



NHIAA

Strategic Plan

2009 – 2014

“Winning is for a day, Sportsmanship is forever.”

NHIAA MISSION STATEMENT

The mission of the New Hampshire Interscholastic Athletic Association, as the leader of high school athletics, is to ensure fair play in competition and equal opportunity in interscholastic programs.

2008-2009 NHIAA REPRESENTATIVE COUNCIL

President: Matthew Laramie
Vice President: Frank McBride
Executive Director: R. Patrick Corbin

Council Members

		June Exp. Date
Susan Allen	NHSBA	2010
Jeff Collins, Portsmouth	NHASP	2010
Michael Cozort, Belmont	NHSAA	2010
Amy Dutton, Concord	NHICA	2011
George Edwards, Bedford	NHASP	2010
Scott Fitzgerald, Stevens	NHADA	2011
Joan Forge, Gilford	NHICA	2009
Michael Jackson, Hanover	NHADA	2010
Patricia Kennelly, Inter-Lakes	NHASP	2010
Matthew Laramie, Kearsarge	NHASP	2010
Michael Lee, Farmington	NHASP	2008
Paul MacMillan, Kingswood	NHASP	2011
Frank McBride, Goffstown	NHASP	2010
Phillip McCormack, Inter-Lakes	NHSAA	2010
Sue McKeivitt	State Dept. of Education	
Sean Moynihan, Sunapee	NHASP	2010
Robert Nelson, Lin-Wood	NHASP	2010

The New Hampshire Interscholastic Athletic Association

In 1947 the New Hampshire State Athletic Association was formed. In 1948 the name was changed to the New Hampshire Interscholastic Athletic Association (NHIAA). The primary reason for the creation of this organization was to establish the state athletic programs as an integral part of the entire school curriculum. It was believed that athletics, properly directed and administered on a state-wide basis, has a contribution to make to the educational program of schools.

Since 1947 the NHIAA has made progress in organizing, supervising and coordinating a state wide athletic program. Superintendents, principals, athletic directors, coaches, state school board association members, and State Department of Educational personnel have served on the Council, the governing body of the organization. The administration of the sports has been carried out by committees chosen from school and non-school people throughout the state.

In addition to the administration of athletics, the Association has formulated standards to insure competition is equalized. Regulations have been adopted to meet changing times and conditions. Changes, when necessary, are implemented by constitutional or by-law amendments.

The NHIAA is a voluntary organization operated by a continually changing committee structure and an athletic council. Committee membership is voluntary. Positions on the Council are rotated over a period of years giving the opportunity for all viewpoints to be considered. By this process, athletics takes its proper place in the entire educational program of the member schools and makes a great contribution to the development of New Hampshire youth.

The 2009-2014 NHIAA Strategic Plan

In August of 2008 a Strategic Planning subcommittee came together to review the current NHIAA Strategic Plan and the accomplishments made over this period of time. While the NHIAA is proud of their accomplishments, as an organization we realize the importance of continuously improving high school sports in the state of New Hampshire. With this in mind, we have recently completed and approved the 2009-2014 NHIAA Strategic Plan.

This plan was developed by the Strategic Planning subcommittee which was made up of superintendents, principals, athletic directors, coaches, NHIAA Executive Director, and NHIAA office staff. A facilitator focused the group during this three day planning period. A draft of the new plan was developed and then shared with the entire NHIAA membership at the annual meeting in September of 2008. The Strategic Plan draft was then shared with the NHIAA Representative Council for their input. The Council recommended that we put the draft out to its membership so superintendents, principals, and athletic directors could provide feedback on the proposed plan. This feedback was compiled and shared at the Council meeting in December 2008. After reviewing the feedback, the Council approved the 2009-2010 Strategic Plan.

The NHIAA Mission has not changed. We have developed **Guiding Principles** that will help guide committee members and Council members when making decisions. We have

established Six **(6) Strategies** along with a **Goal** or **Goals** under each strategy. In following this plan you will also find a **Rationale** for that specific strategy and **Strategic Initiatives** to meet each goal. Using the Strategic Initiatives we will develop **Action Plans** designed specifically to meet each Goal. We will post these action plans on the Web site so our constituents can follow our progress in meeting each goal over the next five years. We thank all the people who were involved in developing this plan and to all the people who provided us feedback on this plan.

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Guiding Principles

Decisions will be based on

Promoting Sportsmanship

In the Best Interest of Student Athletes

Promoting a Healthy Lifestyle of Living

Awareness of the Financial Impact on the Association

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Strategy #1 CLASSIFICATION

Goal: By the start of the next classification cycle (2010) all sports will be organized by divisions and classified and scheduled by multiple criteria

Rational: To ensure equity and safety while promoting and encouraging local and regional competition

Strategic Initiatives: 1. Look at classifications of schools
2. Examine tournament format

Strategy #2 COMMUNICATION

Goal: NHIAA will develop communication systems that will enhance the flow of information to and from all constituents by 2010

Rational: To improve communication to all constituents in the Association

Strategic Initiatives: 1. Meeting minutes posted on the Web site to keep constituents informed
2. Work with various officials organizations to expand interpretations
3. Put the NHIAA 2009-2014 Strategic Plan on the Web site
4. To improve participation of principals in the NHIAA
5. Improve communications with superintendents
6. Improve technology infrastructure
7. Continue to improve coaches' knowledge of the rules.

Strategy # 3 Marketing

Goal: NHIAA will prepare and implement a comprehensive marketing plan for the Association

Rational: Improve the organizations visibility and develop understanding

Strategic Initiatives:

1. On-line newsletter to constituents
2. Branding
3. Continue to improve the Web site

Strategy #4 Organization

Goal 1: To evaluate the membership at the NHIAA Representative Council level to ensure that all constituents are represented and that the shareholders needs and interests are considered by the end of 2010

Rational: To improve Communication – Equity – Consistency – Efficiency

Strategic Initiatives:

1. Equal representation among athletic directors (Class)
2. Review the election or appointment process of members to the Council

Goal 2: To define the responsibilities and authority of the Representative Council and streamline the committee structure to assure decisions are consistently applied in the best interest of student athletes

Rational: Effective decision making

Strategic Initiatives:

1. Examine the number of committees within the NHIAA to determine the effectiveness of each committee
2. Explore and examine the time served by chair people on committees
3. Explore the make-up of the committees and how members are selected
4. Explore the possibilities of having Representative Council members chair and streamline the subcommittees within the NHIAA

Strategy #5 Participation

Goal: To promote and increase participation in the NHIAA athletic programs

Rational: Outside group competition – Value to student athletes and sustainability

Strategic Initiatives:

1. Increase participation in existing sports by 5%
2. Add lifelong sports to NHIAA
3. Create more opportunities for student athletes with disabilities to participate in NHIAA sponsored programs

Strategy #6 Revenue

Goal: To develop new sources of revenue that will maintain the stability of the NHIAA and expand the possibility of sharing revenue sources with member schools

Rational: Look to improve financial stability

Strategic Initiatives:

1. Look for ways to increase revenues

The NHIAA has adopted these six strategies and will develop an action plan to address each Strategic Initiative. It is our hope to post this action plan on the Associations Web so our constituents can follow the NHIAA 2009-2014 Strategic Plan progress and any changes that are made along the way.