



WIAA 101

THE MEMORY-MAKING BUSINESS





STRATEGIC PLAN

MISSION STATEMENT

Strengthening all students for life through participation in excellent, fair, safe and accessible activities.



THE WIAA'S 'WHY'

SPORTS & ACTIVITIES ARE GOOD FOR KIDS

- Attend **21** more days a year
- Physically active kids perform up to **40%** better on standardized tests
- Teach soft-skills that our helps create strong communities
 - Learn to handle success and failure
- **49%** less likely to use drugs and **37%** less likely to become a teen parent
- Best value for our schools...less than **2%** of district budget
 - Costs of interventions, social services, etc



STRATEGIC PRIORITIES

FOUR AREAS OF FOCUS

- **Diversity, Equity and Inclusion**
 - *Reporting Process, Contest Interruption & STRIDE*
- **Financial Action Support**
 - *BIPOC Scholarship, Presenting Sponsors, Rental Space & Tech Ecosystem*
- **Coaches Education**
 - *SEL Grant, InsideOut & Process for required education*
- **Healthy Cultures**
 - *Sportsmanship, Mission of All Students & Attract New Students - Esports and Girls' Flag Football*



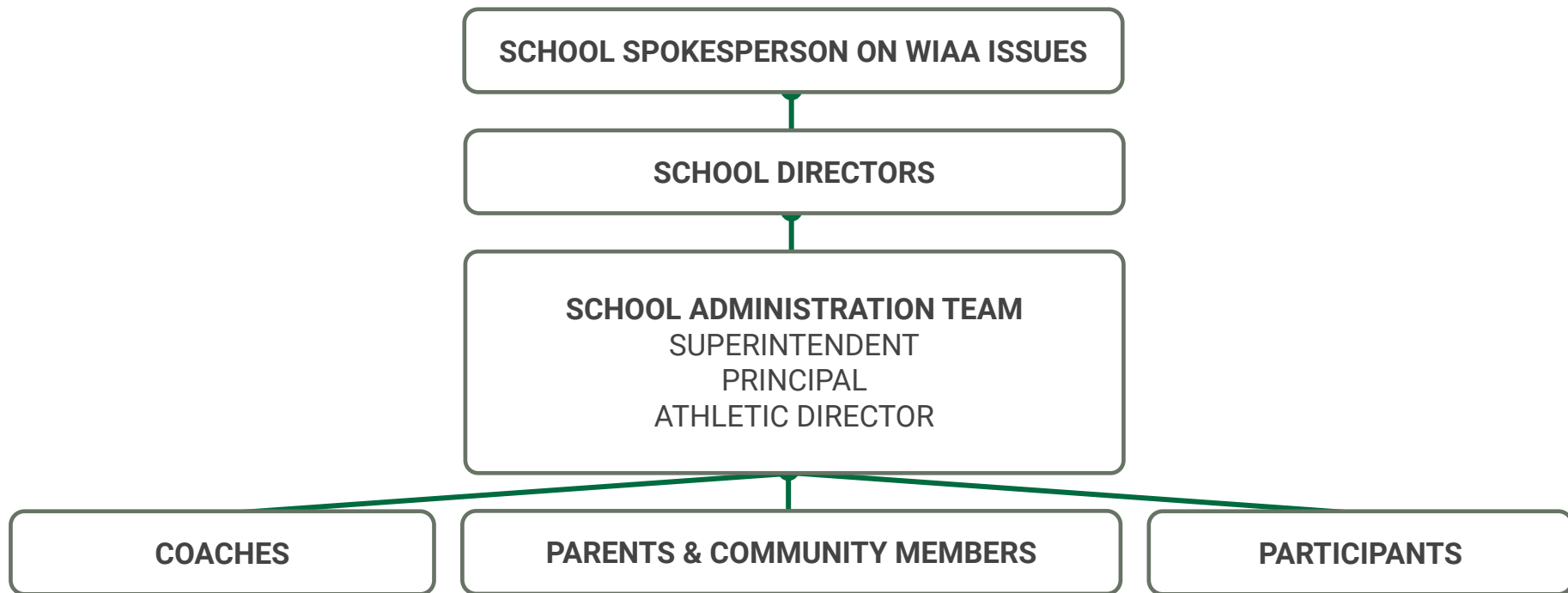
MEMBER SCHOOLS

The Washington Interscholastic Activities Association is a member school-driven association. Each spring, each school board, during a public meeting, designates membership in the WIAA and the school's representative on WIAA issues.

- The principal of each member school, or designee as authorized by the school board, shall have one (1) vote when voting by questionnaires, polls, WIAA District meetings or any other appropriate time.
- The local School Board shall list the representative(s) in WIAA matters on the annual WIAA membership form.
- The voting representative shall be the member school's principal unless some other designee is authorized by the school board via written notification to the WIAA state office.



MEMBER SCHOOL DECISION-MAKING MODEL



WIAA DISTRICTS



DISTRICT BOARDS

District boards decide on sites and policies for district play-off events, act as an appeals body for various and district issues and resolve numerous other issues as presented.

ADDITIONAL RESPONSIBILITIES

- Select the representative to the WIAA Executive Board
- Select representative(s) to the WIAA Representative Assembly



DISTRICT DIRECTORS

DISTRICT 1	Director: Don Beazizo
DISTRICT 2	Director: Pat McCarthy
DISTRICT 3	Director: Joe Keller
DISTRICT 4	Director: Tim Graham & Tim Trimble
DISTRICT 5	Director: Dave Cullen
DISTRICT 6	Director: Dave Cullen
DISTRICT 7	Director: Joe Richer
DISTRICT 8	Director: Paul Kautzman & Mike Edwards
DISTRICT 9	Director: Don Wilkins



EXECUTIVE BOARD

VOTING MEMBERS

- Thirteen (13) members
- One each from the nine (9) Activity Districts
- Three (3) Regional members
 - **Region A** consists of Districts 1 and 2
 - **Region B** consists of Districts 3 and 4
 - **Region C** consists of Districts 5, 6, 7, 8 and 9
- One (1) Combined Districts member



EXECUTIVE BOARD



DISTRICT 1
Harlan Kredit - *Lynden Christian*



DISTRICT 2
Jeff Lowell - *Bellevue SD*



DISTRICT 3
Dwayne Johnson - *Port Angeles*



DISTRICT 4 *PRESIDENT*
Scott Chamberlain - *Shelton*



DISTRICT 5 *VP*
David Blakney - *Wapato*



DISTRICT 6
Russ Waterman - *Eastmont*



DISTRICT 7
Stephen Carson II - *Inchelium*



DISTRICT 8
Paul Manfred - *Gonzaga Prep*



DISTRICT 9
Nick Hazeltine - *DeSales*



COMBINED DISTRICTS
Tony Davis - *Tahoma*



REGION A
Cathy Schick - *Seattle Academy*



REGION B
Wendy Malich - *Franklin Pierce SD*



REGION C
Casey Gant - *Desert Hills MS*



HONORARY BOARD

NON-VOTING MEMBERS

AWMLP (Association of Washington Middle Level Principals)

AWSP (Association of Washington School Principals)

Fine Arts

Tribal Schools

WASA (Washington Association of School Administrators)

SAC (Superintendent Advisory Committee)

WFIS (Washington Federation of Independent Schools)

WOA (Washington Officials Association)

WSCA (Washington State Coaches Association)

WSSAAA (Washington State Secondary Athletic Administrators Association)

WSSDA (Washington State School Directors' Association)



REPRESENTATIVE ASSEMBLY

The WIAA Representative Assembly is the legislative body that determines rules changes for the Association. The Assembly convenes once a year in January for the Winter Coalition, and votes electronically in April.

- There are 35 High School and 18 Middle School delegates to the Representative Assembly.
- At the high school level, the number of delegates from each WIAA activity district is proportional to the number of schools within that district. At the middle school level, there are two (2) representatives for each of the nine WIAA Districts. The representatives are determined by each WIAA District's Executive Board.
- A 60% majority vote is needed for the Representative Assembly to pass an amendment.



ADVISORY COMMITTEES

WSSDA & IAC

- Standing committee of WSSDA
- Members elected through caucus
- Meet with Executive Director three times a year
- Each member serves on a WIAA district board
- WSSDA board member serves on WIAA Board in honorary position

WASA SUPERINTENDENT ADVISORY COMMITTEE

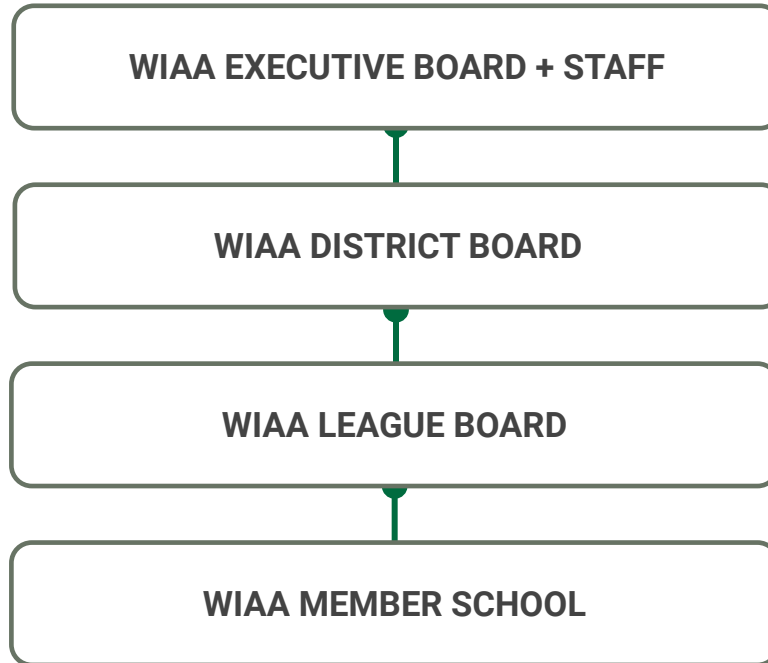
- Members selected by WASA and WIAA
- Meet with Executive Director three times a year
- Members may serve on a WIAA district board

AWSP PRINCIPALS ADVISORY COMMITTEE

- Members selected by AWSP
- Honorary Board members of the WIAA Executive Board



COMMUNICATION IS ESSENTIAL



WIAA STAFF

The WIAA staff is responsible for implementing the actions of the WIAA Executive Board and Representative Assembly.

ACCOUNTABLE □ PASSIONATE □ INNOVATIVE □
INCLUSIVE



Cindy Adsit
Assistant Executive Director



Andy Barnes
Assistant Executive Director



Carter Bays
Playfly Account Executive



Sam Brown
Director of Eligibility & Appeals



Leah Francis
Chief Financial Officer



Peter Ho
Membership & Billing Coordinator



Mick Hoffman
Executive Director



Casey Johnson
Sports & Activities Information Director



Justin Kesterson
Assistant Executive Director



Andy Knapp
Director of Marketing



BJ Kuntz
Assistant Executive Director



Bryn Langrock
Operations Coordinator



Nick Mendro
Content Development Specialist



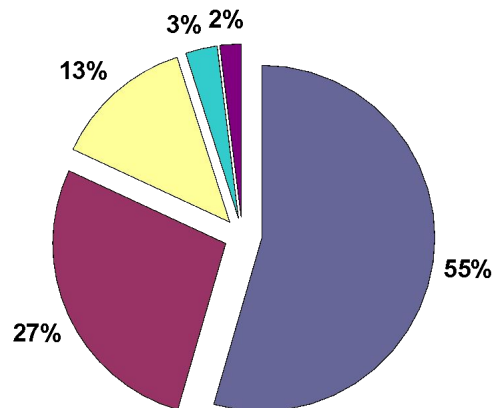
Jorge Perea
Playfly General Manager



Aaron Roetcisoender
Facility & Production Coordinator

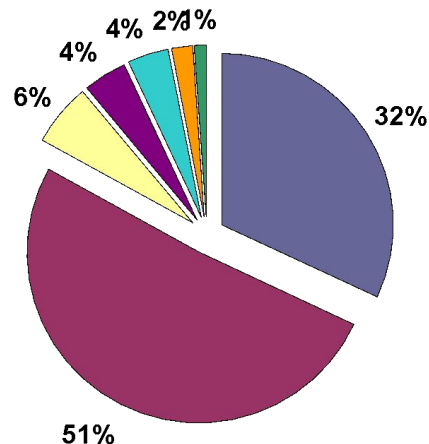
REVENUE & EXPENSES

REVENUES



- State Tournament Ticket Sales (54%)
- Development (Special Events/Sponsors/Concessions) (27%)
- Member School Fees (13%)
- Conferences/Workshops/Clock Hours (3%)
- Other/WOA Reimbursement (2%)

EXPENSES



- State Tournaments (32%)
- Management & Operations (51%)
- Development (Special Events/Sponsor Fees/Marketing) (6%)
- Trophies/Awards/Publications (4%)
- Conferences/Workshops/Committees (4%)
- Reserves (2%)
- WIAA Tournament L&I Insurance (1%)



CHALLENGES

FINANCES

- No public money
- Facility costs for state events

DIVERSITY in REPRESENTATION

- Adults in the system mirror our students
- Meet unique needs
- Educate membership on the value

CLUB SPORTS

- Students specialize and quit playing early
- Adults encourage student placement leading to transfers
- High costs for parents
- Tolerance for bad behavior is different than education-based



CHALLENGES

OFFICIAL SHORTAGE

- Average age is 55
- Lose new officials at youth and club level

BAD BEHAVIOR

- 84% of officials believe abuse is
- 80% off officials quit within first year
- Ejections increased by over 40%

RESET GOALS

- 1.3% get full or partial scholarships
- 1 out of 64 win a championship
- \$6 ticket doesn't give fans a license to be abusive to children or adults
- We remember what we feel

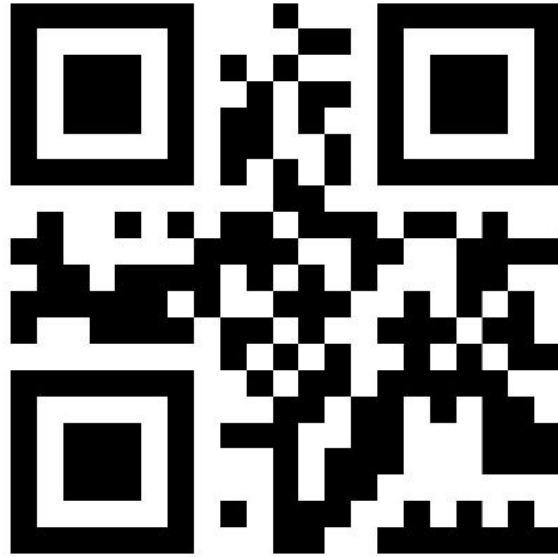




QUESTIONS?

MHOFFMAN@WIAA.COM





CEU code : 1446

CEU points : 1