

ARIZONA INTERSCHOLASTIC ATHLETIC ADMINISTRATORS ASSOCIATION (AIAAA) 2018-2019 STRATEGIC PLAN

GOAL 1: Provide continuing education for our constituents on the value of athletics to the educational environment.

Objective 1:

Increase attendance, financial contributions, and media hits

- Attendance at events, conferences, and other venues
- Financial sponsorship contributions
- Website hits
- Media hits about athletic administration
- 100% dual membership
- Increase middle school administrator involvement

Objective 2:

Track the numeric measurements of participation

- Attendance at events, conferences, and other venues
- Financial sponsorship contributions
- Website hits
- Media hits about athletic administration
- Additional social media presence and platforms to engage members
- Utilization of conference app for analytics and member feedback

Objective 3:

Assist in providing efficient, affective, and professional management of athletics

- Evaluate Annual Conference
- Monitor ongoing communication of AIAAA vision and achievements
- Strategic plan to become a reoccurring NIAAA Conference host site

Objective 4:

Increase the number of certified athletic administrators – RAAs, RMSAAs, CAAs, and CMAAs, among the AIAAA membership

- Utilize the NIAAA programs and resources
- Provide local opportunities for continuing education
- Maximize professional development opportunities

ARIZONA INTERSCHOLASTIC ATHLETIC ADMINISTRATORS ASSOCIATION (AIAAA) 2018-2019 STRATEGIC PLAN

**GOAL 2: Establish and maintain transparent, efficient,
and effective communication systems
internally and externally for the AIAAA
constituency.**

Objective1:

Produce instant and regular communication with athletic administrators and constituents throughout the state at low cost

- Distribute defined percentage of instant communications vehicles and action alerts by digital delivery
 - Obtain email and other digital addresses of each member and constituent
 - Establish lines of responsibility for implementation of instant communications
 - Draft student interns to write instant communications instruments
 - Allow for instant communications to include action, feedback, or response mechanisms
- Consider additional communications devices and mechanisms
 - Provide informational content on the website
 - Utilization of the conference app for communication purposes
- Reach out to all athletic administrators personally to engage them in participating in AIAAA information distribution

Objective 2:

Provide ongoing resources for athletic administrators through the AIAAA Website, as well as the NIAAA Website. www.aiaaa.org and www.niaaa.org

- Increase website content based participation.
 - Provide meaningful content for all athletic administrators.

ARIZONA INTERSCHOLASTIC ATHLETIC ADMINISTRATORS ASSOCIATION (AIAAA) 2018-2019 STRATEGIC PLAN

GOAL 3: Build working, effective, and trustful relationships with all constituencies.

Objective 1:

Survey as many athletic administrators as practicable about the annual conference

- Draft a survey instrument that can be used to collect information and opinions
 - Survey as many in person as possible
 - Survey as many in their location of choice
 - When face – to – face survey is not practicable survey by phone
 - Survey regarding LTI Class interest and feedback
 - Conference reps will survey members during the AIAAA Conference meetings regarding wants and needs of the conferences

Objective 2:

Distribute instant and regular communications to athletic administrators throughout the state, engaging them in AIAAA happenings

- Develop complete electronic contact lists – email, cell, Twitter, Facebook
 - Continue the AIAAA domain and reaffirmation of AIAAA identity, branding, naming, and ID
 - Create mechanisms to heighten the importance of membership in the AIAAA that affirm the mission, vision, and values of the association
 - Draft student interns to assist in AIAAA communications and web development

Objective 3:

Reach out to all athletic administrators personally to engage them in participating in AIAAA and NIAAA activities

- Promotion of future National Conferences in Phoenix

ARIZONA INTERSCHOLASTIC ATHLETIC ADMINISTRATORS ASSOCIATION (AIAAA) 2018-2019 STRATEGIC PLAN

- Continued promotion of national conference attendance and member engagement at the national level
- Utilization of Conference Representatives for two-way communication strategies

GOAL 4: Have effective and efficient administration of the AIAAA.

Objective 1:

Balance finances and increase revenues to cover expenses

- Post all financial reports and the Policy, Operations, and Procedures Manual on the AIAAA website
- Generation of an annual tax audit

Objective 2:

Define the administrative role of the AIAAA to its constituents

- Hold a successful annual conference
 - Secure maximum registrations for the Annual conference
 - Secure sponsorships for the annual conference
 - Secure exhibitors for the annual conference

Objective 3:

Produce and implement a Policy, Operations and Procedure (POP) manual for the AIAAA

- Guide-lines that the organization uses to follow:
 - Finances, membership, annual conference, awards, purchasing, public relations, and professional development.
 - Utilization of an adaptive strategic plan for continued growth and improvement.
 - Continuous development of sponsorship initiatives
 - Development of leadership succession plans

**ARIZONA INTERSCHOLASTIC ATHLETIC
ADMINISTRATORS ASSOCIATION (AIAAA)
2018-2019 STRATEGIC PLAN**

Revised on September 10, 2018