



**SOUTH DAKOTA HIGH SCHOOL ACTIVITIES ASSOCIATION
STRATEGIC PLANNING MEETING OF THE BOARD OF DIRECTORS
SDHSAA OFFICE BUILDING**

August 14, 2019

10:30 AM

Pierre, South Dakota

The Board of Directors held a strategic planning meeting on August 14, 2019, at the SDHSAA Office Building in Pierre, South Dakota with members present as follows:

Moe Ruesink	David Planteen	Dr. Brian Maher	Dr. Jerry Rasmussen	Barry Mann
Craig Cassens	Dan Aaker	Randy Soma	Mark Murphy	

Staff members present included Dr. Dan Swartos, Jo Auch, Dr. John Krogstrand, Brooks Bowman, and Isaac Jahn.

Item #'s 1 and 2: Call the Meeting to Order and Pledge of Allegiance

The meeting was called to order by Chairman Moe Ruesink at 10:30 A.M., followed by the pledge of allegiance.

Item #3-Introduction of Board and Staff Members

Chairman Ruesink asked the Board of Directors and the SDHSAA Staff Members to introduce themselves.

Item #4-Opening remarks

Chairman Ruesink thanked the board for their service and welcomed them to a new year on the SDHSAA Board of Directors. He also reviewed board meeting protocols and procedures. Dr. Swartos reviewed the vision, mission, and beliefs statement of the SDHSAA. He recommended reviewing and possibly simplifying this document throughout 2019-20. (Current mission, vision, and beliefs statement found in Appendix A)

Item #5- Review 2018 Strategic Planning Minutes

Chairman Ruesink reviewed the 2018-19 goals:

1. Establish a process for evaluation of the SDHSAA Executive Director
2. Review post-season (state and sub-state) management, to include site selection, management fees, reimbursement, and finances.
3. Develop a strategy for recruitment and retention of officials and coaches.

Item #6- Review Board Policy Manual, Constitution/By-Laws, and Yearbook

Dr. Swartos and Finance Director Isaac Jahn reviewed the 2019-20 SDHSAA Policy Manual and Constitution and By-Laws. SDHSAA staff detailed changes to policy for the upcoming year.

Item #7- Review the FY 18 Audit

Matt Fickbohm from Department of Legislative Audit and Isaac Jahn reviewed the FY 18 Audit for the Board of Directors.

Item #8- Review the FY19 Budget and adjustments to the FY20 Budget

Isaac Jahn reviewed the FY 19 budget and detailed proposed adjustments to the FY 20 budget. The Board will have a 2nd reading of the FY 20 budget at the August 15 regular meeting of the SDHSAA Board of Directors.

Item #9- Legislative Considerations

Dr. Swartos reviewed the 2019 Legislative Session and previewed the 2020 session. Transgender and Homeschool legislation are possibilities and the SDHSAA will respond as appropriate and according to the best interests of the member schools. Dr. Swartos reported on the survey sent to schools in regards to the current SDHSAA Transgender policy and procedure. It was also reported that the SDHSAA website now includes a Financial Section under the "About Us" tab.

Item #10- GOAC

Dr. Swartos discussed the upcoming August 22 GOAC meeting. The FY 18 Audit will be discussed with members of GOAC.

Item #11- Review Site Selection Committee and Meeting Dates for 19-20

Dr. Swartos reviewed the structure of the Site Selection committee. Chairman Ruesink will appoint members to the 2019-20 committee (considering sites for 2023-24) at the August 15 meeting of the SDHSAA Board of Directors.

Chairman Ruesink called for a lunch recess at 12:02 PM and called the meeting back to order at 12:48 PM.

Item #12- Discussion on Future Media Contract

Dr. Swartos discussed progress on the committee assigned to review the Media Contract RFP.

Item #13- Review Constitutional Revisions for 2019-20

Chairman Ruesink asked the Board and Staff to discuss possible constitutional revisions to look at during the upcoming year. Dr. Swartos recommended a review of the mandatory 10-practice rule and review of policies regarding 2nd year eligibility of foreign exchange students. He will be gathering information from colleagues in other states regarding rules pertaining to students/coaches convicted of felonies/crimes other than controlled substances. Dr. Krogstrand recommended a review of all advisory committees to ensure they are adhering to the Constitution and By-Laws.

Item #14- Discuss Superintendent Group Priorities

Dr. Maher and Dr. Rasmussen indicated that keeping homeschool participation as a local issue and transgender accommodations were two priorities from the Superintendent group.

Item #15- Discuss Secondary Principals Group Priorities

No items were discussed.

Item #16- Discuss Athletic/Activity Directors Group Priorities

No items were discussed.

Item #17- Discuss School Board Member Group Priorities

No items were discussed

Item #18- Executive Staff and Board Member Comments, Concerns, and Suggestions

Chairman Ruesink asked Board Members and Executive Staff to note concerns/suggestions for the upcoming school year. Randy Soma noted flooding issues in Huron and potential impacts to State Cross Country. Craig Cassens noted continued flooding of the James River and potential impacts to state golf in Mitchell in the Spring of 2020. Dr. Maher suggested that we should formalize the mission statement. David Planteen noted the importance of continuing to find new revenue and trying to fund reimbursements to schools at 100%. Mark Murphy suggested looking into marketing opportunities and asking ourselves "how do we market the value of what we do?". Chairman Ruesink suggested looking at an apparel/merchandise contract to generate revenue to increase support to site hosts for state events. Dr. Swartos suggested taking a serious look at new sports/activities, including Softball, E-Sports, and Girls Wrestling.

Item #19- Review 2018-19 Goals

Dr. Swartos reviewed progress on the 2018-19 goals, as well as suggestions for implementations in 2019-20. Implementation of findings from goals relating to management fees, site selection, and official's recruitment and retention will make up goals for 2019-20.

Item #20- Set goals for 2019-20

Staff will present goal ideas to the Board in November of 2019. Those goals will revolve around officials, state event financials, merchandise contract, and adding activities.

Item #21- Adjourn

Chairman Ruesink declared the meeting adjourned at 2:21 PM.

Respectfully submitted,



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.