

NDHSAA



Strategic Plan Status Updates

STRATEGIC GOAL 1

The NDHSAA will review and update current bylaws and policies.

Strategies/Action Steps		Timelines	People Responsible or Involved	Considerations	Assessment
1, 2, & 3	Appoint committees to update the bylaws and policies. The committees should be comprised of representatives of all activities regulated by the NDHSAA, NDHSAA staff member, NDHSAA board member, parent, student, attorney, local school board member and local school administrator.	<ul style="list-style-type: none"> • October 2012 - Select format style • June 2013 - Reformat Constitution & By-Laws • October 2012 - Begin review and revision of Constitution & By-Laws. • October 2012 – Begin reviews on: <ul style="list-style-type: none"> - Eligibility -Under 50 Rule: 	NDHSAA Constitution & By-Laws Committee and Staff Gather input from NDASPA	Take care that concerns of all the affected parties are addressed. Consider tradition, costs, time required to review. Utilize Sherm's expertise while he is available.	Revised bylaws are adopted and are user friendly.
4	Work with the legislature to change the law relating to allowing school administrators to learn of criminal activity of students.	<ul style="list-style-type: none"> • January 2013 – Begin working with legislative session • Ongoing 	NDHSAA Staff	Pay attention to legalities of minors.	Laws are changed. Law enforcement and school officials cooperate.
5	Identify the needs and concerns of member schools that are not being addressed and that promote inequality. Develop a revised voting system, based on school enrollment.	Ongoing	NDHSAA Constitution & By-Laws Committee	Be prepared for resistance resulting from tradition, existing voting system, NDHSAA Board	Voting system revised.

Goal 1 Status Reports:

- 8/2/12 Determine timelines for strategic plan.
- 10/1/12 Constitution & By-Laws Committee explored possible formats for NDHSAA Constitution & By-Laws. Recommendations were made and a reformat draft will be brought to the next committee meeting.
- 10/1/12 Discussion regarding the Less than 50 rule.
- 10/1/12 Discussed academic requirements in NDHSAA Constitution & By-Laws
- 11/16/12 Begin work on preparing a By-Law amendment addressing the less than 50 rule for junior high participation on high school teams.
- 1/25/13 Review re-wording of:
 - **PART TWO - ARTICLE XIV- RULES OF ELIGIBILITY - INTERPRETATIONS - SECTION II (Page 23 of Part II-Q: 2 & 4)**
 - **PART FIVE - JUNIOR HIGH AND SEVENTH AND EIGHTH GRADE BY-LAWS – ARTICLE III: GENERAL REGULATIONS – OTHER REGULATIONS (Page 3 of Part V-Other Regulations: Guidelines for Jr High Competition)**

1/25/13 Draft of Constitution & By-Laws presented to all board members.

3/22/13 As per the NDHSAA strategic plan, recommendation for change in the less than 50 rule was made by the Constitution & By-Laws Committee. The language changes allow junior high students in all sized schools the ability to move to high school competition and back to junior high competition. Fifth and Sixth grade students will continue to be eligible for junior high competition in non contact sports only in schools with junior high enrollments less than 50. Exact wording of the change appears below. Highlighted areas have been added and words with a strike through will be removed. (See Minutes of Board Meeting – 3/22/13)

Motion by Helvik to approve. Second by Brannan. Motion carried unanimously.

3/22/13 The Constitution & By-Laws Committee recommended a change in the format of the By-Laws as per the NDHSAA the strategic plan.

Motion by Martin to approve. Second by Roaldson. Motion carried unanimously.

4/13 Legislation passed to expand release of information to schools for crimes of a sexual nature.
SB: 2320 relating to the release of juvenile records and other information to schools.

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STRATEGIC GOAL 2

The NDHSAA will develop new policies, and/or practices to address changing demographic trends in the state.

Strategies/Action Steps		Timelines	People Responsible or Involved	Considerations	Assessment
1	Evaluate enrollment numbers that affect classifications on a two-year basis for all activities. Recommend any necessary changes.	Ongoing	NDHSAA Re-alignment Committee	May need to create new committees.	NDHSAA Board has been supplied with this information every two years.
2	Study the need for new classifications in all activities.	Ongoing	NDHSAA Re-alignment Committee	May need to create new committees.	NDHSAA Board has been supplied with this information every two years.
3	Update By-Laws concerning enrollment for classification as needed.	Ongoing	NDHSAA Re-alignment Committee then NDHSAA Constitution & By-Laws Committee	Policy Group and Constitution/ByLaw committee work to revise and update current policies.	By-Laws have been changed as recommended by this group.
4	Review and revise the criteria the NDHSAA Board uses for approving co-op applications.	Ongoing	NDHSAA Re-alignment Committee then NDHSAA Constitution & By-Laws Committee	Criteria might include: Are co-ops necessary to continue current levels of competition? Is a new classifications needed? Is a more detailed application form needed? Should schools wishing to co-op be required to appear before the Board to ensure clarification or understanding?	Changes have been made to the co-op application process.

Goal 2 Status Reports:

3/22/13 Realignment Committee discussed the possibility of using a two (2) year plan for aligning volleyball and basketball.

STRATEGIC GOAL 3

The NDHSAA will develop long-range plans to address financial stability and operation of the organization.

Strategies/Action Steps		Timelines	People Responsible or Involved	Considerations	Assessment
1	Pursue additional corporate sponsorships.	Ongoing	NDHSAA Finance Committee and NDHSAA Staff	Be sure the sponsor's image reflects values of NDHSAA.	Additional sponsors are contracted.
2	Create a Foundation for gifts.	Continue discussion. Develop a purpose for a foundation.	NDHSAA Finance Committee	May want to work with ND Community Foundations.	Foundation is established.
3	Music and Speech advisory boards evaluate ways to reduce expenditures and increase revenues.	<ul style="list-style-type: none"> • June 2013 - Review and evaluate. • 2013/14 - Gather feedback. • June 2014 - Action to implement changes. 	NDHSAA Fine Arts Committee then NDHSAA Finance Committee	May want to charge admissions to fine arts events.	Advisory Board recommendations are submitted to the NDHSAA Board.
4	Expand the use of new media (e.g., streaming).	June 2013 – separate television from web casting/streaming in contract	NDHSAA Media Committee	Seek to sell broadcast rights to additional events.	New events broadcasts are contracted.
5	Pursue sponsors for individual events or awards.	June 2014 - Continue to study different degrees of sponsorship.	NDHSAA Finance Committee & NDHSAA Staff	Seek award sponsors for non-revenue activities.	Sponsors are contracted.
6	Hire a media manager/specialist.	• June 2015 – pending action with current television contract.	NDHSAA Media Committee then NDHSAA Finance/Personnel Committee	<p>Will require money/budget.</p> <p>Work closely with current staff.</p>	There are contracts for broadcast rights and a greater social media presence.
7	Create a smart phone app(application) for NDHSAA.	• June 2013	NDHSAA Staff	Most likely will need to employ and outside company for development.	Application is developed and works.
8	Place tournaments in profitable locations.	<ul style="list-style-type: none"> • December 2012 – send to Combined Tournament Committee • Annual review by NDHSAA Tournament Committee 	Combined Tournament Committee and NDHSAA Tournament Committee	Will need to update the tournament site selection process.	Financial statements after tournaments show pattern of increased profits.
9	Place tournaments in desirable locations.	• December 2012 –	Combined	Will need to update	There is a pattern of

Strategies/Action Steps		Timelines	People Responsible or Involved	Considerations	Assessment
		send to Combined Tournament Committee • Annual review by NDHSAA Tournament Committee	Tournament Committee and NDHSAA Tournament Committee	the tournament site selection process.	increased attendance.
10	Create a system for cross-training of staff.	Ongoing	NDHSAA Staff	Will most likely require creating or updating job descriptions and an operations manual	Documents and systems are in place.

Goal 3 Status Reports:

- 10/17/12 The Board requested the Executive Secretary to contact a consultant to attend the November Board meeting to discuss media contracts.
- 11/16/13 Media committee chair Larry Helvik, reported on committee review of the existing television contract and a progress report regarding the development of bid specifications for a new television contract. Media consultant, Stu Swartz from Minnesota was contacted by Sylling. Swartz had been out of the country and got back to Sylling last week. His charge is an upfront fee, a percentage of contracts and travel expenses as approved. Swartz is part of a company that hosts all Minnesota High School League broadcasts (www.grandstadium.tv). The committee recommendation is to continue to pursue Swartz as a consultant. Committee recommends a special board meeting in December or early January to have Swartz explain what services he could provide to the association. Swartz noted our current contract is good and we don't want to compete with the exclusivity provided in our contract. Another option would be to have the media committee meet with Swartz but it was felt the full board audience would be preferred. Recommended leave bids as they are but include a percentage of DVD sales be paid to NDHSAA and add webcast of events not covered by current contract are property of NDHSAA. It is important to maintain the exclusivity of the current contract.
- 12/5/12 Combined Tournament Committee discussed site placement for profitability and desirability. Discussion only, no recommendations made.
- 2/20/13 Chuck Schmidt from Arizona Interscholastic Association met with media committee and additional board members to discuss internet streaming, NDHSAA website and MVP website. Recommendations will follow.
- 2/13 Staff began using NDHSAA Twitter account to broadcast tournament information and results.
- 3/22/13 Helvik reported results of the February 20th meeting with Chuck Schmidt from the Arizona Interscholastic Association regarding webcasting and the NDHSAA website. Schmidt offered Brian Bolitho, AIA Director of Business Media and Jason Urasky, AIA programmer analyze NDHSAA and MVP sites and make recommendations on their findings. Upon analysis of both MVP and NDHSAA websites it was determined both are maintainable from the current code base, but the recommendation would be to start over with a common code base for the NDHSAA to manage and control. This opportunity would allow the NDHSAA to start with a modern framework allowing easier management and user interface. In figuring high, Schmidt estimated we could do what we need to do on our sites for \$30,000.

Also discussed was the option of sharing a computer programmer between NDHSAA and AIA allowing both associations to benefit from the use of common code, shared modules and access to a computer programmer.

Arizona would like to hire another programmer but do not have enough work for an additional person. Additional programmer would be between \$50,000 and \$60,000 and they would be interested in a shared computer programmer.

Sylling recommended we continue to pursue this option and he will bring additional information to the April meeting if this is something that we would like to pursue.

Motion by Auch to move forward with Arizona to craft a proposal to work with a shared programmer on changes to MVP and NDHSAA sites. Second by Roaldson. Motion carried unanimously.

Sylling will meet with the Executive Director from Arizona at the NFHS legal conference in April and bring information back to the NDHSAA Board at their April meeting.

4/23/13 The media committee presented a five year television contract with Forum Communications for Board approval.
(See Board Minutes 4/23/13)

Motion by Helvik to accept the television contract as presented. Second by Martin. Roll Call Vote: Olson - yes, Auch - yes, Roaldson - yes, Martin - yes, Ham - yes, Brannan - yes, Helvik - yes, Hall - yes, Wiberg - yes, Baesler - yes, Ulland – yes. Motion carried unanimously.

4/23/13 Upon analysis of MVP and NDHSAA websites by the Arizona Interscholastic Association, Brian Bolitho, AIA Director of Business Media and Jason Urasky, AIA programmer, recommended a remake of the NDHSAA and MVP websites with a common code base for the NDHSAA to manage and control. This opportunity would allow the NDHSAA to start with a modern framework allowing easier management and user interface. As previously directed by the Board, Sylling met with the Arizona Executive Director to contract for services to aid in the creation of a website redesign. AIA will charge us a maximum flat fee of \$27,500 to develop what we need. Maintenance costs would be agreed upon at completion. NDHSAA staff will determine what is needed and identify domain names. The plan includes a minimum of two websites. What is maintained on each site will be determined by collaboration with NDHSAA staff and AIA programmers. This is in line with our Strategic Plan. If the need is there, money can be obtained out of our reserves. AIA was confident a revision could be realized by August 1, 2013.

Motion by Auch to approve agreement with the Arizona Interscholastic Association for \$27,500 to re-develop the NDHSAA websites. Second by Ham. Motion carried unanimously.

4/23/13 NFHS Network report.

- NFHS Network is a webcasting network patterned after the Big 10 Network. NFHS is requesting NDHSAA allow Tier 2 rights to the NFHS Network. That would include webstreaming of anything not covered by the NDHSAA television contract. NFHS Network was approved by the NFHS Board, providing 26 states initially sign on. The NFHS Network would gain 30% of revenues from sponsorship and 70% of revenues from subscriptions. NDHSAA would receive an annual rights payment of \$35,000 for years one through three. After years one through three there would be a percentage of the entire contract based on a previously

agreed upon formula.

- The NFHS Network contract would be with Play-on Sports. A limited liability corporation is being formed made up of state associations and the NFHS. Legal review of those documents will be completed by each state before finalization. This would fit into the NDHSAA strategic plan. Final approval for NDHSAA to join the NFHS Network will be on the June agenda. Contracts will be reviewed by legal counsel before presentation to the Board.
- NDHSAA would retain rights to any events not chosen to be put into the NFHS Network

4&5/13 Staff began website re-design. Staff surveyed, review of needs and visions of new website. Registered domain name: NDHSAANOW.com
Worked with AIA via email, video conference and in person meeting.

6/10/13 Twitter followers increased from 46 in February to 439 in June 2013.

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STRATEGIC GOAL 4

The NDHSAA will develop new policies, programs, or practices to address changing social trends in the state.

Strategies/Action Steps		Timelines	People Responsible or Involved	Considerations	Assessment
1	Continue exploring and promoting sportsmanship programs (e.g., public announcements, game/activity program, online course, meeting, and participation sign off).	Ongoing with annual review.	NDHSAA Media Committee	Look for new ideas nationally; find out what is working in other states, schools.	Some type of reporting system that reveals the effectiveness of programs/activities.
2	Develop more student driven promotional materials (e.g., videos, pre-game announcement, buttons/certificates, etc.).	Ongoing <ul style="list-style-type: none"> • Request videos from schools on sportsmanship • Create new sportsmanship pre-game and game announcements • Distribute Distinguished Student PSA's 	NDHSAA Promotions & Programs Committee	Promotion by students in the state may have bigger impact. Will require budget planning and implementation. May want to seek partnerships with booster organizations.	A combination of subjective observation and a reporting system that reveals the effectiveness of the programs/activities.
3	Continue and, as appropriate, expand advertising and promoting the need for officials.	Ongoing <ul style="list-style-type: none"> • PSA's recruiting officials 	NDHSAA Officials Committee	Will likely need to promote through public media. May want to work with colleges and universities. May enlist corporate sponsors.	Some type of a reporting system that reveals an increase in the number of officials.
4	Increase incentives for officials. (e.g., (pay, bonuses, mentorship, etc.).	Ongoing	NDHSAA Officials Committee	Will result in increased costs for activities.	Some type of a reporting system that reveals the impact on increasing incentives on the number of officials.
5	Conduct a needs assessment survey of students every three to five years to determine level of interest in activities.	April 2016	Staff can provide instrument for schools to use.	Guard against unreasonable expectations that answering a survey will automatically result in a change. The demographics of area (e.g., oil	Survey is completed and results are analyzed and reported.

Strategies/Action Steps	Timelines	People Responsible or Involved	Considerations	Assessment
			impacted) may affect survey results.	

Goal 4 Status Reports: