



## NATIONAL NEWS FROM THE NIAAA BOARD OF DIRECTORS

### Finance

The NIAAA is in very good shape with regard to finances due to sound financial management at the NIAAA office in Indianapolis. The NIAAA does an excellent job of turning funds into a variety of programs that directly benefit the membership. This year the NIAAA has a surplus and; as a result, 75% of the surplus will be returned to the members in the form of additional benefits as approved by the NIAAA Board of Directors at their July meeting. These benefits include the following items:

1. The production of a video highlighting NIAAA Certification, Professional Development, and Leadership Training that can be used by NIAAA members and state athletic director organizations to promote these important programs.
2. A \$1,000 stipend will be provided to each state to be utilized for professional development and/or membership growth. States will need to report back to the NIAAA office how these funds are specifically being used. As a result, NIAAA leadership will be able to track the effectiveness of various programs.
3. The NIAAA will continue to collaborate with the NFHS on the development of public service announcements promoting the importance of education-based athletics.

## Awards

Congratulations to the following award winners who will be recognized at the 2014 National Conference in National Harbor, MD:

|                             |  |
|-----------------------------|--|
| Hall of Fame                | Steve Berseth, CMAA SD<br>Bill Bowers, CMAA OR<br><b>John Foley, CAA NY</b><br>Bobby Guthrie, CMAA NC<br>Warren Hagman, CMAA NV<br>Ed Lockwood, CMAA ND<br>Charles Maas, IN  |
| Award of Merit              | Sheri Stice, CMAA TX   |
| Thomas E. Frederick         | John Evers, CMAA IN  |
| Frank Kovaleski Award       | Marc Hunter, CMAA UT   |
| Distinguished Service Award | <b>Jeff Benson, CMAA ME</b><br>Clayton Carter, CMAA UT<br><b>Carol Dozibrin, CAA NH</b><br>Glen Gillespie, CAA OH<br>John Gregory, CMAA ID<br>Marc Haught, CMAA KS<br>Marlin Hammond, CAA MO<br>Angie Miller, CMAA NC<br>Stephen May, CMAA IL<br>Kris Welch, CMAA OR |
| NFHS Citation Award         | <b>Alfred "Bunky" Dow, CAA ME</b><br>Bruce Bowen, CMAA VA<br>David Anthony Ball, CMAA NC<br>Sandra Freres, CMAA WI<br>Dory Smith, CMAA MO<br>Stephanie Blackwell, CAA OK<br>John Dibble, CMAA NV<br>Todd Gilkey, CAA ID  |

## **NIAAA Endowment**

The NIAAA Endowment was established to help provide the Athletic Administrator with the tools necessary to maximize opportunities for student athletes. Please note the following:

- Due to the exceptional efforts of the Endowment Committee and the generosity of the membership, the endowment has grown to over \$1,000,000.
- The NIAAA has given the states over \$143,000 for NIAAA Endowment Grants and Professional Outreach programs.
- The NIAAA Board of Directors encourages efforts to continue to grow the endowment in order to provide even more funding for programs at the state level.
- Due to the fact that the December Conference is in Maryland, the primary endowment fundraisers will be a Silent Auction and Fun Run.

NIAAA Endowment Fund Grant Requests were approved by the NIAAA Board of Directors at their July meeting for Arizona, Virginia, New Mexico, Iowa, Arkansas, Nebraska, and Washington. Endowment Fund Grants provide States and their members various forms of professional development by assisting in bringing in speakers or LTI course instructors to the state athletic administrator conferences.

NIAAA Professional Outreach Applications were also approved by the NIAAA Board of Directors for Washington, Idaho, Michigan, and West Virginia. Professional Outreach funds are designed to reach new athletic administrators or other athletic administrators who don't enjoy regular access to LTI courses. In general, these courses are for certification purposes (RAA, CAA, etc.).

States are encouraged to submit both Grant and Professional Outreach Request which are found on the NIAAA website at <http://www.niaaa.org/resources/niaaa-forms/>.

## **NIAAA Committees**

Serving on a NIAAA committee is a great way to become involved in the organization and give back to the profession. If any athletic director has an interest in serving on a NIAAA committee, they can download a committee application from: <http://www.niaaa.org/resources/niaaa-forms/>. Please note the following:

- The Board appointed athletic directors from around the country who had completed application forms to various committees at their July meeting.
- In order to promote involvement in the NIAAA for more athletic directors while ensuring a certain level of stability on our committees, the Board of Directors amended the term limits on all NIAAA Committees. The new guidelines are as follows:
  1. Committee members will serve for a maximum of 6 years.
  2. Committee members may apply for a vice-chair position within the first 5 years of service. The length of service for a will not exceed 5 years of service as the vice-chair and 8 years when combined with the regular committee term.
  3. Any vice-chair may submit an application for chair. The length of service will not exceed 5 years as chair or 11 years when combined with the regular committee and vice-chair terms.
  4. A member must apply and be appointed to a committee after a 1 year gap in service.
  5. Please note that these guidelines apply to the publications committee as well. In the past there was no term limit on this committee.

### **Certification (RAA, CAA, CMAA)**

- There were 219 CAA tests administered from February to July 2014 with an average score of 84. The NIAAA is looking at some sort of survey to ascertain interest in CAA testing utilizing an on-line format.
- The NIAAA now has 604 CMAA designations.
- The Certified Test Administrator (CTA) training is being restructured to provide more on-going training. Currently CTAs take one training session at the National Conference and they are certified to administer the exam for an indefinite period of time; more information to come.
- The NIAAA is in the process of developing a mentor program for CMAA candidates hooking up aspiring CMAAs with athletic administrators who have already achieved that designation.
- The Professional Development Task Force is looking at course requirement changes that might give athletic directors more flexibility and an alternative pathway to the CMAA.
- The NIAAA Board decided to allow the submissions of QPAs (Quality Program Awards) to suffice as the CMAA project. The QPA program recognizes outstanding high school athletic programs at the Exemplary Level.
- The NIAAA is working on new; and more descriptive, name for the “Swap Shop” which takes place at the national conference. As an FYI, the Swap Shop was a professional development opportunity provided in a “Roundtable” format.

### **LTI Update**

- The NIAAA is in the process of streamlining and revising some of the existing LTI Courses as well as looking into new courses to meet the needs of athletic administrators. For example, the possible addition of a class that focuses on the challenges associated with serving as an athletic director in an urban setting.
- The NIAAA Professional Development Academy Conference is scheduled for September 6-8 in Indianapolis. This will be the second year where this meeting has been combined for both State LTI Coordinators and State Certification Coordinators.
- Webinar courses are going well and will continue evidenced in the fact that LTC 501 and LTC 502 are always full.
- At this time the NIAAA has an affiliation with about 10 colleges and universities with about 4 others considering a partnership with the NIAAA.
- Courses continue to be taught overseas as part of the NIAAA’s international outreach program. Brazil and Malaysia are examples of countries where LTI Courses are being taught.
- The NIAAA is developing a process that would facilitate the ability for athletic directors to suggest LTI course ideas.
- The NIAAA is in the process of brainstorming another foundation course; LTI 503. The specific content of this course has yet to be determined.

## **NIAAA Strategic Plan**

The NIAAA has begun the process of developing the 4<sup>th</sup> Strategic Plan which will take effect in 2015.

- This effort that will be led by the 2012 NIAAA President, Richard Bechard, CMAA from Lee's Summit, Missouri. The three committee chairs are Sam Rasmussen, CAA from Indiana (Finance Committee); Marc Hunter, CMAA from Utah (Operations Committee); and Holly Farnese, CMAA from Pennsylvania (Programs Committee).
- Each committee has 8 members. In all, there are 23 states represented on the 4<sup>th</sup> Strategic Plan committees.
- The timeline for the development of the 4<sup>th</sup> Strategic Plan is as follows:

|               |   |
|---------------|---|
| October 2014  | 3 day meeting in October to draft the strategic plan recommendations      |
| December 2014 | Work continues at the National Conference                                 |
| February 2015 | Chairs put the final touches on the proposed strategic plan               |
| Spring 2015   | Proposed plan to be reviewed by state leadership at the Section Meetings. |
| July 2015     | Board acts and/or amends Strategic Plan                                   |
| December 2015 | Strategic Plan presented to membership at National Conference in Orlando  |

## **NIAAA Advocate**

In August of 2012, the NIAAA partnered with Active Policy Solutions (APS) to assist in implementing a government affairs strategy to promote and advance the NIAAA, its members, and its mission to federal legislative, executive, and organizational entities. The goal is to keep the NIAAA informed of any government activity that may be of interest to the organization and its members while building visibility and awareness of the NIAAA as a resources and authority on athletic administration with federal stakeholders. Please note the following results:

- APS has connected the NIAAA with numerous federal efforts such as Students with Disabilities Taskforce, various briefings such as the Youth Sports Safety Congressional briefing, and the introduction of various concussion bills.
- APS has involved the NIAAA in various congressional meetings, caucuses, and public forums that are of interest or concern to athletic administrators.
- APS has met on behalf of the NIAAA with a variety of stakeholders to explain the mission of the NIAAA; these stakeholders include members of congress, congressional staffers, the Office of Civil Rights (OCR), and the National School Board Association (NSBA).

Due to the success of this program, the NIAAA Board of Directors has signed on with Active Policy Solutions again for the coming year.

## NIAAA Scholarship Program

- The 2014 national winners of the NIAAA scholarship are **Nicole Graham, CT (Section 1)** and Colin Hemez, NM (Section 6).
- The leadership of each state athletic director association should utilize the checklist below to ensure your state meets all the requirements of the scholarship application process.
- There have been a couple minor changes to the scholarship form, please be sure to have applicants download the new form rather than using last year's form. The new form has a 2014 date in the Address Bar (URL) after you open the document.
- Some states utilize their own form for their state-level scholarship application process. If a state utilizes their own form, it must contain **all** the information found on the NIAAA form. For the sake of consistency, states are encouraged to utilize the NIAAA Scholarship form for their state-level scholarship program.

### Minimum Requirements for NIAAA Scholarship

- Applicant must have achieved at least two (2) of the following: (a) minimum of B+ average; (b) ranked in the top 25% of class; (c) ACT score of 24 or an SAT score of 1100 (Verbal and Math only)
- Applicant must have participated in two sports for at least two years in each sport
- Applicant must have earned at least one varsity letter in each of two sports
- Applicant must complete attached scholar application
- Applicant must have a letter of recommendation from the high school athletic administrator/director
- School athletic administrator/director must be an NIAAA member and a member of their respective state athletic administrators association
- The principal or athletic administrator/director must sign the application to ensure that the academic information submitted is accurate
- All materials must be postmarked to the NIAAA Liaison in your respective state (select your state below to see due date and liaison contact information) no later than your states due date

## Membership

The NIAAA Board of Directors revised the ways in which a state can earn a commendation for growth in NIAAA Membership. In the future, commendation will come to states who meet one or more of the following categories.

1. 10% growth in NIAAA membership from the previous year. Note: A state's membership numbers must equal or exceed 10% of all the schools in a state in order to receive this recognition.
2. Your state's NIAAA membership exceeds 70% of the schools in your state.
3. Improving your state's all-time best NIAAA membership by a minimum of 1 member.

With regard to membership numbers, please note the following:

- The NIAAA is just under 9,000 members in 2014 seeing an increase of approximately 1,000 members over the past 5 years.
- The organization had significant increases in membership in some states which offset decreases in a few states. As a result, the NIAAA grow to just under 9,000 members.

- States are encouraged to consider providing dual membership (requiring both State and National membership when collecting dues) in an effort to increase membership in the NIAAA. In the vast majority of cases, states have not realized a decrease in local membership when transitioning to the dual format.
- It is very important to note that the NIAAA Board of Directors is not interested in an increase in membership for numbers sake. Rather, the desired increase in membership reflects an effort for more ADs to realize the many benefits derived from the NIAAA.
- The NIAAA Board of Directors has been brainstorming ideas with regards to increasing NIAAA membership. It was decided that there would be a meeting of the various state membership chairs or their designees at the NIAAA Conference in National Harbor. The purpose of this meeting will be to solicit input from the states with regards to increasing NIAAA membership.

### **NIAAA Membership Data Base**

Speaking of membership, the NIAAA has unveiled out a new database platform for its membership. This database will be a robust service that should prove to be a huge benefit to the membership.

1. Improved navigation and functionality
2. Easily maintain your profile
3. Reset your password and your username
4. Search the member-only directory
5. Make a donation and purchases online in the store
6. Print your membership card
7. A more robust member interactive platform that includes the ability to message, blog, post photos and much more

### **Interscholastic Athletic Administrator (IAA) Magazine**

IAA Magazine continues to be a superb source of information for high school and middle school athletic administrators. It will continue in print for athletic directors. Additionally, it will also be offered as an electronic publication allowing the NIAAA to expand the reach of the magazine. Athletic administrators can access past issues of the magazine on the NIAAA website; <http://www.niaaa.org/resources/iaaa-archive/>.

### **A Request for State-Level Mentoring Program Information**

We ask that any state who has a formal mentoring program (experienced or retired ADs mentoring new ADs) to send the details of your mentoring program to your NIAAA Section Representative. The NIAAA will utilize this information in a mentoring resource guide for states.

### **NIAAA Sponsors**

The NIAAA has corporate sponsors and preferred vendors who provide financial support to the organization. The NIAAA membership is encouraged to; whenever possible, provide the opportunity for NIAAA sponsors to bid on equipment, projects, etc. Key NIAAA sponsors can be found on the NIAAA Website under <http://www.niaaa.org/resources/preferred-resources/>.

### **Conference App**

The NIAAA rolled out a Conference App to be used on cell phones and other electronic devices at the 2013 National Conference in Anaheim, CA. The conference app included the conference schedule, meeting/LTI course, workshop session, etc. locations and reminders, vendor information, maps, and a variety of other resources. The conference app was well received and will continue this year.

### **Summer Section Meeting Concerns and Comments**

The NIAAA Board of Directors discussed various issues brought up in section meetings. These topics included the alignment of the three at-large regions, the format of section meetings (webinar vs. in-person), and the requirements a state must meet in order to place a representative on the NIAAA Board of Directors. Many of these items will be discussed in the strategic plan process. With regards to the format of section meetings, the general consensus among the Board of Directors seemed to be that the advantages of face-to-face meetings outweigh any advantages derived from a webinar meeting. However, the decision was made that each individual section will determine the format of their section meetings.

### **NIAAA Board of Director Secretary**

The election for a new NIAAA Secretary to serve on the Board of Directors will take place in Orlando, Florida. Per the NIAAA Bylaws, the deadline for members to submit their name indicating they want to run for secretary will be July 1, 2015. All secretary candidates for the Board of Directors must provide endorsement letters from his/her state high school athletic/activity association, state athletic directors association and immediate school supervisor (principal or superintendent). More information will be provided at the December Section Meetings in National Harbor.

### **NIAAA Hall of Fame**

States are encouraged to nominate any deserving candidates for the NIAAA Hall of Fame. Please remember that the process of selecting members to the Hall of Fame takes over a year. As a result, July 1, 2015 will be the deadline to submit nominations for those who would be considered for induction at the December 2016 NIAAA Conference.

### **Google AdWords**

The NIAAA is taking advantage of another effort to promote the NIAAA and the value of education-based athletics. Google has a program; AdWords, that is afforded the NIAAA at no cost. The program works by . . .

1. The NIAAA was able to submit to Google words that relate to the NIAAA
2. People enter keywords (or search terms) to do a Google search.
3. If the keywords that the NIAAA has chosen match what people search for, the link to the NIAAA website appears next to or above the Google search results.

Typically, for-profit companies pay for this service. However, due to the not-for-profit status of the NIAAA, we have \$10,000 per month from Google (at no charge) for Google ad words.