

**GOAL 2.0- Operate as a support base developing plans to educate the member schools and affected constituencies of the policies, procedures, and activities of the Association.**

**Strategy 2.1 - Conduct a thorough review of each proposed regulation change to the KHSAA Constitution and Bylaws prior to final consideration by the Board of Control.**

A thorough analysis of all possible impacts should be done prior to any change in KHSAA regulations. The Board of Control must have as its final objective, the recommendation of any changes necessary for the well being of the student-athlete.

***Tactic 2.1.1 – Work with related professional organizations to complete a regular rules review prior to making Bylaw changes. Conduct focused review sessions to ensure consideration of all issues.***

*Implementation 2.1.1.1 - Include all affected groups in discussions and considerations.*

*Implementation 2.1.1.2 - Consider input from participants, parents and school administrators regarding the impact of changes.*

*Implementation 2.1.1.3 - Select advisory committee members with varied interests and involvements. Continue to broaden the geographic, ethnic and gender based representation on all KHSAA committees.*

***Tactic 2.1.2 - Utilize all available resources and consult related organizations when considering changes to KHSAA rules including a thorough review of possible ramifications.***

*Implementation 2.1.2.1 - Utilize KHSAA input on National Federation committees and utilize other National Federation resources when studying the impact of additional or revised regulations.*

*Implementation 2.1.2.2- Consider changes in the utilization of school resources in any regulation change discussion.*

***Tactic 2.1.3 – Follow a consistent procedure for recommended changes to KHSAA rules.***

*Implementation 2.1.3.1 - Draft any necessary language regarding changes to KHSAA regulations. Following the deadline for submission for change.*

*Implementation 2.1.3.2 - Ensure adequate opportunity for input of member schools via discussion at the Annual Meeting, or in another alternative forum.*

*Implementation 2.1.3.3 - Ensure Board of Control consideration and discussion of any change in KHSAA regulations approved by the member schools.*

*Implementation 2.1.3.4 -Determine a Board of Control recommendation for implementation of the proposal to the Kentucky Board of Education.*

*Implementation 2.1.3.5 - Draft changes necessary to be made by Kentucky Board of Education in conjunction with Kentucky Department of Education legal counsel to reduce contradictory regulations.*

***Tactic 2.1.4 – Maintain open communication lines with the Kentucky Board of Education, the Kentucky Department of Education and the General Assembly to ensure consistency between the regulations of the Association and the initiatives and desires of each entity.***

*Implementation 2.1.4.1 – Regularly attend and participate in the meetings of the Kentucky Board of Education.*

*Implementation 2.1.4.2 – Regularly consult with representatives of the Kentucky Department of Education in order to stay current with the initiatives and programs of the Department.*

*Implementation 2.1.4.3 – Attend and participate as requested in meetings of the Local Superintendents Advisory Committee (LSAC), Kentucky School Boards Association (KSBA), Kentucky Association of Secondary Schools Principals (KASSP), Kentucky Association of School Administrators (KASA), Kentucky High School Athletic Directors Association (KHSADA) and each of the local Education cooperatives.*

*Implementation 2.1.4.4 - Work in a pro-active manner with members of the General Assembly prior to and during any legislative session to ensure that all views and impact of an issue are considered.*

**Strategy 2.2- Expand communication with KHSAA member schools, licensed officials, student-athletes, the general public and all other effected constituencies.**

The KHSAA must use its communication capabilities to educate its target audiences and to ensure the distribution of appropriate information.

***Tactic 2.2.1- Utilize "The Athlete" magazine to report Board action, KHSAA news, officials' items of interest and current calendar of events.***

*Implementation 2.2.1.1 - Establish deadlines for timely and regular distribution.*

*Implementation 2.2.1.2 – Continue quarterly production of the Athlete to allow for cost efficiency.*

*Implementation 2.2.1.3 - Include a section dedicated to officials on a regular basis.*

***Tactic 2.2.2 - Expand usage of communication resources such as Commissioner's Notes and other publications and the KHSAA Web Site to summarize current KHSAA information for member schools, student-athletes, parents, and other related constituents.***

*Implementation 2.2.2.1 - Develop a video on the mission, function and operation of the KHSAA.*

*Implementation 2.2.2.2 - Include any changes in the Annual Meeting informational seminars and regional meetings with schools and require information distribution to student-athletes.*

*Implementation 2.2.2.3 - Establish deadlines for timely and regular distribution and update of information and adequately monitor adherence to these deadlines.*

*Implementation 2.2.2.4 - Utilize releases and "Athlete" to publicize results of investigations and any penalties levied against member schools and officials.*

*Implementation 2.2.2.5 - Utilize the Association Web Site for the distribution of timely information to the member schools, officials, media and other constituents.*

*Implementation 2.2.2.6 – Develop a DVD/CD for use by school personnel, parents, students and coaches regarding KHSAA rules and regulations.*

*Implementation 2.2.2.7 - Continue to develop on line registration for officials*

***Tactic 2.2.3- Continue to develop periodic public service announcements segments for use in television, radio and print campaigns.***

*Implementation 2.2.3.1 - Include public service announcements on KHSAA bylaws throughout the year as well as during "peak" publicity times.*

*Implementation - 2.2.3.2 - Focus on the segments of the KHSAA bylaws that govern student-athletes and include a positive message regarding value based activities.*

*Implementation - 2.2.3.3 - Establish statewide broadcasting network for distribution of public service announcements.*

*Implementation - 2.2.3.4 – Utilize KHSAA radio and television partners as well as all broadcast avenues for distribution -- radio, TV, cable, etc.*

*Implementation 2.2.3.5 – Continue to utilize announcements through "Hold Time" positive and informative telephone waiting messages.*

***Tactic 2.2.4- Continue to refine procedures for the use of KHSAA forms including a "forms directory". Consider cooperation with outside organizations to produce the directory.***

*Implementation - 2.2.4.1 - Include instructions and timetable for completion of individual forms and specify a contact person at the Association.*

*Implementation 2.2.4.2 - Compilation of a forms manual to include the most up-to-date versions and distribute via the website to all member schools.*

*Implementation 2.2.4.3 – Prepare all forms in a consistent manner so that they can easily be placed on the KHSAA web site.*

*Implementation 2.2.4.4 - Establish a regular review of all forms to verify that all KHSAA decisions are accurate, and expand forms needs where required.*

**Strategy 2.3- Conduct Required Regional Administrators Workshops and on-site seminars with KHSAA athletic directors and membership constituencies on a regular basis.**

The required "Regional Meeting" concept used successfully by the KHSAA and other states is vital to communication with the membership. This is a good way to educate the constituents as to the role of the KHSAA and its operations.

***Tactic 2.3.1- Conduct a series of meetings on KHSAA rules, policies and procedures.***

*Implementation 2.3.1.1 - Emphasize current bylaw interpretations and changes approved by the Annual Meeting or through referendum and distribute these as part of the final agenda.*

*Implementation 2.3.1.2 - Review changes made by Board of Control as part of annual review of KHSAA operations required by 702 KAR 7:065.*

*Implementation 2.3.1.3 - Inform school personnel of the schedule and forms changes for the coming school year.*

*Implementation 2.3.1.4 - Continue to conduct annual regional meetings.*

***Tactic 2.3.2- Expand sports rules clinic formats as necessary to educate coaches, athletic directors and officials on Association rules and policies in addition to sports playing rules.***

*Implementation 2.3.2.1 - Include current issues such as sportsmanship, Hall of Fame, ethics, integrity, safety and communicable disease issues in meetings with coaches, athletic directors and officials.*

*Implementation 2.3.2.2 - Include relevant bylaws and Association policies in the meeting format.*

*Implementation 2.3.2.3 – Continue to stress sports medicine issues and liability considerations.*

***Tactic 2.3.3 - Maintain and develop auxiliary training programs.***

*Implementation 2.3.3.1- Assist with the implementation of National Federation Interscholastic Coaching Education Program to include assistance with training of instructors.*

*Implementation 2.3.3.2 - Assist the Kentucky Medical Association in the planning and evaluation of the biennially required medical symposium.*

*Implementation 2.3.3.3 – Review sports-specific educational opportunities to distribute current and updated safety information for events such as pole vault and wrestling weight control.*

**Strategy 2.4- Utilize the KHSAA Annual Meeting for education and training purposes for KHSAA members.**

The KHSAA has its member voting delegates at one site one time per year. This forum must be used for the education of its delegates as to the expectations of the Association.

***Tactic 2.4.1- Educate delegates on meeting procedures and ensure compliance with these procedures.***

*Implementation 2.4.1.1 - Develop additional communication guidelines to ensure efficient meeting operations.*

*Implementation 2.4.1.2 - Compile meeting results and communicate unresolved issues to the delegates.*

*Implementation 2.4.1.3 - Annually evaluate the format of the meeting for potential revision and improvement.*

*Implementation 2.4.1.4 - Conduct the business meeting in accordance with adopted policies and procedures.*

***Tactic 2.4.2- Include seminar topics on current issues as they relate to the KHSAA.***

*Implementation 2.4.2.1 - Conduct seminars on specific KHSAA Bylaws and/or Tournament Rules.*

*Implementation 2.4.2.2 - Provide information on KHSAA current operations.*

*Implementation 2.4.2.3 - Conduct seminars on the operation and management of postseason events including security, safety and health concerns.*

*Implementation 2.4.2.4 - Conduct seminars on legal issues such as Title IX and the American with Disabilities Act as they relate to high school athletics.*

*Implementation 2.4.2.5 – Develop materials for school personnel to use to educate their coaches and parents regarding KHSAA rules and regulations.*

*Implementation 2.4.2.6 – Conduct mandatory meetings on current issues for school principals or designated with Administrative certification and A.D.*

*Implementation 2.4.2.7 - Include middle school personnel in the distribution materials regarding KHSAA Regulations that could impact middle school students.*

***Tactic 2.4.3- Conduct round table discussion groups on KHSAA regulations and proposed changes to those regulations.***

*Implementation 2.4.3.1 - Facilitate question and answer sessions with staff and membership on current topics.*

*Implementation 2.4.3.2 - Conduct targeted discussion groups on the most common bylaw violations and frequently asked questions.*