

Information for Athletic Council May 18, 2011 Agenda item #6.6(d)

NYSPHSAA STRATEGIC PLAN 2011 – 2016

	Initiative	Planning Strategy	Cost	Responsibility and Timeline
Legal & Legislative Initiative #1	Continue our “lobbying” and promotion of athletics as well as serving as a resource to our statewide legislators regarding athletic issues.	Collaborate with Director of Government Relations to schedule meetings with key legislators to address current issues and influence legislation when appropriate	Budgeted as Legislative Consultant	Director of Government Relations along with the Executive Director and when appropriate additional staff members
Legal & Legislative Initiative #2	Charge the Handbook Committee with developing a “Dignity for all Students Act” policy.	To work collaboratively with the NYSPHSAA legal counsel to develop a policy to protect transgendered students from discrimination.	No Budgetary Implications	Executive Director
	Continue legal support and educational information to school districts. Topics such as: school athletic policies, mergers of athletic programs, legal issues	Through the Athletic Administrators Workshops continue to educate athletic administrators on pertinent topics, issues and regulations.	No Budgetary Implications	NYSPHSAA Staff
		Host a Legal Seminar for Section Executive Directors, Section Legal Counsel and other interested parties.	No Budgetary Implications	NYSPHSAA Staff
Legal & Legislative Initiative #3	Maintain our current policy and protocols regarding safety, risk management, and insurance.	Continue to study and research the best practices in the areas of safety and risk minimization.	No Budgetary Implications	Assistant Director for Safety and Research
		Identify new concerns and issues in regards to safety and risk minimization that affect our member schools and student athletes.	No Budgetary Implications	Assistant Director for Safety and Research
Staffing Initiative #1	Explore the possibility of a technology coordinator (website and technical support - possibly an intern in this area).	Utilize the skills of a technology major to serve as an intern to maintain the “basic” of the NYSPHSAA website each semester of the year.	No Budgetary Implications	NYSPHSAA Staff
Staffing Initiative #2	Review current policy and procedures for hiring practices for administrative positions.	Appoint a subcommittee to make appropriate changes to the current procedures	No Budgetary Implications	Subcommittee and Executive/Central Committees

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Technology/Sports Information Initiative #1	Explore a more user friendly website (championships scores, schedules, up to date information).	Explore e-commerce opportunities in such areas as the on-line store and on-line ticket sales.	No Budgetary Implications	Director of Marketing
		Continue to improve the website to enhance its effectiveness as a communication tool for the NYSPHSAA.	Budgeted as Computer Services	NYSPHSAA Staff
		Develop a scrolling scoreboard on the NYSPHSAA Home page to display up to date championship results and other current information.	Budgeted as Computer Services	Director of Marketing
Technology/Sports Information Initiative #2	Create student surveys – membership surveys – Are we meeting our members’ needs?	Use survey services such as Google and Survey Monkey to survey targeted individuals in a cost effective manner.	Budgeted as Computer Services	NYSPHSAA Staff
Technology/Sports Information Initiative #3	Expanding technology services for information Webinars, video broadcasts, instructional resources, social networking sites, instructional clinics, recruiting, etc)	Collaborate with various committees, administrators, coaches, counselors, and student athletes to develop pertinent survey questions.	No Budgetary Implications	NYSPHSAA Staff
		Use data derived from the surveys to address the needs and enhance the opportunities for student athletes.	No Budgetary Implications	NYSPHSAA Staff
		Develop monthly audio/video presentations on Association updates, rule changes or current issues that can be accessed from the website.	Budget Expense \$5,000	NYSPHSAA Staff
		Continue to provide educational programs addressing current health and safety concerns.	Budgeted as Current Issues	NYSPHSAA Staff
		Create a Facebook account to promote and communicate Association initiatives.	No Budgetary Implications	NYSPHSAA Staff

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Technology/Sports Information Initiative #4	Promote statewide as well as support local initiatives for recruitment of officials (junior official concept).	Continue to work with the OCF to enhance their recruitment of officials program.	No Budgetary Implications	Assistant Director - Officials Liaison
		Guide the OCF and Modified Committees to develop and recommend a Junior Officials program for member schools	Budget Expense \$3,000	Assistant Director - Officials Liaison Assistant Director - Modified Liaison
		At the Officials Summit, host a session for the recruitment of officials in a variety of sports.	Budget Expense \$2,000	Assistant Director - Officials Liaison
y/Sports Information Initiative	Maintain the integrity of our high school programs as instructional programs vs. outside club sports (travel teams, AAU, etc.).	MAKE THIS THE FIRST STATEMENT IN THE STRATEGIC PLAN		
Marketing Initiative #1	Create a philosophy regarding the guidelines and protocols of sponsorship money while increasing revenue	Develop criteria for title and presenting sponsorship for state tournaments outlining potential benefit opportunities	No Budgetary Implications	Director of Marketing
		Investigate the high school sponsorship market to be sure NYSPHSAA pricing strategies are in line with other state associations and the overall market	No Budgetary Implications	Director of Marketing
		Continue evaluating sponsorship benefits while seeking to develop additional benefits	No Budgetary Implications	Director of Marketing
Marketing Initiative #2	Expand our championship broadcast coverage to the world using technology	Investigate the development of a radio network so all communities across NYS can broadcast championships via radio	No Budgetary Implications	Director of Marketing

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Championships Initiative #1	Standardize accounting procedures with auditing protocols and controls while maximizing revenue.	Require all NYSPHSAA championship financial support, expenditures and revenue be administered by the NYSPHSAA office.	No Budgetary Implications	Assistant Director – Championships NYSPHSAA Treasurer
		Maximize financial revenue at all championship sites through admission and parking fees.	No Budgetary Implications	Assistant Director – Championships
		Acknowledge tournament sponsors and financial contributors with a standard letter indicating their support of a 501c3.	Minimal Budgetary Implications	Assistant Director – Championships NYSPHSAA Treasurer
Championships Initiative #2	Support the possibility of potential new championship events such as cheerleading and other emerging sports.	Charge the sport committee to review (bi annually) championship formats to ensure the needs of our student athletes are being met.	No Budgetary Implications	NYSPHSAA Staff
		Monitor the growth of competitive cheerleading programs in order to appropriately plan for a state championship event.	No Budgetary Implications	NYSPHSAA Staff
		Seek potential sponsors and venues for a cheerleading championship	No Budgetary Implications	Director of Marketing
		Organize and plan for logistics to set forth a plan for cheerleading event	Budget Expense \$15,000	NYSPHSAA Staff
Championships Initiative #3	Study and report the findings and impact of common sites for State tournaments.	Collaborate with respective Sport Coordinators and their committees to investigate the financial advantages of common championship sites for similar sports	No Budgetary Implications	NYSPHSAA Staff
		Determine needs and requirements to host similar sports at a central site, i.e. Hotels, restaurants, venue.	No Budgetary Implications	NYSPHSAA Staff
		Compile an economic impact report for the event to present to potential bidders.	No Budgetary Implications	Director of Marketing
Championships Initiative #4	Reconvene the Sports Seasons Committee to evaluate sport season balance for both boys and girls sports.	Appoint an Ad Hoc Committee to review and make appropriate recommendations to balance the sport offerings for male and female student athletes.	No Budgetary Implications	2012 - 2013

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Sportsmanship Initiative #1	Continue to endorse sportsmanship activities and provide recognition for exemplary model schools (Citizenship Through Athletics course, ejection-free program, etc.).	Develop an online program for the Citizenship Through Athletics Course.	Budget Expense \$5,000 - \$15,000	Assistant Director for Sportsmanship
		To collect and publicize the names of schools that were ejection free for the entire school year in Scholastic Athletics.	No Budgetary Implications	Assistant Director for Sportsmanship
Sportsmanship Initiative #2	Explore new programs to enhance the promotion of sportsmanship.	Offer a live webinar on Hazing Prevention and Recognition before each sport season.	Budget Expense \$3,000	Assistant Director for Sportsmanship
		Develop a brochure with the Sportsmanship Committee to be distributed to all member schools to assist in the promotion of positive sportsmanship in their schools.	Minimal Budgetary Implications	Assistant Director for Sportsmanship
NYSED & Legislative Initiative #1	As NYSPHSAA and NYSED separately have regulations for student-athletes, the NYSPHSAA will continue to support the current Commissioner's Regulations while limiting our Association's liability and will continue to be a resource.	Maintain open lines of communications with the NYSED liaison for the benefit of the interscholastic athletic program.	No Budgetary Implications	NYSPHSAA Staff
		Assist the new NYSED liaison in their transition to their new position by acting as a resource.	No Budgetary Implications	NYSPHSAA Staff
		Act in a proactive manner to divert potential appeals and litigation from the new Regents Regulation change from the NYSPHSAA to the NYSED.	No Budgetary Implications	NYSPHSAA Staff