

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

(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 5.0 – Formulate and monitor strategies to enhance and promote the programs of the Association, the preservation of its history and the traditions of interscholastic athletics.

Strategy 5.1- Pursue fund raising and promotional strategies to continue development of the Hall of Fame and Museum area.

With the completion of the initial phase of development of the Hall of Fame exhibit, the Association must continue to work towards completion of an area to honor past Association participants while maintaining vital information for current operations.

Tactic 5.1.1 - The Board of Control must maintain an active role in the oversight and development of the project.

Implementation 5.1.1.1 - The Board of Control should continue the use of a Standing Committee to oversee the development of the KHSAA museum, and work as an oversight entity with the Building Fund Raising and Hall of Fame and Museum Development Committee.

Implementation 5.1.1.2 - The Board of Control shall ensure that regular reports are made in public Board of Control meetings as to the status of the project and any financial impact.

Tactic 5.1.2- Continue the active work within the Foundation to continue the development the KHSAA museum utilizing any mechanism available such as developing a network of state banks and businesses, and the designation of trust funds with the Association as the beneficiary.

Implementation 5.1.2.1 - Maintain the Foundation as a separate educational and professional business entity and maintain operations and funds outside of the KHSAA General Fund.

Implementation 5.1.2.2 - Maintain Foundation Board of Directors and ensure cross-demographic representation.

Implementation 5.1.2.3 - Criteria for selection and appointment to this foundation must include the proven ability to raise funds and influential access to various constituencies.

Implementation 5.1.2.4 - The Foundation efforts should be divided among conceptual development, implementation and fund raising.

Implementation 5.1.2.5 - Proposals should be solicited from companies experienced in the conceptual development of similar project to aid the committee in decisions relative to implementation.

Tactic 5.1.3 - The Board through its Committees shall develop a formal fund raising plan in conjunction with the Foundation to finance any development of the KHSAA museum area.

Implementation 5.1.3.1 - The Board should consider the development of grant proposals to seek federal and other funds for the project by ensuring the recognition of previously underrepresented populations and entities.

Implementation 5.1.3.2 - The Board should ensure that no funds are expended or recommended to be expended for which treasuries do not already exist and that at no time, should general fund dollars be spent on this project.

Tactic 5.1.4- Through brick sales, facility rental, additional corporate fund-raising, and other sources, increase the building fund revenue line items of the KHSAA budget.

Implementation 5.1.4.1 - Continue Court of Support brick sales efforts local organizations and marketing firms with commissions paid on sales. Review current commission sales agreement to determine if it is competitive with the market place.

Implementation 5.1.4.2 - Continue rental of the museum space with funds targeted for museum development.

Strategy 5.2- Continue to promotion of the Hall of Fame banquet and related program activities.

The Association and its Board of Control shall continue to annually evaluate activities surrounding the Hall of Fame including the golf outing as well as the induction banquet.

Tactic 5.2.1 - The Association Staff must maintain an active role in the oversight and execution of the Hall of Fame activities.

Implementation 5.2.1.1 - Annually meet with hotel, audio visual and banquet staff to ensure success of banquet and revise plans if necessary.

Implementation 5.2.1.2 - Annually meet with golf course and support personnel to secure site, promotion and direction of golf outing.

Implementation 5.2.1.3 - Association full-time staff must take the lead role in ensuring that Hall of Fame activities are conducted in an appropriate manner and that the Association is fully accountable for the success of the programs.

Tactic 5.2.2 - Continue to solicit worthy Hall of Fame Induction candidates.

Implementation 5.2.2.1 - Include information on induction and selection process in Rules Clinics handouts.

Implementation 5.2.2.2 - Ensure that the general public and all other avenues of communication are used to solicit nominees, particularly as it relates to previously under-represented demographic populations.

Implementation 5.2.2.3 - Ensure that contact information on all former inductees is maintained to afford them a lifetime benefit to the induction.

Implementation 5.2.2.4 - Communicate with coaches association and other constituents to seek nominations as well as participation and support.

Tactic 5.2.3 - Continue to work to promote and expand the Hall of Fame induction banquet and golf outing.

Implementation 5.2.3.1 - Expand the list of invited players in the golf outing to include mass media, officials, school representatives and prior inductees to expand and ensure success of the golf outing.

Implementation 5.2.3.2 - Actively promote ticket sales to the induction banquet to ensure the proper recognition for the individuals who have been selected.

Implementation 5.2.3.3 - Ensure that the Hall of Fame banquet is a self-supporting event, minimizing the dependency on the Dawahares endowment.

Implementation 5.2.3.4 - Ensure that the Hall of Fame Golf Outing and other related programs are self-supporting without impact on the General Fund of the Association.

Strategy 5.3 – Ensure that the past traditions and history of the Association are preserved and maintained for use by future generations and for promoting current and future activities.

It is imperative that the Association preserve its proud history, records and traditions to better understand the history and evolution of high school sports in the Commonwealth.

Tactic 5.3.1- Maintain the archives and records of the Association in accordance with Association policy.

Implementation 5.3.1.1 – Assess the inventory of the Association archives at Eastern Kentucky University and ensure their availability through all reasonable methods.

Implementation 5.3.1.2 – Regularly consult with lead archivist and other representatives to maintain the currency of the inventory.

Implementation 5.3.1.3 – Study alternative methods for the storage of videotapes and past films of Association events including the championship games.

Tactic 5.3.2- Maintain other Association records in-house in a consistent and workable manner.

Implementation 5.3.2.1 – Preserve and protect Association records to make certain that no useful record is destroyed or damaged.

Implementation 5.3.2.2 – Study alternative methods for the storage of other materials for such projects as Title IX, school archive information, and other annual records.

Implementation 5.3.2.3 – Consult with legal counsel and Kentucky Department of Education representatives to ensure that Association records are kept as needed, but are also maintained in a manner not to jeopardize the Association’s legal position.