

VHSL Strategic Plan 2012-2015

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A. Organization Structure and Governance:

I. Goal 1: To implement and evaluate the new Six Classification Governance (2012-13)

- a. (2012-13) New regions meet during October 12 Membership Meeting for initial governance meeting.
- b. New conferences meet no later than January 13 to establish governance.
- c. (2013-14) Conduct an evaluation/assessment of classification system each year in conjunction with R&R survey.

II. Goal 2: Increase relevance of bi-annual VHSL Membership Meetings

- a. (2013-14) Use VIAAA first year AD meeting to invite new principals for VHSL initiation.
- b. (2012-13) Establish first year principal meeting at October Membership Meeting.
- c. (2013-14) Establish district chair eligibility meeting at October Membership Meeting.
- d. (2013-14) Improve March Membership Meeting by consolidating to a single-day meeting

III. Goal 3: Continue to improve League communication with membership

- a. (2012-13) Create League calendar for inclusion on website.
- b. (2014-15) Improve system for score/post-season reporting results to VHSL.

B. Programs and Services

I. Goal 1: Using input of membership to develop an effective and efficient format for new structure.

- a. (2012-13) Establish Conferences for initial playoff purposes.
- b. (2012-13) Identify format of each level of playoff.
- c. (2014-15) Annually assess the need for change and adjustment including changes in participation numbers.

II. Goal 2: Develop requirements that ensure equal eligibility requirements for all students.

- a. (2012-13) Maintain consistent and fair eligibility requirements for those attending charter schools.
- b. (2013-14) Maintain consistent and fair eligibility requirements for those attending virtual schools.
- c. (2014-14) Maintain consistent and fair eligibility requirements for homeschool students.

C. VHSL Centennial

I. Goal 1: Celebrate the VHSL Centennial

- a. (2012-13) Establish centennial committee to plan timeline of activities and events.
- b. (2012-13) Develop yearlong program to highlight VHSL mission and celebrate its history.
- c. (2012-13) Provide district, region and state level with tool kit or resource guide to assist with celebrations at each level.
- d. (2012-13) Engage students, schools and communities to participate not only at state events but at district and region events.
- e. (2012-13) Develop signature centennial celebrations at district, region and state events.

II. Goal 2: Take advantage of 100 year anniversary opportunity to reinforce and leverage awareness of the VHSL throughout the state.

- a. (2012-13) Brand the year with logo and theme to use on stationery, medals, trophies, t-shirts, etc.
- b. (2012-13) Utilize social media to share messages.
- c. (2012-13) Expand webcasting of VHSL events.
- d. (2013-14) Continue to develop VHSL messages within schools and communities to reinforce role of VHSL.
- e. (2013-14) Maintain website to expand VHSL message.
- f. (2014-15) Continue to develop VHSL messages within schools and communities to reinforce role of VHSL.
- g. (2014-15) Explore promotional partnerships with media.

D. Finances

I. Goal 1: Continue to secure and increase corporate support of VHSL programs.

- a. (2012-13) Leverage Centennial as fundraising opportunity and budget funds for 100th Anniversary activities.
- b. (2012-13) Continue to seek title level sponsors for all events.

II. Goal 2: Study revenue streams, income and expenses as six-classification system is considered.

- a. (2013-14) Remain budget neutral and look for ways to increase revenue as changes are made.
- b. (2012-13) Consider the structure of reimbursements. Determine parameters for equitable distribution of funds/revenue.
- c. (2013-14) Maintain 50% for sponsoring state championship events.
- d. (2012-13) Continue to expand reimbursements through the Foundation.

III. Goal 3: Evaluate pass policy and tournament ticket prices and income.

- a. Explore offering premium seating at high profile events. Consider selling reserved, ticketed seats in sections of the arena for select basketball sessions. (Note: not practical)

- b. (2014-15) Consider increase of \$2.00 for final basketball games (\$10.00 for quarterfinals and \$12.00 for finals).
- c. (2013-14) Evaluate Pass Policy/All-Star games as potential revenue sources.