

KIAAA Strategic Plan 2022-2027



FINANCE

Sub-Category	Recommendation	Strategy of Implementation	Person(s) Responsible for Implementation	Date to Initiate the Strategy/ Resources needed
Budget	Establish a “spend” budget for conference and workshop.	<ul style="list-style-type: none"> • Executive Board prepares spending budget for approval by the BOD. • Spending Budget will be comprised of averages from previous 6 years (excluding 2020). • Increase due to inflation will be approved by BOD. 	Treasurer and Executive Director	2022-23
Reserve Fund	Build a contingency reserve fund with a goal of 50% of the KIAAA annual operating budget.	Develop budget contributions to the savings fund.	KIAAA Board of Directors	2023-24
Vendors	Maintain and/or grow vendors at annual conference	<ul style="list-style-type: none"> • Seek input from current vendors for suggestions regarding recruitment and retention. • Continue sending “thank you” notes to vendors while trying to secure their booths for the upcoming years. • Explore ways to increase vendor revenue though booth costs, etc. • Encourage vendors to go from one to two tables. 	Vendor Chair Vendor Committee Executive Director	2022-23
Endowment Fund	Grow, develop and communicate the endowment fund’s purpose and vision.	<ul style="list-style-type: none"> • Increase corporate sponsors. • Publish information about the fund to increase donations. • Possibly utilize retired ADs in this area of interest. 	Scholarship Chairman KIAAA Board of Directors	2022-23

PROGRAMS

Sub-Category	Recommendation	Strategy of Implementation	Person(s) Responsible for Implementation	Date to Initiate the Strategy/ Resources needed
Mentor Program	Continue to develop mentor program in response to increased turnover of AD's	Select a few 1 st or 2 nd year athletic directors to assist in developing the mentoring program. "What I didn't know."	1 st Vice President in conjunction with 2 nd Vice President	2022-23
Retired ADs	Increase participation opportunities for retired athletic directors	<ul style="list-style-type: none"> • Find ways to engage retired athletic directors in the spring conference. • Explore the possibility of a "Retired AD Committee" discussion at annual conference. 	KIAAA President	2022-23
Award Selection	Evaluate the process of selecting award recipients	<ul style="list-style-type: none"> • Create a "Research Committee" 	KIAAA President	2022-23
Scholarships	<ul style="list-style-type: none"> • Review the process of selecting scholarship recipients. • Increase Scholarship Payout 	Utilize & Improve Existing Endowment	Scholarship Chair	2022-23
Outreach to AD/Coaches from Smaller Schools	Reach out to the athletic directors from smaller schools.	Further visibility at the KSHSAA Coaching School.	KIAAA Board of Directors	2023-24
Branding	Look to Rebrand the KIAAA	<ul style="list-style-type: none"> • Explore how other state athletic director organizations market and brand themselves. • Create a Communications Director 	KIAAA President Communications Director	2023-24

OPERATIONS

Sub-Category	Recommendation	Strategy of Implementation	Person(s) Responsible for Implementation	Date to Initiate the Strategy/ Resources needed
Membership	Further enhance membership utilizing the following strategies.	<ul style="list-style-type: none"> • Request the KSHSAA to promote the KIAAA on their website. • Create a directory of membership that includes member name, school, classification, league, and congressional district. The purpose would be to give league representatives a database to work from when promoting membership. • Establish League Reps (see below). 	KIAAA President	2022-23
Certification	Promote the benefits of certification.	Schedule opportunities for KIAAA leadership to speak at various KSHSAA large-group meetings.	Executive Director LTI Coordinator KIAAA Board of Directors	2023-24
League Representatives	Establish a KIAAA league representative in each KSHSAA league to enhance communication and promote membership.	<ul style="list-style-type: none"> • League representatives would give a KIAAA report at each scheduled league meeting. • Create a contact person for each league 	Communications Director	2023-24
Elections and Voting Board of Directors	<ul style="list-style-type: none"> • Enhance the process of communicating the election process for KIAAA Board Positions. • Procedures and Operations Manual 	<ul style="list-style-type: none"> • Publish a directory of positions, qualifications, and job descriptions. • Create an organizational chart for the KIAAA. 	Executive Director	2022-23
Executive Director	Provide regular and formal feedback to the Executive Director.	Develop and implement an evaluation tool to reinforce the strengths of the Executive Director and make performance recommendations.	Executive Board	2022-23

Networking	Promote and enhance member benefits.	Create a statewide program that would match Ads in a small cohort and allow online networking opportunities with "Topics of the Month."	KIAAA Board of Directors	2024-25
Professional Development	Further opportunities to develop athletic administrators	<ul style="list-style-type: none"> • Offer foundational LTI courses at every fall and spring event. • Merge the KIAAA New Administrator workshop with LTI 502. • Provide the resources to increase the quality of workshop presenters. • Explore furthering scholarships for LTI courses. 	LTI Coordinator Director of Communications	2024-25
Workshop and Conference	Look at the pros and cons of alternative dates for the annual conference.	<ul style="list-style-type: none"> • Examine the benefits and drawbacks of the annual conference taking place during the fall moratorium or summer. 	KIAAA Board of Directors Research Committee	2022-23
Communication Technology Website	Enhance communication to the membership	<ul style="list-style-type: none"> • Monthly updates to all members via email (short and bulleted). • Look at the possibility of a communications and technology director. 	KIAAA Executive Board Director of Communications	2023-24