



# **IOWA HIGH SCHOOL ATHLETIC ASSOCIATION**

# **ANNUAL REPORT**

## **2021-22**

**Fiscal Year 2022**

**July 1, 2021 through June 30, 2022**

**[www.iahsaa.org](http://www.iahsaa.org)**

**515-432-2011**

**1605 South Story Street, Boone, IA 50036**



# ***IHSAA Information***





# 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 15 full-time staff members, including one provided position for the Iowa High School Music Association.



## Board of Control

<u>Name</u>	<u>School/Organization</u>
Brent Cook	Dubuque, Senior
Barb Schwamman	Osage & Riceville
Dave Wiebers	Denison-Schleswig
Steve Pettit	Southeast Polk
Dr. Andy Crozier	Central Lee, Donnellson
Amanda Whaley	West Branch/IASB
Dr. Rod Earleywine	Sioux City
Deron Durflinger	Van Meter
Dr. Ann Lebo	Department of Education

## Representative Council

<u>Central District</u>		<u>Southeast District</u>	
<u>Name</u>	<u>School</u>	<u>Name</u>	<u>School</u>
Rob Luther	Baxter	Mike Still	Wayne, Corydon
Seth Poldberg	North Polk, Alleman	Ken Crawford	Highland, Riverside & WACO
Justin Stockdale	Dike-New Hartford	Dan Maeder	Davis County, Bloomfield
Jess Toliver	Eagle Grove	George Pickup	Central DeWitt
Erik Garnass	Bondurant-Farrar	Joe Stutting	North Scott, Eldridge
<u>Northeast District</u>		<u>Southwest District</u>	
<u>Name</u>	<u>School</u>	<u>Name</u>	<u>School</u>
Lynn Baldus	Saint Ansgar	Chris Fenster	Southwest Valley
Dale Crozier	MFL MarMac & Kee, Lansing	Bill Huntington	Mount Ayr
Mike Crozier	Northwood-Kensett	Trevor Miller	Exira/Elk Horn-Kimballton
Doug Gee	Clear Lake	Tom Wood	Martensdale-St. Marys
Shannon Bisgard	Linn-Mar, Marion	Chris Basinger	Norwalk
<u>Northwest District</u>		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.	
<u>Name</u>	<u>School</u>		
Jason Engleman	Central Lyon, Rock Rapids		
Marty Fonley	West Monona		
Kevin Wood	Sioux Central, Sioux Rapids		
Jon Wiebers	Ridge View		
Steve Webner	LeMars		

## IHSAA Staff

<u>Name</u>	<u>Title</u>	<u>Name</u>	<u>Title</u>	<u>Name</u>	<u>Title</u>
Jared Chizek	Assistant Director	Elisa Kahler	Office Manager	Este Peterson	Administrative Assistant
Chelsea Clark	Administrative Assistant	Tom Keating	Executive Director	Whitney Schlicht	Administrative Assistant
Chris Cuellar	Communications Director	Tim Latta	Digital Print Specialist	Cassie Smith Britton	Administrative Assistant
Lewie Curtis	Director of Officials	Kim Mechura	Administrative Assistant	Todd Tharp	Assistant Director
Chad Elsberry	Assistant Director	Jessica Morgan	Finance Director	Andy Umthun	Assistant Director

# 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.

In 2021-22, these included:

- Increased partnership with the Iowa Association of Student Councils, which is under the direction of the IHSAA.
- Annual Governor's Scholar program and ceremony.
- Conference Connections workshops by invitation.
- Continued work with the University of Northern Iowa's Center for Violence Prevention, which included several virtual and in-person conferences across the state.

These efforts and partnerships are led by IHSAA assistant director Chad Elsberry. For more information or to request workshops or seminars, please email: [celsberry@iahsaa.org](mailto:celsberry@iahsaa.org).

Since the end of 2021-22, information on IHSAA Student Services can be found under Achieve.



# Iowa Hall of Pride

The Iowa Hall of Pride closed at its Iowa Events Center location on June 30, 2022 following years of declining attendance since its opening in 2005. The museum was managed by the IHSAA and the space was leased from Polk County through Iowa Events Center.

The closure came after discussions and strategic planning groups throughout 2021-22 determined a online-only pivot for the Iowa Hall of Pride was the best way to responsibly continue to share its mission and ideas.

The Hall of Pride's museum averaged around 800 visitors per month from January 2015 through January 2020. Since reopening in July 2020 at Iowa Events Center following a COVID-19 related closure, the 26,000-square foot space has averaged around 250 monthly visitors. The IHSAA's current website averages one million pageviews per month and will highlight Achieve with an opportunity to present focused content and video through IHSAA channels.

The IHSAA transition the Hall to a web platform called "Achieve" which now exists at [iahsaa.org/achieve](https://iahsaa.org/achieve) and hosts the museum's past videos, interviews, archives, Halls of Fame, and more.



# IHSAA Online

The second full school year with the updated IHSAA website at [www.iahsaa.org](http://www.iahsaa.org) was 2021-22. The site has sustained its web analytics from 2020-21 and serves as the information hub for IHSAA sports, events, and policies.

The IHSAA switched to digital ticketing in winter 2021, and the massive shift for purchasing, scanning, and processing tickets for postseason lead-up events was also felt on the website. Tickets became the second-most visited page on the site in 2021-22. The main Tickets page and its associated information pages have been updated and simplified based on fan and school feedback.

Through the website analytics shown at right, State Central pages continue to drive a significant portion of IHSAA traffic. The massive average time on page metrics show state championships are still the busy times for the organization and website each year.

Total pageviews from 2020-21 to 2021-22 went from 8.99M to 8.75M and unique pageviews were similar, with average time on page increasing. Growth for the site will likely require an increase in original content and initiating data or video that currently goes to external partners (Bound, IHSSN, IGHSAAU, NFHS Network, etc.).

The data included in the pageviews is as provided via Google Analytics and does not include individual PDF links.

IHSAA Website: Top 10 Pages July 1, 2021 to June 30, 2022			
	Pageviews	Unique Views	Average Time
Home	1,429,803	1,135,814	0:51
Tickets	733,491	544,254	2:29
Football: Playoff Central	645,118	516,892	4:36
Football	602,818	446,006	1:26
Basketball: Tourney Central	425,205	342,448	4:00
Wrestling: Tourney Central	422,984	323,816	4:54
Basketball	379,970	270,621	0:46
Baseball: Brackets	295,726	129,069	1:14
Baseball	241,039	180,303	0:47
Track & Field: Meet Central	238,125	195,201	5:06
2021-22 TOTALS	8,750,432	6,728,433	1:52

## IHSAA on Social Media

### Twitter



Top social media channel for IHSAA with over 50,000 followers and frequent use as direct public information platform. Featured nearly 20 million engagements and 9,000 followers in 2021-22.

[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 almost 900,000 viewers in 2021-22 and added 2,800 new followers.

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

### Instagram



Launched in 2021, this page is a platform to share postseason images and promotions to more students and younger users. Utilized by Student Advisory Committee at state championships. Page has over 3,000 followers.

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





# *Financial Reports*

# Financial Review: Revenue

July 1, 2021 to June 30, 2022

**Total Revenue: \$6,511,513**

**Athletic Events: \$5,539,572**

## Revenue Breakdown

<u>Category</u>	<u>Income</u>	<u>%</u>
Athletic Events	\$5,539,572	85.07
Sponsorships	\$531,618	8.16
Grants & Pledges	\$346,716	5.32
Investment Income	\$175,030	2.69
Officials Registration Fees	\$161,213	2.48
Other	(\$242,636)	-3.73
<b>Total</b>	<b>\$6,511,513</b>	<b>100.00</b>

<u>Category</u>	<u>Income</u>	<u>%</u>
Ticket Sales & Entries	\$5,210,334	94.06
Broadcast Rights & Video	\$196,165	3.54
Apparel	\$78,271	1.41
Program Sales	\$54,802	0.99
<b>Total</b>	<b>\$5,539,572</b>	<b>100.00</b>

## Historical Comparison: Revenue Categories

	2021-22	2020-21	2016-17	2011-12
<b>Athletic Events</b>	\$5,539,572	\$4,706,594	\$5,033,886	\$5,387,332
<b>Grants &amp; Pledges</b>	\$346,716	\$489,036	\$318,012	\$162,023
<b>Sponsorships</b>	\$531,618	\$462,945	\$486,693	\$342,325
<b>Officials Registration Fees</b>	\$161,213	\$145,623	\$159,995	\$156,649
<b>Hall of Pride</b>	\$30,200	\$14,836	\$44,661	\$24,178



# Financial Review: Expenses

July 1, 2021 to June 30, 2022

**Total Expenses: \$6,127,946**

**Athletic Events: \$3,210,888**

## Expense Breakdown

<u>Category</u>	<u>Expense</u>	<u>%</u>
Athletic Events	\$3,210,888	52.40
Salaries & Benefits	\$1,742,244	28.43
Association Administration	\$321,501	5.25
Depreciation	\$180,116	2.94
Maintenance & Utilities	\$158,690	2.59
Professional Services	\$141,389	2.31
Other	\$130,400	2.13
Office Operations	\$124,791	2.04
Student Leadership	\$41,637	0.68
Publications	\$39,335.24	0.64
Hall of Pride	\$36,954	0.60
<hr/>		
<b>Total</b>	<b>\$6,127,946</b>	<b>100.00</b>

<u>Category</u>	<u>Income</u>	<u>%</u>
Participant Expense Allowance	\$558,308	17.39
Host School Allowance	\$508,057	15.82
Playoff Site Expenses	\$1,111,831	34.63
Playoff Site Workers	\$372,290	11.59
Awards	\$289,614	9.02
Officials, Managers, Honorariums	\$370,788	11.55
<hr/>		
<b>Total</b>	<b>\$3,210,888</b>	<b>100.00</b>

**Additional Expense:** Discontinued Hall of Pride Operations  
**2021-22 Total:** \$7,288,147

## Historical Comparison: Expense Categories

	2021-22	2020-21	2016-17	2011-12
<b>Athletic Events</b>	\$3,210,888	\$2,457,452	\$2,444,519	\$2,359,813
<b>Salaries &amp; Benefits</b>	\$1,742,244	\$1,651,123	\$1,940,764	\$1,563,463
<b>Office Operations</b>	\$124,791	\$127,532	\$185,926	\$177,184
<b>Depreciation</b>	\$180,115	\$627,404	\$565,458	\$690,288
<b>Hall of Pride</b>	\$36,954	\$363,540	\$516,336	\$524,251



# Financial Review: Sports

July 1, 2021 to June 30, 2022

## Comparative Statement from Athletic Events (\$)

<u>Category</u>	<u>Income</u>	<u>Expense</u>	<u>Net (Loss)</u>
Baseball	716,951	315,715	401,236
Basketball	1,288,403	789,583	498,820
Bowling	21,376	20,134	1,242
Football	1,498,414	900,233	598,181
Golf	32,213	55,500	(23,287)
Soccer	248,467	224,472	23,995
Swimming	36,338	45,546	(9,208)
Tennis	7,093	34,491	(27,398)
Track & Field^	392,467	211,691	180,776
Wrestling	1,153,685	589,093	564,592
Coaching Clinics	0	24,430	(24,430)
Broadcast Rights~	144,165	0	144,165
<b>Totals</b>	<b>\$5,539,572</b>	<b>\$3,210,888</b>	<b>\$2,328,684</b>

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

	<b>2021-22</b>	<b>2020-21</b>	<b>2016-17</b>	<b>2011-12</b>
<b>Baseball</b>	401,236	437,406	510,191	462,360
<b>Basketball</b>	498,820	490,648	775,162	911,844
<b>Bowling</b>	1,242	(1,014)	2,538	121
<b>Football</b>	598,181	644,790*	578,543	1,097,564
<b>Golf</b>	(23,287)	(32,259)	(46,368)	(44,999)
<b>Soccer</b>	23,995	84,119	45,236	64,683
<b>Swimming</b>	(9,208)	(26,765)	(3,817)	(8,320)
<b>Tennis</b>	(27,398)	(18,925)	(29,880)	(28,124)
<b>Track &amp; Field^</b>	180,776	181,769	109,993	78,448
<b>Wrestling</b>	564,592	383,116	560,783	437,594
<b>Coaching Clinics</b>	(24,430)	(20,093)	(23,014)	(24,902)
<b>Broadcast Rights~</b>	144,165	126,350	110,000	81,250
<b>TOTALS</b>	<b>2,328,684</b>	<b>1,604,352</b>	<b>2,589,367</b>	<b>3,027,519</b>

Video access fees (50% host school reimbursement) are included in sports.

~: Includes IHSSN and NFHS Network agreements. ^: Includes income and expenses from Cross Country.

\*: Includes COVID-19 adjusted postseason format.

# Postseason Attendance

Paid Tournament Attendance - Total Individuals All IHSAA Postseason Rounds				
	2021-22	2020-2021	2016-2017	2011-2012
Baseball	102,054	102,627	107,724	105,667
Cross Country*	11,473	10,741	-	-
Football	168,318	166,416	144,291	273,816
Swimming	3,516	-	3,104	2,893
Wrestling	93,676	57,000	106,759	114,284
Dual Team Wrestling	16,392	11,971	19,017	14,700
Basketball	171,337	137,565	199,486	239,336
Bowling*	4,061	1,862	3,537	2,910
Golf	2,268	1,326	-	-
Tennis	639	957	-	-
Track and Field*	66,855	69,634	61,607	58,344
Soccer	33,030	33,739	27,309	28,771
<i>Fiscal Year Total</i>	<b>673,619</b>	<b>593,838</b>	<b>672,834</b>	<b>840,721</b>

\*-Ticketing shared with IGHS AU



# 2021-22 State Champions

<u>SPORT</u>	<u>Class</u>	<u>School</u>	<u>Class</u>	<u>School</u>	<u>Class</u>	<u>School</u>	<u>Class</u>	<u>School</u>
Baseball (2021)	4A	Pleasant Valley	3A	Marion	2A	Van Meter	1A	St. Albert, Council Bluffs
Golf: Fall	4A	Cedar Falls						
Cross Country	4A	Dowling Catholic, W.D.M.	3A	Dallas Center-Grimes	2A	Tipton	1A	ACGC
Football	5A	Southeast Polk	4A	Lewis Central	3A	Harlan Community	2A	Southeast Valley
	1A	Van Meter	A	West Hancock	8P	CAM, Anita		
Swimming	All	Waukee						
Wrestling: Dual Team	3A	Waverly-Shell Rock	2A	West Delaware	1A	Don Bosco, Gilbertville		
Wrestling: Traditional	3A	Southeast Polk	2A	Notre Dame/West Burlington	1A	Don Bosco, Gilbertville		
Bowling	3A	Waukee	2A	Denison-Schleswig	1A	Shenandoah		
Basketball	4A	Ames	3A	Dallas Center-Grimes	2A	Rock Valley	1A	North Linn
Track & Field	4A	Dowling Catholic, W.D.M.	3A	Dallas Center-Grimes	2A	Spirit Lake	1A	New London
Golf: Spring	3A	Gilbert	2A	Hudson	1A	Lake Mills		
Tennis: Team	2A	Iowa City, West	1A	Xavier, Cedar Rapids				
Soccer	3A	Pleasant Valley	2A	Lewis Central	1A	Assumption, Davenport		
Baseball (2022)	4A	Johnston	3A	Western Dubuque	2A	Van Meter	1A	New London

## Contact Us

We're here to help!

Website: [www.iahsaa.org](http://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

Facebook: @IHSAA



## IHSAA Staff

<u>Name</u>	<u>Title</u>	<u>Email</u>	<u>Name</u>	<u>Title</u>	<u>Email</u>
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