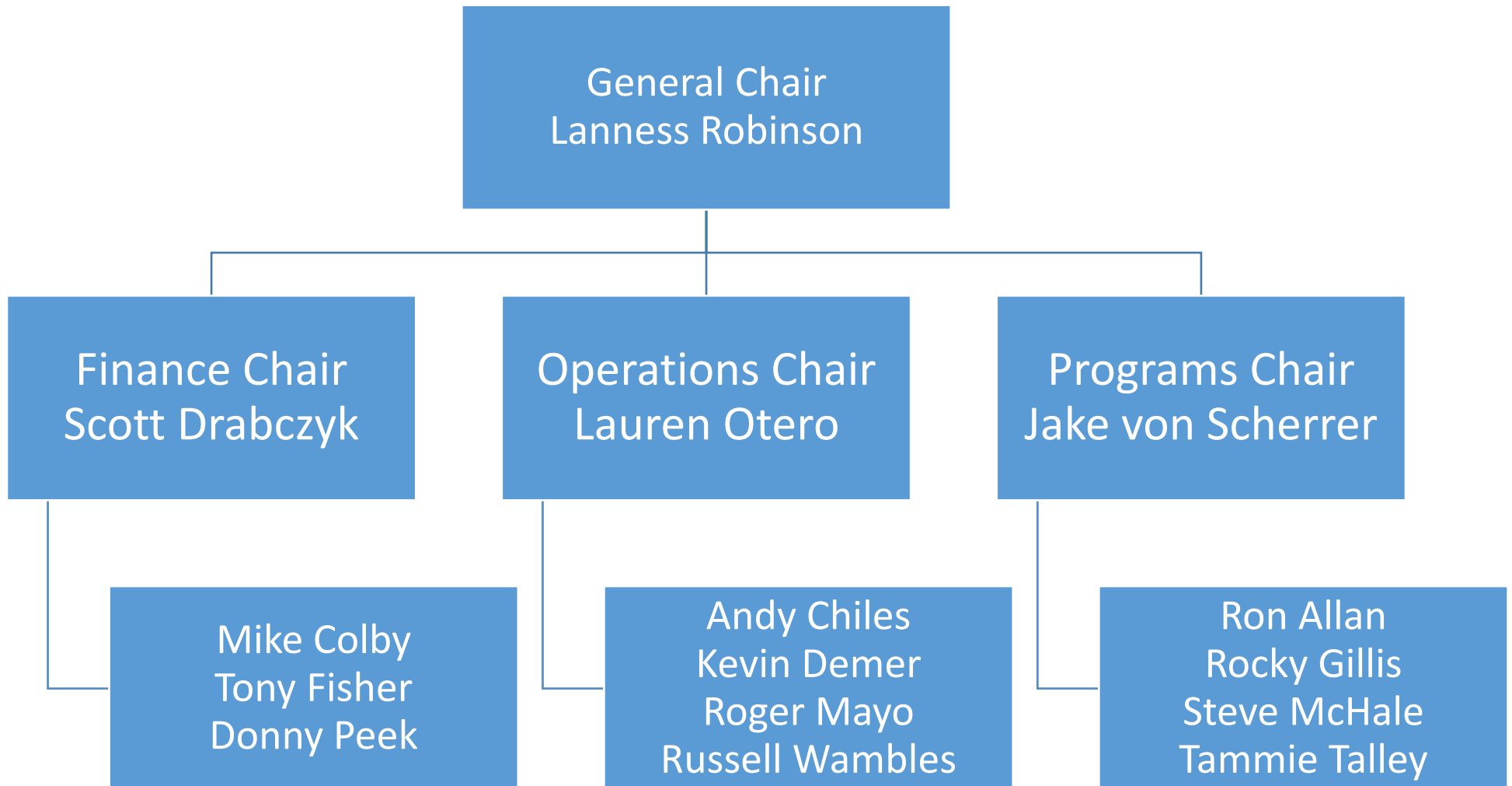




Florida Interscholastic Athletic Administrators Association Strategic Plan

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	\$	<ul style="list-style-type: none"> • Policy input • Enhance partnerships
Insure regular communication including reminders to the membership by the District Directors	District Directors Board of Directors	Ongoing	\$	<ul style="list-style-type: none"> • Networking • Mentoring
Continue to emphasize the educational value of the Annual State Athletic Directors Conference	President Elect Board of Directors	Ongoing	\$\$\$	<ul style="list-style-type: none"> • Networking • Mentoring
Establish a model of mentoring for high school students with an interest in becoming an AD	Mentoring Program	2021	\$	<ul style="list-style-type: none"> • Provide leadership • Mentoring
Support coaching education for all coaches	Board of Directors	Ongoing	\$	<ul style="list-style-type: none"> • Provide leadership • Mentoring
Strategy to promote LTI classes	LTI Faculty, Professional Development Committee, Board of Directors	Annually at September Board Meeting	\$\$	<ul style="list-style-type: none"> • 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	\$	<ul style="list-style-type: none"> Professional development
Develop an incentive program for athletic administrators receiving certification designations	Board of Directors, Professional Development Committee	Ongoing	\$\$	<ul style="list-style-type: none"> 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	\$	<ul style="list-style-type: none"> 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		<ul style="list-style-type: none"> 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	\$	<ul style="list-style-type: none"> More nominees to choose from
Promote state-recognized awards on a local level	Board of Directors District Directors	Ongoing	#	<ul style="list-style-type: none"> 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	\$	<ul style="list-style-type: none"> • 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	\$	<ul style="list-style-type: none"> • 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	\$\$	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Provide organizational focus for FIAAA
Annually evaluate the composition of FIAAA Committees	Board of Directors Annual Meeting	Ongoing	None	<ul style="list-style-type: 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	\$	<ul style="list-style-type: none"> • 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	\$\$	<ul style="list-style-type: none"> • 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	\$	<ul style="list-style-type: none"> • 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	\$	<ul style="list-style-type: none"> • 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	\$	<ul style="list-style-type: none"> • 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	\$\$	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: 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	<ul style="list-style-type: none"> • Long term revenues for long term planning
Secure sponsorships for each activity of the association, including annual conference activities	Corporate Sponsorship Committee	Ongoing	\$	<ul style="list-style-type: none"> • 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		<ul style="list-style-type: none"> • Branding of the FIAAA • New revenue stream
Research alternative conference sights with larger facilities for participants and vendors	Executive Director and Board of Directors			<ul style="list-style-type: none"> • 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	<ul style="list-style-type: 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	\$\$	<ul style="list-style-type: none"> • Use an online payment system • Independent organization