



# 4<sup>th</sup> Strategic Plan

## 2024-2029

### FINANCE – OPERATIONS – PROGRAMS



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## Finance

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## Operations

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## Programs

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- Chris Balance
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# **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 Organizational Assessment

Strengths	Weaknesses
Sponsorship income and company diversity	Lack of dual membership option - FIAAA, NIAAA
Cash income vs. in-kind sponsorships	Single year sponsorship options
Accounting accessibility and use	Sectional and local presence throughout the state
Tax Exempt status - 501(c)(3)	Frequency of member recognition
Professional development programs	Equitable representation from around the state
Annual award recognitions	Accountability of volunteer organization
Leadership, values, and vision	Survey participation
More effective communication model with members with opportunities for membership feedback	Certification incentives
Influence of FIAAA members at the national level	



# **Areas of Concern in Athletic Administration**

- 1. The need to expand the Association's reach beyond the Athletic Administrator at member schools.**
- 2. Brand association, as many people do not understand their membership benefits.**
- 3. Lack of opportunities for Athletic Administrators to get involved in the Association.**
- 4. Turnover of Athletic Administrators.**
- 5. Lack of certification numbers across the state.**
- 6. Limited attendance of membership at the annual state conference.**

# Finance

Recommendations: Educational Values (Goals)	Responsible for Implementation	Timeline for Completion	Financial Resources Required	Supporting Initiatives
Expand the association's branding by enhanced promotion of the online logo shop.	Corporate Sponsorship, Executive Board, Treasurer, Board of Directors	2024	\$	Opportunities for state ADs to purchase association merchandise resulting in increased revenue for FIAAA royalties.
Expand the FIAAA contingency reserve to equal 2.5 years of annual membership income.	Treasurer, Executive Board, Board of Directors	2028	\$\$\$	Planning and Budgeting
Increase membership dues from \$25 to \$50.	Treasurer, Executive Board	2025	\$	Increased revenue stream to match current expenditures for the fall and winter Board meetings.
Reduce conference expenses.	President-Elect, Treasurer, Conference Planning Committee	2024	\$	Reduce printing cost by incorporating previously printed documents into a new conference app.

Financial Resources Required Key: \$=Minor, \$\$=Moderate, \$\$\$=Major



# Finance

Recommendations: Educational Values (Goals)	Responsible for Implementation	Timeline for Completion	Financial Resources Required	Supporting Initiatives
Maintain and secure multi-year sponsorship for individual activities and programs.	Corporate Sponsorship, Treasurer, Higher Education Committee, Awards Committee, LTI	2024-2029	\$	Increased revenue source for FIAAA, vendor interests in association activities, maintaining a balance with conference expenses.
Implement a dual membership collection of dues for FIAAA and NIAAA.	Treasurer, Executive Board, Board of Directors	2024-2029	\$	Increases support and involvement at the national level.
Expand membership options for additional stakeholders.	Treasurer, Executive Board, Board of Directors	2024-2029	\$	Increased revenue and association involvement within school-based athletic departments.

Financial Resources Required Key: \$=Minor, \$\$=Moderate, \$\$\$=Major

# Operations

Recommendations: Educational Values (Goals)	Responsible for Implementation	Timeline for Completion	Financial Resources Required	Supporting Initiatives
Expand existing and establish new partnerships with associations affiliated with interscholastic athletics.	Executive Director	2024-2029	\$	Increases FIAAA effectiveness.
Create an FIAAA Welcome Packet for first-year Athletic Administrators.	Public Relations Committee	2024-2026	\$	Packet will be digital via cloud-based platform.
Develop a conference app.	Conference Planning Committee, Corporate Sponsorship	2024-2029	\$\$	Increased use of technology to increase the digital presence of the association.
Increase stakeholder engagement.	Public Relations Committee/ Public Relations Committee Chairman	2024-2028	\$	Remove and add language to POP manual as duty of committee.
Create a seasonal membership survey to acquire recommendations for the FIAAA.	Public Relations Committee	2024-2029	\$	Survey results will help guide decisions and overall operations of the organization.

Financial Resources Required Key: \$=Minor, \$\$=Moderate, \$\$\$=Major



# Operations

Recommendations: Educational Values (Goals)	Responsible for Implementation	Timeline for Completion	Financial Resources Required	Supporting Initiatives
Increase CAA or CMAA regional opportunities.	Certification Committee	2024-2028	\$\$	Create a model where CAA and CMAA classes are offered regionally if someone cannot attend a conference.
Transition to an online accounting platform to manage FIAAA accounts.	Treasurer	2024	\$	Minimal yearly cost to maintain and provides additional access for the association to the record keeping process.
Select 5th strategic plan committee members.	Executive Director, Executive Board, Strategic Plan Committee	2027	\$	Proactive planning towards continuous improvement of the organization.

Financial Resources Required Key: \$=Minor, \$\$=Moderate, \$\$\$=Major

# Programs

Recommendations: Educational Values (Goals)	Responsible for Implementation	Timeline for Completion	Financial Resources Required	Supporting Initiatives
Grow the sectional/local presence through the creation of a Sectional Lead Director.	District Director Board of Directors	Ongoing	\$	FIAAA presence and promotion across the state.
Increase attendance at the state and national conference.	President Elect & Board of Director	Ongoing	\$	Networking, Mentoring
Develop a schedule of local/regional Town Halls for Athletic Administrators.	Professional Networking Committee Board of Directors	2025	\$	Networking, Professional Growth
Educate Athletic Administrators to decrease or prevent future rule violations.	Executive Board & Executive Director	Ongoing	\$	Policy Input, Enhance Partnerships
Expand the Mentoring Program at the local and regional levels for newer ADs.	Board Members Professional Networking Committee	Ongoing	\$	Networking, Mentoring

Financial Resources Required Key: \$=Minor, \$\$=Moderate, \$\$\$=Major



# Programs

Recommendations: Educational Values (Goals)	Responsible for Implementation	Timeline for Completion	Financial Resources Required	Supporting Initiatives
Develop resources for those seeking different levels of certification.	Professional Growth Committee, LTI Faculty	2025	\$	LTI Promotion, Leadership Development
Recognize individuals participating in the Leadership Training Institute (LTI).	Professional Growth Committee, Public Relations Committee	Ongoing	\$	Increase recognition, FIAAA promotion
Expand the incentive program for Athletic Administrators receiving certification designations.	Professional Growth Committee	Ongoing	\$\$	Leadership Development, Professional Growth, LTI Promotion
Promote the NIAAA Quality Program Assessment (QPA) and Cohort Leadership Programs.	Professional Growth Committee, LTI Faculty	Ongoing	\$	Professional Growth, Leadership Development

Financial Resources Required Key: \$=Minor, \$\$=Moderate, \$\$\$=Major

# Programs

Recommendations: Educational Values (Goals)	Responsible for Implementation	Timeline for Completion	Financial Resources Required	Supporting Initiatives
Develop an FIAAA new(er) Athletic Administrators cohort.	Professional Growth Committee	2025	\$	Growth and promotion of the FIAAA
Provide quarterly opportunities to participate in LTI courses.	Professional Growth Committee	2025	\$	Leadership Development, Professional Growth, LTI Promotion
Expand award opportunities for students at the annual state conference.	Awards Committee & Board of Directors	2029	\$\$\$	Increase recognition, FIAAA promotion
Expand award opportunities for Athletic Administrators at the annual state conference.	Awards Committee & Board of Directors	2029	\$\$\$	Increase recognition, FIAAA promotion
Continue to promote the recognition of award winners at the local level.	District Directors, Public Relations, Higher Ed	Ongoing	\$	FIAAA presence, promotion across the state

Financial Resources Required Key: \$=Minor, \$\$=Moderate, \$\$\$=Major