



South Dakota High School Activities Association Board of Directors Strategic Planning/Goal Setting

Wednesday, August 16, 2017 • 10:30 A.M CST

SDHSAA Office Board Room- Pierre, SD

Minutes of the August 16, 2017 Strategic Planning Meeting

1. Call the meeting to order

Chairman Postma called the meeting to order at 10:30 AM, followed by the pledge of Allegiance.

A quorum was established. Board members in attendance were:

Bud Postma	Steve Morford	Steve Moore	Jim Aisenbrey
Sandy Klatt	David Planteen	Moe Ruesink (via teleconference)	

Board members absent included Dr. Roger Bordeaux and Dr. Brian Maher.

SDSHAA Staff present were Executive Director Dr. Dan Swartos, Assistant Executive Directors Jo Auch, John Krogstrand, and Brooks Bowman, and Finance Director Isaac Jahn.

2. Introduction of Board and Staff Members

Chairman Postma had the SDHSAA Board and SDHSAA Staff introduce themselves.

3. Opening remarks

Chairman Postma reviewed board meeting protocols and procedures. Dr. Swartos reviewed the Mission, Vision, and Belief Statements and recommended no changes in this document for the 2017-18 school year (**please see Appendix A following the minutes for the Mission, Vision, and Belief Statements**)

4. Review 2016 Strategic Planning Minutes

Chairman Postma reviewed the 2016 Strategic Planning minutes with the board. The minutes were accepted without changes.

5. Review Board Policy Manual, Constitution/By-Laws, Yearbook

Finance Director Isaac Jahn reviewed the updated policy manual. Dr. Swartos requested that the board consider changing the school year office hours from 7:30 to 4:30 with an hour lunch to 8:00 to 4:30 with a half hour lunch to accommodate those in the office with school-aged children. This item will be discussed further at the August 17th regular meeting.

Steve Morford did not receive his clothing allowance last year and will be provided with that allowance this year.

SDHSAA- Serving Students Since 1905

Board Chairperson – Mr. Bud Postma
Assistant Director – Ms. Jo Auch
Assistant Director – Mr. Brooks Bowman

Executive Director – Dr. Daniel Swartos
Assistant Director – Mr. John Krogstrand
Finance Director – Mr. Isaac Jahn

Assistant Executive Director John Krogstrand discussed the possible addition of 4% incremental steps per year in the executive staff separation policy, as previously discussed at the June Board of Directors Meeting. This item will be discussed at a future meeting.

Finance Director Isaac Jahn suggested reducing the state event attendance report items to the past 10 years.

6. Review the Finance Committee Structure and budget reports

Dr. Swartos reviewed the structure and members of the finance committee. No changes to the committee are recommended at this time.

7. Review the finance committee recommendations

Dr. Swartos reviewed the meeting of the Finance Advisory Committee and recommendations made by that committee to the SDHSAA Board of Directors. These recommendations included Finance Committee Appointments: Suspend committee rules pertaining to two committee members from the same School District for one year, appoint Steve Morford to replace Dr. Jason Uttermark, place Bud Postma on the committee, and name Bud Postma chair of the committee for 2017-18.

- Budgetary Changes: Use \$168,000 in reserve funds for one year to balance the FY2018 budget in order to avoid sending a bill to member schools.
- SDHSAA Foundation: All future donations to the SDHSAA Foundation shall be made to the South Dakota Community Fund, with the SDHSAA Foundation Board, Inc. to direct distributions of earnings in accordance with South Dakota Community Fund and SDHSAA Foundation Board, Inc. by-laws and in concurrence with SDHSAA staff and the SDHSAA Board of Directors
- SDHSAA Foundation: The SDHSAA Community Foundation, Inc. shall use its own Tax ID to open its own bank account for the sole purpose of depositing and distributing earnings as directed by the SDHSAA Community Foundation Board, Inc., in accordance with South Dakota Community Fund and SDHSAA Foundation Board, Inc. by-laws and in concurrence with SDHSAA staff and the SDHSAA Board of Directors
- SDHSAA Foundation: Approve the use of the donor form hosted on the SDHSAA website as well as instructions for how donations are to be handled
- General Recommendation: Develop sponsor and foundation benefit structures for SDHSAA Board of Directors review for the November 2017 meeting

8. Review the budget, and adjustments for FY 18- Swartos/Jahn

Finance Director Isaac Jahn reviewed suggested changes to the FY 18 budget to be considered at the August 17, 2017 meeting.

Sandy Klatt noted that the name of line item number 5260 on page 4 of the expense budget should be updated

Assistant Executive Director John Krogstrand suggested that the funds allocated in line item 5248 be moved to line item 5334 (staff travel). This will be considered at the August 17, 2017 meeting.

9. **Discuss increased ticket prices and revenue percentages for sub-state volleyball and basketball games**

Assistant Executive Directors John Krogstrand and Jo Auch discussed revenue for sub-state volleyball and basketball and concerns from SDHSAA staff regarding potential revenue loss due to the Sweet 16 format. In addition, concerns were raised by SDHSAA staff that the fees paid to host schools would not be enough to cover their expenses.

Finance Director Isaac Jahn discussed options for percentage splits and/or increased ticket prices. The Board discussed the options presented. Further discussion and action will occur at the August 17, 2017 meeting.

Chairman Postma declared recess for lunch at 12:07 P.M. and then declared the board out of recess at 12:15 P.M.

10. **Discuss Annual Meeting**

Chairman Postma discussed the 2017 Annual Meeting. Board Member David Planteen raised concerns that some items at the end of the regular meeting may not have been discussed thoroughly enough due to time constraints.

11. **Discuss mandatory copyright class for AD's, head music directors, head cheer & dance coaches, and one-act directors**

Assistant Executive Director Brooks Bowman discussed concern over Copyright Laws as it pertains to SDHSAA and its member schools. The NFHS will be releasing a copyright course and it is recommended that the SDHSAA require all Athletic Directors, head music directors, head cheer & dance coaches, and one-act directors take the course.

12. **Legislative Considerations**

Dr. Swartos and John Krogstrand updated the board on potential legislative items for the upcoming session. It is expected that home school issues will again be a topic.

13. **Update on corporate contracts**

Dr. Swartos updated the board on corporate sponsor contracts for FY18. All current sponsors are expected to contribute to the SDHSAA general fund for this year.

14. Discuss SDHSAA Foundation mission and separation of the Foundation from the SDHSAA

Dr. Swartos reviewed the proposed separation amendment between the SDHSAA, the South Dakota Community Fund, and the SDHSAA Foundation Board, Inc. The proposed amendment will be considered at the August 17, 2017 meeting.

15. Review Site Selection Committee and meeting dates for 17-18

Dr. Swartos reviewed the site selection committee. Chairman Postma will have recommended appointments to the committee at the November 2017 Board meeting.

16. Review SDHSAA Constitutional Revisions for 2017-18

No constitutional revisions were discussed. Dr. Swartos reviewed the process for proposing constitutional revisions.

17. Discuss Superintendent Group Priorities

No official group priorities were discussed.

18. Discuss Secondary Principals Group Priorities

No official group priorities were discussed.

19. Discuss Activities Directors Group Priorities

No official group priorities were discussed.

20. Executive Staff and Board Member comments, concerns, and suggestions

Assistant Executive Director Jo Auch discussed shot clock use in schools.
Assistant Executive Director Brooks Bowman introduced the new Fine Arts Administrative Assistant- Nicole Rinehart
Assistant Executive Director Jo Auch discussed the continued need for more officials and campaigns in place designed to promote recruitment of officials.
Jim Aisenbrey asked about the process for selecting state-event officials.
Directors Auch and Krogstrand explained the process and some of the challenges that exist for selecting those officials.

21. Set goals for 2017-18

The board set the following goals for 2017-18

- Move forward with the separation of the SDHSAA and the SDHSAA Foundation into two distinct entities.
- Create a board policy that outlines time limits on audience input
- Improve on the structure of the annual meeting/April board meeting
- Review and analyze the budget, management fees, and reimbursements

22. Adjourn

There being no further business to consider, Chairman Postma declared the meeting adjourned at 2:16 P.M.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Daniel Swartos". The signature is written in black ink and is positioned above the typed name and title.

Dr. Daniel Swartos
SDHSAA Executive Director

APPENDIX A**MISSION STATEMENT**

The South Dakota High School Activities Association will serve member schools by providing leadership in the development, supervision, and conduct of interscholastic activities which enrich the educational experiences of high school students. The SDHSAA is committed to the ideals that will provide equitable participation opportunities and positive recognition to students, while working cooperatively with all schools to enhance the achievement of desired educational goals.

We believe:

- The SDHSAA is the recognized state authority on interscholastic activity programs.
- Interscholastic activity programs enrich each student's educational experience.
- Participation in education-based activity programs promotes student academic achievement.
- Student participation in interscholastic activity programs is a privilege.
- Interscholastic participation develops good citizenship, healthy lifestyles, and strengthens cultural diversity.
- Interscholastic activity programs foster involvement of a diverse population.
- Interscholastic activity programs promote positive school/community relations.
- The SDHSAA, in conjunction with the NFHS, is the pre-eminent authority on competition rules for interscholastic activity programs.
- National competition rules promote fair play and minimize risks for student participants.
- Properly trained administrators/coaches/directors promote the educational mission of the interscholastic experience.
- Properly trained officials/judges enhance interscholastic competition.
- In earning public trust through administering honest and dependable activities programs.
- In providing South Dakota students with quality educationally based activities programs.
- In providing programming that provides balanced coverage of both athletic and fine arts programs.
- The SDHSAA and its member schools value the following:
 - equity, fairness and justice,
 - activities which support the academic mission of schools,
 - fair play and honorable competition,
 - activities which support healthy lifestyles, and
 - treating people with dignity and respect.

Numerous studies have been conducted which provide empirical evidence to the value of co-curricular programs that are supported by our member schools:

- ❖ **Activities Support The Academic Mission Of Schools.** Activities are not a diversion but rather an extension of a good educational program. Students who participate in activity programs tend to have higher grade-point averages, better attendance records, lower dropout rates and fewer discipline problems than students generally.
- ❖ **Activities Are Inherently Educational.** Activity programs provide valuable lessons for practical situations—teamwork, sportsmanship, winning and losing and hard work. Through participation in activity programs, students learn self-discipline, build self-confidence and develop skills to handle competitive situations. These are qualities the

public expects schools to produce in students so that they become responsible adults and productive citizens.

- ❖ **Activities Foster Success In Later Life.** Participation in high school activities is often a predictor of later success—in college, a career, and becoming a contributing member of society.

Did you know . . .

- School activities are not a diversion, but rather an extension of a good educational program.
- Students who participate in activity programs tend to have higher grade-point averages, better attendance records, lower dropout rates and fewer discipline problems.
- Activity programs provide valuable lessons for practical situations—teamwork, sportsmanship, winning and losing and hard work. Through participation in activity programs, students learn self-discipline, build self-confidence, and develop skills to handle competitive situations.
- Participation in high school activities is likely a predictor of later success.
- Of the 60 students listed in *USA Today's* All-USA High School Academic First, Second and Third Teams and the 51 who earned honorable mention, 75 percent were involved in sports, speech, music, or debate.
- A study by the Search Institute indicates that co-curricular activities play a central role in students' healthy development.
- School-age children and teens who are unsupervised during the hours after school are far more likely to use alcohol, drugs and tobacco, engage in criminal and other high-risk behaviors, receive poor grades, and drop out of school than those children who have the opportunity to benefit from constructive activities supervised by responsible adults.
- A nationwide study by the Women's Sport Foundation indicated that athletes do better in the classroom, are more involved in school activity programs and stay involved in the community after graduation.
- According to a study conducted by Indiana University, students participating in a number of activities not only achieve better academically, but also express greater satisfaction with the total high school experience than students who do not participate.
- Individuals at the executive vice-president level or above in 75 Fortune 500 companies indicated that 95 percent of those corporate executives participated in sports during high school. In addition, 54 percent were involved in student government, 43 percent in the National Honor Society, 37 percent in music, 35 percent in scouts, and 18 percent in the school's publication.
- The American College Testing Service compared the value of four factors in predicting success after high school. The one yardstick that could be used to predict later success in life was achievement in school activities.