

IHSAA Executive Committee / Staff Workshop

Wednesday, October 4, 2017

Indianapolis, Indiana



Present

Chairman Ed Gilliland, Vice-Chairman Charlie Martin, Stacy Adams, David Amor, Mike Broughton, Jim Brown, Steve Cox, Nathan Dean, Jeff Doyle, Don Gandy, Tim Grove, Matt Martin, Patti McCormack, Brian Strong, Mike Whitten, Rae Woolpy, Dave Worland; Commissioner Bobby Cox, Assistant Commissioners Robert Faulkens, Chris Kaufman, Paul Neidig, Kerrie Schludecker, Sandra Walter; Technology Director Luke Morehead, Sports Information Director Jason Wille, Attorney Bob Baker, Foundation President Matt Wolfert.

IHSAA Sportsmanship and Marketing Presentation – 360 Group

David Cranfill, President of 360 Group, the IHSAA's longtime-marketing partner, reported on his company's efforts last year and plans for the current school year in selling the positive benefits of education-based athletics.

Mr. Cranfill lauded the partnership the IHSAA holds with Fox Sports Indiana and calculated that the Association would have had to pay over \$700,000 in buy time without it.

The radio public service announcements run all over the state on various affiliates and radio stations more than 25,000 times last year are valued at over \$500,000.

The interest in high school sports continues to hold a strong place among the general public as Cranfill reported that over 800 state tournament broadcasts were conducted last year in various sports all over the state.

Mr. Cranfill introduced a member of his creative design team, Eric Murray.

Mr. Murray quickly reviewed last year's marketing program including the IHSAA Champions Network and Paid Media Report. He also discussed the placement of a pair of IHSAA Public Service Announcements during last summer's 2016 Summer Olympics in London through local Indianapolis station, WTHR.

He reviewed the growth of the IHSAA social media presence over the past year on Twitter, Facebook, Instagram and Snapchat. The @IHSAA1 Twitter handle has more than 104,000 followers, far and away the most of any state high school association.

360 Group has continued using the hashtag #FaceOfSportsmanship even more regularly on social media and showed examples of the campaign's great impact on our audiences. That will continue for the current school year. Posters, postcards, popcorn bags, newspaper ads, web banner ads, email signature ads and various other graphics are among the many ways the message has been pushed to our various audiences.

Mr. Cranfill also reported on a program he is working on with The Times of Northwest Indiana that will highlight current and former high school athletes from that area.

IHSAA Investments Report

Mark Stoltz of Morgan Stanley provided an update to the Executive Committee on the Association's investment portfolio.

IHSAA Retirement Plan Report

Charlie Gavit, CFP, of PNC Bank updated the Committee on the Association's retirement plan.

Standing Committee Meetings

- a. 4:30 p.m. – Investment Committee – Board Room
- b. 4:30 p.m. – Technology Committee – Assembly Room
- c. 5:00 p.m. – Personnel Committee – Board Room
- d. 5:00 p.m. – Awards and Public Relations Committee – Assembly Room

The next meeting of the Executive Committee will be at IHSAA headquarters on Thursday, October 5, 2017 at 8 am ET.

Ed Gilliland, Chairman

Bobby Cox, Commissioner