

## OFFICIALS AND OFFICIATING

- Provide educational materials to officials for use at the local level in developing and refining skills used in officiating;
- Provide educational materials to emphasize to officials their responsibilities both administratively, and in managing contests;
- Continued emphasis to assigning secretaries regarding the professional conduct expected of officials at all times;
- Emphasize assigning secretary responsibility to schools and students, and its place as a higher priority than a commitment to officials;
- Target recruitment of all demographics, and in particular the recruitment of African Americans and Females per the Federal Court decree, to better serve and mirror participants;
- Target recruitment and retention of officials in all sports with pre-packaged ads, traditional and social media and related posts; and
- Continue to focus on communication with policy boards including required assistance with assigning secretary selection, evaluation, and retention.