

Strategic Plan



Working Together - Moving Forward



To: Southern Section

From: James T. Staunton, Ed.D., Commissioner of Athletics

Subject: Strategic Planning Recommendations

Date: January 22, 2007

The Southern Section Strategic Planning process has concluded with several recommendations. Each recommendation has been reviewed by the Section Executive Committee and approved for implementation.

We reviewed five critical areas that will bear consideration in the next five years.

Sportsmanship - The Sportsmanship Committee is concerned about unsportsmanlike conduct by our athletes. They believe that the current consequences do not do enough to deter inappropriate behavior. As a consequence, the committee recommends changes to the Blue Book that will stiffen the consequences to athletes who participate in fighting or assaultive behavior. That student may not return to play unless he/she participates in a conference with the principal or athletic director of the school. A second offense for fighting or assaultive behavior will result in the student losing the remainder of his/her games for the rest of that season. *Note, this proposal passed Southern Section Council on October 11, 2007 and shall be enacted in the fall of 2008.*

Officials – The Officials Committee believes that every person connected with high school sports be held to high standards of behavior. Consequently, they propose the Blue Book contain language similar to the Coaches' and Athletes' Code of Conduct. This Code of Conduct will be binding on our officials and administered by the various officials' associations. *Note: the proposal passed the Southern Section Council in the spring of 2007.*

In addition to the recommendations for the Blue Book the committee recommended the Executive Committee pursue solutions to the following issues:

- A) Recruitment of new officials.
- B) Training of all officials.
- C) Retention of officials.
- D) Recognition programs for officials.
- E) Evaluation of officials.

Finally, they request the Executive Committee direct the CIF Staff to get a definition of what "Independent contractor" status means, in relation to officials and CIF Southern Section member schools.

Communications – Media – The strong recommendation from the committee is to design the Southern Section web site to be more:

1. “User friendly” with areas for specific interests
2. Informative regarding standings by league and weekly polls

Note: The Web Site has been re-designed. The new site was launched October 15, 2007.

Financial Viability Committee- With positive review of the present financial operations and various opportunities for growth in the future, the Financial Viability Committee discussion has emphasized the critical importance of educating the membership and public on the Southern Section’s sound operational platform. The committee feels there exists a general disconnect among those outside the Southern Section walls regarding the strong philosophy, execution and business practices of the CIF-SS. Long range financial viability will require a continued and greater education of school boards, principals, coaches, media and the general public in order to positively move forward as the natural evolution of the CIF Southern Section occurs.

The next steps for the Committee are more detailed discussions on how best to effectively communicate the financial message and to continue the on-going healthy debate on ‘Ethics vs. Money’ as it relates to television, sponsorships, dues and other revenue opportunities.

Student Eligibility/Sport Offerings - The Committee identified two primary areas of concern: eligibility and the proliferation of on-line education programs. The committee suggests study of current practices and how those practices interfere with student eligibility and the intent of our bylaws.

The concerns are currently under consideration by the State office as well as Southern Section staff.