**Florida Interscholastic Athletic Administrators Association**

**Strategic Plan**

**2019-2024**

**PROGRAMS – OPERATIONS – FINANCE**

**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** |
| All schools are members | Level of opportunities for involvement |
| Establishment of professional development program | Year round member benefits |
| Growth of annual state Athletic Directors conference | Recognition of LTI Certification |
| Partnership with FHSAA and FACA | Percent of members that are also NIAAA members |
| Progressive culture as a Board | The number of members attending NADC |
| Geographical Representation (statewide) | Display of previous FIAAA Award recipients |
| Leadership vision | The percentage of members with certification |
| Financial Stability | Digital marketing of the association |
| Tax exempt status 501(c)(3) | Print marketing of the association |
| Representation within the NIAAA |  |
| Provider of professional development for ADs |  |

**Areas of Concern**

* Turnover of athletic administrators.
* Lack of experienced athletic administrators.
* Membership dues collected by a partner.

**Recommendations of the Programs Subcommittee**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **RECOMMENDATIONS:**  **EDUCATIONAL VALUES** | **RESPONSIBLE FOR IMPLEMENTATION** | **INIATE BY** | **RESOURCES** | **SUPPORTING POINTS** |
| Increase involvement with FHSAA compliance  seminars | FHSAA State  FIAAA Board | Ongoing | $ | * Policy input * Enhance partnerships |
| Insure regular communication including reminders to the membership by the District Directors | District Directors  Board of Directors | Ongoing | $ | * Networking * Mentoring |
| Continue to emphasize the educational value of the  Annual State Athletic Directors Conference | President Elect  Board of Directors | Ongoing | $$$ | * Networking * Mentoring |
| Establish a model of mentoring for high school  students with an interest in becoming an AD | Mentoring Program | 2021 | $ | * Provide leadership * Mentoring |
| Support coaching education for all coaches | Board of Directors | Ongoing | $ | * Provide leadership * Mentoring |
| Strategy to promote LTI classes | LTI Faculty,  Professional Development Committee,  Board of Directors | Annually at September Board Meeting | $$ | * Increase attendance * Mentoring * Provide leadership |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **RECOMMENDATIONS:**  **CERTIFICATION** | **RESPONSIBLE FOR IMPLEMENTATION** | **INIATE BY** | **RESOURCES** | **SUPPORTING POINTS** |
| Establish sectional certification opportunities | Certification and Professional Development Committees | Ongoing | $ | * Professional development |
| Develop an incentive program for athletic  administrators receiving certification designations | Board of Directors,  Professional Development Committee | Ongoing | $$ | * Professional development |
| **RECOMMENDATIONS:**  **LEADERSHIP TRAINING** | **RESPONSIBLE FOR IMPLEMENTATION** | **INIATE BY** | **RESOURCES** | **SUPPORTING POINTS** |
| Increase sectional opportunities for course offerings | Board of Directors, Professional Development Committee | Ongoing | $ | * Increase number of athletic administrators taking courses * Increase certification numbers |
| Endorse the full Board of Directors to become LTI instructors | Board of Directors, Professional Development Committee | Ongoing |  | * Increase LTI faculty * Professional development |
| **RECOMMENDATIONS:**  **AWARDS** | **RESPONSIBLE FOR IMPLEMENTATION** | **INIATE BY** | **RESOURCES** | **SUPPORTING POINTS** |
| Increase number of nominees for state and national awards | Board of Directors and Awards Committee, Past Presidents | Ongoing | $ | * More nominees to choose from |
| Promote state-recognized awards on a local level | Board of Directors District Directors | Ongoing | # | * Make awards more meaningful |

**Recommendations of the Operations Subcommittee**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **RECOMMENDATIONS:**  **COMMUNICATIONS** | **RESPONSIBLE FOR IMPLEMENTATION** | **INIATE BY** | **RESOURCES** | **SUPPORTING POINTS** |
| 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 and Board of Directors | Ongoing | $ | * Opportunity to use our partners and alliances to promote our position |
| Enhance and promote a resource center on the FIAAA website | Webmaster and Board of Directors | Ongoing | $ | * Post documents, article and other resources * Increase mentoring * Increase website traffic |
| Provide incentives at annual conference for members with certification | Conference Committee and Board of Directors | 2020 | $$ | * Encourage certification * Professional development |
| **RECOMMENDATIONS:**  **COMMITTEES** | **RESPONSIBLE FOR IMPLEMENTATION** | **INIATE BY** | **RESOURCES** | **SUPPORTING POINTS** |
| Revise/update the FIAAA Strategic Plan | Board of Directors | Ongoing | None | * Provide organizational focus for FIAAA |
| Annually evaluate the composition of FIAAA  Committees | Board of Directors Annual Meeting | Ongoing | None | * Expand opportunities for membership and Board members on committees |

**Recommendations of the Operations Subcommittee**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **RECOMMENDATIONS:**  **STRUCTURE** | **RESPONSIBLE FOR IMPLEMENTATION** | **INIATE BY** | **RESOURCES** | **SUPPORTING POINTS** |
| Develop more involvement from FIAAA Past  Presidents | Nominated Past President, Board of Directors, Executive Board | Ongoing | $ | * Use the wealth of knowledge of Past Presidents * Maintain active Past Presidents |
| Establish a plan to address recognition of  certifications (CAA and/or CMAA) by local and state  affiliations | Executive Director and Board of Directors | Ongoing | $$ | * Increase awareness of certification programs * Use NIAAA accreditation |
| Continue to seek opportunities for retired members  to the FIAAA | Board of Directors Committee Chairs Special Events | Ongoing | $ | * Retirees can support through committees * Knowledge, experience, and willingness to assist retired members will be invaluable |
| Improve the inclusion of middle school athletic  administrators in FIAAA | Board of Directors  Committee Chairs | Ongoing | $ | * Improve membership * New middle school certification |
| **RECOMMENDATIONS:**  **TECHNOLOGY** | **RESPONSIBLE FOR IMPLEMENTATION** | **INIATE BY** | **RESOURCES** | **SUPPORTING POINTS** |
| Continue to expand website technology, digital  media and the use of social media | Board of Directors and Webmaster | Ongoing | $ | * Evolving growth process |
| **RECOMMENDATIONS:**  **FISCAL MANAGEMENT** | **RESPONSIBLE FOR IMPLEMENTATION** | **INIATE BY** | **RESOURCES** | **SUPPORTING POINTS** |
| Expand the contingency reserve to equal  membership income for two year | Treasurer and Board of Directors | Ongoing | $$ | * Assure financial solvency |

**Recommendations of the Finance Subcommittee**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **RECOMMENDATIONS:**  **REVENUE** | **RESPONSIBLE FOR IMPLEMENTATION** | **INIATE BY** | **RESOURCES** | **SUPPORTING POINTS** |
| Continue to aggressively seek new corporate  sponsorships while maintaining an 80% renewal  rate each year | Executive Director and Corporate Sponsorship Committee | Ongoing | None | * Source of revenue assisting to hold the line on membership dues * Increase in vendor interest |
| Seek and secure multiple year corporate  sponsorship agreements with regional and national  vendors | Executive Director and Corporate Sponsorship Committee | Ongoing | None | * Long term revenues for long term planning |
| Secure sponsorships for each activity of the  association, including annual conference activities | Corporate Sponsorship Committee | Ongoing | $ | * Increase sponsorship opportunities * Increase sponsorship revenues |
| Support and promote brand recognition through an online shop with items displaying the FIAAA logo | Executive Director and Board of Directors | 2020 |  | * Branding of the FIAAA * New revenue stream |
| Research alternative conference sights with larger  facilities for participants and vendors | Executive Director and Board of Directors |  |  | * Conference attendee and vendor numbers continue to grow |
| **RECOMMENDATIONS:**  **COLLECTION OF MEMBERSHIP DUES** | **RESPONSIBLE FOR IMPLEMENTATION** | **INIATE BY** | **RESOURCES** | **SUPPORTING POINTS** |
| Increase membership dues to close the gap with the  national state associations average | Board of Directors | 2021-2022 | None | * Increased revenue to offset loss of membership numbers when collecting own dues |
| Organize a timeline and specific plan for the implementation of collecting our association’s membership dues | Executive Director, Executive Board | 2023-2024 | $$ | * Use an online payment system * Independent organization |