

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 Tippett, Fund Raising Consultant

July, 2003

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GOAL 6.0 - Emphasize and promote good citizenship and conduct at interscholastic events and other activities involving coaches, officials, athletes and spectators.

Strategy 6.1 – Utilize public relations, media and Internet partners to promote KHSAA events, athletic participants and the Association.

Regardless of how long an event has been in existence, it is critical that the KHSAA continue to market and promote its activities to maintain the current level of support or increase that level of support in the face of extreme competition for the entertainment dollar.

Tactic 6.1.1 – Use KHSAA existing partnership with a third party marketing agency as well as other public relations and marketing options to test market a television and/or radio show to promote current activities and high school sports in general.

Implementation 6.1.1.1 – Highlight all sanctioned sports and officials through consistent promotions.

Implementation 6.1.1.2 – Promote the Student Athlete-of-the-week, Team-of-the week, and School-of-the-week concepts while ensuring equal treatment for all KHSAA constituencies.

Tactic 6.1.2- Pursue an aggressive strategy to promote the positive benefits of athletic participation on the lives of young people, and the need for constant emphasis on sportsmanship.

Implementation 6.1.2.1 - Expand usage of "Commissioner's Notes" and communiqués to inform and educate the member schools and the general public about the KHSAA programs.

Implementation 6.1.2.2 - Develop new or utilize existing programs that illustrate the benefits of athletic participation to the general public such as the National Federation Activities Weeks Promotion Material.

Implementation 6.1.2.3 – Participate in new initiatives with the NFHS such as Special Olympics, Make the Point program.

Implementation 6.1.2.4 - Support educational seminars on the positive benefits of athletics and its influence on the lives of young people. Emphasis should be placed on all facets of the interscholastic program that promote and enhance gender equity and increased opportunities for participation and involvement by females and previously underrepresented populations.

Implementation 6.1.2.5— Continue to promote good sportsmanship by reading the "Sportsmanship Card" at all KHSAA sporting events.

Strategy 6.2 – Continue and potentially expand ancillary programs for the development of the student-athlete experience.

Tactic 6.2.1 - Continue to Expand and Publicize the KHSAA Academic All-State Program

Implementation 6.2.1.1 - Ensure that all schools are aware of the program and fully recognize worthy recipients.

Implementation 6.2.1.2 – Secure long-term partnership contract to ensure the continuance of the Academic All-State program.

Tactic 6.2.2 - Continue to Expand and Publicize the KHSAA Sportsmanship/Citizenship Scholarship Program

Implementation 6.2.2.1 - Ensure that all schools are aware of the program through all KHSAA resources and fully recognize worthy recipients.

Implementation 6.2.2.2 - Secure a long-term partnership contract to ensure the continuance of the Sportsmanship Banquet and Scholarship Program.

Implementation 6.2.2.3 - Recognize member schools and athletes for maintaining a high level of sportsmanship.

Tactic 6.2.3 - Continue to Expand and Publicize Other KHSAA student recognition programs.

Implementation 6.2.3.1 - Continue to develop and publicize the KHSAA HYPE Conference

Implementation 6.2.3.2 - Promote other KHSAA awards programs such as Sportsmanship Recognition Scholarship, Game Guy and other Academic Scholarships to improve participation and ensure that all Association entities are represented.

Implementation 6.2.3.3 - Secure long-term partnership contract to ensure the continuance of the HYPE Student Leadership Conference.