

The efforts for 2017-2018 through 2021-2022 will focus on the following six measurable areas:

#### PROMOTION AND ENHANCEMENT OF INTERSCHOLASTIC PARTICIPATION

- Promote participation opportunities and the value of participation to all constituencies;
- Promote increased opportunities, specifically for females, in both existing and potential new championship programs (i.e. dance, field hockey, lacrosse);
- Require PA announcements regarding participation at all KHSAA events and provide standard scripts for use at regular season contests in all sports as well as promoting standards for public address announcers;
- Make available electronic public service announcements to all schools for use in promoting all sports and sport-activities;
- Promote all aspects of participation including the social aspect; expanding on the NFHS #MyReasonWhy campaign;
- Promote the fact that participation IS success, not just winning;
- Promote new opportunities for students (sport-activities) which are generally very low cost;
- Recognition for schools appreciably increasing participation;
- Recognition of postseason participation (patches, etc.);
- Develop a recognition program for multi-sport participation (like academic all-state, etc.); and
- Promote continued expansion of inclusive participation within unified/adaptive sports.