



IOWA HIGH SCHOOL ATHLETIC ASSOCIATION

ANNUAL REPORT

2020-21

Fiscal Year 2021

July 1, 2020 through June 30, 2021

www.iahsaa.org

515-432-2011

1605 South Story Street, Boone, IA 50036



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Centerville’s Matthew Lewis in the Class 2A 145 wrestling championship. Lewis became a four-time state wrestling champion in 2021.

About the IHSAA

The Iowa High School Athletic Association works to coordinate, develop, direct, oversee, and promote boys' high school and junior high sports and other student activities across the state of Iowa. The IHSAA is a 501(c)(3) nonprofit organization that offers free membership to all high schools in Iowa that are recognized by the Department of Education.

The Board of Control (nine members) and Representative Council (25 members) consist of elected individuals from member schools and related organizations. The board meets regularly, while the council is assembled semi-annually. The IHSAA also utilizes numerous advisory committees to provide oversight and recommendations for each sport and program.

The IHSAA staff works in Boone on behalf of the membership and its interests. The IHSAA has 13 full-time staff members, supports one position in-house at the IHSMA, and also has two program-specific employees at the Iowa Hall of Pride.



Board of Control					
Name	School/Organization	Term Ends	Name	School/Organization	Term Ends
Brent Cook	Dubuque, Senior	2022	Amanda Whaley	West Branch/IASB	2024
Barb Schwamman	Osage & Riceville	2022	Dr. Rod Earleywine	Sergeant Bluff-Luton	2025
Dave Wiebers	Denison-Schleswig	2023	Deron Durrflinger	Van Meter	2026
Steve Pettit	Southeast Polk	2023	Dr. Ann Lebo	Department of Education	Ex-Officio
Dr. Andy Crozier	Central Lee, Donnellson	2024			

Representative Council					
Central District		Northwest District		Southwest District	
Name	School	Name	School	Name	School
Rob Luther	Baxter	Jason Engleman	Central Lyon, Rock Rapids	Chris Fenster	Southwest Valley
Seth Poldberg	North Polk, Alleman	Marty Fonley	West Monona	Bill Huntington	Mount Ayr
Justin Stockdale	Dike-New Hartford	Kevin Wood	Sioux Central, Sioux Rapids	Trevor Miller	Exira/Elk Horn-Kimballton
Jess Toliver	Eagle Grove	Jon Wiebers	Ridge View	Tom Wood	Martensdale-St. Marys
Erik Garnass	Bondurant-Farrar	Steve Webner	LeMars	Chris Basinger	Norwalk
Northeast District		Southeast District		Each district is comprised of four members of "Class A" schools and one member of "Class AA" schools. Class AA is considered the largest 64 member schools by enrollment. Class A consists of all remaining schools.	
Name	School	Name	School		
Lynn Baldus	Saint Ansgar	Mike Still	Wayne, Corydon		
Dale Crozier	MFL MarMac & Kee, Lansing	Ken Crawford	Highland, Riverside & WACO		
Mike Crozier	Northwood-Kensett	Dan Maeder	Davis County, Bloomfield		
Doug Gee	Clear Lake	George Pickup	Central DeWitt		
Shannon Bisgard	Linn-Mar, Marion	Joe Stutting	North Scott, Eldridge		

IHSAA Staff					
Name	Title	Email	Name	Title	Email
Jared Chizek	Assistant Director	jchizek@iahsaa.org	Kim Mechura	Administrative Assistant	kmechura@iahsaa.org
Chelsea Clark	Administrative Assistant	ccclark@iahsaa.org	Jessica Morgan	Finance Director	jmorgan@iahsaa.org
Chris Cuellar	Communications Director	ccuellar@iahsaa.org	Este Peterson	Administrative Assistant	epeterson@iahsaa.org
Lewie Curtis	Director of Officials	lcurtis@iahsaa.org	Whitney Schlicht	Administrative Assistant	wschlicht@iahsaa.org
Chad Elsberry	Assistant Director	celsberry@iahsaa.org	Todd Tharp	Assistant Director	ttharp@iahsaa.org
Elisa Kahler	Office Manager	ekahler@iahsaa.org	Margie Bloomcamp	Volunteer Coordinator	margie@iowahallofpride.com
Tom Keating	Executive Director	tkeating@iahsaa.org	Teri Diaz	Administrative Assistant	teri@iowahallofpride.com
Tim Latta	Digital Print Specialist	tlatta@iahsaa.org	Cassie Smith Britton	Administrative Assistant	cassie@ihsma.org



With a stifling defense in front of capacity restricted crowds, North Scott, Eldridge won its first IHSAA football title on Thursday, November 19, 2020.

2020-21 State Champions

Following the COVID-caused cancellations in the spring of the 2019-20 school year, the IHSAA and IGHSAU worked with countless groups and governmental departments to become the first state athletic associations to bring inter-scholastic sports back in the United States in June 2020.

Events through the fall and winter seasons of 2020-21 were adjusted statewide due to safety policies and spectator restrictions, but member schools and host sites helped student-athletes compete successfully through the school year.

Below are a listing of state championship teams from IHSAA classifications at 2020-21 state tournament events. This includes baseball in 2021, which fell in FY2022.



SPORT	Class	School	Class	School	Class	School	Class	School
Baseball (2020)	4A	Johnston	3A	Norwalk	2A	Van Meter	1A	Don Bosco, Gilbertville
Golf: Fall	4A	Waukee						
Cross Country	4A	Sioux City, North	3A	Dallas Center-Grimes	2A	Danville/New London	1A	Madrid
Football	4A	Ankeny	3A	North Scott, Eldridge	2A	Waukon	1A	OABCIG
	A	Regina, Iowa City	8P	St. Mary's, Remsen				
Swimming	All	Waukee						
Wrestling: Dual Team	3A	Waverly-Shell Rock	2A	West Delaware	1A	Don Bosco, Gilbertville		
Wrestling: Traditional	3A	Waverly-Shell Rock	2A	West Delaware	1A	Don Bosco, Gilbertville		
Bowling	3A	Marshalltown	2A	Fort Dodge	1A	Camanche		
Basketball	4A	Waukee	3A	Pella	2A	Western Christian, Hull	1A	Montezuma
Track & Field	4A	Cedar Falls	3A	Pella	2A	Underwood	1A	Madrid
Golf: Spring	3A	Gilbert	2A	West Branch	1A	AGWSR, Ackley		
Tennis: Team	2A	Waukee	1A	Xavier, Cedar Rapids				
Soccer	3A	Pleasant Valley	2A	Xavier, Cedar Rapids	1A	Notre Dame/West Burlington		
Baseball (2021)	4A	Pleasant Valley	3A	Marion	2A	Van Meter	1A	St. Albert, Council Bluffs

Student Services

The Iowa High School Athletic Association is proud to provide educational services and outreach for Iowa students and member schools. These programs are in addition to the IHSAA's athletic offerings. They may be less well known than state tournament series, but continue to serve thousands of boys and girls statewide through conferences and partnerships.

The Iowa Association of Student Councils is under the direction of the IHSAA, in partnership with the School Administrators of Iowa.

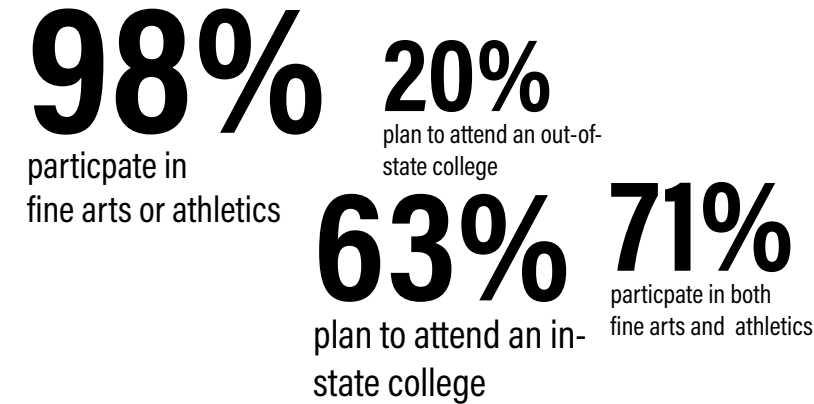
The IHSAA has partnered with the Center for Violence Prevention at the University of Northern Iowa and in 2020-21 supported a digitally-based series of social justice and gender equity resources for students, coaches, and educators. Traditionally delivered through in-person workshops and training, these on-line resources are available for review by any individual or team interested. The mission of the Center for Violence Prevention (CVP) is to build the capacity of institutions of higher education, K-12 schools, victim service agencies, law enforcement and the criminal justice system to systematically implement best practice violence prevention and evaluation strategies in collaboration with state, family and community partners.



Governor's Scholar

The Governor's Scholar Program marked its 20th anniversary in 2021, as the IHSAA partnered with the Iowa Farm Bureau and the Governor's Office to again honor the state's top academic performers from each member school. The ceremony was held in-person in April, where more than 400 Iowa high school seniors were recognized for their academic achievements throughout their high school experiences. It remains an outstanding group of students who showcase the skills and benefits of school activities and athletics as they move on to their next challenge.

Each student received a picture with Gov. Reynolds and Lt. Gov. Gregg and a plaque to commemorate the ceremony. The 2020-2021 school year was anything but ordinary, but the Class of 2021 took it all with stride and came out on top of adversity.



Student Advisory Committee

The IHSAA's Board of Control approved the creation of a Student Advisory Committee (SAC) beginning in the 2020-21 school year. This Student Advisory Committee is a diverse group of students who participate in interscholastic athletics and activities and are focused on providing education and leadership through open and honest communication with their schools, administrators, coaches, and fellow students.

The committee was initiated by executive director Tom Keating and serves as a liaison between students, administrators, the IHSAA staff and Board of Control. The Student Advisory Committee helps promote the mission of the IHSAA, including leadership, sportsmanship and integrity. The SAC members participate in leadership seminars, participate in in-person and online committee meetings, provide student perspective on proposed by-law changes, and assist with state tournament responsibilities — which in 2021 included some fun on social media.



Internships

For the first time in almost a decade, the IHSAA offered an open application process for a college internship. The program was restarted with communications in mind, and it graciously and fortunately found support through the estate of former IHSAA tournament statistician and Northeast Iowa sports lover Mary Herman.

The new Communications and Sports Information Internship program positions are presented by the Mary A. Herman Memorial Fund. The role offers paid, hands-on experience with IHSAA external communications, publications, media relations, and state tournament site support. The first intern selected in May 2021 was Lauren Ratliff, a Baxter native who was a sophomore at Iowa State University. With directed resources from the Mary A. Herman Memorial Fund, the program will continue into 2021-22 and beyond.





Iowa was the first state to resume interscholastic activities during the COVID-19 pandemic in Spring 2020.

Baseball resumed in June 2020, and the capacity-restricted State Baseball Tournament was the first major event in the 2020-21 year.

Postseason Attendance

Over 90 percent of the IHSAA's athletic-related income is derived from postseason ticket sales and the 2020-21 fiscal year saw a significant decrease in event attendance well beyond Iowa's borders. The continued global coronavirus pandemic forced numerous closures and capacity restrictions, as spectators were limited or didn't feel safe to return.

IHSAA state tournament events were adjusted in almost every way for spectators in 2020-21. Starting with the return of baseball in June 2020, policies, protocols, and processes were changed for student-athletes, school teams, facilities, and spectators as social distancing, masks, and health guidance created a new event-going experience.

The result of the year-long changes – limited seating, new schedules, family-only finals, zero spectators in swimming – was a sizeable drop in attendance and thus, postseason ticket revenue.

Paid attendance from 2020-21 is compared at right to five and 10 years prior, with the largest deficits coming in football, wrestling, and basketball, which were all hosted by indoor venues which kept large crowds away from championship-level contests last year.

Paid Tournament Attendance - Total Individuals All IHSAA Postseason Rounds			
	2010-2011	2015-2016	2020-2021
Baseball	107,003	100,914	102,627
Cross Country*	-	-	107,407
Football	249,115	225,609	166,416
Swimming	3,211	3,163	0
Wrestling	120,158	111,935	57,000
Dual Team Wrestling	13,046	17,688	11,971
Basketball	239,055	197,890	137,565
Bowling*	3,207	2,958	1,862
Golf	-	-	1,326
Tennis	-	-	957
Track and Field*	54,719	62,510	69,634
Soccer	25,207	28,850	33,739
<i>Fiscal Year Total</i>	814,721	751,517	690,504

*-Ticketing shared with IGHS AU

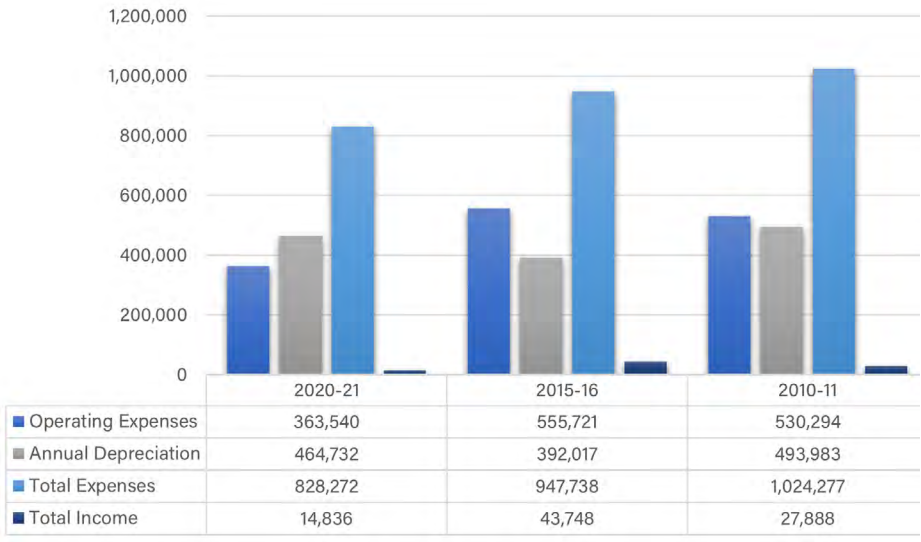


Iowa Hall of Pride

The Iowa Hall of Pride faced a challenging year in its Iowa Events Center space as event attendance and field trips continued to decline in 2020-21.

The downtown Des Moines museum and event space operates as a program of the IHSAA. The Des Moines-based staff attempted expanding the Hall of Pride's message and history to a digital audience through a YouTube channel and social media and partnerships with the football-focused video series "Dome Dynasty."

The facility faces the tall task of pushing its mission – "Educating the future, preserving the past, and celebrating the accomplishments of all Iowans" – as it manages technology and messaging developed prior to its opening in 2006. Financially, its operating expenses and depreciation fall under the financial oversight of the IHSAA.



Postseason Video

As event attendance dipped in the school year immediately following the COVID-19 shortened Spring of 2020, interest in watching IHSAA events on video spiked across all sports and seasons. Spectators shifted to viewing at home and on mobile devices, made possible by rapid technological advancements in member schools and media companies statewide.

The IHSAA has three platforms for postseason video. Regular season video remains under local control. An outline on the three options and viewing is below. The IHSAA neither owns nor operates video production through any of these platforms.

Iowa High School Sports Network



The IHSAA's broadcast partner for select championship events since 2006 changed ownership groups in Spring 2021. It entered its second full year of offering free online livestreaming and broadcast TV viewing of select rounds and all finals in: football, wrestling, basketball, track and field, and baseball. IHSSN owns all exclusive media and venue rights at the IHSAA events it produces.

Information on IHSSN: www.ihssn.com.

NFHS Network



Nearly 100 member schools utilize NFHS Network and are permitted free postseason video through the IHSAA's partnership with the NFHS's flagship broadcast operation. Schools often show multiple levels of competition as NFHS Network continues to provide free Pixellot automated camera systems.

Information on NFHS Network and a listing of IHSAA events shown: www.iahsaa.org/nfhs-network

Postseason Video Access



Since 2018-19, the IHSAA has permitted live video from postseason lead-up events through a Video Access policy, featuring an application, host school approval, and access fee. Host schools receive 50% of paid access fees back from the IHSAA, which remains the highest rate among regional states. Across all sports, access requests went from 66 in 2019-20 to 375 in 2020-21.

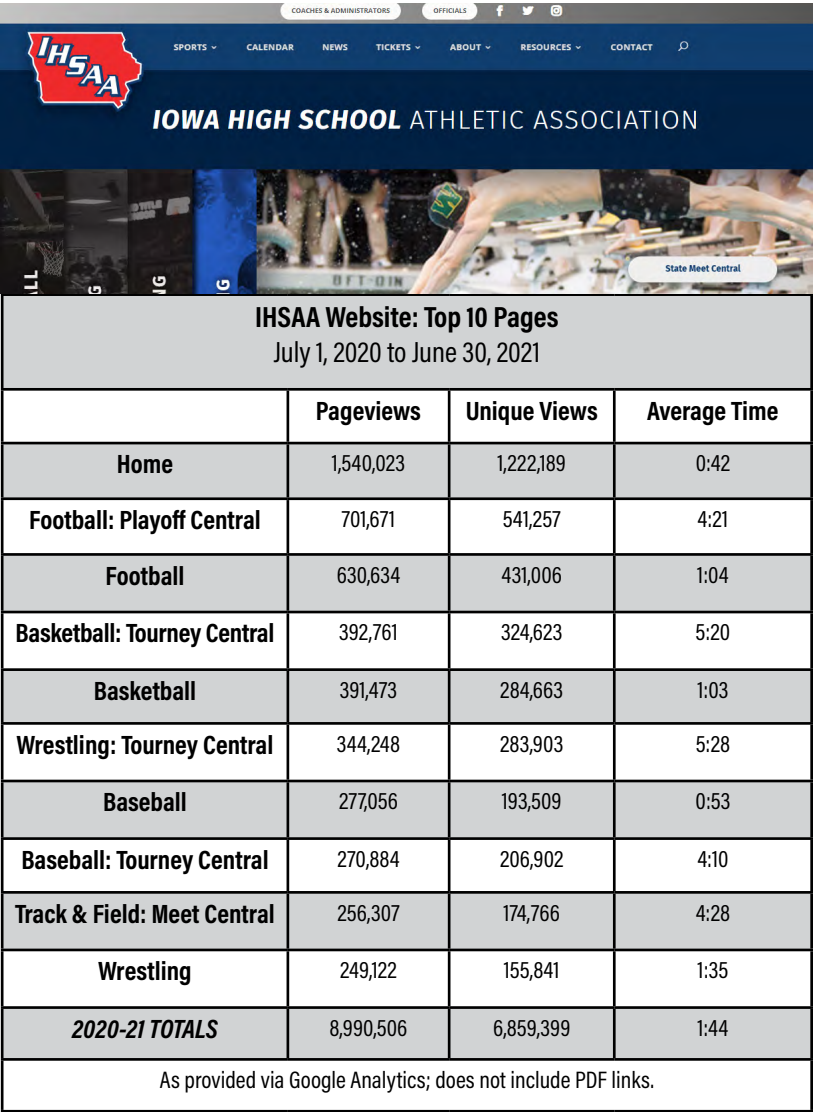
Information on Video Access: Visit the Media page on the IHSAA website.

IHSAA Online

The first full school year with the updated IHSAA website at www.iahsaa.org was 2020-21 after a fall relaunch in 2019. The site continues to grow as a hub for IHSAA sport, event, and policy information.

While the IHSAA frequently sends its own traffic to external sites depending on the service — Varsity Bound for statistics and schedules, IHSSN for state tournament broadcasts, IGHSAU for select co-ed events, etc. — it continues to build its audience around in-season announcements and state tournament information, which are presented through a "State Central" template. These pages include publicly-available information on the event, schedule, results, and participant, coach, administrator, and spectator information. Through the website analytics shown at right, State Central pages also maintain massive Average Time on Page metrics as state tournaments still hold attention spans each year.

The IHSAA announced a move to digital ticketing for postseason events through the mobile service HomeTown Ticketing to schools in January 2021. This digital process for purchasing, scanning, and processing tickets for IHSAA state tournament events was a massive change from the paper ticket and cash exchange done for decades, but will ultimately streamline the ticket-taking and reimbursement process between host schools and the IHSAA office. Around 70 percent of the IHSAA's website traffic is also coming from mobile devices, so the move to www.iahsaa.org/tickets should be simple for attending audiences.



IHSAA on Social Media

Twitter



Top social media channel for IHSAA with over 40,000 followers and frequent use as direct public information platform. Featured 22 million engagements and gained over 6,000 followers in 2020-21.

[Twitter.com/IHSAA](https://twitter.com/IHSAA)

Facebook



Viewed most by school district pages and parents, this page posts major announcements and promotes postseason events and key dates. Page reached over 600,000 viewers in 2020-21 and added 2,600 new followers.

[Facebook.com/IHSAA](https://facebook.com/IHSAA)

Instagram



Launched in February 2021, this from-scratch page is a platform to share postseason images and promotions to more students and younger users. Utilized by Student Advisory Committee. Page approaching 2,000 followers.

[@TheIHSAA](https://instagram.com/TheIHSAA)



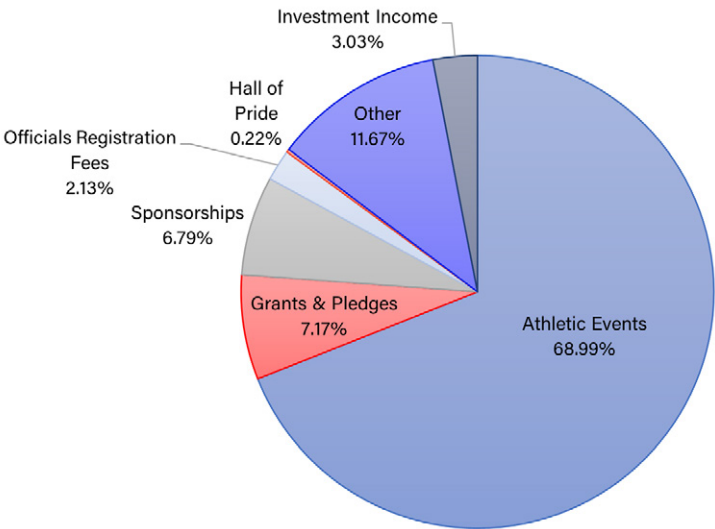
Financial Reports

Financial Review: Revenue

July 1, 2020 to June 30, 2021

Total Revenue: \$6,822,213

Category	Income	%
Athletic Events	\$4,706,594	68.99
Grants & Pledges	\$489,036	7.17
Sponsorships	\$462,945	6.79
Officials Registration Fees	\$145,623	2.13
Investment Income	\$206,715	3.03
Hall of Pride	\$14,836	0.22
Other	\$796,464	11.67
Total	\$6,822,213	100.00



Historical Comparison: Revenue Categories

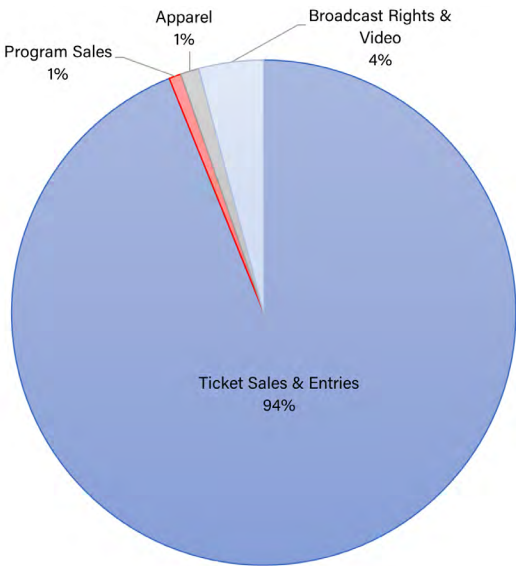
	2020-21	2015-16	2010-11
Athletic Events	\$4,706,594	\$5,513,317	\$4,991,201
Grants & Pledges	\$489,036	\$442,043	\$451,064
Sponsorships	\$462,945	\$544,928	\$323,950
Officials Registration Fees	\$145,623	\$185,483	\$157,368
Hall of Pride	\$14,836	\$43,748	\$27,888

Athletic Events: Revenue Breakdown

July 1, 2020 to June 30, 2021

Athletic Event Revenue: \$4,706,594

Category	Income	%
Ticket Sales & Entries	\$4,418,705	93.88
Program Sales	\$36,421	0.77
Apparel	\$55,668	1.18
Broadcast Rights & Video	\$195,800	4.16
Total	\$4,706,594	100.00

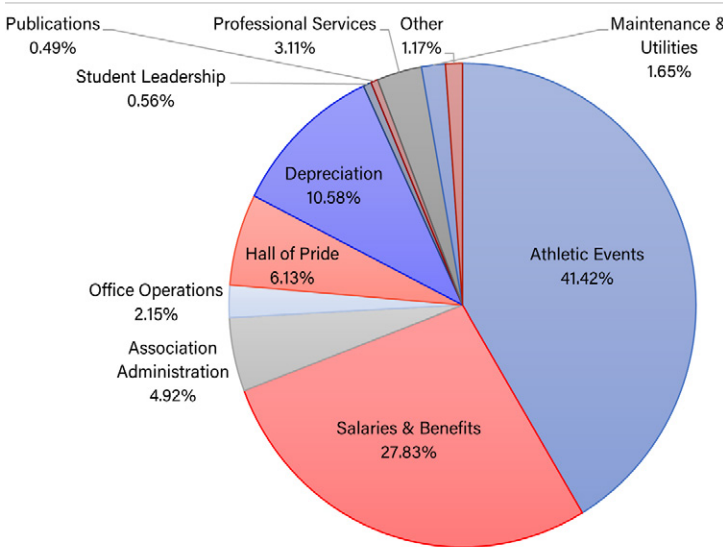


Financial Review: Expenses

July 1, 2020 to June 30, 2021

Total Expenses: \$5,932,742

Category	Income	%
Athletic Events	\$2,457,452	41.42
Salaries & Benefits	\$1,651,123	27.83
Association Administration	\$291,878	4.92
Office Operations	\$127,532	2.15
Hall of Pride	\$363,540	6.13
Depreciation	\$627,404	10.58
Student Leadership	\$33,481	0.56
Publications	\$28,905	0.49
Professional Services	\$184,354	3.11
Maintenance & Utilities	\$97,637	1.65
Other	\$69,436	1.17
Total	\$5,932,742	100.00



Historical Comparison: Expense Categories

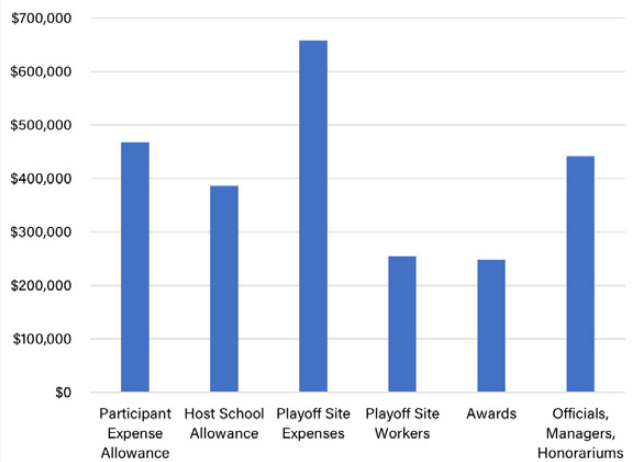
	2020-21	2015-16	2010-11
Athletic Events	\$2,457,452	\$2,607,637	\$2,291,178
Salaries & Benefits	\$1,651,123	\$1,842,961	\$1,508,516
Office Operations	\$127,532	\$210,015	\$187,372
Depreciation	\$627,404	\$579,689	\$666,181
Hall of Pride	\$363,540	\$555,721	\$530,294

Athletic Events: Expense Breakdown

July 1, 2020 to June 30, 2021

Athletic Event Expense: \$2,457,452

Category	Income	%
Participant Expense Allowance	\$468,105	19.05
Host School Allowance	\$386,275	15.72
Playoff Site Expenses	\$658,214	26.78
Playoff Site Workers	\$254,884	10.37
Awards	\$248,586	10.12
Officials, Managers, Honorariums	\$441,388	17.96
Total	\$2,457,452	100.00





The 2021 State Bowling Tournaments were held at Cadillac XBC in Waterloo, as they have since 2018.

The boys’ and girls’ tournaments at the typically co-ed event were held at separate times to limit crowds.

Financial Review: Sports

July 1, 2020 to June 30, 2021

Comparative Statement from Athletic Events (\$)

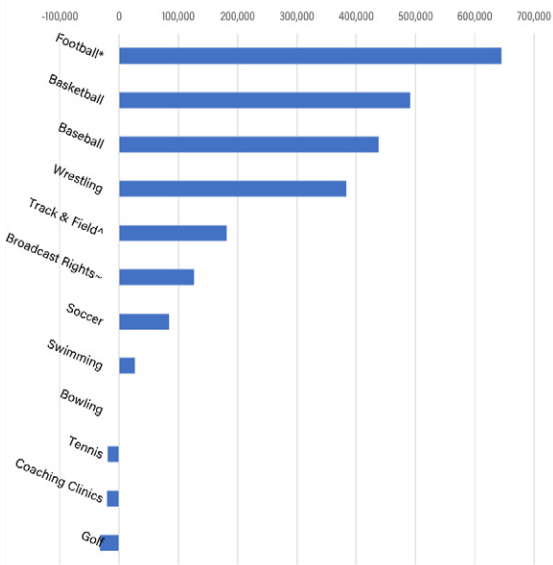
Category	Income	Expense	Net (Loss)
Baseball	757,187	319,781	437,406
Basketball	1,058,390	567,742	490,648
Bowling	11,861	12,875	(1,014)
Football*	1,227,591	582,801	644,790
Golf	19,266	51,525	(32,259)
Soccer	250,980	166,861	84,119
Swimming	21	26,786	(26,765)
Tennis	10,635	29,560	(18,925)
Track & Field^	380,789	199,020	181,769
Wrestling	863,524	480,408	383,116
Coaching Clinics	0	20,093	(20,093)
Broadcast Rights~	126,350	0	126,350
Totals	\$4,706,594	\$2,457,452	\$2,249,142

*: Includes COVID-19 adjusted season with all schools included in postseason.

^: Includes income and expenses from Cross Country.

~: Includes IHSSN and NFHS Network agreements. Video access fees with 50% host school reimbursement included in assigned sport.

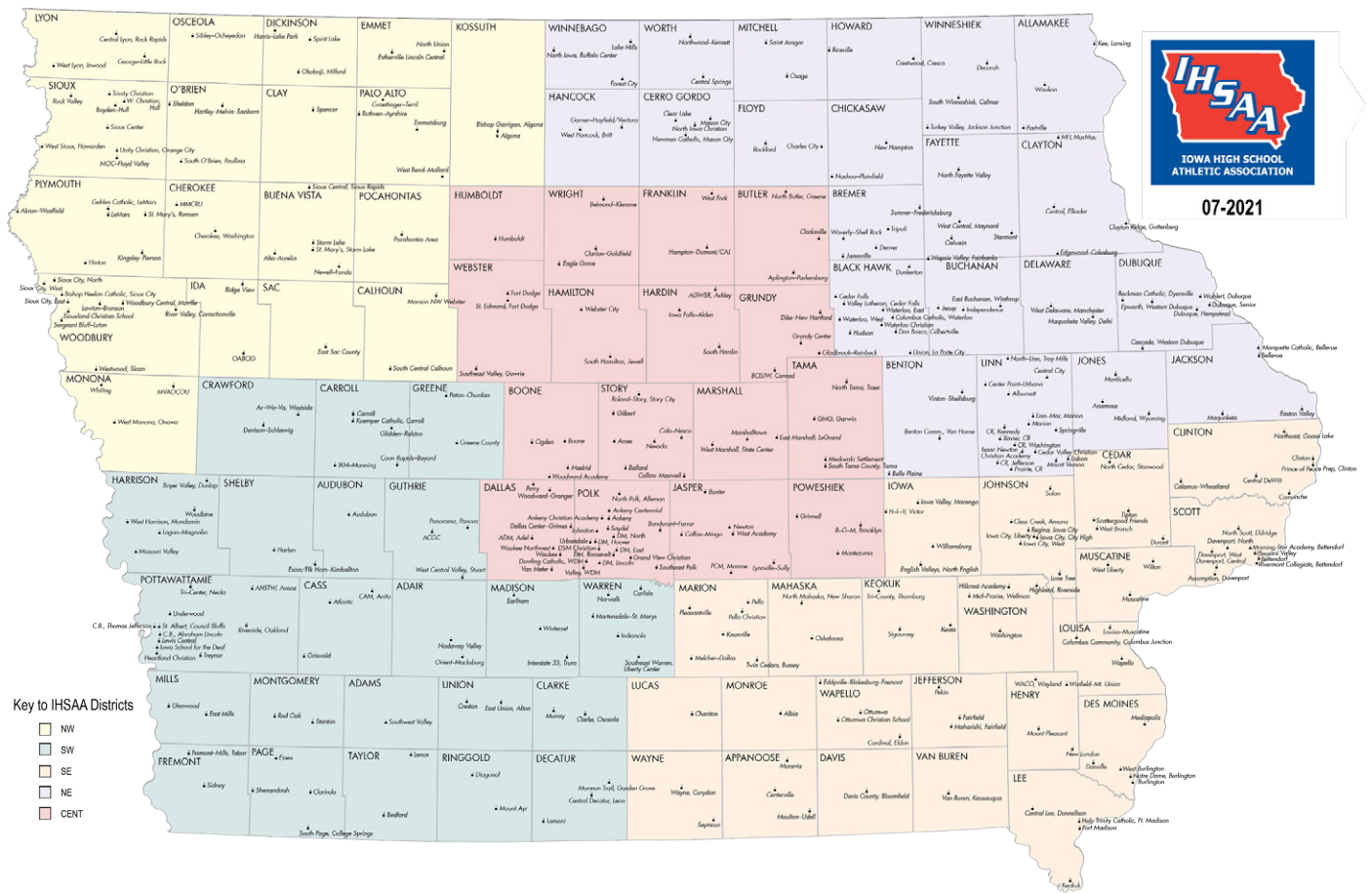
2020-21 Sports By Net (\$)



Historical Comparison: Net Statements By Athletic Event (\$)

	2020-21	2019-20	2015-16	2010-11
Baseball	437,406	433,641	469,639	449,283
Basketball	490,648	609,487	769,571	840,103
Bowling	(1,014)	698	1,548	(138)
Football	644,790*	435,813	868,755	894,936
Golf	(32,259)	(12,938)	(42,771)	(44,449)
Soccer	84,119	(4,812)	59,063	45,877
Swimming	(26,765)	(4,392)	(2,492)	(7,668)
Tennis	(18,925)	(4,182)	(26,772)	(26,943)
Track & Field	181,769	(3,668)	127,880	58,308
Wrestling	383,116	545,612	580,018	431,364
Coaching Clinics	(20,093)	(20,900)	(25,009)	(25,141)
Broadcast Rights	126,350	105,000	126,250	84,491

IHSAA Member School Map



Contact



We're here to help!

Website: www.iahsaa.org

Phone: 515-432-2011

Address: 1605 South Story Street, Boone, IA 50036

Office Hours: 7:30 a.m. to 4 p.m., Monday-Friday

Twitter: @IHSAA

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