

IHSAA Annual Report

to the Membership
2018-2019



IOWA HIGH SCHOOL
ATHLETIC ASSOCIATION

IOWA HIGH SCHOOL ATHLETIC ASSOCIATION

• Board of Control •



Dr. Rod Earleywine
Sergeant Bluff-Luton
Northwest District
Chairperson



Barb Schwamman
Osage
Northeast District
Vice-Chairperson



Brent Cook
Dubuque, Senior
Athletic Director
Treasurer



Scott Kibby
Iowa City, Liberty
AA Principal



Dave Wiebers
Denison-Schleswig
Southwest District



Andy Crozier
Central Lee
Southeast District



Amanda Whaley
West Branch
IASB



Deron Durlfänger
Van Meter
Central District



Dr. Ryan Wise
Des Moines, DOE
Ex-officio

Eight voting members and one non-voting member comprise the Board of Control. Amanda Whaley is a voting member and represents the Iowa Association of School Boards. She is appointed by that group. Dr. Ryan Wise is a representative of the State Department of Education, a non-voting member. The remaining seven members are elected by IHSAA member schools. All five IHSAA Representative Council districts in the state are represented on the Board. The Board of Control has general supervision over all athletic contests of Association schools, and interprets Association rules. A 25-member Representative Council formulates the aims and policies of the Association for the ensuing year and has the power to initiate amendments and new rules for the Executive Director to submit to the electorate. The Council members are also elected by IHSAA member schools and are chosen by districts and according to school classification. Each of the five districts have the five council members and four of the five represent class A schools with one representing class AA schools in that district.

Administrative Staff



Tom Keating
Executive Director



Todd Tharp
Assistant Director



Chad Elsberry
Assistant Director



Jared Chizek
Assistant Director

Jessica Morgan, Director of Finance

Chris Cuellar, Communications Director

Lewie Curtis, Director of Officials



IOWA HIGH SCHOOL ATHLETIC ASSOCIATION

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TOM KEATING, Executive Director

TODD THARP, Assistant Director • CHAD ELSBERRY, Assistant Director • JARED CHIZEK, Assistant Director

Dear Member School Administrators,

On behalf of the entire IHSAA staff and Board of Control, I would like to extend our sincere appreciation for the terrific work our schools do in providing outstanding opportunities for students to follow their passion through education-based activities.

As a teacher, coach, AD, Principal and now Executive Director of the IHSAA, I have lived by the mantra, "We either get better or worse; we never stay the same." To that end, I am a believer in continuous examination, evaluation and improvement. Since assuming the role of Executive Director in July, I have been committed to examining every part of our organization regarding how well we serve our schools. Through a comprehensive visioning process, our staff has taken an in-depth look at who we are, what we do, why we do it and how well we do it. We are digging into our mission, core values, purpose and what makes us unique. We have been discussing who we serve (students, coaches, administrators, officials, fans, sponsors and all who have an interest in our programs) and how we serve them. We are identifying the processes we use and evaluating how consistent and effective those processes serve their purpose.

An important part of our visioning has been focused on the organization of our staff. We have developed an accountability chart to identify which positions fall where and what core responsibilities are associated with each. We are also examining who is in the positions to ensure we have the right people in the right seats and to strive for balance when it comes to responsibilities.

The end goal of this process is to become the best organization we can be and serve our member schools and the young people of Iowa at an exceptional level.

Sincerely,

Tom Keating
IHSAA Executive Director

IHSAA Online Offerings

The 2018-19 school year saw the expansion of online information under both the general IHSAA website and the usage of QuikStats.

The IHSAA has continued to develop its online tools and fulfillment requirements with regard to rules meetings and membership voting procedures.

In addition, social media has become an important part of IHSAA communication efforts with more than 30,000 followers on Twitter. The IHSAA regularly disseminates information through its social media channels.



IHSAA Mission & Promotion of Education-Based Activities

The IHSAA continued its campaign promoting the value of education-based activities titled, "More Than a Game," which included materials being distributed online and in traditional print publications. In addition, social media saw thousands of people across the state engage with the materials.

In addition, the IHSAA utilizes a campaign from the NFHS to promote student involvement through the "My Reason Why" campaign.



Governor's Scholar Recognition Program

The 2018-19 school year marked the 16th anniversary of the Governor's Scholar Recognition Program. This program is a joint effort between the Athletic Association, its title sponsor Iowa Farm Bureau and the Governor's Office. The students who were recognized were greeted by Governor Reynolds and Lt. Governor Gregg as they crossed the stage. The students were honored for academic achievements during their high school careers. A ceremony and reception were held for the students on April 28, 2019. More than 3200 students and guests attended.





IHSAA Publications

The IHSAA communicates with its membership, the media and the public in many ways, including varied print pieces throughout the year. The IHSAA Bulletin publishes four times per year. In addition, the IHSAA maintains and prints a Directory for member high schools.

Other significant publications include State Tournament Programs and seasonal rule manuals. The IHSAA Handbook is also compiled and published on an annual basis.

The IHSAA serves as the print facility for the Iowa High School Music Association, the Iowa Cheerleading Coaches' Association, the Iowa Association of Student Councils and the Iowa Hall of Pride.

Officials Registering in Iowa

A function of the Iowa High School Athletic Association is the registration of contest officials for interscholastic competition. In addition, member schools of the Association are required to use only such registered officials. The IHSAA registered and oversaw more than 4,408 officials across the state in 2018-2019. These officials cover all IHSAA sanctioned sports and are a key component to the success of educational athletics in Iowa.

An official's registration fee includes NFOA membership with General Liability and Excess Accident Medical insurance as well.

The IHSAA provides a rule book every two years in each sport an official is registered, annual rules meetings and exams; clinics; online newsletters during each sports season containing points of information, interpretation, policies, and procedures; IHSAA wall calendar; school directory if desired; and the opportunity to attend the Annual Officials Awards & Recognition Banquet for 15, 25, 35 & 50-year officials.



IHSAA Educational Outreach

The Iowa High School Athletic Association is the sponsoring organization for the Iowa Association of Student Councils (IASC). The IHSAA and IASC host the annual Iowa Student Leadership Conference in Des Moines. The conference saw more than 1,600 student leaders and student council advisors attend.

Along with the statewide leadership conference, the IHSAA also assists student council groups with both student and advisor training and development throughout the year. The goal of the IHSAA and IASC partnership is straightforward - provide tools for students to become stronger leaders.

The IHSAA also works closely with the UNI Center for Violence Prevention to facilitate workshops and programs dealing with gender violence issues in schools and communities.

The Pride Academy is another educational initiative of the Iowa Hall of Pride & IHSAA that helps students develop goal setting, decision making, and/or human relations skills to become successful in their next step in life.

The initiative grew out of the Jacobson Education Fund at the Hall of Pride, and it is meant to be a resource for schools and groups to look at issues including: leadership, sportsmanship/school pride and communication.

IHSAA Programs & Services



Awards & Recognitions

At its tournament events and special meetings, the IHSAA recognized and honored dozens of school administrators with awards for exemplary school programs as well as Bernie Saggau Award winners; hall of fame players, coaches and officials. Other award recipients included members of the media; friend of the school award and public address announcers.

In addition, the IHSAA annually recognizes students participating at state tournaments with photo plaques and autograph sport balls with the assistance of its title sponsor Iowa Farm Bureau.

Many member schools also nominate and receive academic achievement awards for qualifying teams.



IHSAA Personnel in National Service

Members of the IHSAA administrative team and staff play significant roles in national positions relative to interscholastic programs. Those who have served in a national capacity and their role(s) are:

Todd Tharp, Assistant Director – member of the NFHS Football Rules Committee; and former member of the NFHS Soccer Rules Committee.

Chad Elsberry, Assistant Director – member of the NFHS Education Committee; and former member of the NFHS Annual Meeting Advisory Committee.

Jared Chizek, Assistant Director – member of NFHS Coaches Advisory Committee; former member of the NFHS Spirit of Sport Committee; and former member of NFHS Records Committee.

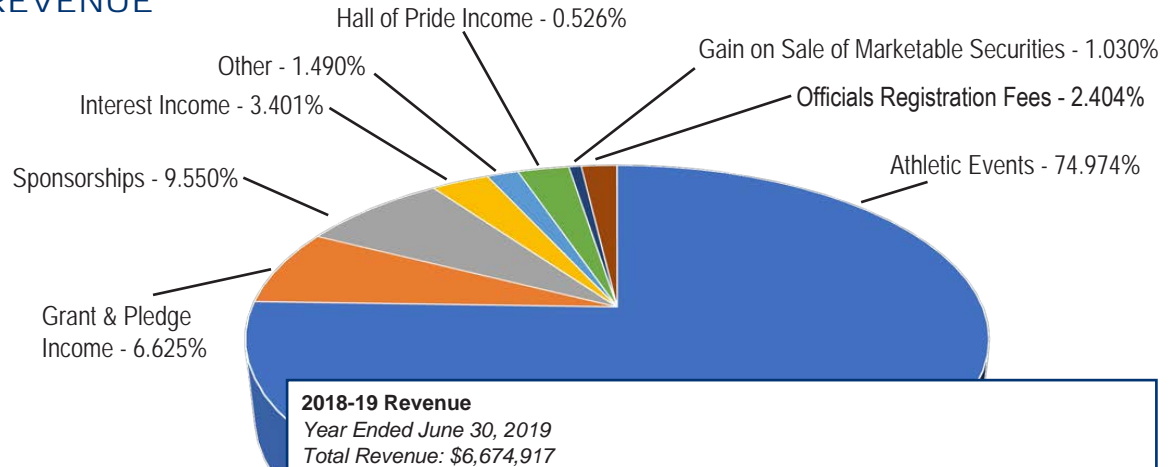
Iowa Hall of Pride

The IHSAA created and operates the Iowa Hall of Pride which opened in February 2005. The Hall of Pride Foundation, for its part, is an organization created by the IHSAA to promote, develop and support the Iowa Hall of Pride. Members of the IHSAA Board of Control also serve as Board Members of the Iowa Hall of Pride Foundation. The Hall of Pride annually hosts field trips from schools across Iowa and works to educate and promote the value of education-based activities to students and educators. The annual Pride Challenge Scrimmage program administered through the IHSAA office provides support to the Iowa Hall of Pride and other charitable causes.



2018-19 IHSAA Fiscal Year in Review (Ending June 30, 2019)

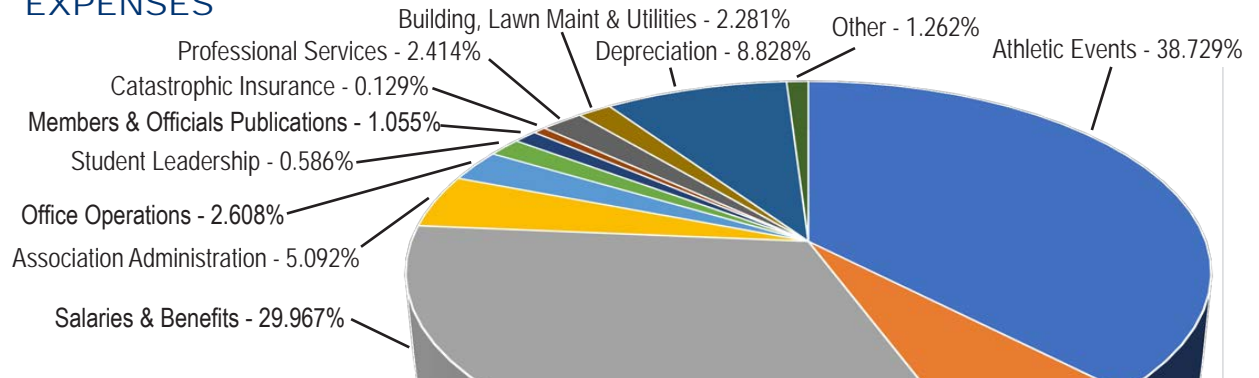
REVENUE



2018-19 Revenue
Year Ended June 30, 2019
Total Revenue: \$6,674,917

Athletic Events	\$ 5,004,470.00	74.974%
Grant and Pledge Income	442,188.00	6.625%
Sponsorships	637,433.00	9.550%
Interest Income	227,022.00	3.401%
Gain on Sale of Marketable Securities	68,766.00	1.030%
Officials Registration Fees	160,462.00	2.404%
Hall of Pride Income	35,111.00	0.526%
Other	99,465.00	1.490%
	\$ 6,674,917.00	100%

EXPENSES



2018-19 Expenses
Year Ended June 30, 2019
Total Expenses: \$6,560,132

Athletic Events	\$ 2,540,655.00	38.729%
Hall of Pride	462,423.00	7.049%
Salaries and Benefits	1,965,877.00	29.967%
Association Administration	334,057.00	5.092%
Office Operations	171,093.00	2.608%
Catastrophic Insurance	8,487.00	0.129%
Members & Officials Publications	69,212.00	1.055%
Student Leadership	38,432.00	0.586%
Professional Services	158,384.00	2.414%
Building & Lawn Maintenance and Utilities	149,607.00	2.281%
Depreciation	579,116.00	8.828%
Other	82,789.00	1.262%
	\$ 6,560,132.00	100%

CHANGE IN NET ASSETS \$ 114,785.00

Financial Information for Athletic Events

IOWA HIGH SCHOOL ATHLETIC ASSOCIATION A COMPARATIVE STATEMENT OF INCOME FROM ATHLETIC ACTIVITIES FOR FISCAL YEARS ENDING JUNE 30, 2019 AND JUNE 30, 2018

	FISCAL YEAR ENDED JUNE 30, 2019			FISCAL YEAR ENDED JUNE 30, 2018		
	INCOME	COSTS	NET PROFIT (LOSS)	INCOME	COSTS	NET PROFIT (LOSS)
BASKETBALL	\$1,338,470	\$630,838	\$707,632	\$1,368,324	\$635,202	\$733,122
BASEBALL	696,169	258,713	437,456	698,382	255,880	442,502
WRESTLING	1,046,397	547,042	499,355	1,082,622	568,824	513,798
SOCCER	221,790	173,813	47,977	197,757	145,054	52,703
FOOTBALL	1,257,970	595,843	662,127	892,009	503,074	388,935
TRACK & FIELD	279,961	192,117	87,844	281,760	180,783	100,977
BOWLING	12,651	14,274	(1,623)	14,559	14,149	410
GOLF	4,540	50,070	(45,530)	4,905	48,361	(43,456)
TENNIS	1,103	33,481	(32,378)	1,017	28,185	(27,168)
SWIMMING	25,419	30,219	(4,800)	25,231	30,520	(5,289)
COACHING CLINICS		14,245	(14,245)		23,152	(23,152)
BROADCAST RIGHTS	120,000		120,000	115,000		115,000
TOTALS	\$5,004,470	\$2,540,655	\$2,463,815	\$4,681,566	\$2,433,184	\$2,248,382

