



NFHS Board Priorities 2026 - 2027



Priority #1

- The NFHS Board of Directors will continue to work with NFHS staff and NFHS membership through:
 - Conducting additional research and creating a series of national studies for the “Case for Education-Based Athletics and Activities.”
 - Meeting and ensuring alignment with key national partners, including but not limited to the NCAA, NFL, NIAAA, and educational organizations that support education-based athletics and activities.
 - Preparing ten pieces of legislative material per state association.
 - Meeting with major education partners—including NASSP, AASA, and NASBE—to discuss strategic alignment and develop a comprehensive communication "deck" that clearly articulates:
 - The mission and value of the NFHS.
 - The critical role of state high school associations.
 - The importance of alignment among national education organizations.
 - Shared priorities that support students, schools, and education-based athletics and activities.
 - Opportunities for collaborative advocacy and communication.
 - Developing coordinated advocacy and communication campaigns utilizing National Student Advisory Council (NSAC) interviews, research findings, and data-driven messaging targeted toward students, parents, policymakers, and school communities.
 - Creating joint messaging in conjunction with Positive Coaching Alliance that speaks directly to parents, students, and fans.
 - Strengthening the national media presence of education-based athletics and activities by generating messaging to parents, students, and fans.
 - Building an advocacy library, with updated data and enhanced templates, for use by member state associations.
 - NFHS Marketing Campaigns – #PlayPerformCompeteTogether, #BecomeAnOfficial, #BenchBadBehavior, #ThisIsHSFootball



Priority #2

- The NFHS Board of Directors will collaborate with NFHS staff and NFHS membership on emotional, mental, and physical wellness initiatives through:
 - Surveying state associations to determine if a Mental Health professional serves on their state SMAC.
 - Distributing the new Preparticipation Physical Evaluation (PPE) program to states.
 - Completing the Mental Health Emergency Action Plan (EAP) and adding this component to the overall EAP.
 - Working on the development and incorporation of a medical timeout across all sports.
 - Promoting mental, physical, and emotional wellness through sessions and education at the NFHS National Student Advisory Council (NSAC) meetings and National Student Leadership Summit (NSLS).
 - Implementing an Emergency Medical Records system into RIO and analyzing any changes in the data.
 - Encouraging states to have 10 new Athletic Trainers participate in the RIO program in 2026-27.
 - Recording testimonials from the NSAC around physical, mental, and emotional wellness.
 - Expanding mental, physical, and emotional wellness resources on the NFHS Learning Center.
 - Creation of two courses/resources for each area.



Priority #3

- The NFHS Board of Directors will support efforts to strengthen the NFHS role as a collaborative entity and connector for state associations through:
 - Creating a map for NFHS staff to track states visited. This will increase collaboration and visibility.
 - Developing internal spreadsheet for NFHS staff to track states visited.
 - Identifying and communicating NFHS contacts for state associations regarding National Governing Bodies (NGB's).
 - Planning and hosting training sessions (Phase II) for the NFHS membership to learn about NFHS resources: MyGroups, Tools, Technology, Education, Rules Proposals, etc.
 - Hosting “Lunch and Learns” for NFHS staff throughout the year.
 - Training on NFHS Assets, Technology, and Systems – MyGroups, Tools, Education, Rules, Other
 - Establishing new networking groups for state association and NFHS staff (support staff).



Priority #4

- The NFHS Board of Directors will continue supporting efforts to improve the NFHS's ability to collect, manage, analyze, share, and use data to support strategic decision-making, member service, advocacy efforts, and the value of education-based athletics and activities through:
 - Developing a phased data collection and reporting plan that identifies what information the NFHS needs, who should have access, and how it should be reported for internal, member-facing, and public-facing use.
 - Identify the major data categories needed to support the Strategic Plan, member needs, advocacy, and Strategic Direction 4.
 - Determine what can be addressed with existing tools, what needs to be digitized or streamlined, and what may require future systems, dashboards, technical development, or additional investment.
 - Reviewing the 2026 NFHS Needs Assessment findings and National Parent Benchmark Study results to determine priority actions, State Association support needs, and future research direction.
 - Identify themes, most urgent member needs, and most useful advocacy proof points from the completed and in-progress research.
 - Translate priority issues into clear research questions, data needs, potential outputs, recommended next steps, and a proposed research and reporting calendar.
 - Establishing NFHS data standards (quality, completeness, recency, comparability, privacy, and public facing claims) and policies so research is used consistently and responsibly.
 - Identifying benchmark measures and proof points that support and expand the “Case for Education-Based Athletics and Activities” and other Strategic Plan priorities.
 - Use the National Parent Benchmark Study and existing research to identify current proof points for advocacy, communication, and member service.
 - Identify additional data points and future studies that may strengthen the evidence base over time, subject to prioritization, capacity, and budget approval.
 - Developing and using practical, member-ready resources from existing and approved research, including briefings, one-pagers, infographics, benchmarking tools, legislative materials, advocacy templates, proof points, and audience-ready summaries.



Priority #5

- The NFHS Board of Directors will collaborate with NFHS staff and NFHS membership to review, evaluate, and enhance the NFHS rules-making process. Areas of emphasis will include:
 - Informing the membership of the working group.
 - Presenting to the established working group that will examine all facets of NFHS rules development and publication systems, including committee structure, communication, workflow, member involvement, and distribution platforms.
 - Evaluating the rules process, committees, costs, shipping, warehouse process, digital library, communication, storage, etc.
 - Determining and implementing potential changes and adjustments as approved by the NFHS Board of Directors.

