

# **ARIZONA INTERSCHOLASTIC ATHLETIC ADMINISTRATORS ASSOCIATION (AIAAA) 2014-2015 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

### **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

### **Objective 3:**

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

- Evaluate Annual Conference
- Monitor ongoing communication of AIAAA vision and achievements

### **Objective 4:**

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

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

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**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 some “members only” communications devices
  - Provide “members only” site on the website
- 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. [www.aiaaa.org](http://www.aiaaa.org)

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

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## **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

### **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 a “members only” mechanism to heighten the importance of membership in the AIAAA
  - 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 activities

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

### **Objective1:**

Balance finances and increase revenues to cover expenses

- Post all financial reports on the AIAAA website

### **Objective 2:**

Define the 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 vendors for the annual conference
- Consolidate membership time frames to increase AIAAA / NIAAA participation
- Develop the Executive Board and Committee responsibilities and duties

### **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.
  - A working document for continued improvement.

*Revised September 9, 2014*