



**NHIAA
Strategic Plan
2014 – 2019**

“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.

2014 - 2015 NHIAA REPRESENTATIVE COUNCIL

President: Scott Fitzgerald
Vice President: Richard Dichard
Executive Director: R. Patrick Corbin

Council Members

		June Exp. Date
Steve Beals, Alvirne	NHASP	2014
Gary Bisson, Berlin	NHASP	2015
Jeff Collins, Portsmouth	NHASP	2014
James Daley, Kearsarge	NHASP	2015
Richard Dichard, Manchester Central	NHASP	2015
Amy Dutton, Winnisquam	NHC	2014
Matt Fennessy, Dover	NHC	2016
Scott Fitzgerald, Kearsarge	NHADA	2014
Merry Fortier	State Department of Education	
Michael Jackson, Hanover	NHADA	2014
Dr. Dean Cascadden	NHSAA	2016
Frank McBride, Goffstown	NHASP	2014
Steve Mello, Concord	NHADA	2016
Michael Morgan, Exeter	NHSAA	2016
Sean Monyihan, Sunapee	NHASP	2014
Robert Nelson, Lin-Wood	NHASP	2014
Jason Parent, Londonderry	NHASP	2016
Bruce Parsons, Plymouth	NHASP	2014
Laurie Rothhaus, Campbell	NHASP	2015
John Scranton, Goshen	NHSBA	2016
Buddy Trask, Colebrook	NHADA	2015

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 2014–2019 NHIAA Strategic Plan

In July of 2013 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 2014-2019 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 will be shared with the NHIAA Representative Council for their input.

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 Five 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.

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

STRATEGY #1: REPUTATION

Goal: Transform the perception and reputation of the NHIAA and its support of education-based activities with stakeholders and supporters

Rational:

- I. To effectively raise the NHIAA's voice, visibility and the relevance of its education-based mission
- II. To strengthen the relationship between the NHIAA and key stakeholders in order to build appreciation, understanding and buy-in to our mission and values
- III. To market the benefits of the NHIAA to its membership and prospective partners
- IV. To build a stronger base for long-term financial stability

Strategic Initiatives:

- I. Develop and execute the rebranding strategy
- II. Hire a strategic marketing staff member whose primary role is to develop, execute and evaluate a strategic marketing plan
- III. Establish a Strategic Marketing Committee of members, volunteers and interns with marketing expertise and interest
- IV. Strengthen ties to current and perspective partners (revenue sources)

STRATEGY #2: MEMBERSHIP

Goal #1: Beginning in 2015, the Principal/Headmaster (or equivalent) of each member school will be actively involved in the Association

Rational:

- I. To ensure the informed decision-making at the local level
- II. Encourage sustainability of the NHIAA through personal and professional involvement of the Association

Strategic Initiatives:

- I. Develop and promote a menu of options for participation
- II. Evaluate developing a formal outreach program

Goal #2: Strengthen and define more clearly what it means to be a member school of the NHIAA both in investment and compliance

Rational: To develop accountability and ownership

Strategic Initiatives:

- I. Evaluate, with legal counsel, the agreement-to-join contract for options to make it more binding and enforceable
- II. Review and revise the Constitution regarding the process of selection Council members
- III. Revise By-Law Article I; Policy Sect. 5 (pg. 15) so that it addresses schools that are out of compliance, rather than focus only on ineligible students
- IV. Communicate opportunities for NHIAA participation (i.e. menu options for principals)
- V. Review term limits for Committees and Council to create opportunities for new participants

STRATEGY #3: PARTICIPATION

Goal: NHIAA Continue to promote and increase athletics and to incorporate other co-curricular activities under the direction of the NHIAA athletic programs

Rational:

- I. To increase participation and awareness and to enhance the educational experience for life-long learning
- II. To raise the visibility of co-curricular activities and the students involved
- III. To build exposure for the NHIAA with new stakeholders and potential new partners/sponsors

Strategic Initiatives:

- I. Investigate and learn from other state associations who oversee co-curricular activities
- II. Explore the viability with NHIAA member schools to learn what co-curricular activities they offer, if these involve a stipend position and job description
- III. Review the costs associated with operating this related but new line of business for members
- IV. Identify, address and promote the benefits for membership
- V. Identify and evaluate the infrastructure needed to support co-curricular activities
- VI. Develop a business/financial plan to aid decision-making and to guide any roll-out of co-curricular activities
- VII. Continue to develop unified sports through the Unified Sports Committee and to develop life-long sports

STRATEGY #4: CLASSIFICATION

Goal #1: By 2015-16 classification cycle, the system for petitioning will be established using the existing criteria as a guideline

Rational: To standardize the classification petitioning process across sport committees to ensure consistency, fairness and equity

Strategic Initiatives: Standardize the petitioning process

Goal #2: Continue to refine the divisional alignment system so that it meets sports specific needs

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

Strategic Initiatives:

- I. Review and revise, where needed, procedures for initial classification and for sport specific classification.
- II. Evaluate giving sport-specific committees the authority to place schools in a division for competitive balance and safety
- III. Collect and review data to analyze the effectiveness of current procedures including number of divisions
- IV. Remain cognizant of financial and instructional implications (i.e. travel)

STRATEGY #5: ORGANIZATIONAL HEALTH

Goal: The NHIAA will establish and organizational structure that effectively meets the demands and needs of its members

Rational: Viable organizations review their functions and efficiencies of operations on a regular basis

Strategic Initiatives:

- I. Develop a detailed succession plan
- II. Assess the current operational aspects of the organization; adjust to meet future demands
- III. Review the outcomes of this strategic plan to identify and determine needed organizational adjustments
- IV. Develop, over time, new positions to support enhanced operations