

KIAAA Strategic Plan

2017-2021



Recommendations of the Operations Sub-Committee (Page 1)

Recommendations:	Strategies for Implementation	Responsible for Implementation	Initiate By & Resources Needed
Explore the Creation of a Marketing Director Position to Promote the Value of the KIAAA (LTI, Conference, Workshop, Endowment, Insurance) and Seek Additional Revenue Streams including Corporate Sponsorships	<ul style="list-style-type: none"> • Possible College Intern • Possible Retired Athletic Director • Incentives to Executive Director to sign and maintain cooperate sponsors • Explore other states for procedures to secure corporate sponsors 	Past Presidents BOD's Executive Director	Immediate Ongoing
Designate League Representatives to communicate and disseminate KIAAA/NIAAA information and PROMOTE VALUE OF KIAAA	<ul style="list-style-type: none"> • Liaisons within the leagues to give information out to non-members and get new members. • Marketing director develops the goods that this individual hands out and talks up. 	1 st Vice President District Reps	2017 Contact list provided by Executive Director Marketing Materials provided by marketing director or Executive Director
Update Current Website and Enhance the Use of Technology to Better Reach KIAAA Membership and Explore the Need/Usage of Social Media/App	<ul style="list-style-type: none"> • Creation of a Technology Committee • Explore current membership for those with expertise in this area 	Executive Committee to develop technology committee	2017 Develop Research Committee
Develop a Succession Plan for the NIAAA Leadership Training State Coordinator	<ul style="list-style-type: none"> • Identify current KIAAA members who could potentially be mentored by the current state coordinator 	Al Sersland Past Presidents	2018
Increase Membership	<ul style="list-style-type: none"> • Target Small Schools, Middle School, & Inactive Leagues • Possibly discount fee for new members to get them started. 	2 nd Vice President Class Reps	Class Reps to develop plan of action 2017 – Initiate beginning 2018
Develop Annual Timelines for the Nomination and Selection of State and National Awards	<ul style="list-style-type: none"> • Utilize Past Presidents as the Awards Committee • Increase awareness of awards (state and national) 	Past Presidents	2017 Complete Timeline

	<ul style="list-style-type: none"> • Possible use of technology (website, etc.) 		
Review / Update KIAAA Job Descriptions	<ul style="list-style-type: none"> • Executive Board reviews and updates every two years. • Create a master calendar 	Executive Committee	Fall 2017- Bi-Annual
Continue and Enhance "Games Wanted" Benefit to Members	<ul style="list-style-type: none"> • Utilize App, website, twitter, etc. 	President Executive Director	2017
Select 2 nd Strategic Planning Committee Members	<ul style="list-style-type: none"> • Executive Board and/or Board of Directors 	Executive Board Board of Directors Plan Leader	2019

Recommendations of the Finance Sub-Committee (Page 1)

Recommendations:	Strategies for Implementation	Responsible for Implementation	Initiate By & Resources Needed
Establish procedures for annual budget development.	<ul style="list-style-type: none"> • Executive Board prepares budget for approval by board of directors • Explore procedures used by other state AD associations 	Treasurer President Past President First Vice-President Executive Director	Create budget after spring conference for spring BOD Meeting Budget introduced 2017
Build a contingency reserve fund with a goal of 50% of our annual operating budget.	<ul style="list-style-type: none"> • Develop budget contributions to savings fund 	BOD	2020
Maintain and/or grow number of vendors at conference	<ul style="list-style-type: none"> • Seek input from current vendors in order to maintain or increase number of vendors • Continue sending thank you to vendors and try to secure their booths for the coming years. • Explore ways to increase vendor revenue (booth costs, etc.) • Return to a drawing for a complimentary booth the following year 	Vendor Chairperson Vendor Committee Executive Director	Online Registration 2017 New recruitment strategies 2018

Recommendations of the Finance Sub-Committee (Page 2)

Recommendations:	Strategies for Implementation	Responsible for Implementation	Initiate By & Resources Needed
Grow and develop / communicate a clear purpose and vision for the endowment fund.	<ul style="list-style-type: none"> • Increase corporate sponsors • Publish and get information out about the fund to increase donations 	Awards Chairmen Awards Committee BOD	2018

Recommendations of the Programs Sub-Committee

Recommendations	Strategies for Implementation	Responsible for Implementation	Initiate By & Resources Needed
Explore/Develop an Ongoing Training/Mentoring Program for New Athletic Directors	<ul style="list-style-type: none"> • Partnership with KSHSAA • Begin in early June • Follow-Up in November (at Conference/Workshop) • Follow-Up in April (at Conference/Workshop) • Incorporate LTI 501 &/or 502 (at No Cost or Reduced Rate) • Formalized System to Partner New ADs w/ Experienced ADs 	LTI Coordinator Immediate Past President	2017-18 Develop Mentoring Committee Grant from NIAAA
Create Opportunities to Involve Retired ADs	<ul style="list-style-type: none"> • Registration Tables, Vendor Set-Up, Golf Tourney, etc. • Ambassadors of KIAAA (Recruiters) 	Past Presidents	Ongoing
Explore Alternative Dates for the KIAAA Conference and Workshop	<ul style="list-style-type: none"> • Look at the Conference in November, Workshop in April • Survey All ADs to Select Dates • Research Other States 	2 nd Vice President Executive Director	2018
Market the Value of the NIAAA Certification Program	<ul style="list-style-type: none"> • Incorporate into new athletic director training/mentoring program 	Credentials Committee	2017-18 Create Credential Committee and Chair