



IOWA HIGH SCHOOL ATHLETIC ASSOCIATION

ANNUAL REPORT

2022-23

Fiscal Year 2023

July 1, 2022 through June 30, 2023

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
Eric St. Clair	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>
Chris Deason	Ballard	Mike Still	Wayne, Corydon
Nick Ross	Waukee Northwest	Brian Stone	Mid-Prairie, Wellman
Justin Stockdale	Dike-New Hartford	Dan Maeder	Davis County, Bloomfield
Jess Toliver	Eagle Grove	Joe Burnett	Durant & Wilton
Ben Petty	BCLUW, Conrad	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>
Aaron Reinhart	Central, Elkader	Chris Fenster	Southwest Valley
Jay Marley	Tripoli	Chris Coffelt	Central Decatur
Mike Crozier	Northwood-Kensett	Katie Elwood	Stanton
Doug Gee	Clear Lake	Trevor Miller	Exira/Elk Horn-Kimballton
Brian Howes	Dubuque, Senior	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		
Doug Glackin	Woodbury Central		
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

Achieve



Following the closure of the Iowa Hall of Pride on June 30, 2022, the IHSAA continued the transition to a web-based platform called "Achieve" to serve as a hub for the Hall of Pride's projects and the IHSAA's ongoing student outreach and archive efforts. The goal of Achieve: "Honoring the achievements of the past and inspiring achievements of the future in Iowa high school activities."

Achieve went live at iahsaa.org/achieve on June 22, 2022, but took shape and grew exponentially in 2022-23. As a home base for honors, student services, sports information, and digital content across over 100 years of Iowa high school activities, member schools and interested Iowans can spend countless hours diving deep into what Achieve has to offer.

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. Programming is provided for all high school and junior high students.

In 2022-23, 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.
- Dozens of focused Conference Connections workshops by conference invitation.
- The Achieve Challenge — formerly the Iowa Pride Challenge — as a statewide community service initiative for Iowa schools and their basketball programs.
- Academic Achievement program highlighting IHSAA teams with grade point averages greater than 3.0.

These efforts and partnerships are led by IHSAA assistant director Chad Elsberry.

For more information or to request workshops or seminars: celsberry@iahsaa.org.



More on Achieve

Achieve hosts numerous programs and highlights, all meant to honor the history of our member schools and inspire student-athletes to achieve more in Iowa. These include:

Video Archive

More than 500 videos that used to only appear to inside the Iowa Hall of Pride are now available at Achieve via IHSAA's YouTube channel. These include interviews and select digitized tournament games from the past with iconic Iowans, Olympians, Hall of Famers, and those across Iowa's activities and impact spectrum.

Halls of Fame

IHSAA Hall of Fame lists and nomination forms for Basketball, Football, Wrestling, and Officials are available on Achieve. Iowa's NFHS Hall of Famers appear here as well.

Record Books

The IHSAA's longtime Stat Books have been converted and expanded into one-stop Record Books for each sport. These include championships, state tournaments, sport records, coach, officials, and history on each sport.

Publication Archive

Over 100 years of state tournament programs, bulletins, and postseason summary books have been digitized and are housed on an ArcaSearch platform at Achieve. These can be searched, downloaded, printed, and shared at no cost.

Achieve Together

A new partnership with Achieve to enhance youth attendance at IHSAA championships. Achieve Together offers complimentary tickets at championship events in football, basketball, wrestling, track & field, and soccer.



IHSAA Online

The third full school year with the current website at www.iahsaa.org was 2022-23. The site has sustained its web analytics from 2020-21 and serves as the information hub for IHSAA sports, events, and policies.

After digital tickets were added to the site in 2021-22, the focus in 2022-23 was on providing readily available school resources. Sport manuals, classifications, archives, member school information, feedback and postseason forms were all digitized and simplified in an effort to make public information easier to find and sort.

Through the website analytics shown at right, State Central pages continue to drive a significant portion of IHSAA traffic. Four of the top 10 come from State Central, boosted by postseason matchup releases, event information, statistics, and more. The massive average time on page metrics show state championships are an essential driver and of high interest for the organization and website each year.

This was the busiest year ever for the website, finally topping 9 million total pageviews after sitting between 8 and 9 million over the last two years. 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, 2022 to June 30, 2023			
	Pageviews	Unique Views	Average Time
Home	1,423,823	1,151,273	0:51
Football: Playoff Central	722,080	589,114	3:38
Tickets	626,051	498,683	3:02
Football	592,744	444,382	0:58
Basketball: Tourney Central	564,088	441,425	3:04
Basketball	492,247	356,775	0:49
Wrestling: Tourney Central	475,065	351,196	4:26
Track & Field: Meet Central	298,747	229,492	5:19
Basketball: Brackets	253,561	161,679	2:10
Baseball	252,715	191,386	0:47
2022-23 TOTALS	9,341,191	7,343,840	1:50

IHSAA on Social Media

Twitter / X



Top social media channel for IHSAA with nearly 60,000 followers and frequent use as direct public information platform. Featured millions of engagements and added 6,600 followers in 2022-23.

x.com/IHSAA

Facebook



Viewed most by school district pages and parents, this page posts major announcements and promotes postseason events and key dates. Pages reached 1.1 million viewers in 2022-23 and added 3,700 new followers.

Facebook.com/IHSAA

Instagram



Launched in 2021, this platform is used to share postseason images and reach students and younger users. Utilized by Student Advisory Committee at state championships. Page nearly doubled in reach from 3,000 to 6,000 followers.

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

Financial Reports



Financial Review: Revenue

July 1, 2022 to June 30, 2023

Total Revenue: \$7,226,596

Athletic Events: \$5,807,122

Revenue Breakdown

Category	Income	%
Athletic Events	\$5,807,122	80.36
Sponsorships	\$546,099	7.56
Investment Income	\$397,681	5.50
Officials Registration Fees	\$204,381	2.83
Grants & Pledges	\$4,345	0.06
Other	\$266,968	3.69
Total	\$7,226,596	100.00

Category	Income	%
Ticket Sales & Entries	\$5,439,963	93.68
Broadcast Rights & Video	\$225,788	3.89
Apparel	\$88,963	1.53
Program Sales	\$52,408	0.90
Total	\$5,807,122	100.00

Historical Comparison: Revenue Categories

	2022-23	2021-22	2017-18	2012-13
Athletic Events	\$5,807,122	\$5,539,572	\$4,681,566	\$5,208,943
Grants & Pledges	\$4,345	\$346,716	\$435,121	\$133,108
Sponsorships	\$546,099	\$531,618	\$473,125	\$361,950
Officials Registration Fees	\$204,381	\$161,213	\$165,703	\$147,261
Hall of Pride	\$525	\$30,200	\$39,790	\$35,221

Financial Review: Expenses

July 1, 2022 to June 30, 2023

Total Expenses: \$6,829,507

Athletic Events: \$3,351,537

Expense Breakdown

<u>Category</u>	<u>Expense</u>	<u>%</u>
Athletic Events	\$3,351,537	49.07
Salaries & Benefits	\$2,005,598	29.37
Association Administration	\$358,327	5.25
Hall of Pride	\$190,339	2.79
Depreciation	\$182,688	2.67
Professional Services	\$169,260	2.48
Maintenance & Utilities	\$158,925	2.33
Office Operations	\$122,477	1.79
Publications	\$38,478	0.56
Student Leadership	\$38,387	0.56
Other	\$213,487	3.13

<u>Category</u>	<u>Income</u>	<u>%</u>
Playoff Site Expenses	\$1,315,977	39.26
Host School Allowance	\$509,724	15.21
Participant Expense Allowance	\$447,307	13.35
Playoff Site Workers	\$414,052	12.35
Officials, Managers, Honorariums	\$393,911	11.75
Awards	\$270,566	8.07
Total	\$3,351,537	100.00

Total **\$6,829,507** **100.00**

Additional Expenses: Discontinued Hall of Pride Operations

2022-23 Total: \$948,704

2021-22 Total: \$7,288,147

Historical Comparison: Expense Categories

	2022-23	2021-22	2017-18	2012-13
Athletic Events	\$3,351,537	\$3,210,888	\$2,433,184	\$2,378,937
Salaries & Benefits	\$2,005,598	\$1,742,244	\$2,083,170	\$1,696,971
Office Operations	\$122,477	\$124,791	\$172,972	\$184,546
Depreciation	\$182,688	\$180,115	\$558,475	\$648,286
Hall of Pride	\$190,339	\$36,954	\$430,935	\$549,985

Financial Review: Sports

July 1, 2022 to June 30, 2023

Comparative Statement from Athletic Events (\$)

<u>Category</u>	<u>Income</u>	<u>Expense</u>	<u>Net (Loss)</u>
Baseball	704,030	442,019	262,011
Basketball	1,406,058	774,448	631,610
Bowling	23,032	22,072	960
Cross Country	71,627	55,509	16,118
Dual Team Wrestling	123,969	87,669	36,300
Football	1,535,442	831,491	703,951
Golf	30,977	43,562	(12,585)
Soccer	292,326	227,728	64,598
Swimming	39,256	43,536	(4,280)
Tennis	16,811	39,267	(22,456)
Track & Field	334,120	152,117	182,003
Wrestling	993,171	540,699	452,472
Student Services	70,327	63,872	6,455
Coaching Clinics	0	27,548	(27,548)
Broadcast Rights	165,976	0	165,976
Totals	\$5,807,122	\$3,351,537	\$2,455,585

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

	2022-23	2021-22	2017-18	2012-13
Baseball	262,011	401,236	442,502	468,097
Basketball	631,610	498,820	733,122	808,784
Bowling	960	1,242	410	(1,205)
Cross Country	16,118	6,327	(28,694)	(27,076)
Dual Team Wrestling	36,300	36,471	N/A	12,735
Football	703,951	598,181	388,935	1,052,617
Golf	(12,585)	(23,287)	(43,456)	(44,739)
Soccer	64,598	23,995	52,703	31,354
Swimming	(4,280)	(9,208)	(5,289)	(6,230)
Tennis	(22,456)	(27,398)	(27,168)	(30,127)
Track & Field	182,003	174,449	129,671	94,675
Wrestling	452,472	528,121	513,798	412,111
Student Services	6,455	-	-	-
Coaching Clinics	(27,548)	(24,430)	(23,152)	(25,349)
Broadcast Rights	165,976	144,165	115,000	84,360
TOTALS	2,455,585	2,328,684	2,248,382	2,830,007

Postseason Attendance

FY2023 Paid Tournament Attendance - Total Individuals All IHSAA Postseason Rounds				
	FY2023	FY2022	FY2018	FY2013
Baseball	96,351	102,054	99,358	105,284
Cross Country*	11,774	11,473	-	-
Fall Golf	719	-	-	-
Football	174,007	168,318	112,931	265,172
Swimming	3,843	3,516	3,131	3,351
Wrestling	81,935	93,676	103,222	112,652
Dual Team Wrestling	14,731	16,392	16,789	17,250
Basketball	184,448	171,337	190,834	220,731
Bowling*	4,545	4,061	3,450	2,685
Spring Golf	1,637	2,268	-	-
Tennis	1,585	639	-	-
Track and Field*	68,439	66,855	59,732	54,902
Soccer	37,509	33,030	27,760	23,237
<i>Fiscal Year Total</i>	681,523	673,619	617,207	805,264

*-Ticketing shared with IGHS AU

2022-23 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 (2022)	4A	Johnston	3A	Western Dubuque	2A	Van Meter	1A	New London
Golf: Fall	4A	Johnston						
Cross Country	4A	Dowling Catholic, W.D.M.	3A	Pella	2A	Des Moines Christian	1A	Regina, Iowa City
Football	5A	Southeast Polk	4A	Xavier, Cedar Rapids	3A	Harlan Community	2A	CLGLR
	1A	Van Meter	A	Grundy Center	8P	St. Mary's, Remsen		
Swimming	All	Waukee						
Wrestling: Dual Team	3A	Waverly-Shell Rock	2A	Osage	1A	Don Bosco, Gilbertville		
Wrestling: Traditional	3A	Waverly-Shell Rock	2A	Osage	1A	Don Bosco, Gilbertville		
Bowling	3A	Waterloo, West	2A	Fort Dodge	1A	Maquoketa		
Basketball	4A	Valley, W.D.M.	3A	Bondurant-Farrar	2A	Central Lyon	1A	Grand View Christian
Track & Field	4A	Johnston	3A	Pella	2A	Mediapolis & Williamsburg	1A	Lisbon
Golf: Spring	3A	MOC-Floyd Valley	2A	Grundy Center	1A	Hillcrest Academy		
Tennis: Team	2A	Iowa City, West	1A	Xavier, Cedar Rapids				
Soccer	4A	Johnston	3A	Iowa City, Liberty	2A	Gilbe rt	1A	Western Christian, Hull
Baseball (2023)	4A	Johnston	3A	Western Dubuque	2A	Beckman Catholic, Dyersville	1A	St. Mary's, Remsen

Contact Us

We're here to help!

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Twitter: @IHSAA

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IHSAA Staff

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Chelsea Clark	Administrative Assistant	cclark@iahsaa.org

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