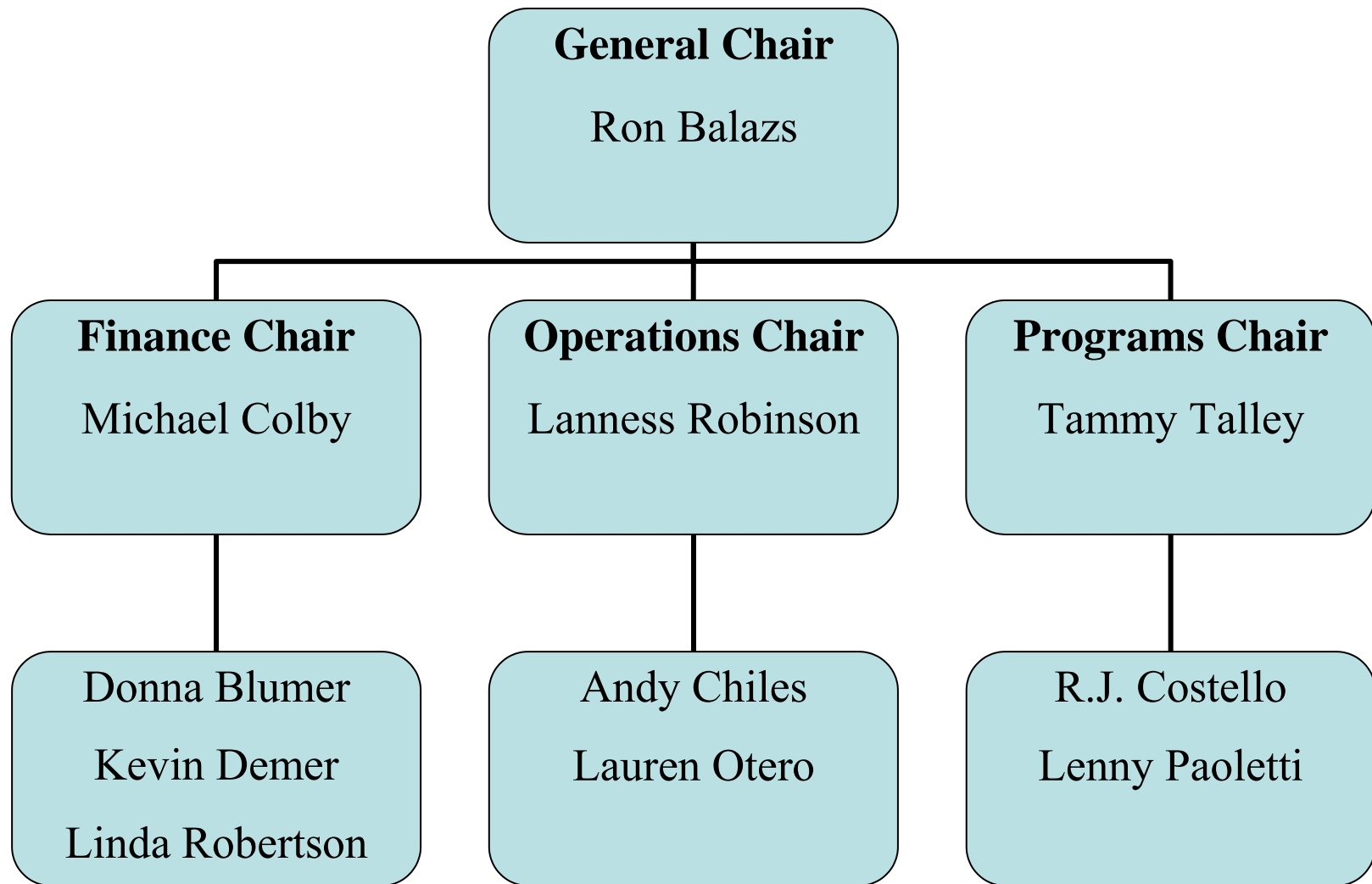


Florida Interscholastic Athletic Administrators Association Strategic Plan

2014 - 2019

PROGRAMS – OPERATIONS – FINANCE

FIAAA Strategic Plan 2014-2019



FIAAA Mission Statement

The mission of the Florida Interscholastic Athletic Administrators Association is to develop, enhance, and preserve the educational values of interscholastic athletics. The FIAAA serves its members by providing resources to develop and enhance leadership skills, developing mentorship programs for new athletic administrators and offering numerous opportunities for professional growth. In conjunction with the Florida High School Athletic Association, the FIAAA promotes the spirit of sportsmanship and fair play in all athletic contests and works to safeguard the physical, mental, social, and moral welfare of all high school students.

Current Organization Assessment

Strengths	Weaknesses
<ul style="list-style-type: none"> • All schools are members 	<ul style="list-style-type: none"> • Increase membership activity
<ul style="list-style-type: none"> • Establishment of professional development program 	<ul style="list-style-type: none"> • Establish greater influence with other athletic organizations (FLDOE, Principal's Association, School Board Member's Association, Superintendent's Association)
<ul style="list-style-type: none"> • Quality website 	<ul style="list-style-type: none"> • Need greater representation with NIAAA
<ul style="list-style-type: none"> • Annual State AD's conference 	<ul style="list-style-type: none"> • Need greater support from our corporate sponsors
<ul style="list-style-type: none"> • Relationship with FHSAA 	<ul style="list-style-type: none"> • Increase the number of courses for LTC instructors
<ul style="list-style-type: none"> • Representation with NIAAA 	<ul style="list-style-type: none"> • Recognition of LTP Certification
<ul style="list-style-type: none"> • Growing and improving 	<ul style="list-style-type: none"> • Lack of tax-exempt (501(c)(3)) status.
<ul style="list-style-type: none"> • Geographical Representation (districts all over the state) 	
<ul style="list-style-type: none"> • Leadership Vision 	
<ul style="list-style-type: none"> • Financial Stability 	
<ul style="list-style-type: none"> • Mentorship Program 	
<ul style="list-style-type: none"> • Scholarship and Sportsmanship Programs 	

Areas of Concern
<ul style="list-style-type: none"> • Turnover of athletic administrators.
<ul style="list-style-type: none"> • Lack of experienced athletic administrators.

Recommendations of the Programs Subcommittee

Key \$ = Minor \$\$ = Moderate \$\$\$ = Major
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RECOMMENDATIONS: EDUCATIONAL VALUES	RESPONSIBLE FOR IMPLEMENTATION	INITIATE BY	RESOURCES	SUPPORTING POINTS
1. Increase involvement with the FHSAA compliance seminar	FHSAA State FIAAA Board	Ongoing	\$	<ul style="list-style-type: none"> • Reach all athletic directors • Educational • Provide Leadership
2. Continue to emphasize educational value of Annual State ADs Conference	President Elect & Board of Directors	Ongoing	\$\$\$	<ul style="list-style-type: none"> • Networking • Increase course offerings
3. Strategy to promote LTI classes	LTI Faculty	Sept Board Mtg.	\$\$	<ul style="list-style-type: none"> • Increase Attendance
RECOMMENDATIONS: CERTIFICATION	RESPONSIBLE FOR IMPLEMENTATION	INITIATE BY	RESOURCES	SUPPORTING POINTS
4. Establish sectional certification opportunities	Certification Committee	2 years	\$	<ul style="list-style-type: none"> • Increase number of opportunities
5. Seek endorsements for certification from FLDOE	Board of Directors	Ongoing	\$	<ul style="list-style-type: none"> • Professional recognition
6. Establish Sectional Certification Coordinator	Certification Committee	4 years	\$	<ul style="list-style-type: none"> • Increase efficiency of certification
7. LTI Teams teaching same classes	Board of Directors	Ongoing	\$	<ul style="list-style-type: none"> • Rapport of Faculty members builds continuity.
8. Establish goals for mentoring and how to get there	Mentoring Committee	Sept. Board Mtg.	\$	<ul style="list-style-type: none"> • Goals will provide a start towards promoting & increasing participation.

Recommendations of the Programs Subcommittee

RECOMMENDATION: LEADERSHIP TRAINING	RESPONSIBLE FOR IMPLEMENTATION	INITIATE BY	RESOURCES	SUPPORTING POINTS
9. Increase sectional opportunities for course offerings, including online courses and webinars	Board of Directors & LTC Committee	2 years	\$	<ul style="list-style-type: none"> • Increase number of athletic administrators taking courses • Increase certification numbers
10. Establish a plan to recruit additional LTC instructors	Board of Directors & LTC Committee	2 years	\$	<ul style="list-style-type: none"> • Enables instructors to teach sectional classes • Minimizes instructor's travel
11. Provide leadership for coaches' education	LTC Committee	Ongoing	\$	<ul style="list-style-type: none"> • Improve the quality of coaching staffs
RECOMMENDATION: AWARDS	RESPONSIBLE FOR IMPLEMENTATION	INITIATE BY	RESOURCES	SUPPORTING POINTS
12. Increase number of nominees for state-recognized awards	Board of Directors & Awards Committee	Ongoing	\$	<ul style="list-style-type: none"> • More nominees to choose from
13. Promote state-recognized awards on a local level	District Directors	Ongoing	\$	<ul style="list-style-type: none"> • Make awards more meaningful

Recommendations of the Operations Subcommittee

RECOMMENDATION: COMMUNICATION	RESPONSIBLE FOR IMPLEMENTATION	INITIATE BY	RESOURCES	SUPPORTING POINTS
14. Continue in the planning and operation of the FHSAA Compliance Seminar	Board of Directors	Ongoing	\$	<ul style="list-style-type: none"> • AD roundtable and mentoring sessions are very popular
15. Maintain and better utilize the Policies and Procedures manual	Executive Board, Board of Directors, & Executive Director	Ongoing	\$	<ul style="list-style-type: none"> • Include job descriptions, salary ranges, evaluation process, transition planning, and employment procedures
16. Establish a plan to address emerging trends and timely issues through resolutions or position statements in conjunction with our strategic partners and alliances	AD Advisory & Board of Directors	Ongoing	\$	<ul style="list-style-type: none"> • Opportunity to use our partners and alliances to promote our position
17. Secretary will distribute electronic and printed materials <ul style="list-style-type: none"> • to explain the benefits of the FIAAA and • to provide helpful information to athletic directors 	Members Services Committee	Ongoing	\$	<ul style="list-style-type: none"> • Tool to increase membership
RECOMMENDATION: COMMITTEES	RECOMMENDATION: COMMITTEES	INITIATE BY	RESOURCES	SUPPORTING POINTS
18. Revise/update the FIAAA Strategic Plan	Board of Directors	Ongoing	None	<ul style="list-style-type: none"> • Provide organizational focus for FIAAA
19. Evaluate the composition of FIAAA Committees	Board of Directors Annual Meeting	2014-15	None	<ul style="list-style-type: none"> • Expand opportunities for membership and Board members on committees • Retirees holding Executive Board positions? • Will require by-law change

RECOMMENDATION: STRUCTURE	RESPONSIBLE FOR IMPLEMENTATION	INITIATE BY	RESOURCES	SUPPORTING POINTS
20. Annually evaluate and re-align the function, duties, and responsibilities of the officers, executive director, Executive Board, and Board of Directors	Board of Directors	Ongoing	None	<ul style="list-style-type: none"> • Is the board functional? • Are the officer positions functional? • Will require by-law change.
RECOMMENDATION: TECHNOLOGY	RESPONSIBLE FOR IMPLEMENTATION	INITIATE BY	RESOURCES	SUPPORTING POINTS
21. Continue to support and expand website technology (consideration of social media)	Board of Directors & Webmaster	Ongoing	\$	<ul style="list-style-type: none"> • Evolving growth process
22. Continue to seek opportunities for retired members to the FIAAA	Board of Directors Committee Chairs Special Events	Ongoing	\$	<ul style="list-style-type: none"> • Retirees can support through committees • Knowledge, experience and willingness to assist of retired members will be invaluable
23. Improve the inclusion of middle school athletic administrators in the FIAAA	Board of Directors Committee Chairs	Ongoing	\$	<ul style="list-style-type: none"> • Improve membership • New middle school certification

Recommendations of the Finance Subcommittee

RECOMMENDATION: REVENUE	RESPONSIBLE FOR IMPLEMENTATION	INITIATE BY	RESOURCES	SUPPORTING POINTS
24. Aggressively seek new corporate sponsorships, while maintaining current ones	Board of Directors, & Corporate Sponsorship Committee	Ongoing	None	<ul style="list-style-type: none"> • Source of revenue, assisting to hold the line on membership dues. • Increase in vendor interest.
25. Obtain sponsorship for individual activities of the association, including conference activities (i.e. golf tournament, awards banquets, Past Presidents Reception, LTI refreshments, etc.)	Board of Directors & Committees	Ongoing	None	<ul style="list-style-type: none"> • Source of revenue, assisting to hold the line on membership dues and conference registration fees • Increase in vendor interest.
RECOMMENDATION: FISCAL MANAGMENT	RESPONSIBLE FOR IMPLEMENTATION	INITIATE BY	RESOURCES	SUPPORTING POINTS
26. Create and maintain a separate account and budget for the Executive Director.	Treasurer, Board of Directors, & Executive Director	2014-15	None	<ul style="list-style-type: none"> • Fiscal management of expenses for the Executive Director.
27. Maintain a contingency reserve which would equal membership income for one year	Treasurer & Board of Directors	Ongoing	\$\$	<ul style="list-style-type: none"> • Assure financial solvency.
RECOMMENDATION: TAX EXEMPTION	RESPONSIBLE FOR IMPLEMENTATION	INITIATE BY	RESOURCES	SUPPORTING POINTS
28. Actively pursue tax-exempt (501(c)(3) status	Treasurer, Board of Directors & Executive Director	Ongoing	\$	<ul style="list-style-type: none"> • Fiscal management of the association. • Enhances charitable nature of the association