



Alabama High School Athletic Association

Montgomery, Alabama

MAINTAINING RELEVANCY WITH MEMBER SCHOOLS

Relevance is a guiding principle to ensure that your Association makes a sustained impact.

MAKE SURE THEY NEED YOU!





Strategies to Enhance Relevance

- Understand the history of the Association
 - Know who you are and where you came from
 - 1968 Merger Act
 - Reinforce/Teach Association History
 - Love what you do
- Membership evaluate your association and staff
 - How do member schools see your value, significance, and IMPORTANCE as an Association
 - Continually assess your strength and weaknesses -SWOT analysis
- Act of carrying on tradition
 - Build on strengths and improve weaknesses.
 - Recognize Association staff strengths and weaknesses
- Partnership with member schools
 - Engaging membership through processes
 - Associations are the facilitators
 - Same team
- Visibility around the state
 - Every school wants their moment in time. Recognizing the value of all schools.
 - Don't allow technology to replace interaction between your membership and your Association.
 - At a minimum, use your phone
- Desire to move forward
 - Courage to think outside the box
 - Forefront of challenging issues
- Financial Accountability
 - Non-profit
- Impartial, honest, consistent, reliable rules making process
 - Remain current
 - See the future



History of the AHSAA

- ❖ Founded in 1921, the Alabama High School Athletic Association is a private agency organized by its member schools to control and promote their athletic programs.
- ❖ The purpose of the AHSAA is to regulate, coordinate and promote the interscholastic athletic programs among its member schools, which include public, private, and parochial institutions.
- ❖ The AHSAA aims to serve the needs of its member schools in conducting their athletic programs and to assist member schools in reaching the educational objectives established by their school systems.

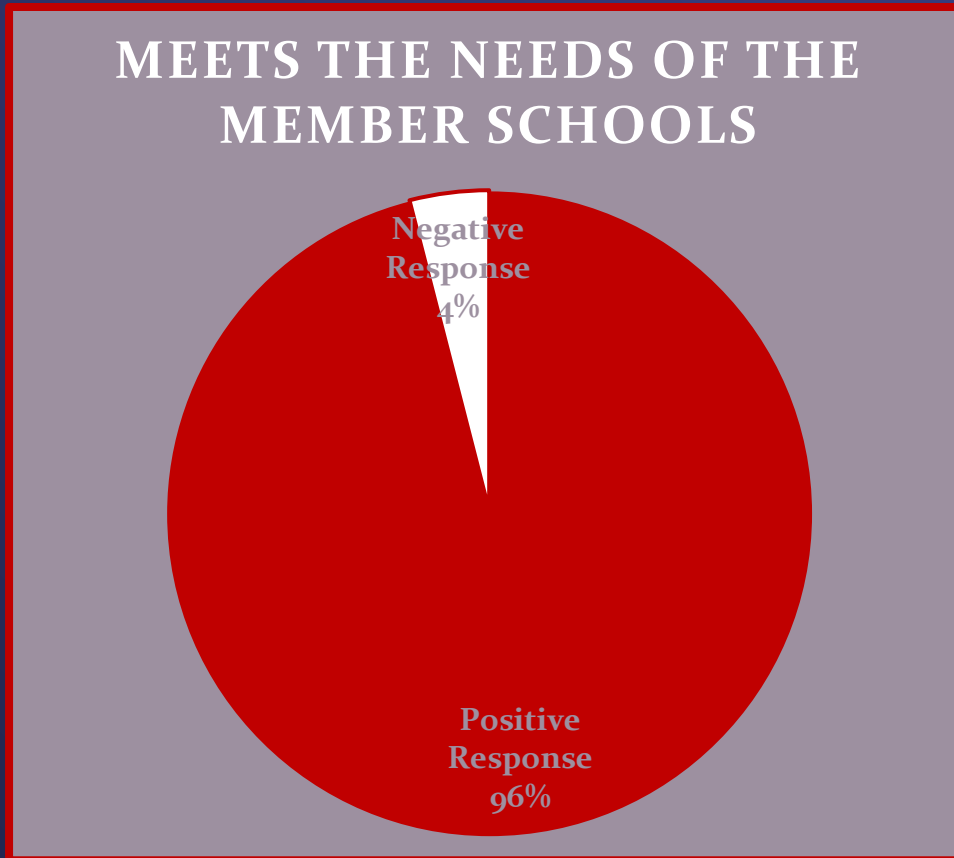




2015 AHSAA Member School Comprehensive Survey

Assessment (2nd edition)

410 High Schools and 333 Junior High and Middle Schools



Overall, an average of 96% of those replying state that the association is meeting the needs of its member schools

An average of 4% of those replying state that the association is not meeting the needs of its member schools

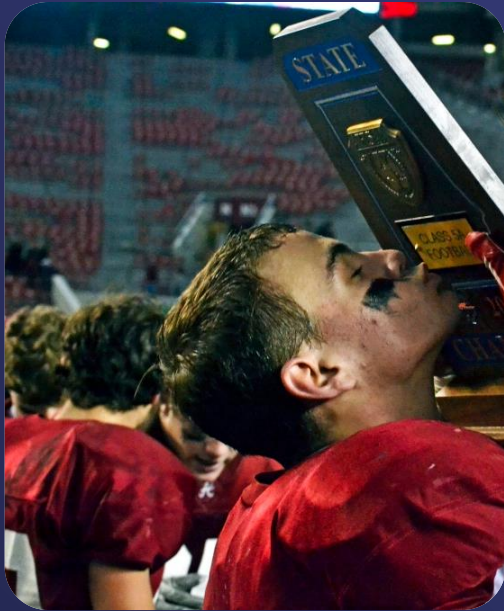


Continuing AHSAA Traditions

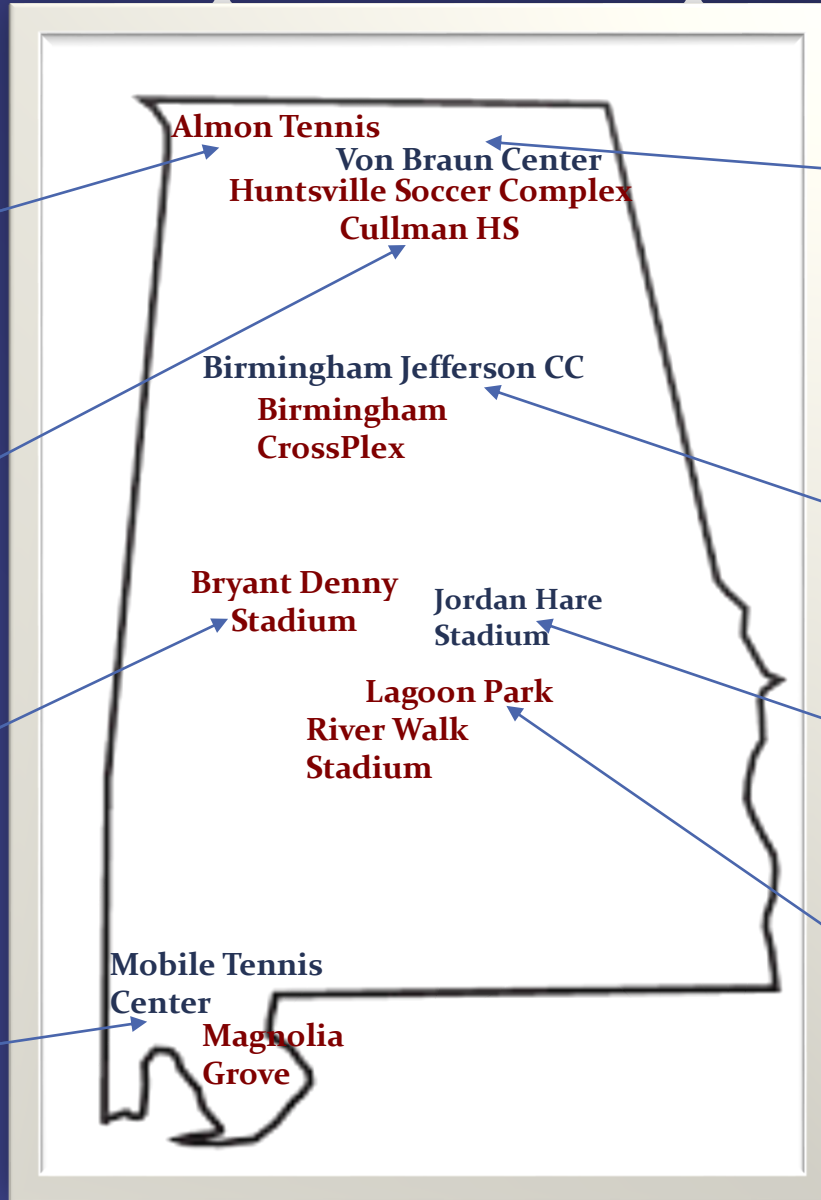
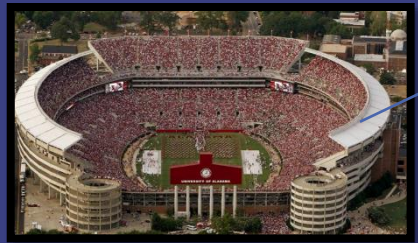
- • Consistency of upholding the bylaws as written by member schools
 - Rules are not created by outside entities.
 - Since 1921, the Central Board of Control has consistently upheld eligibility rulings and does not make exceptions.
 - Association interpretations reliable
- • Championship programs
 - Experience of a lifetime
 - Athletes, schools, fans, parents
 - Elite venues
- • Recognizing individuals through the Hall of Fame
 - Coaches, Administrators, Officials, Media

Provide Members Something No-One Else Can Give Them

“Experience of a Lifetime”



Championship Sites





Alabama
High
School

S
P
O
R
T
S



Hall of Fame



Traditions at the AHSAA

Sports Hall of Fame Banquet

Principals' & Ads' Conference

Summer Conference

Champions Challenge

Sportsmanship Banquet

Officials' Banquet

Coaches' Championship Banquet



Sportsmanship



Partnership with Member Schools

“Input-Listen”

- Central Board of Control
 - 15 members total (1 from each district; 1 from each 4-bi-districts; 2 at large female; 1 from the ALSDE.)
- Legislative Council
 - 32 members total (4 from each district)
- Sports Committees
 - 14 Total sports represented (1 member from each district and bi-district for each sport.)
- Principal Advisory Committees
 - 12 High School and 12 Middle School members total (1 from each district and bi-district)
- Superintendent, Medical Advisory Committees
- Student Advisory Committee
 - 16 seniors and 16 juniors (a male and female representative from each district)
- Member School Survey



Student Leadership Team

Ambassadors for
the student
athletes and
their school

- Student Leaders

Communication
bridge to the
AHSAA

- Principals and
Athletic Directors

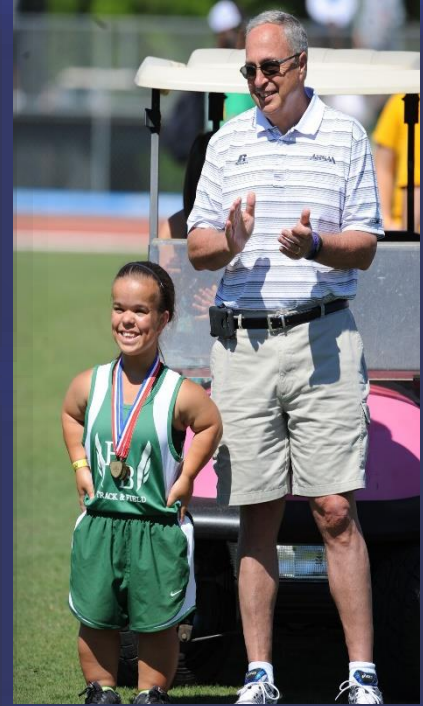
Dedicated to
meeting the
needs of member
schools and
student athletes

- AHSAA



VISIBILITY of the AHSAA around the State

- District Meetings
- AHSAA Sporting Events
 - Regular season, sectionals, state championships
- Community Events
- School Events
- AHSAA Hosted Events
 - Summer Conference, Committee Meetings, Hall of Fame Open House, Principals' and Ads' Conference, Champions' Challenge, All-Star Games



AHSAA

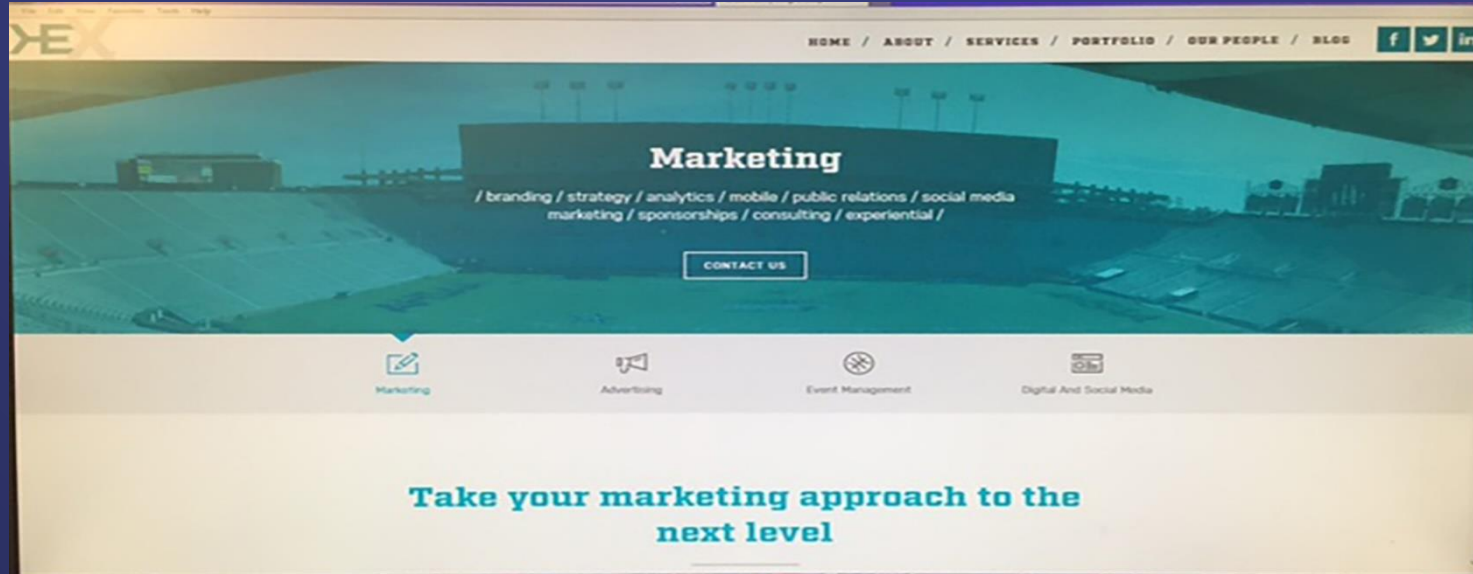




Moving Forward

“Cutting Edge”

- Marketing the Association
 - Marketing Agency
 - Television – Radio-NFHS PSAs
 - Brand your **membership**-Send your message
- Staying up-to-date on Technology
 - AHSAA Website, C2CSchools, Online Ticketing, NFHS Network, Media Credentials, Social Media, Monthly Newsletter,
- Safety
 - Football Contact, Pitching Rule, Heat Acclimatization, Sudden Cardiac Arrest, EAP, AED, etc.
- Listen to Member Schools-evaluate-courage to change
 - Championship Events, Revenue Share Program, Committees
- Corporate Sponsorships-Relevance of educational-athletics
- Officials- **Instant Replay**
- Always do what you’ve always done, you’ll always get what you’ve always gotten.



2014 SPONSOR REPORT

3 KEY HIGHLIGHTS

41,255
total attendance across 3-day, 7-game event.



343K
impressions earned on @AHSAA_Football Twitter during month of December

1,500
participating student-athletes



2014 EVENT UPGRADES

BRAND REDESIGN: The AHSAA and its championships underwent a redesign that yielded a new name and fresh marks for the Super 7 Championships. Sponsors were allowed to use the new marks in co-branding initiatives.



WEBSITE UPGRADE: 2014 included a complete redesign of the Super 7 website. Sponsors were introduced to new inventory space and strategically placed branding that provided unique touchpoints with the website visitors

SIDELINE SIGNAGE: For the first time, the Super 7 Championships had sponsor signage on the sideline, which provided exposure at the audiences' natural sideline and additional exposure on television broadcast. (See Appendix)



AUDIENCE

14 Teams

00 Counties

00 Teams from Jefferson, X, X County



AUDIENCE TOUCHPOINTS

DIGITAL INVENTORY
Sponsors were given videoboard spots and ribbon board space at every game of the Super 7 Championships.

TV AND RADIO
AHSAA Corporate Partners were given access to television and radio interviews throughout the Super 7 Championships

LIVE PA READS
Sponsors of the Super 7 Championships received live PA reads at every game.

SOCIAL MEDIA
Sponsors received inventory on both the Super 7 Facebook and Twitter pages. Corporate Partners received coverage of their on field activation. (See Appendix)



2015 SPONSOR REPORT

3 KEY HIGHLIGHTS

60,716
total attendance across 6-day, 42-game event.



1.37M
impressions earned on @AHSAA_Hoops Twitter during month of February

1,050
participating student-athletes



2015 EVENT UPGRADES

BRAND REDESIGN: The AHSAA and its championships underwent a redesign that yielded a new name and fresh marks for the Basketball State Finals. Sponsors were allowed to use the new marks in co-branding initiatives.



WEBSITE UPGRADE: 2015 included a complete redesign of the Basketball State Finals website. Sponsors were introduced to new inventory space and strategically placed branding that provided unique touchpoints with the website visitors

COURT/DIGITAL SPACE UPGRADES: For the first time, the Basketball State Finals had a uniquely branded court, courtside digital sponsor activation space and a new center hung videoboard (see appendix).



AUDIENCE

56 Teams

27 Counties

25 Teams from Jefferson, Mobile, Montgomery and Madison County



AUDIENCE TOUCHPOINTS

DIGITAL INVENTORY
Sponsors were given videoboard spots, courtside digital board space at every game of the Basketball State Finals.

TV AND RADIO
AHSAA Corporate Partners were given access to television and radio interviews throughout the Basketball State Finals.

LIVE PA READS
Sponsors of the Basketball State Finals received live PA reads at every game.

SOCIAL MEDIA
Sponsors received inventory on both the Basketball State Finals Facebook and Twitter pages and Corporate Partners received unique brand integration on social media throughout the championships. (See Appendix)





- Student-athlete eligibility
- Academic accountability
- Member school users
- Membership for AHSADCA
- Officials
- Announcements and blogs
- Forms and documents
- Sport declarations

**Content Management
Software**

**Provide tools to assist
your membership**

**Instant Assessment and
Communication**

**Continuous
Metamorphosis**



Technology



Watch AHSAA Sports LIVE and Clip & Share Events on the NFHS Network

Watch Live




SNAP OUR FREE APP



Download on the App Store
GET IT ON Google play





Executive Director Steve Savarese
Volume 9, Number 4
AHSAA Update
May 2015

SPRING SPORTS CHAMPIONSHIPS BEGIN

INSIDE THIS ISSUE

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- State Sports Commentary: Sarah Silvestri '15
- 2015 Tennis Champions

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ALABAMA HIGH SCHOOL ATHLETIC ASSOCIATION

AlabamaHS.Photo

The Next big thing in High School Sports Photography is coming to the State of Alabama...stay tuned for more.



PATH TO THE PLAYOFFS

A WEEKLY SPOTLIGHT GAME

TRADITION-RICH HIGH SCHOOL SPORTS

CHAMPION'S CHALLENGE, PLAYOFFS AND CHAMPIONSHIP GAMES

BROADCAST STATEWIDE ON AIR • ONLINE • ON MOBILE

WVFF FOX WSFA WSPA WYVM FOX23 CW55

www.PATHTOTHEPLAYOFFS.COM



Revenue Sharing

2015-16



\$1.6 MILLION


Any money over AHSAA reserve
(currently \$4.6 million) is returned to our
member schools.



Revenue Sharing

\$8 Million

Given back to
member schools
over 5 years



Schools



+



=



Consistency

No Hardships

No Exceptions

Integrity of the AHSAA

MEMBER SCHOOLS CREATE THE RULES: THE AHSAA GOVERNS THE RULES

17” Home Plate

“If I am lucky,” Coach Scolinos concluded, “you will remember one thing from this old coach today. It is this: if we fail to hold ourselves to a higher standard, a standard of what we know to be right; if we fail to hold our spouses and our children to the same standards, if we are unwilling or unable to provide a consequence when they do not meet the standard; and if our schools and churches and our government fail to hold themselves accountable to those they serve, there is but one thing to look forward to ...”

With that, he held home plate in front of his chest, turned it around, and revealed its dark black backside. “... dark days ahead.”

State Association's Relevancy

- Coach Scolinos message was clear and so is the message to State Associations
- Boards and Directors, keep your Association at seventeen inches. As Tom Welter so eloquently said yesterday, remember our roots and why we do what we do!
- Our member schools are counting on us!

Relevance prevents Irrelevance

Strive To Remain Relevant.

“I can do things you cannot, you can do things I cannot; together we can do great things.”

---Mother Teresa



Home School Guidelines:

ENROLLMENT

Students must enroll in a member school in order to participate in an interscholastic contest or practice.

Must be enrolled at the member school that serves the area in which the student's parents reside.

Must be within the first 20 days of the semester in the school they are zoned to attend.

Note: All home school students are eligible their initial year of enrollment based on local board policy.

ACADEMIC ACCOUNTABILITY

Students will adhere to all AHSAA rules applicable to academic accountability (Rule I, Section 9: Academic Rule, Requirements).

Students will be required to take AHSAA criteria tests developed by the ALSDE for the AHSAA in all four core subjects at the end of each semester for academic eligibility beginning with grade 7 through the end of the first semester in grade 12.

(ALL assessment testing will be conducted on campus of the school under the supervision of a certified instructor employed by the school.)

Note: Home school students who opt to take core courses through the school's virtual program or college course credit are not required to take the criteria tests.

Non-Traditional students participation in interscholastic athletics with AHSAA member public schools

Home School students (9-12) must:

- ✓ Enroll and attend two electives on the campus of the school.
 - The AHSAA recommends taking physical education class or athletic PE on campus for safety reasons.
 - If the school requires an athlete to take a PE to participate in athletics, the home school student will be required as well.
 - If the school does not require athletic PE to participate in athletics, home school students may take PE through the schools' virtual program.
- ✓ Take one elective class on campus and one through the school's virtual program or both elective classes through the school's virtual program.

Home School Guidelines:

TRANSFERS

A home school student who decides to enroll in a traditional school full time is eligible to participate if all other eligibility requirements are met.

A traditional student who decides to be homeschooled because of failing grades is deemed ineligible to participate in athletics for a period of one year. (If in good standing academically at the time of withdrawal, the student remains eligible.)

Virtual School Guidelines:

ENROLLMENT:

Virtual school students must follow all ALSDE policies.
Local board policy must be in accordance with all AHSAA bylaws.

ACADEMIC ACCOUNTABILITY:

The AHSAA recommends taking a physical education class or athletic PE on campus for safety reasons. If the school requires an athlete to take a PE to participate in athletics, the virtual school student will be required as well.

TRANSFERS:

A virtual school student who elects to transfer schools must be in accordance with all AHSAA bylaws pertaining to transfers.

PRACTICE TIME:

A virtual school student's practice time must be equivalent to but not to exceed practice that of a traditional student during a school day.

Non-Traditional
students participation
in interscholastic
athletics with AHSAA
member public
schools

Practice Time

- ✓ A home school student's practice time must be equivalent to but not to exceed that of a traditional student during a school day.

Updates on other AHSAA Bylaws:

1. Effective date of amendments to AHSAA bylaws:

Any bylaws made and passed by the Legislative Council at its April meeting will become effective following the last day of school that school year.

2. Rule II. Section 15:

Coaching Outside the School Year:

AHSAA certified coaches from the school's staff may hold organized instruction outside of the sports season during the school year in groups not to exceed 50% of the players required to play the game (AHSAA Section 6 Part B) for a maximum of 2 hours per week per athlete.

Note: Proposal allows no more than 1 coach per sport to work with no more than 50% of a team, two-hours per week. No student is allowed to work more than 2 hours per day.

Note: A coach cannot work with an in-season athlete for an out-of-season sport.

Note: A coach cannot work any student during the DEAD PERIOD (Dead period is the first 3 weeks of each sport season. Dead period for Fall begins the 1st day of Fall Practice (Aug 1-19); for Winter begins 1st day of Winter Practice (Oct. 17-Nov. 4); for Spring begins 1st day of Spring Practice (Jan. 16-Feb. 3)).

Updates on other AHSAA Bylaws:

3. Rule III. Section 22. Summer Practice Competition: A school may participate in unlimited competition for winter and spring sports on 3 out of the 4 following weeks of May 30, June 6, June 13, and June 20. Also, allow unlimited competition for fall sports on 3 out of 4 of the following weeks of June 27, July 4, July 11, and July 25.

Note: The week of July 18 will be a dead week for competition due to AHSAA All-Star Sports week, but schools may hold sessions of conditioning and weights.

4. Evaluation Period: Rule III, Section 16:

Allow spring sports the option to either conduct their evaluation period anytime from the end of their season to the end of the school year or to conduct it during the first semester.

5. Spring Evaluation Periods: Rule III, Section 17:

Schools that have declared a 9th grade football team to conduct a separate 9th grade 10 day evaluation period either during the middle school 20 days or during the high school 20 days. Each athlete will still only be allowed to have 10 days of evaluations. Athletes would not be allowed to have 10 days with 9th grade team and then 10 days with varsity.



Updates on other AHSAA Bylaws:



6. Ineligible Student Participation: Rule III, Section 8:

Schools that allow participation of an ineligible student-athlete must return all playoff shares/revenue to the AHSAA for the Revenue Share Program.

7. Administration: Rule VI Section 12: Recruiting:

A violation of this rule renders the contacted student permanently ineligible at the school where the violation occurs. A coach in violation of this rule shall be barred from coaching at any AHSAA member school for one year. A school in violation of this rule may be placed on restrictive probation for a period of one year in the sport in which the violation occurred and assessed monetary fine.



Maintaining State Association Relevancy

Steve Savarese, Alabama

Karissa Niehoff, Connecticut

NFHS Summer Meeting- Reno, NV

July 2, 2016

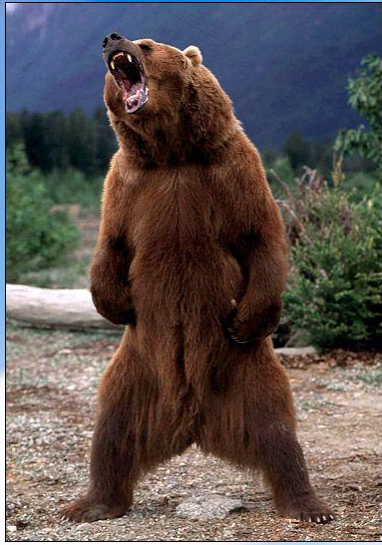
“Threats” to Education-based Activities and State Associations

- Attendance at activities
- Non-school programs and teams
- Private schools/schools of choice
- State legislatures
- Health and safety issues
- Changing career paths for administrators/turnover rates
- Funding/Fiscal crisis



Aren't we
considered
important?

Yes...but we must also be **RELEVANT**-
and there is a difference!



“RELEVANCE”...?

Relevance is the degree to which something is related, important or useful to the matter at hand.

How do we maintain Relevancy?

- PROMOTION STRATEGIES AND PATHWAYS- PR efforts utilizing all media modalities; messages aligned to multiple target audiences
- INTENSIFY INFORMATION FLOW TO MEMBERS AND COLLEAGUES- keep others on top of critical issues and current events
- MESSAGES, INFORMATION AND STORIES ARE CRITICAL

How do we maintain Relevancy?

- PROFESSIONAL DEVELOPMENT- in-house or on-site, web-based, conference calls, etc. Authentic best practices addressing problems of practice
“High-tech, high-touch, 24-7” information
- DEVELOPMENT OF THE PROFESSION- Outreach and representation of the profession and association activities

How do we maintain Relevancy?

- **PROFESSIONAL RESOURCE-**
Clearinghouse for information, catalyst for connections
- **ENGAGING MEMBERS-** committees, task forces, project-based work; voices of stakeholders; networking opportunities

How do we maintain Relevancy?

- **LEGISLATIVE ADVOCACY-** Associations are often singularly responsible for protecting education-based activities and related professions in an increasingly regulatory world.
- **COLLABORATION WITH STAKEHOLDER GROUPS-** Principals, superintendents, BOEs, state agencies, PTA