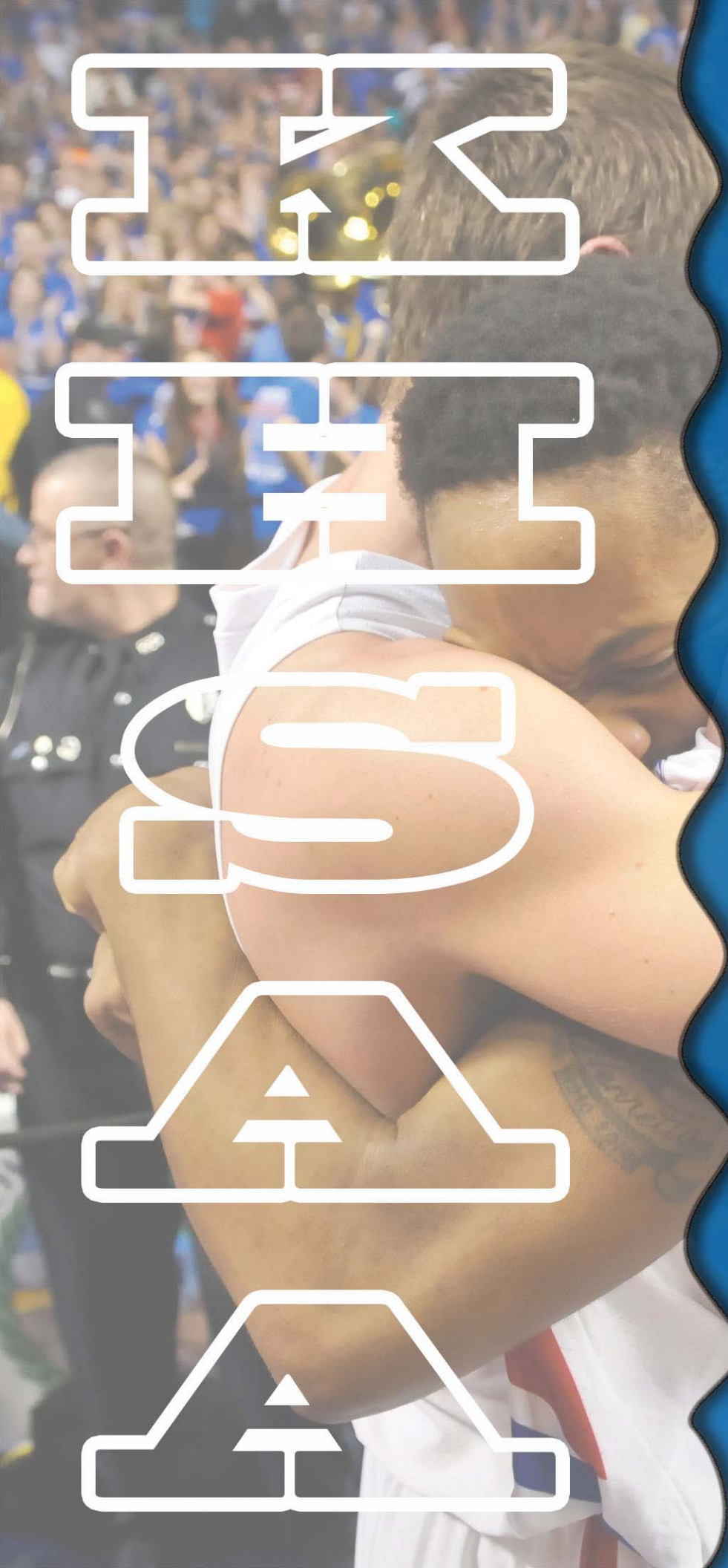
KHSAA Vision Statement

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

KHSAA Mission Statement

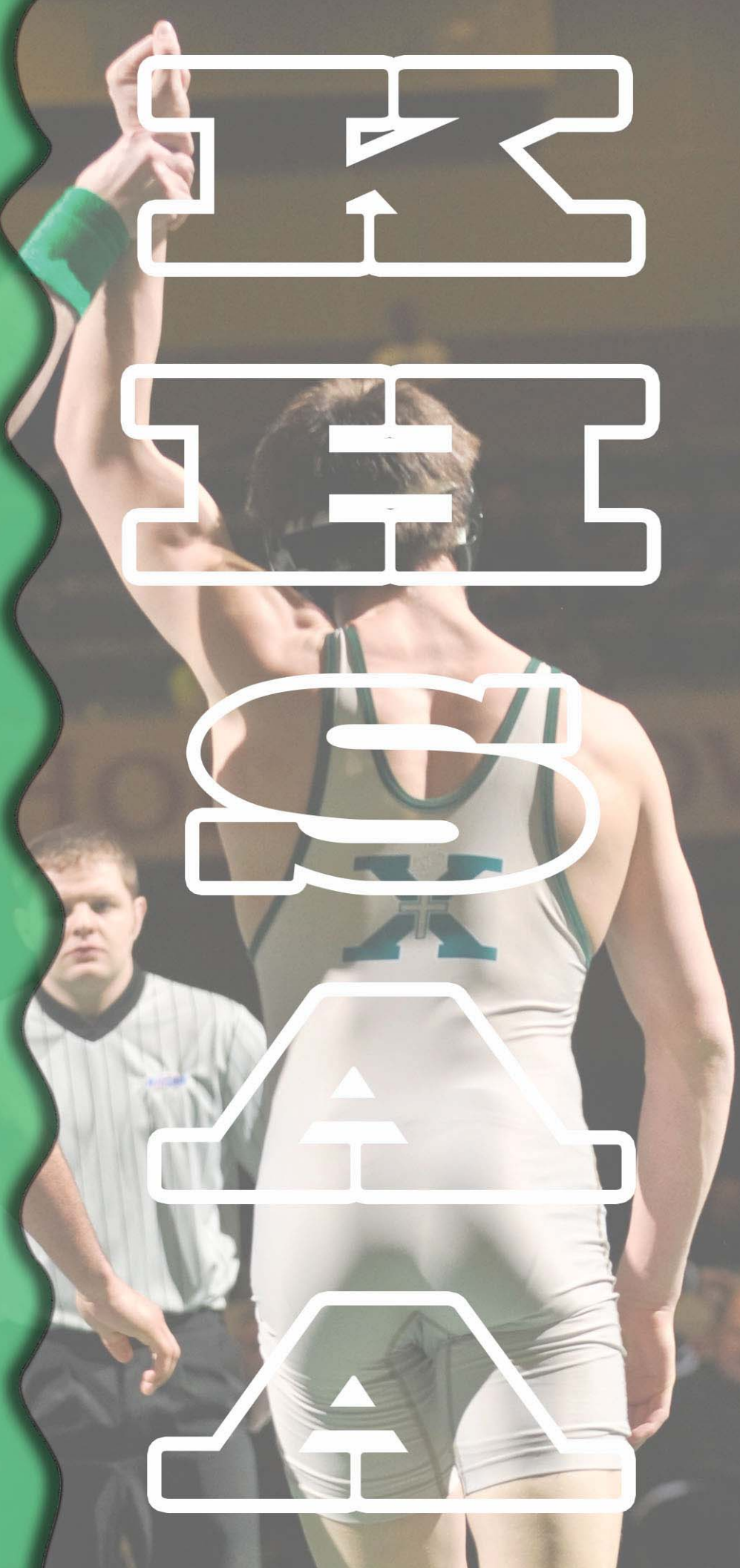
To provide governance and leadership in order to regulate and progressively administer the highest quality interscholastic sports and sport-activities in an efficient manner, and promote the values of participation for all involved in education-based athletics and school-based sports. The KHSAA will work collaboratively with its member schools to recognize and promote the primary focus of high school 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.





Values and Basic Principles

- High School sports and sport-activities programs are education-based;
- Fun is the primary reason for a student's participation;
- Participation in high school sports and sport-activities is a privilege;
- Participation in high school sports and sport-activities teaches life skills and perspective and supports the development of positive character; and
- Participation in high school sports and sport-activities supports the academic mission of the school.



Organization Commitment

The staff of the KHSAA, under the leadership of its Commissioner and with the oversight of the Board of Control, 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, the KHSAA will:

- Promote education and the role of athletics in that process;
- Provide exemplary athletic oversight through efficient, fair, consistent and impartial regulatory decisions;
- Operate with openness that generates trust and with strict fiscal accountability;
- Provide strong impartial, responsive and inclusive leadership at all levels within the association;
- Conduct and administer tournaments of nationally recognized excellence;
- Operate with a commitment to the Vision and Mission of the organization;

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Organization Commitment

(cont.)

To achieve this commitment, the KHSAA will:

- Honor its ultimate purpose, which includes the fostering of 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;
- Promote sportsmanship and citizenship;
- Insist on the highest level of integrity within the membership;
- Hold student-athletes accountable when necessary, but ensure that student-athletes are not unjustly sanctioned; and
- Preserve the heritage of interscholastic athletics in the Commonwealth.

The efforts for 2012-2013 through 2016-2017 will focus on the following six measurable areas:

Education of Participants, Coaches, Administrators, Parents and General Public About Benefits of Participation and Necessary Regulations for Participation

- Renewed and continued emphasis on education of participants, coaches, administrators, parents and the general public about requirements for participation;
- Educate all constituencies on the basic guiding lifetime principles taught through participation including:
- 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;

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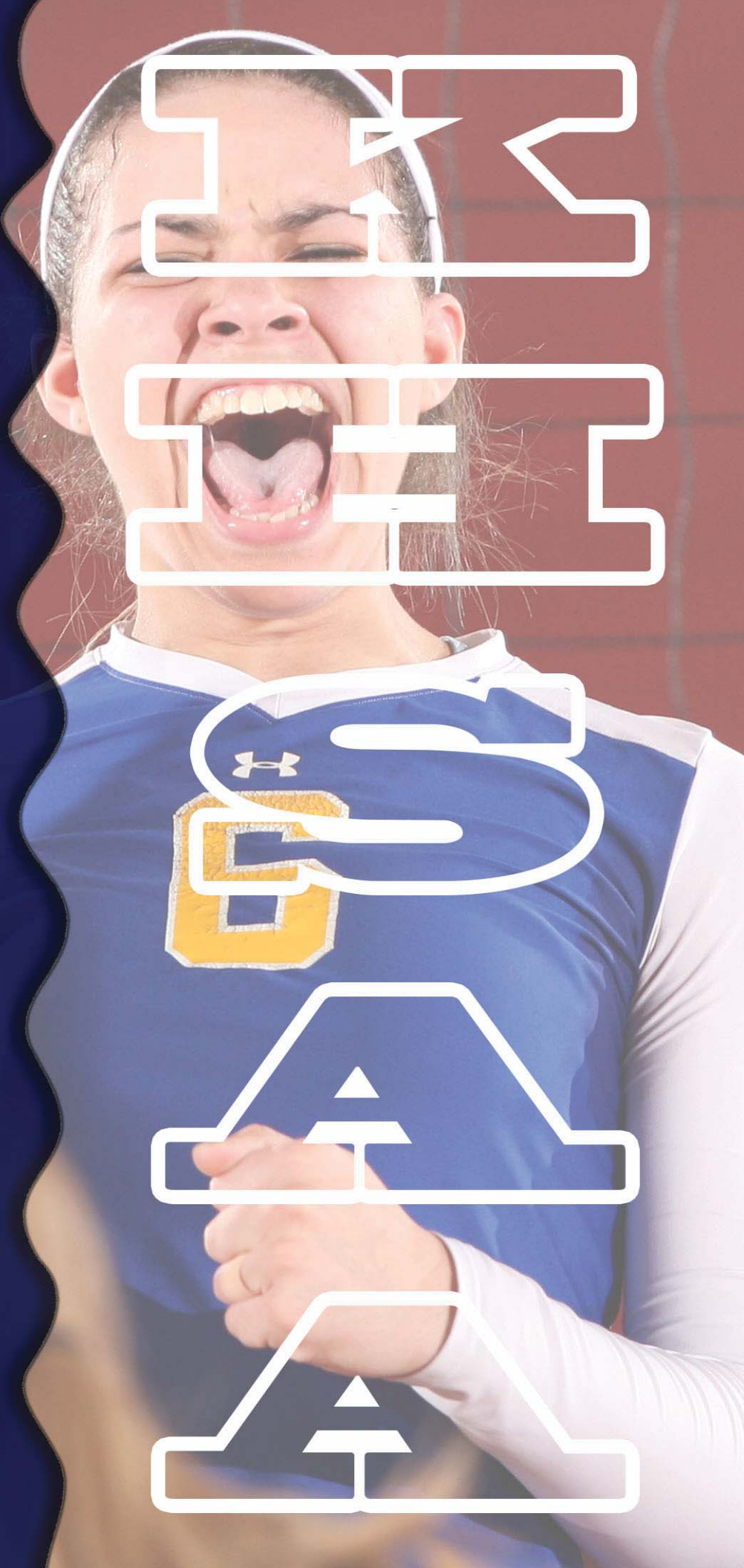
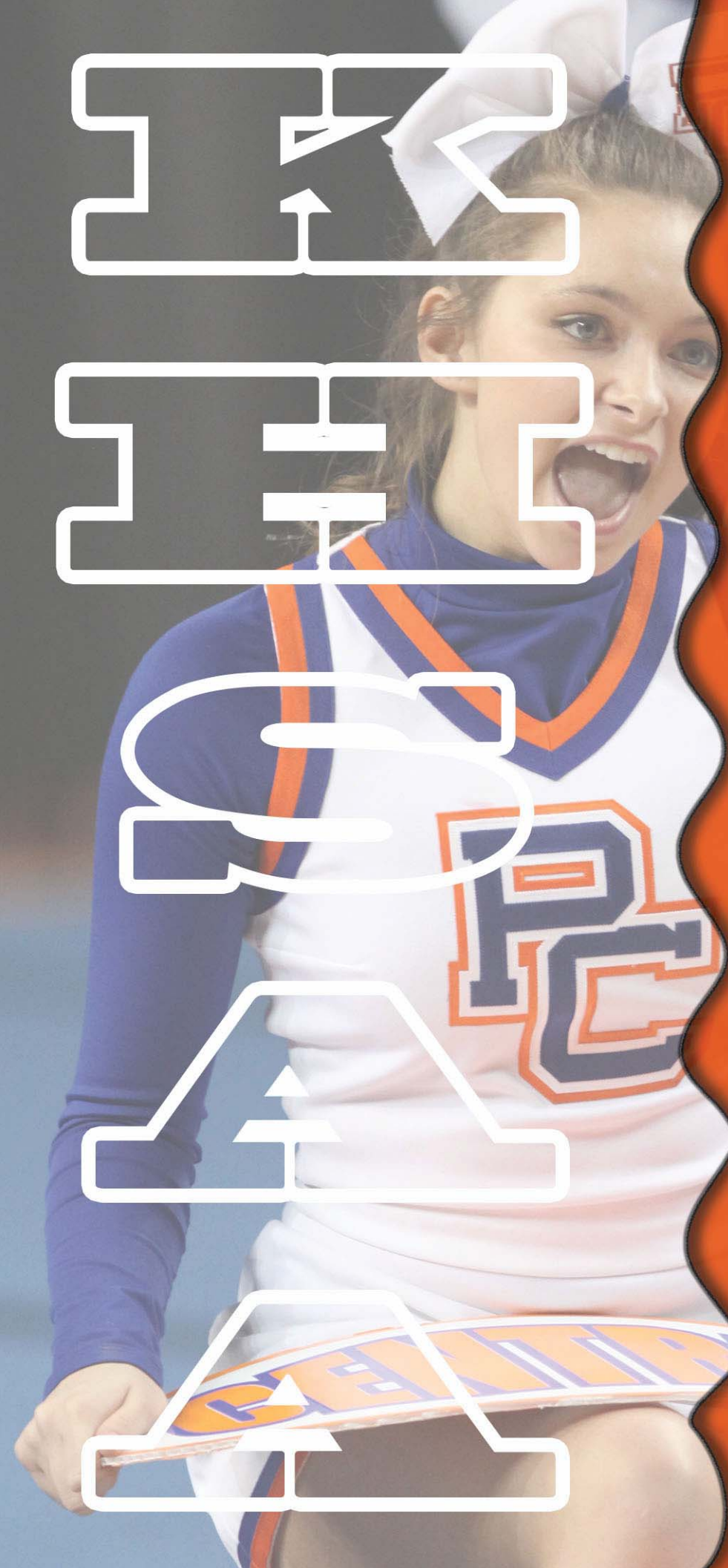
Education of Participants, Coaches, Administrators, Parents and General Public About Benefits of Participation and Necessary Regulations for Participation *(cont.)*

- 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; and
- Fair Competition – competitors within a competition should have similar performance potential and performance strength, equal opportunity to compete, not necessarily equal opportunity to win or capture a trophy;
- Emphasize overall development of student-athletes – participation in athletics should aid in the physiological and psychological development of the student-athlete.



Promotion and Enhancement of Interscholastic Participation

- Promote participation opportunities and the value of participation to all constituencies;
- Promote increased opportunities specifically for females in both existing and potential new championship programs (i.e. dance, field hockey, lacrosse);
- Require PA announcements regarding participation at all KHSAA events and provide scripts for use at regular season contests;
- Distribute electronic PSA to all schools for use in promoting the programs;
- Promote all aspects of participation including the social aspect;
- Promote the fact that participation IS success, not just scoring more points;
- Promote new opportunities for students (sport-activities) are generally very low cost;
- Provide incentives for members that add girls' sports - i.e. banner, plaque, etc., or continue team for a period of time;
- Participation level prizes, i.e. plaque/banner if x% of students are participants; and
- Recognition of those that participate in postseason (patches, etc.).



Education of Schools and Support Athletic Administrators

- Professionalize the position of Athletic Administrator, and emphasize value to the students, schools, school districts and state;
- Review and consider enhancement of training or regulatory requirements for serving as an Athletic Administrator;
- Conduct focused training into the education of Athletic Administrators, particularly those that are new to the position;
- Assist with specialty training surrounding the Accounting Procedures for Kentucky School Activity Funds (the Red Book);
- Facilitate possible movement of A.D. convention to fall to coincide with annual meeting and early school year training, or create alternative training in the fall;
- Collaborate with organizations such as NIAAA and KHSADA to develop strategies for long-term Athletic Administrator retention; and
- Enhance web site with training materials that would be available without travel on the part of the Athletic Administrator.

Officials and Officiating

- Provide educational materials to officials for use at local level in honing and refining skills used in officiating;
- Educate officials as to their responsibilities both administratively, and in managing contests;
- Emphasize assigner responsibility to schools and students, and its place as a higher priority than commitment to officials;
- Target recruitment of African-Americans and Females to better mirror participants;
- Target recruitment of officials in all sports with pre-packaged ads, etc.; and
- Improve overall communications with policy boards including assistance with assigner selection, evaluation and retention.

Recognition and Preservation of the Historical Importance of the KHSAA to the Citizens of the Commonwealth

- Complete archive projects to ensure preservation of history and ability to make available to all who desire to see the material;
- Plan, fund and execute commemorative 100th Year Celebrations;
- Refine Hall of Fame and Museum projects to allow for continued emphasis and development; and
- Refine and enhance archives at EKU and ensure availability to all who desire to see the material.
- Annual Meeting recognition of schools

Efficient and Effective Conduct of the Athletic Program Including All Aspects of Organizational Development and Enhancement

- Form a student advisory committee to help determine the "real" desires of the participants and educate all entities on their conclusions;
- Form a Media Advisory Committee to protect the intellectual properties of the KHSAA, be prepared for newer forms of media, and allow for efficient administration of the media aspects of events;
- Ensure Staff development, retention and growth, cross-training and stability;
- Conduct a thorough review leading to simplification (where possible) of rules and regulations;
- Completion of Parents Information website and information portal (khsaaparents.com); and
- Continued work in Sports Medicine and Injury Prevention to benefit the participation of students and the minimization of risk.