



**NIAAA Board of Directors Meeting
NIAAA Office
February 3-6, 2018**



The meeting was called to order by President Jeff Sitz, CMAA, WI. Members present included: Todd Olson, CMAA, ND, President Elect; Rich Barton, CMAA, UT, Past President; Josh Scott, CMAA, MO, Secretary; James Davis, CAA, MA, Section 1; Phil Poggi, CMAA, OH, Section 2; Tara Osborne, CAA, AL, Section 3; Matt Hensley, CMAA, IL, Section 4; Johnny Johnson, CMAA, AR, Section 6; Greg Van Cantfort, CAA, HI, Section 7; Scott Nordi, CAA, WA, Section 8; Lanness Robinson, CMAA, FL, Region A At-Large; Deb VanKuiken, CMAA, MI, Region B At-Large; Lisa Langston, CMAA, TX, At Large C; Bruce Brown, CMAA, OH, NEDC; Mike Blackburn, CMAA, Executive Director, Phil Rison, CMAA, Associate Executive Director.

President Sitz welcomed the Board with a message to “**Go Beyond**”. The servants’ heart and work ethic of the Board and office staff drives the NIAAA. President Sitz encouraged the Board to “strive for perfection and accept excellence” as Vince Lombardi once said.

I. Action Items:

- a. Review and Approval of December, 2017 Minutes as presented:
On a motion by Phil Poggi, seconded by Jim Davis, the December 2017 minutes were approved.
- b. Budget and Financial Reports – Mike Blackburn discussed the various budget reports.
 - a. July – December 2017 Report – the 6-month report of the budget is available in the portal for Board review.
 - b. December Board Report – Key areas of income and expenditures for the NIAAA were addressed. Growth was seen in areas of Certification, Leadership Training and Membership.
 - c. Reserve Fund Report – the reserve fund increased over \$200,000 for 2017, the fund budget is about 9% above the 60% reserve floor.
 - d. Endowment – the Endowment Fund Balance is \$1.4 million. 5% of the endowment fund will be allocated for professional development for members via outreach and grants.
 - e. Annual Meeting Financial Report – Phil Rison detailed the expenditures for the 2017 National Conference in Phoenix. The historical cost comparison of the conference were also shared.
 - f. Conference APP – Income from APP advertising was limited to those active in exhibiting at the conference. The APP realized a profit for the 2017 conference.
 - g. IAA Annual Expense-Income – the fall and winter editions of the IAA magazine advertisements was \$19,915. Expenditures for the journal remained constant at approximately \$1 an issue per member.
 - h. Retired Financial Report – The retirement account balance is \$4,765.50.

- i. Past Presidents Financial Report – The Past Presidents account balance is \$4,823.79.
- j. Athletic Administrator Outfitters Report – Mike Blackburn reviewed the origin of an online Logo Shop. The Board invested \$25,000 for the creation of the AAO logo shop. The current balance for the conference logo shop is \$1,732.94. The 2017 conference realized an \$11,604 profit from the Logo Shop.

On a motion by Scott Nordi, seconded by Lisa Langston, the Financial Reports were approved.

c. Awards

- a. Thomas E. Frederick History – President Sitz reviewed the Thomas E. Frederick Award history.

On a motion by Rich Barton, seconded by Phil Poggi, the Past President recommendation of Doug Killgore, CMAA, AR, was approved to be the 2018 Thomas E. Frederick Award recipient.

- b. Award of Merit History – President Sitz highlighted the history and pool of nominees for the Award of Merit.

On a motion by Scott Nordi, seconded by Phil Poggi, a selection as made for the 2018 Award of Merit recipient that will be announced at the July meeting.

- c. 2018 Award of Merit Candidate Pool additions –

On a motion by Jeff Sitz, seconded by Scott Nordi, Mark Armstrong was added to Award of Merit candidate pool.

d. Goals

- a. 2017-18 Staff Goals – Mike Blackburn discussed the progress made in 2017. Topics addressed were the continual growth of the office staff, membership benefits offered to Athletic Administrators, membership commendations earned by 38 of 51 state associations, the development of new Public Service Announcements, increased social media platform through Clell Wade and 360 Group. Phil Rison discussed the Professional Development Academy job descriptions, alignment of job responsibilities of the leadership and progress made for online learning and future possibilities of the portal.

e. Scholarship Fund

- a. Upon Bruce Whitehead's retirement \$816.25 was collected in a scholarship contribution.

On a motion by Todd Olson, seconded by Greg Van Cantfort, the Board approved the donation of \$816.25 to the Indiana Interscholastic Athletic Administrators Association in the name of Bruce Whitehead for their scholarship fund.

II. DISCUSSION/ACTION ITEMS:

a. Professional Development Report

- i. LTI – Jim Watkins addressed the Board. Jim highlighted 48 courses will be taught at the San Antonio conference. LTC 903 will be piloted this July and be ready for the 2018 conference. Preliminary plans for the Fall Coordinators Meeting started with a heavy focus on portal use. Jim requested four new QPA reviewers due to the increase in QPA submissions. All tools have been updated to the online course offerings in the portal. Four new course topics may be developed on topics of school crisis, coaching coaches, diversity course and synthetic turf courses. Jim highlighted the idea of a seminar cohort program as an alternate path to CMAA. Mr. Watkins reviewed the next courses to be reviewed as part of the 6-year process to review all 48-courses.

On a motion by Scott Nordi, seconded Deb VanKuiken, four QPA reviewers were approved. The reviewers named were: Bruce Whitehead, Holly Farnese, Dick Kemper and Marc Hunter.

On a motion by Rich Barton, seconded by Todd Olson, the Board approved the development of turf course authored by a team of NIAAA Athletic Administrators with ownership of the intellectual property specifically stated to remain with the NIAAA.

On a motion by Lanness Robinson, seconded by Jim Davis, the Board approved the addition of a LTI course on Coaching Coaches.

On a motion by Todd Olson, seconded by Lisa Langston, the Board approved the creation of a framework for Daryl Nance's proposed seminar project. The proposed pilot year would be 2019-20 with implementation in 2020-21.

- b. Certification – Sheri Stice addressed the board with certification updates. The additional Chair and Vice Chair positions have led to the need to update job descriptions. **Sheri requested that Chair Peter Shambo and Vice Chairs Jacob Von Scherrer and Tol Gropp attend Certification in July 2018 for**

work of the committee. Online core course expansion will begin January 1, 2019 with the addition of LTC 503. Thirty-Five Athletic Administrators took the CAA test at the 2017 annual meeting, thirty-four passed the exam.

On a motion by Todd Olson, seconded by Scott Nordi, the board approved travel for Peter Shambo, Jacob Von Scherrer and Tol Gropp to Indianapolis for 2018 Certification Committee work.

- c. International Effort – Mike Blackburn discussed the progress made on international LTI courses. The international committee is continuing to grow with great opportunity. Items discussed in their section meeting focused around the development of an RIAA and a CIAA and development of additional International opportunities at the national conference.
- d. Quality Program Award – Jeff Sitz highlighted the application turned in by Christ Presbyterian Academy, Nashville, TN.
- e. Mentor Program Meeting – Mike Blackburn discussed the agenda, minutes and attendance for the first mentoring meeting. Dory Smith, CMAA, MO, led the meeting. There is a thirst for the ability to support our new athletic administrators nationally.

On motion by Lanness Robinson, seconded by Scott Nordi, the Board approved the formation of an Ad-Hoc Mentoring Committee.

- f. Professional development Leadership Team Job Descriptions – Phil Rison discussed the work by the office staff to align the positions with the job descriptions.

On a motion by Lanness Robinson, seconded by Jim Davis the PDA leadership team job descriptions were approved.

III. Committees

- a. Input on committee applications – the Board will continue to follow the practice in place by the Secretary for committee appointments. All committee documents have been submitted and are available for review in the Portal.
- b. Evaluation of Chairpersons by Board Liaisons – President Sitz reviewed the Committee Chair evaluations from the 2017 national conference.
- c. Information – Hall of Fame Anonymous Rating Committee –

On a motion by Deb VanKuiken, seconded by Scott Nordi a Section V nominee was placed.

- d. NIAAA-NFHS Conference Advisory Committee Rotation – Mike Blackburn identified work completed for the Section 8 committee opening.

- e. Potential 2019 Committee Vacancies – Mike Blackburn discussed the rotation for committee needs due to term limits.

IV. Committee Leadership –

On a motion by Scott Nordi, seconded by Johnny Johnson, the Board approved the following leadership positions:

Membership

Chair – Scott Dorsett, CMAA, TN

Vice Chair - Lorell Jungling, CMAA, ND

Resolutions Committee

Chair – Robert Swaim, CMAA, WA

Vice Chair – Jamie Sheetz, CAA, UT

V. Additional Meeting Minutes

- a. Past President Barton discussed the minutes for the following meetings in Phoenix, detailed reports are uploaded in the Portal.
 - i. Past Presidents
 - ii. Delegate Assembly
 - iii. State Liaison/Executive Directors
 - iv. Annual Meeting

VI. Staffing

- a. Status of Commissions – Mike Blackburn discussed the conclusion of the Musco Lighting commission. One Daktronics commission payment remains when final contract payment is made.

VII. National Conference – Mike Blackburn discussed the 2017 conference information.

- a. Final Conference Registration Numbers – 2,009 total attendees.
- b. Past Conference Numbers – 2017 Conference was the second highest attended in the history of the conference. The last 5 conferences are among the top 7 attended conferences in the history of the association.
- c. Conference Advisory Committee Meeting – Mike Blackburn reviewed the committee and the work accomplished at the meeting hosted by the NIAAA
- d. January 29-30. 2017 Conference strengths identified by member input were; the workshops, Leadership Training and the general sessions. The top weakness of the conference was listed as none. The committee began work on the 2018 National Athletic Director Conference. Significant conversation among the committee centered on increase attendance at the Conference Banquet, providing more opportunities for networking and round table discussions. The committee narrowed the General Session speakers ranked among 6 finalists.
- e. Request for Registrants Contact Information – The Board reconfirmed the commitment to not supply registration information to vendors unless an athletic administrator ops-in.

- f. Purchase Orders – Conference payment must be made by the start of the conference – Attendees may not attend any part of the conference until the total cost is paid.
- g. Spouse/Guest Involvement – The NIAAA will continue to investigate opportunities for spouses/guests during the conference.
- h. New Registration Process – The Board was pleased with the pace of the registration line at Early Bird registration. The average length of time was approximately 15 minutes. None waited longer than 20 minutes.
- i. a App Usage – Nellie Crocker discussed the App use which was down compared to 2016. 1,403 attendees downloaded the App or 70% of registrants. Efforts being made to increase voting on the app. The most used part of the App was the personal and overall schedule. Ideas for 2017 App are to include teaching materials and bios for the workshops and sessions, ‘meetings’ and a digital business/contact card with other attendees.
- j. App Financials - Sherrice DuBois reviewed the App financial breakdown which totaled \$9,850.00.
- k. Endowment – The golf tournament had 140 total golfers and yielded \$3,600 for the endowment fund. The Run/Walk earned \$800 for the endowment fund. 314 Lapel pins were sold donating \$1,570 for the Endowment fund.
- l. Wifi – Mike Blackburn and Phil Rison discussed the cost associated with adding wifi to the meeting rooms. The Board requested an approximate cost for the 2018 conference.

VIII. Endowment – Professional Outreach and Grants – Mike Blackburn discussed the impact on outreach programs with the addition of LTC 503 as a requirement for certification January 1, 2019. With the addition of the 503 the Board discussed supplying a code for the Athletic Administrator to take 503 through the NIAAA Classroom after. Each outreach participant will have a code for 90 days.
On a motion by Scott Nordi, seconded by Deb VanKuiken, the Board approved supplying any applicant from an approved outreach program with a code to take 503 through the NIAAA Classroom to qualify for the RAA certification. LTC 503 would replace funding of the RAA as part of the outreach.

- a. Grant Applications –

On a motion by Rich Barton, seconded by Phil Poggi, the Rhode Island IAAA grant for \$1,000 was approved.

- b. Outreach Applications – North Carolina ADA – requested outreach of approximately \$11,000 for 35 Athletic Administrators.
- c. Outreach Applications – Washington DC – requested outreach of approximately \$10,000 for Athletic Administrators.

On a motion by Todd Olson, seconded by Scott Nordi, the North Carolina and Washington DC outreach applications were approved.

- IX. Financial Update and Auditors Report** – Mike Manion of Woodly Farra Manion briefed the Board on the status of the NIAAA financial portfolio. 2017 realized growth of the portfolio 15.2% for 2017. Mr. Manion commented on the current state of the market and the general health of the national economy. The companies which the NIAAA own shares in remain fundamentally strong and good investments.

Results of the audit were reviewed by Mike Blackburn. Beginning 2017 the Office will share accounts with the auditor monthly instead of once at the end of the year at no additional cost. This will save time during the fall audit. The audit dates will be moved to August from late fall in order to assist conference preparation time.

On a motion by Greg Van Cantfort, seconded by Lisa Langston, the Board approved the Auditors Report.

X. NIAAA 40th Anniversary – outcomes

- a. \$1,440 was collected for the endowment via the 40 for 40 drive.
- b. Mike Blackburn discussed Congressional Recognitions received.

XI. Hall of Fame Selections – Class of 2018

On a motion by Lanness Robinson, seconded by Scott Nordi, the Hall of Fame Class of 2018 was approved.

- XII. State Presidents' Feedback Discussion** – great discussion was held in the breakfast meeting, topics covered were, 22 states with a strategic plan, portal use and legislative issues.

XIII. Committee Formal Recommendations

- a. Awards – Scoring Rubric Change Request

On a motion by Deb VanKuiken, seconded by Johnny Johnson, the Board approved the change to the 8 point rubric for scoring of DSA's.

- b. Hall of Fame –
 - i. Traveling Hall of Fame – President Sitz led discussion on the possibility of a sponsorship with a vendor for a traveling Hall of Fame. The Board asked the Office staff to investigate options for an electronic display.
- c. NEN

On a motion by Todd Olson, seconded by Greg Van Cantfort, the Board approved the name change of the NEN to the National Initiative and Assistance Network Committee.

- d. Retired – Phil Rison highlighted the effort to donate \$1,000 for Puerto Rico relief fund from the Retired Committee.

- e. International Ad Hoc – the Board held a conversation regarding the future possibility of an international certification.

On a motion by Todd Olson, seconded by Scott Nordi, the Board tabled the request for two levels of certification until the Board can review the International PDF and the exam for an international certification. The Board will then entertain a formal recommendation from the Certification Committee.

On a motion by Phil Poggi, seconded by Lisa Langston, the Board set a moratorium only allowing International athletic administrator's to teach the International LTI courses through January 1, 2019.

- XIV. **Development and Marketing** – Sherrice Dubose updated the Board on the status of sponsorships and business partners for the 2018 conference. The 2017 conference sold 300 booths to 213 vendors.
- XV. **Fourth Strategic Plan Items** – Phil Rison updated the Board on the ongoing efforts toward completing the Strategic Plan items 1 to 13 regarding professional development. Great progress toward Strategic Plan goals continues to take place and 2018 items are on schedule. President Sitz began conversation for leadership selection of the 5th Strategic Plan Committee.
- XVI. **Sports Turf Program** – Mike Blackburn discussed the history of the Sports Turf Program. Discussion was held by the Board regarding future direction. Phil Poggi and Johnny Johnson, board liaisons to sports turf committee, stated the possible need for an informational turf session for conference athletic director's until the LTI course(s) are developed.
On a motion by Scott Nordi, seconded by Phil Poggi, the Board approved the NIAAA Office as the lone operator of Sports Turf Committee sponsorships and relationships.

President Sitz formed a subcommittee comprised of Jim Davis, Johnny Johnson, Hugh McReynolds, and Phil Poggi to investigate the status of Sports Turf Committee and future direction along with directors.

- XVII. **Potential Whitehead Recognition** – President Sitz discussed the recommendations from the Past Presidents Meeting and suggestions from the various subcommittees for placement of Bruce Whitehead's name.

On motion by Phil Poggi, seconded by Lisa Langston, the Board approved renaming the NIAAA DSA to be the Bruce D. Whitehead Distinguished Service Award beginning in 2019.

XVIII. Future Board Seat Rotation – Jeff Sitz reviewed the future Board candidates and the qualifications for board members. The document with the succession of board candidates is available in the board group portal and will be shared at spring Section Meetings.

XIX. Fourth At-Large Implementation – the implementation of the 4th At-Large will be discussed at all 2018 section meetings. Selections for At-Large candidates must be made according to the timeline for filing. The outcome of the current Region B, Section 4 - 5 at-large election in 2018 San Antonio Conference, will determine the which new region election will be held in 2020 between new Region C (Sections 3-4) and new Region D (Sections 5-8).

XX. Board Sub Committee Reports

- a. OPP Committee – Rich Barton discussed the following recommendations to be acted upon in the April conference call:
 - i. Re-key the POP Manual to clean format issues.
 - ii. All staff Salaries increase one step of 3.5% or one step.
 - iii. All part-time professional development team salaries increase by 3.5% or one step.
 - iv. Create Professional Development Academy Leadership intern positions to shadow current PDA leadership at the national conference and work as conference staff.
- b. Finance Committee
 - i. Scott Nordi, Finance Chair, highlighted the great growth of the NIAAA portfolio. Over the course of 2017 the endowment returned 15% on the year. The market will likely pullback or correct itself over the course of 2018, additionally interest rates should increase for 2018. The finance manual will be reviewed by the committee in summer 2018.
- c. Marketing Committee
 - i. Phil Poggi, Marketing Chair, highlighted the NIAAA logo and brand consistency. The committee recommended the use of a brand guide. The committee also requested the sponsorship income for the current fiscal year. Lastly the committee is concerned with Sideline Access, that was bought out by Mascot Media, and the lack sponsorships dollars paid to the NIAAA from the original agreement.
- d. Scholarship
 - i. Johnny Johnson, Scholarship Chair, led the committee meeting. The rubric was reviewed and recommendations from July 2017 were completed. Section leadership should provide the nomination form of the winners to the attending director at each section meetings.

XXI. San Antonio Conference Preliminary Format

- a. Patty Conrad reviewed status of the preliminary plans for the 2018 conference. Hotel rates were negotiated at \$125.00 per night at each Marriott property. Planned meetings will follow the previous year's conference format with the addition of forums, networking opportunities and a hot topic format.

XXII. Section Meetings

- a. President Sitz reviewed the schedule with office executive staff and Board officer assignments.
- b. Section minutes from 2017 were reviewed from the annual meeting. The Board recommended that state athletic administrator association Executive Directors ask the NIAAA office for a list of members attending the national conference so that they can encourage attendees to attend important meetings and events.
- c. Phil Rison and Jeff Sitz led an overview of the President's Guide for the Section meetings for spring 2018. Mike Blackburn addressed the Board members with early section meetings on the importance of meeting award timelines by developing a process for reviewing nomination forms and making final selections since forms will not be submitted by the Section Meeting dates.

XXIII. NEDC – Bruce Brown, NEDC Liaison, discussed the December 2017 meeting minutes and discussion items. Bruce discussed the responses delivered to the NEDC body from the December meeting. The 2018 NEDC meeting will be in Glen Falls, NY, July 22-26, 2018.

XXIV. 2018 Board Goals Sub Committee Report – President-Elect Todd Olson reviewed the 2018 board goals. The subcommittee developed 5 new initiatives and continued 5 ongoing initiatives.

New Initiatives

- a. Promote and support the creation of an Ad Hoc Mentorship Committee to develop materials for a national mentorship program.
- b. Support and encourage efforts to improve the NIAAA website.
- c. Promote and support the efforts of the Ad Hoc International Committee to increase international membership.
- d. Explore using the Endowment Fund to target additional resources toward new AD's.
- e. Develop the organizational structure for preparation of Fifth Strategic Plan Committee.

Ongoing Initiatives

- a. Support training and implementation initiatives for section and state leaders to utilize the NIAAA membership portal to conduct business.
- b. Promote the NIAAA Classroom as a professional development resource for the organization.
- c. Promote and support the development of online courses within the Professional Development Academy.

- d. Support initiatives that increase NIAAA membership and promote dual membership status.
- e. Continue to support the implementation of the NIAAA Fourth Strategic Plan.

On a motion by Scott Nordi, seconded by Rich Barton, the Board approved the 2018 Board Goals.

XXV. Free Certificates – The newly developed Scholar-Athlete and 3-Sport Athlete certificates were reviewed. Both certificates will be highlighted during section meetings and are available to NIAAA members via the portal under Member Resources.

XXVI. Canadian Trademark – The NFHS attorney contacted the NIAAA Office about a Canadian NIAAA trademark that is about to expire. After investigation the mark in Canada states: “Meets NFHS Rules Specifications, and not applicable to NIAAA. The Board is interested in the Office investigating a global trademark for the NIAAA.

XXVII. State Reimbursements – Phil Rison discussed the 2017 royalty payments to state associations. Reimbursements to states are paid biannually from the NIAAA. Payments to state associations increased by \$15,000, totaling \$40,561, for the 2017 year.

XXVIII. Staff Report – Mike Blackburn reviewed the updated Board points of emphasis.

- a. 2016-17 year in review document is in the portal and is available as a narrative. When completed the document will be posted on the website.

XXVIII. 2018-19 Budget Special Considerations –

- a. Expense Considerations –
 - i. Potential Additional Staff Member(s) – with membership at nearly 11,000 it is time to investigate NIAAA office needs.
 - ii. Life Insurance – the costs increase for 2018 is due to membership growth.
 - iii. Strategic Plan – the 5th Strategic Plan will cost nearly \$30,000.
 - iv. Application and Nomination Platform – the NIAAA Office is investigating a platform for online submission and scoring for all awards.

XXIX. Advocate Conference Call – Terri Lakowski and Jason Marmon of Active Policy Solutions updated the Board on Capitol Hill. Highlights of the last 6 months of work on behalf of the NIAAA included:

- i. 200 contacts on Capitol Hill that consider the NIAAA the predominant voice in Education Based Athletics.
- ii. Continued work on Athletic Administrators’ eligibility to receive funds for professional development through ESSA.

- iii. Awareness of the NIAAA scholarship program with policy makers, and the 40 year history of our conference.

Additionally, Jason brought attention to the summary document on state legislative trends and updates. Jason also highlighted a document uploaded in the portal reviewing possible impacts for athletic administration through the new federal tax cut bill. APS will continue to track national issues and trends through the policy pages sent out by Jason. Terri updated the Board on the status of the Government Accountability Offices national Title IX reporting efforts. APS developed a survey for congressional members on their participation experiences in athletics. Responses could be used to highlight the importance of Education Based Athletics.

XXX. Summer Meeting Schedule – Mike Blackburn reviewed the summer schedule. The Board should arrive July 6 for a slate of meetings through July 10 for the full Board, Board Officers will stay to July 11.

XXXI. President Sitz reviewed the thank you notes received from Bob Gardner, Annette Scogin, Trish Witkin, and Steve Bridge.

XXXII. Future Meetings

- a. **Spring Conference Call** – Tuesday April 17, 1pm EST.
- b. **Summer Board Meeting** – July 6-10, 2018
- c. **NIAAA Annual Meetings and National Athletic Directors Conference** – San Antonio, December 14-18, 2018.
- d. **Mid-Winter Board Meeting** – February 2-6, 2019.
- e. **Summer Board Meeting** – July 12-16, 2019

On a motion by Tara Osborne, seconded by Phil Poggi, the meeting was adjourned.