



## Section VI Athletic Council March 23, 2011 AGENDA ITEM 6.6(d)

### Strategic Planning Committee Summary

January 24, 2011

**ATTENDANCE:** Ken Mitchell (1), Pete Bednarek (2), Aaron Carey (3), Jason Andrews (4) Matt Wilkins (5), Cindy Bullis (6), Chris Ceruti (8), John Landro (9), Doug McQueer (10), Erin Blaney (11), Mike Giruzzi (NYSAAA), Steve Broadwell (Chair – 2<sup>nd</sup> Vice President), Mark Ward (President).  
NYSPHSAA Staff - Nina Van Erk, Bob Stulmaker, Joe Altieri and Todd Nelson. NYSPHSAA Intern - Jenna Prentice.

**Comments:** Thank you to President Mark Ward for “pinch-hitting” for Committee Chair Steve Broadwell. We had excellent representation with diversity of all schools from around the State.

**Introduction:** Nina gave a brief history of the Association as well as the services provided by the Association to member schools.

**Discussion:** The committee discussed the 13 areas covered in previous Strategic Plans to determine what should be included in the Association’s Strategic Plan. The plan will cover the next 5 years, which will include 2011 – 2012 through 2015 – 2016. The following is a summary of the discussion.

#### **Legal and Legislative Initiatives**

- Continue to work on a process (infrastructure) to involve schools in the legislative “outreach” and “lobbying” of pending issues.
- Continue to build positive relationships with legislators through our Director of Government Relations position.
- Charge the Handbook Committee with developing a “Dignity for all Students Act” policy.
- Continue legal support and educational information to school districts (handbook and board policies, etc.) as well as legal seminar.
- Provide information and guidance for schools that may want to merge athletic programs.  
\*Encourage the NYSPHSAA to review current practices and philosophies regarding merged programs.

#### **Staffing**

- Explore the possibility of a technology coordinator (website and technical support - possibly an intern in this area).
- Review current policy and procedures for hiring practices for administrative positions.

#### **Technology/Sports Information**

- Explore a more user friendly website (championships scores, schedules, up to date information).
- Create student surveys – membership survey – Are we meeting our members’ needs?
- Expanding video presentations as an informational tool for member schools – webinars hosted by the association.
- Use existing and future technology to promote the association (facebook, social networking, twitter, etc.).
- Explore the possibility of hosting a bank of resources (webinars) for coaches, athletic directors, etc. on the website.

\*NCAA recruitment information for parents and athletes.

### **Marketing**

- Create a philosophy regarding the guidelines and protocols of sponsorship money.
- Continue to explore opportunities for increasing revenue via sponsorship money (title sponsorships, etc.).
- Explore and expand our championships, via technology broadcasts (video streaming, radio network, etc) to the world!

### **Championships**

- Monitor compliance of the updated Championship Philosophy (2011).
- Establish standardized accounting procedures for all championship expenditures and revenues including auditing protocols and controls.
- Review all championships to maximize revenue at these events (parking, admissions, and other non-ticketed fees, etc.).
- Expand the possibility of potential new championship events (cheerleading, etc.).
- Explore (sport specific) common sites for State tournaments.
- Reconvene the Sports Seasons Committee to evaluate sport season balance for both boys and girls sports.

### **Instructional Programs**

- Continue to promote instructional programs (clinics, summits, trainings) for coaches, officials, and athletes.
- Promote statewide as well as support local initiatives for recruitment of officials (junior official concept).
- Continue to protect the exploitation of student-athletes' high school careers vs. college recruiting via information.

### **Sportsmanship**

- Continue to endorse sportsmanship activities and provide recognition for exemplary model schools (Citizenship Through Athletics course, ejection-free program, etc.).
- Explore new programs to enhance the promotion of sportsmanship.

### **Other**

- Maintain our current policy and protocols regarding safety, risk management, and insurance.
- Maintain the integrity of our high school programs as instructional programs vs. outside club sports (travel teams, AAU, etc.).

### **NYSED/Legislative Changes**

- 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.

**NEXT MEETING – CONFERENCE CALL  
Wednesday, March 30, 2011 1:00 PM**