

IHSAA Executive Committee / Staff Workshop

Thursday, September 13, 2018

Indianapolis, Indiana



Present

Chairman Brian Strong, Vice Chairman Dave Worland, Stacy Adams, David Amor, Jim Brown, Martin Brown, Victor Bush, Chris Conley, Nathan Dean, Jeff Doyle, Brent Duncan, Chad Gilbert, Ed Gilliland, Tim Grove, Matt Martin, Patti McCormack, John Steinhilber, Mike Whitten, Rae Woolpy; Commissioner Bobby Cox, Assistant Commissioners Robert Faulkens, Chris Kaufman, Paul Neidig, Kerrie Schludecker, Sandra Walter; Attorney Bob Baker, Technology Director Luke Morehead, Director of Broadcasts Heath Shanahan, Sports Information Director Jason Wille, Foundation President Matt Wolfert.

IHSAA Sportsmanship and Marketing Presentation – 360 Group

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

Cranfill reported that he's working on projects with the National Federation of State High School Associations (NFHS) and also has a meeting scheduled with the National Interscholastic Athletic Administrators Association (NIAAA).

He shared the 2018 Annual Report publication that his company published on behalf of the Association and that it is being mailed out to school administrators, business leaders, corporate partners, Foundation Board, Foundation Donors, licensed officials, IHSAA Champions Network affiliates, and all other state associations.

Murray discussed two new websites that 360 Group has helped with – a complete redesign of IHSAAtv.org which now includes a search feature for games or schools, on-demand games and replays as well as news stories. Also, IHSAAFoundation.org has undergone a complete redesign, and now accepts donations, an opportunity to learn about programs and includes a list of donors.

They introduced a football attendance campaign with the goal of increasing attendance during the football state tournament. Last year's tournament was down significantly mainly due to the poor weather. Two main approaches will be used to drive the message through radio and social media. Two different audio public service announcements were heard which will be sent to two large sports radio stations in Indianapolis (WFNI and WNDE) along with 40 IHSAA Champions Network affiliates around the state. Those will run during regional, semi-state and state finals weeks. Facebook, Instagram, Twitter will be used and custom messages will be sent to different communities to complement the audio messages heard on radio.

Murray discussed the Sportsmanship Campaign including the kits that were sent to all member school administrators in recent weeks. #FaceOfSportsmanship will continue to be used across social media. It's been extremely successful in the four years it's been used. Some of the feedback received in recent years was that athletic directors need help dealing with adults, specifically parents. Posters have been produced and messages developed and will be sent via mail and email.

An IHSAA sportsmanship pin has also been produced including the words "Integrity, Character, Respect" and "#FaceOfSportsmanship" and sent to athletic directors as part of the kit to present to deserving individuals. They encouraged everyone to send a photo of a pin presentation via social media with the hashtag. Cranfill presented a pin to the commissioner for his actions at the Foundation golf outing.

Chairman Brian Strong reminded the Executive Committee about state finals assignments. The first event – girls golf state finals – is two weeks away.

Assistant Commissioner Chris Kaufman introduced marketing and communications assistant Trey Brown to the group.

Standing Committee Meetings

- a. 10:15 a.m. – Investment Committee – Board Room
- b. 10:15 a.m. – Technology Committee – Assembly Room
- c. 11 a.m. – Public Relations Committee – Board Room
- d. 11:30 a.m. – Personnel Committee – Board Room

The next meeting of the Executive Committee will be at IHSAA headquarters on Thursday, October 4, 2018 at 8 am ET.

Brian Strong, Chairman

Bobby Cox, Commissioner