

IHSAA Annual Report

to the Membership
2019-2020



IOWA HIGH SCHOOL
ATHLETIC ASSOCIATION

IOWA HIGH SCHOOL ATHLETIC ASSOCIATION

• Board of Control •



Barb Schwamman
Osage
Northeast District
Chairperson



Brent Cook
Dubuque, Senior
Athletic Director
Vice-Chairperson



Dave Wiebers
Denison-Schleswig
Southwest District
Treasurer



Steve Pettit
Southeast Polk
AA Principal



Dr. Andy Crozier
Central Lee
Southeast District



Amanda Whaley
West Branch
IASB



Deron Durlfing
Van Meter
Central District



Dr. Rod Earleywine
Sergeant Bluff-Luton
Northwest District



Dr. Ann Lebo
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. Ann Lebo 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



Dear School Administrators,

To say the IHSAA and its member schools have experienced a year like no other would be a gross understatement of the challenges that all of us have endured and addressed since we last presented our Annual Report.

On Thursday, March 12, 2020 we were in the midst of the semifinals of the IHSAA State Basketball Tournament. That same day in response to COVID-19, the Big Ten, Big 12, and NCAA cancelled their championship basketball tournament events. The NBA, NHL, and MLB hit the pause button on their seasons. These were sudden and abrupt decisions, leading us to consider what this meant for the finals of our tournament and the young people preparing to play. We assembled our staff and determined the best course of action was to complete the tournament but limit fans to the parents of the players. We completed our championship games in front of approximately 200 fans. Our mantra became, "Keep the main thing the main thing." That "main thing" was finding a way to allow our young people to participate in the activities that mean so much to them.

What followed was a mix of cancellations, challenges, disappointments, regrouping, problem-solving, and ultimately finding ways to accomplish the "main thing." The IHSAA and our member schools worked diligently to navigate through CDC, IDPH, County Health, NFHS, DE, Governor and legislative guidance (and in some cases directives). We all developed protocols and plans – for academic and activity opportunities – to do all we could to keep our students engaged.

Although school closures led to the cancellation of our spring competition season, our administrators and coaches worked hard to find ways to communicate with and train their athletes using virtual strategies. This contact with coaches was invaluable as our young people tried to come to grips with a world that was changing before their eyes.

As we approached summer and an opportunity to restart high school sports with our baseball season, the creativity wheels began to turn. Through summer, fall and winter, schedules were adjusted, fan restrictions were put in place and safety protocols were implemented. State event schedules and logistics were adjusted to increase safety. Our state venues worked with us to ensure our athletes still had the opportunity to compete in first-class venues. When that was not possible, schools stepped up to serve as hosts. In short, while some other states were not able to conduct their fall and/or winter seasons, in Iowa we found a way to make it work. And while it may not have looked like it has in the past, we, "Kept the main thing the main thing."

The IHSAA, like so many non-profits, businesses and school athletic departments, has been substantially impacted by COVID-19. Ticket sales at our lead-up and state events account for nearly 96% of our revenue. Due to spectator limitations at all of those events, revenue generated has been significantly lower than in past years. The 2019-20 Annual Report reflects the impact of our unique 2020 State Basketball finals as well as the cancellation of our State Track & Field Meet and our State Soccer Tournament. In addition, our 2019 football season netted less revenue than the previous year (weather impacted early games). Next year's Annual Report will reflect the reduction of revenue for baseball, football, basketball and wrestling.

Through it all, rather than give into frustration, we have worked hard to stay "above the line," choosing to address what we faced by identifying challenges, collaborating, problem-solving and implementing strategies. With the help of many, we feel good about what has been accomplished.

To simply say thank you to our schools, our administrators and our school communities for their efforts during these unprecedented times seems wholly inadequate. Your commitment to the families you serve has been inspirational to witness. We feel privileged to work with all of you!

Sincerely,

Tom Keating
IHSAA Executive Director

IHSAA Online Offerings

The 2019-20 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 39,000 followers on Twitter -- an increase of more than 6,000 followers over the previous year. The IHSAA regularly disseminates information through its social media channels.



MORE THAN A GAME

STUDENTS WHO PARTICIPATE IN AT LEAST ONE ACTIVITY IN EACH YEAR OF HIGH SCHOOL ARE

- 70% MORE LIKELY TO ATTEND COLLEGE,
- 60% MORE LIKELY TO VOTE, AND
- 80% MORE LIKELY TO VOLUNTEER.

STUDENTS WHO PARTICIPATE IN JUST ONE OR TWO EXTRACURRICULAR ACTIVITIES ARE

- 2X LESS LIKELY TO SMOKE TOBACCO,
- 2.5X LESS LIKELY TO SMOKE MARIJUANA, AND
- 50% LESS LIKELY TO DRINK ALCOHOL.

STUDENTS NOW CITIZENS FOREVER

Information courtesy: <http://citizensandstudentathletes.org/>

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

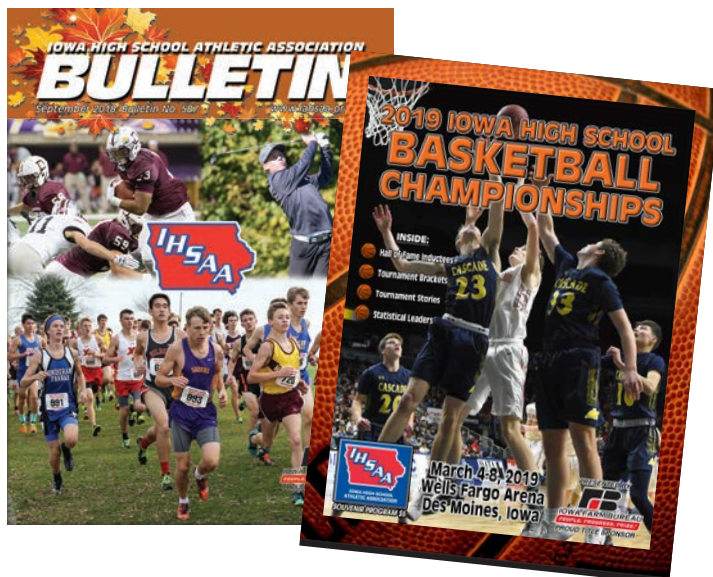
The 2019-20 school year marked the 17th anniversary of the Governor's Scholar Recognition Program. This program is a joint effort between the Athletic Association, its title sponsor Iowa Farm Bureau and the Governor's Office. The program honors the top academic seniors at IHSAA member schools.

Due to COVID-19 restrictions, the recognition of the honorees was conducted virtually through the IHSAA website and social media.

THE 2020 IOWA GOVERNOR'S SCHOLAR PROGRAM

Top academic senior students honored by the
IHSAA, Governor Kim Reynolds, and title sponsor
Iowa Farm Bureau

Updated: May 14, 2020



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 4,182 officials across the state in 2019-2020. 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:

Tom Keating – member of the NFHS Board of Directors, representing Section IV.

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.

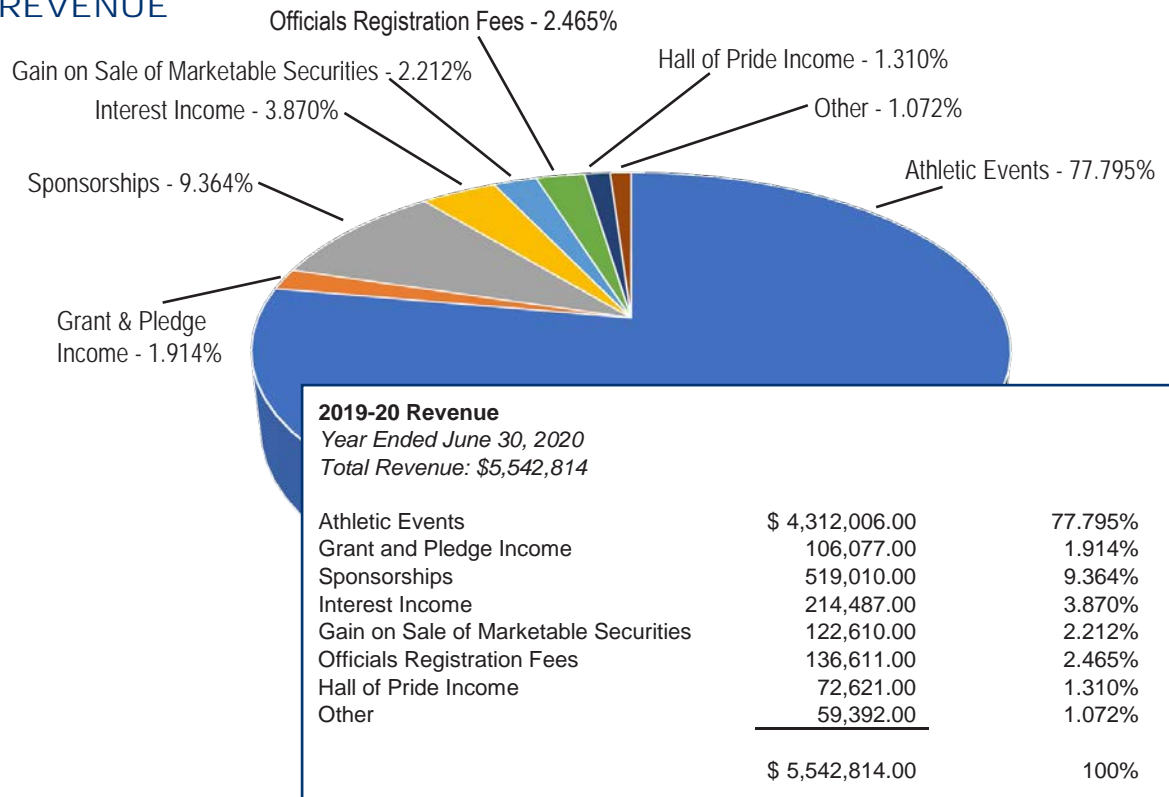
Iowa Hall of Pride

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. 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.

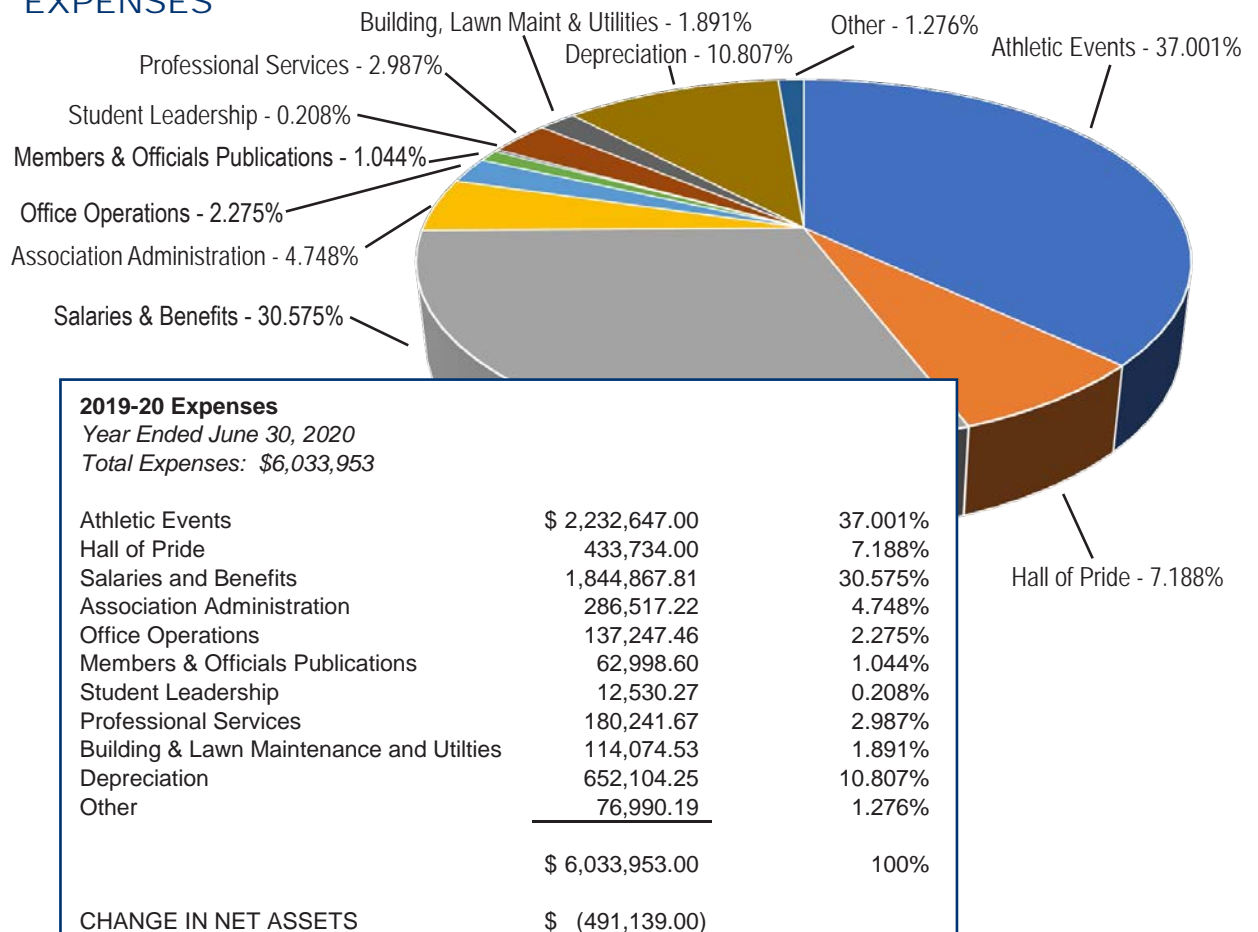


2019-20 IHSAA Fiscal Year in Review (Ending June 30, 2020)

REVENUE



EXPENSES



CHANGE IN NET ASSETS \$ (491,139.00)

Financial Information for Athletic Events

IOWA HIGH SCHOOL ATHLETIC ASSOCIATION A COMPARATIVE STATEMENT OF INCOME FROM ATHLETIC ACTIVITIES FOR FISCAL YEARS ENDING JUNE 30, 2020 AND JUNE 30, 2019

	FISCAL YEAR ENDED JUNE 30, 2020			FISCAL YEAR ENDED JUNE 30, 2019		
	INCOME	COSTS	NET PROFIT (LOSS)	INCOME	COSTS	NET PROFIT (LOSS)
BASKETBALL	\$1,249,780	\$640,293	\$609,487	\$1,338,470	\$630,838	\$707,632
BASEBALL	734,865	301,224	433,641	696,169	258,713	437,456
WRESTLING	1,096,597	550,985	545,612	1,046,397	547,042	499,355
SOCCER	34	4,846	(4,812)	221,790	173,813	47,977
FOOTBALL	1,035,378	599,565	435,813	1,257,970	595,843	662,127
TRACK & FIELD	49,262	52,930	(3,668)	279,961	192,117	87,844
BOWLING	14,008	13,310	698	12,651	14,274	(1,623)
GOLF	784	13,722	(12,938)	4,540	50,070	(45,530)
TENNIS	0	4,182	(4,182)	1,103	33,481	(32,378)
SWIMMING	26,298	30,690	(4,392)	25,419	30,219	(4,800)
COACHING CLINICS	0	20,900	(20,900)		14,245	(14,245)
BROADCAST RIGHTS	105,000	0	105,000	120,000		120,000
TOTALS	\$4,312,006	\$2,232,647	\$2,079,359	\$5,004,470	\$2,540,655	\$2,463,815

