

Creating a Strategic Plan for Your School



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Public Schools

Currently in the District - Start with a Mission Statement and build a team with the same mindset:

The MIAAA is committed to represent, promote and preserve the educational values of interscholastic athletics. To serve its members, the MIAAA offers resources, professional development and leadership training. The MIAAA promotes ethics, character development and integrity within the entire athletic community.

Find Examples you like

- Conference Schools
- Friends here at the conference
- Twitter
- MIAAA –
 - Utah
 - Kansas



What Areas are Key to Your School?

- Sportsmanship?
- Multi-Sport Athletes?
- Community Relationships?

- MIAAA –
 - Finance
 - Operations
 - Programs



RECOMMENDATION	STRATEGIES FOR IMPLEMENTATION	RESPONSIBLE FOR IMPLEMENTATION	YEAR
Pursue MIAAA/NIAAA membership with MSHSAA registration	To increase members and provide liability	MIAAA President & Executive Director	Ongoing
Increase the savings account to 50% of the annual Spring Conference expenses.	Investigate new vendors and sponsors—look at NIAAA Endowment strategies.	Executive Board	2023
Evaluate Membership and Conference fees annually	Evaluate rising costs	Executive Board	Ongoing
Maintain and Increase Membership	Evaluate current membership by region/district	District Representation	Ongoing
Research investing with a financial advisor for endowment growth	Meet with possible partners for investment advice.	Executive Director and President	2019
Create an annual budget for approval by the Board in September	Create an Ad-Hoc Committee each summer for budget creation	Treasurer, Executive Director, President, President-Elect and Ad-Hoc Budget Committee	2019
Investigate potential of paying all dues via the MSHSAA website	Work with MSHSAA to coordinate	MIAAA President and Executive Director	2023

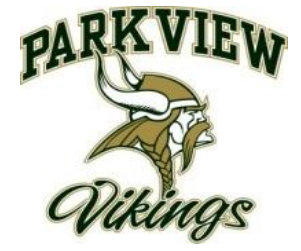
Keys to a Great Strategic Plan

1. Dream Big
2. Attack known issues – even “sacred cows”
3. Involve Stakeholders
4. Not everything has to be achievable
5. Set goals for completion
 1. 5-year plan, etc

Springfield Public Schools District Athletic Director

Action Plan

Joshua Scott



First 30 Days – Current State Deep Dive

Actions	Focus Areas	Questions/Discussion Topics
<p>Understand current state of the Springfield District Athletic Department within the District Mission, emphasizing Education-Based Athletics.</p>	<ul style="list-style-type: none"> • Key Personnel <ul style="list-style-type: none"> • Coaching Staff • Site Athletic Directors • Building Leadership • Budget plan • Community Relationships and outreach 	<ul style="list-style-type: none"> • Where are we benefiting from a one-district approach? • How are we leveraging our collective strengths? • What issues would our programs and leadership prioritize? • Understand unique department needs and roadblocks. • What is our budget – department targets, Optimize vs. Operate? • Where are our improvement opportunities? • Capitalize, understand and enhance business relationships across department. • How are we reaching our community today?

Deliverables:

1. Identify top 2 or 3 challenges – areas to focus attention immediately
2. Develop a point of view of the organizational structure – Identify key resources to help tackle top issues.

Next 30 Days – Plan Development

Actions	Questions/Discussion Topics
Meet with Team and Business Partners	Discussions based on learning and top Issues identified in first 30 Days.
Project Execution	Deep Dive into the projects and how they are being managed and executed. Are requirements documented? Is sound methodology in place? Are they on track to schedule/budget? Issues?
Start Developing a plan for top issues identified in first 30 Days	Confirm potential ideas based on first 30 Day analysis and continue discussions: Budget – is budget so complex that we have made it hard to manage? People – are the right people in the right roles and getting the support they need? Sourcing – what is the status of our community partnerships/relationships?

Deliverables:

1. Establish Operating Rhythm – Project Reviews, Operations Reviews, Budget Reviews & Community Reviews
2. Develop a point of view on Processes and Tools required to the job and next steps to making progress
3. Confirm Organization Structure and ensure they are given the tools and support to be successful

Post 60 Days - Execute

- Focus shifts from Analysis and Planning to Execution
- Continue learning and improving plans developed in 1st 60 Days
- Support building leadership and site Athletic Administrators
- Execute, Deliver and Achieve on all commitments toward Education-Based Athletics.