

# 2003-07



## Kentucky High School Athletic Association

### Operational Strategic Plan

*STARTING OUR 87th YEAR OF SERVICE TO KENTUCKY SCHOOLS*

#### MISSION STATEMENT

*The KHSAA shall establish, promote and deliver the highest quality interscholastic athletic programs and activities in an efficient and progressive manner that emphasize participation, safety, sportsmanship and integrity to enhance the educational experience of the student athlete.*

*Goal 1.0- Financial Stability and Debt Retirement*

*Goal 2.0- Educate KHSAA Constituencies*

*Goal 3.0 - Staff Growth and Development*

*Goal 4.0 - Monitor and Audit Compliance with KHSAA Rules.*

*Goal 5.0 - Enhance and Promote Current Programs and Preserve History.*

*Goal 6.0 - Promote Citizenship and Sportsmanship.*



[www.khsaa.org](http://www.khsaa.org)

*(a kentucky.com affiliate)*



*Member of  
National Federation  
of High School Associations*

**KENTUCKY HIGH SCHOOL  
ATHLETIC ASSOCIATION**

**2003-2007 STRATEGIC PLAN  
GOALS AND OBJECTIVES**

**KHSAA BOARD OF CONTROL**

Chuck Broughton, 2007, Owensboro  
Lonnie Burgett, 2005, Mayfield  
Gary Dearborn, 2007, Cynthiana  
Paul Dotson, 2004, Belfry  
Cynthia Elliott, 2007, Jackson  
Betsy Glover, 2004, Lewisport  
Paula Goodin, 2007, Pineville  
Sally Haeberle, 2006, Ashland  
Stan Hardin, 2006, Louisville  
Ken Hurt, 2005, Lancaster  
Kathy Johnston, 2003, Lexington  
L.V. McGinty, 2004, Paducah  
Steve Parker, 2005, Lexington  
Jeff Perkins, 2005, Somerset  
Eddie Saylor, 2004, Molus  
Bob Schneider, 2008, Newport  
James Sexton, 2006, Louisville  
Bob Stewart, 2006, Louisville  
Jerry Taylor, 2006, Munfordville

**KHSAA EXECUTIVE STAFF**

Brigid DeVries, Commissioner  
Larry Boucher, Assistant Commissioner  
Julian Tackett, Assistant Commissioner  
Roland Williams, Assistant Commissioner  
Butch Cope, Director of Promotions and Media Relations  
Ken Tippet, Fund Raising Consultant

July, 2003

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**GOAL 2.0- Operate as a support base developing plans to educate the member schools and affected constituencies of the policies, procedures, and activities of the Association.**

**Strategy 2.1 - Conduct a thorough review of each proposed regulation change to the KHSAA Constitution and Bylaws prior to final consideration by the Board of Control.**

A thorough analysis of all possible impacts should be done prior to any change in KHSAA regulations. The Board of Control must have as its final objective, the recommendation of any changes necessary for the well being of the student-athlete.

***Tactic 2.1.1 - Appoint new and utilize existing committees and organizations to complete a regular thorough rules review process prior to making changes and conduct focused committee sessions to ensure consideration of all issues.***

*Implementation 2.1.1.1 - Include all affected groups in discussions and considerations.*

*Implementation 2.1.1.2 - Consider input from participants, parents and school administrators regarding the impact of any change.*

*Implementation 2.1.1.3 - Select advisory committee members with varied interests and involvements. Continue to broaden the geographic, ethnic and gender based representation on all KHSAA committees.*

***Tactic 2.1.2 - Utilize all available resources and consult related organizations when considering changes to KHSAA rules including a thorough review of possible ramifications.***

*Implementation 2.1.2.1 - Utilize KHSAA input on National Federation committees and utilize other National Federation resources when studying the impact of additional or revised regulations.*

*Implementation 2.1.2.2- Consider changes in the utilization of school resources in any regulation change discussion.*

*Implementation 2.1.2.3- Study and compare application of rules to different sports, and weigh the need for consistency vs. the need for exceptions and variances. Evaluate the impact of "variations" of KHSAA offerings such as 4-person volleyball and 3-on-3 basketball.*

*Implementation 2.1.2.4- Consider impact of additional regulations on sports and preseason practice and on insurance policies and provisions.*

*Implementation 2.1.2.5- Continue studying impact of the Americans with Disabilities Act on KHSAA sport offerings.*

***Tactic 2.1.3 - Follow a consistent procedure for recommended changes to KHSAA rules.***

*Implementation 2.1.3.1 - Draft any necessary language regarding changes to KHSAA regulations.*

*Implementation 2.1.3.2 - Ensure adequate opportunity for input of member schools via discussion at the Annual Meeting, or in another alternative forum.*

*Implementation 2.1.3.3 - Ensure Board of Control consideration and discussion of any change in KHSAA regulations approved by the member schools.*

*Implementation 2.1.3.4 -Determine a Board of Control recommendation for implementation of the proposal to the Kentucky Board of Education.*

*Implementation 2.1.3.5 - Draft changes necessary to be made by Kentucky Board of Education in conjunction with Kentucky Department of Education legal counsel to reduce contradictory regulations.*

***Tactic 2.1.4 – Maintain open communication lines with the Kentucky Board of Education, the Kentucky Department of Education and the General Assembly to ensure consistency between the regulations of the Association and the initiatives and desires of each entity.***

*Implementation 2.1.4.1 – Regularly attend and participate in the meetings of the Kentucky Board of Education.*

*Implementation 2.1.4.2 – Regularly consult with representatives of the Kentucky Department of Education in order to stay current with the initiatives and programs of the Department.*

*Implementation 2.1.4.3 – Attend and participate as requested in meetings of the Local Superintendents Advisory Committee (LSAC), Kentucky School Boards Association (KSBA), Kentucky Association of Secondary Schools Principals (KASSP), Kentucky Association of School Administrators (KASA), Kentucky High School Athletic Directors Association (KHSADA) and each of the local Education cooperatives.*

*Implementation 2.1.4.4 - Work in a pro-active manner with members of the General Assembly prior to and during any legislative session to ensure that all views and impact of an issue are considered.*

**Strategy 2.2- Expand communication with KHSAA member schools, licensed officials, student-athletes, the general public and all other effected constituencies.**

The KHSAA must use its communication capabilities to educate its target audiences and to ensure the distribution of appropriate information.

***Tactic 2.2.1- Utilize "The Athlete" magazine to report Board action, KHSAA news, officials' items of interest and current calendar of events.***

*Implementation 2.2.1.1 - Establish deadlines for timely and regular distribution.*

*Implementation 2.2.1.2 - Explore alternative formats to decrease the frequency of publication of periodicals.*

*Implementation 2.2.1.3 - Include a particular section dedicated to officials on a regular basis.*

***Tactic 2.2.2 - Expand usage of communication resources such as publications and KHSAA Web Site to summarize current KHSAA issues for member schools, student-athletes, parents, and other related constituents.***

*Implementation 2.2.2.1 - Develop a video on the mission, function and operation of the KHSAA.*

*Implementation 2.2.2.2 - Include any changes in the Annual Meeting informational seminars and in the regional meetings with schools and require information distribution to student-athletes.*

*Implementation 2.2.2.3 - Establish deadlines for timely and regular distribution and update of information and adequately monitor adherence to these deadlines.*

*Implementation 2.2.2.4 - Utilize releases and publications to publicize results of investigations and any penalties levied against member schools and officials.*

*Implementation 2.2.2.5 - Utilize the Association Web Site for the distribution of timely information to the member schools, officials, media and other constituents.*

*Implementation 2.2.2.6 - Publish penalties and fine schedule in "The Athlete" and other publications and communication outlets on a regular basis*

*Implementation 2.2.2.7 - Develop methods to educate student-athletes on KHSAA rules.*

*Implementation 2.2.2.8 - Continue to develop on line registration for officials*

**Tactic 2.2.3- Develop periodic public service announcements such as "Did You Know?" segments for use in television, radio and print campaigns.**

*Implementation 2.2.3.1 - Include regular "Did you know?" public service announcements on KHSAA bylaws throughout the year as well as during "peak" publicity times.*

*Implementation - 2.2.3.2 - Focus the "Did You Know?" segments on KHSAA bylaws that govern student-athletes and include a positive message regarding value based activities.*

*Implementation - 2.2.3.3 - Establish statewide broadcasting network for distribution of public service announcements.*

*Implementation - 2.2.3.4 - Utilize all broadcast avenues for distribution -- radio, TV, cable, etc.*

**Tactic 2.2.4- Continue to refine procedures for the use of KHSAA forms including production of a "forms directory". Consider cooperation with outside organizations to produce the directory.**

*Implementation - 2.2.4.1 - Include instructions and timetable for completion of individual forms and specify a contact person at the Association.*

*Implementation 2.2.4.2 - Compilation of a forms manual to include the most up-to-date versions and distribute via the website to all member schools.*

*Implementation 2.2.4.3 - Prepare all forms in a consistent manner so that they can easily be placed on the KHSAA web site.*

*Implementation 2.2.4.4 - Establish a regular review of all forms to verify that all KHSAA decisions are accurate.*

*Implementation 2.2.4.5 - Expand forms needs where required.*

**Strategy 2.3- Conduct New Administrators Workshops and on-site seminars with KHSAA athletic directors and membership constituencies on a regular basis.**

The "Regional Meeting" concept used successfully by the KHSAA and other states is vital to communication with the membership. This educates the constituents as to the role of the KHSAA and its operations.

**Tactic 2.3.1- Conduct a series of meetings on KHSAA rules, policies and procedures.**

*Implementation 2.3.1.1 - Emphasize current bylaw interpretations and changes approved by the Annual Meeting or through referendum and distribute these as part of the final agenda.*

*Implementation 2.3.1.2 - Review changes made by Board of Control as part of annual review of KHSAA operations required by 702 KAR 7:065.*

*Implementation 2.3.1.3 - Inform school personnel of the schedule and forms changes for the coming school year.*

*Implementation 2.3.1.4 - Continue to conduct annual regional meetings.*

**Tactic 2.3.2- Expand sports rules clinic formats as necessary to educate coaches, athletic directors and officials on Association rules and policies in addition to sports playing rules.**

*Implementation 2.3.2.1 - Include current issues such as sportsmanship, Hall of Fame, ethics, integrity, safety and communicable disease issues in meetings with coaches, athletic directors and officials.*

*Implementation 2.3.2.2 - Include relevant bylaws and Association policies in the meeting format.*

*Implementation 2.3.2.3 - Continue to stress sports medicine issues and liability considerations.*

**Tactic 2.3.3 - Maintain and develop auxiliary training programs.**

*Implementation 2.3.3.1- Assist with the implementation of National Federation Interscholastic Coaching Education Program to include assistance with training of instructors.*

*Implementation 2.3.3.2 - Assist the Kentucky Medical Association in the planning and evaluation of the biennially required medical symposium.*

*Implementation 2.3.3.3 - Review sports-specific educational opportunities to distribute current and updated safety information for events such as pole vault and wrestling weight control.*

**Strategy 2.4- Utilize the KHSAA Annual Meeting for education and training purposes for KHSAA members.**

The KHSAA has its member voting delegates at one site one time per year. This forum must be used for the education of its delegates as to the expectations of the Association.

**Tactic 2.4.1- Educate delegates on meeting procedures and ensure compliance with these procedures.**

*Implementation 2.4.1.1 - Develop additional communication guidelines to ensure efficient meeting operations.*

*Implementation 2.4.1.2 - Compile meeting results and communicate unresolved issues to the delegates.*

*Implementation 2.4.1.3 - Annually evaluate the format of the meeting for potential revision and improvement.*

*Implementation 2.4.1.4 - Conduct the business meeting in accordance with adopted policies and procedures.*

**Tactic 2.4.2- Include seminar topics on current issues as they relate to the KHSAA.**

*Implementation 2.4.2.1 - Conduct seminars on specific KHSAA Bylaws and/or Tournament Rules.*

*Implementation 2.4.2.2 - Provide information on KHSAA current operations.*

*Implementation 2.4.2.3 - Conduct seminars on the operation and management of postseason events including security, safety and health concerns.*

*Implementation 2.4.2.4 - Conduct seminars on legal issues such as Title IX and the American with Disabilities Act as they relate to high school athletics.*

*Implementation 2.4.2.5 - Develop materials for school personnel to use to educate their coaches and parents regarding KHSAA rules and regulations.*

**Tactic 2.4.3- Conduct round table discussion groups on KHSAA regulations and proposed changes to those regulations.**

*Implementation 2.4.3.1 - Facilitate question and answer sessions with staff and membership on current topics.*

*Implementation 2.4.3.2 - Conduct targeted discussion groups on the most common bylaw violations and frequently asked questions.*

*Implementation 2.4.3.3 - Provide opportunity for input from the membership for improvement of the Association operations.*