

Name Associate Commissioner Butch Cope

Topic Attendance on Behalf of KHSAA

Attendance for KHSAA

Meeting_Session Attended NFHS Marketing

Takeaways to help Board and Staff Sharing of ideas that are working in each state both in-house and with third party marketing efforts. Topics to be discussed at the Marketing Summit at the Summer Meeting.

General Commentary Staff from various state associations that oversee marketing efforts met to share information. Discussion included use of social media and marketing with regard to campaigns.