

OREGON ATHLETIC DIRECTORS ASSOCIATION

STRATEGIC PLAN 2015 • 2020



PROGRAMS • OPERATIONS • FINANCE

A Full and Equal Partner with the National Interscholastic Athletic Administrators Association



MISSION STATEMENT

The mission of the Oregon Athletic Directors Association is to instill integrity, ethical behavior, sportsmanship, and citizenship by all involved with interscholastic athletics.

To strive for excellence by providing leadership training for all members through a comprehensive professional development program.

To strengthen creativity within athletic administration through communication, networking, technology, and research.



OUR VISION

To be recognized as the premier association in teaching, learning, and leadership for athletic administrators in the nation.

FACILITATOR



Marc Hunter, CMAA
UIAAA Executive Director

COORDINATOR



Ron Richards, CAA
LTC State Coordinator
McNary High School
Keizer, Oregon

STRATEGIC PLAN COMMITTEE

Marc Hunter, CMAA
UIAAA Executive Director

Ron Richards, CAA
LTC Coordinator
McNary HS

Lynn Cowdrey
Past-President
Alsea High School

Aaron Longo
Mapleton High School

Kris Welch, CMAA
Executive Director
Century High School

OADA Inaugural Strategic Plan 2015 - 2020

Athletics Strengthens Education

In the fall of 2013, the OADA Executive Board made a commitment to establish the first ever five-year strategic plan for the organization. The association has grown dramatically over the past 45 year history, especially over the past 10 years. To assure continued and member-driven progress, the leadership decided it was time to put in place a *road map* that would guide the path of the Association for the next five years.

A four-person committee comprised of 6A and 1A Athletic Director volunteers went into action in early August of 2014 for a two-day summit. With the guidance of Utah's Executive Director, who had helped coordinate Utah's first Strategic Plan and also is on the NIAAA's committee for their Strategic Plan, the sub-committees (Operations, Finance, and Programs) took input from the membership and Executive Board to help organize all of the great things already in progress and formalize the responsibilities to help guide the Association and get things moving forward.

The OADA First Strategic Planning Committee is proud to present to the OADA membership the results of many hours of discussion, review and revision driven by ideas submitted from our organization's members as well as careful analysis and creative input from Strategic Planning Committee members.

The 2015 – 2020 Strategic Plan inspired this year's OADA theme, *Athletics Strengthens Education*, and is designed to set the tone for the continued growth and development of an outstanding Athletic Director's Association.

Many thanks are due to the membership for their inspirational ideas and to the Committee for their many hours of thoughtful reflection and vision that has resulted in a plan all can be proud of, one that is designed to move the OADA to the next level.



2015 - 2020 OADA Strategic Plan Recommendations

Program

Program Recommendations	Strategies for Implementation	Responsible Party/Parties for Implementation	Initiate By and Resources Needed	Actions
1. Continue to recruit, evaluate, and maintain LTI instructors.	Review current faculty. Teach LTC 790 every three years. Identify available instructors on a yearly basis.	LTI Coordinator, Executive Board	Ongoing	
2. Determine interests and needs for professional development for the OADA membership.	Survey membership on wants and needs.	LTI Coordinator, League Reps	15-16	
3. Continue to refine and improve the state conference and other operations through the executive board annual retreat.	Continue as current.	Executive Board	Ongoing	
4. Explore a cooperative sponsorship between the OSAA and the OADA with a character education and student leadership development program.	Connect with the OSAA and explore the possibility.	Executive Board, Spirit of a Champion Committee	17-18	
5. Explore the idea of establishing a summer institute.	Research courses that are not traditionally offered in Oregon. Poll potential summer institute attendees.	LTI Coordinator, Executive board.	15-16	
6. Revamp awards committee.	Increase the number of current and retired AD's on the committee.	OADA Secretary	Ongoing	

Program (continued)

7. Develop a plan for NIAAA award nomination.	Establish protocol for NIAAA award nominations of OADA members.	Awards Committee	16-17	
8. Revamp and revise the Hall of Fame Committee.	Develop list of roles for members. Explore methods for recruiting nominations, committee members and chair.	Executive Board	Ongoing	

Operations

Operations Recommendations	Strategies for Implementation	Responsible Party/Parties for Implementation	Initiate By and Resources Needed	Actions
1. Develop new and enhance existing relationships with educational alliances, organizations, and partners.	Obtain informational space and/or speaking time at COSA and OSBA conferences.	Executive Council, League Reps	15-16	
2. Use the NIAAA database for communication with dual OADA/NIAAA members.	Obtain a list from the NIAAA. Appoint individual to create and manage a master list of dual registered members.	Executive Board	16-17	
3. Work towards a dual OADA/NIAAA membership organization		Executive Council	18-19	
4. Begin selection of next strategic plan committee.	Take inventory of previous members and potential members.	Executive Council	19-20	
5. Seek additional opportunities for retired athletic directors to support the OADA.	Identify potential areas of contribution	Retired Athletic Directors, Executive Council	Ongoing	
6. Establish a member of the executive committee who is a retired athletic director.	Change by-laws at retreat.	Executive Board	15-16	

Operations (continued)

7. Create a Policies and Procedures (POP) manual for the OADA.	Recruit/Include retired AD's who have been Executive committee members.	Executive Board, Executive Council	16-17	
8. Develop a plan and practice to insure that the website is current and relevant.	Executive board will develop a working group or individual responsible for maintenance and updating of the website.	Executive Board	15-16	
9. Insure the association's ability to upgrade technology.	Research and seek innovative technologies to better the organization.	Executive Board	Ongoing	
10. Continue to promote the NIAAA webinars.	Improve communication of value of courses offered quarterly to members. Include course schedule in quarterly newsletter.	Executive Council	Ongoing	
11. Establish an advisory/mentoring committee to encourage athletic directors to obtain certifications.	Recruit active CAA's and retired AD's to become the advisory group.	Executive Committee	15-16	
12. Explore the possibility for compensating AD's for the cost of the CAA application for those who pay out of pocket.	Research CAA certification for the last five years. Research those eligible and/or nearly eligible for CAA certification.	Executive Board	18-19	

Operations (continued)

13. Implement online opportunities for members to register for conference	Schedule Star will pilot registration for the 2015 conference.	Executive Board	15-16	
14. Implement online opportunities for vendors to register for conference	Schedule Star will pilot registration for the 2015 conference.	Executive Board	15-16	
15. Implement online opportunities for members to evaluate conference	Use Google Docs or similar technology to pilot new evaluation system.	Executive Board	15-16	
16. Establish a monthly checklist for league meetings.	Add as agenda item at board meetings. Distribute to League Reps for league meetings.	Executive Board, League Reps	15-16	
17. Explore the possibility for an extra gift or benefit at conference to those who have certifications.	Possibly can, "RAA/CAA/CMAA" shirt at conference as an <u>additional</u> gift.	Executive Board	19-20	

Finance

Operations Recommendations	Strategies for Implementation	Responsible Party/Parties for Implementation	Initiate By and Resources Needed	Actions
1. Monies on hand over the amount of \$20,000 should be invested in places outside of a checking and/or savings account.	Executive board contacts multiple investment professionals for investment advice.	Executive Board	15-16	
2. Develop a plan for a systematic audit.	Contact accounting firms associated with auditing.	Executive Board	16-17	
3. Establish competitive compensation for the OADA executive director	Research comparable compensations from other state associations.	Executive Board	16-17	
4. Continue to aggressively recruit new and maintain current sponsors.	Focus marketing efforts on long term across the state. Seek out event sponsors.	Executive Board, Executive Council	Ongoing	
5. Increase the number of LTI courses offered by leagues.	Grow membership and promote membership benefits.	Classification Reps, LTI Coordinator, League Reps	Ongoing	
6. Explore the possibility of increasing the number of scholarships and/or amount of scholarships.	Assess financial position post audit. More widely promote participation in scholarship fundraisers. Recruit retired Athletic Directors for fundraising promotion.	Awards Committee	17-18	
7. Seek grants for project fundraising.	Find a member athletic director and/or associate who is an experienced grant writer.	Executive Board	16-17	

CURRENT OADA / NIAAA MEMBERS

1A ATHLETIC DIRECTORS	5A ATHLETIC DIRECTORS	6A ATHLETIC DIRECTORS
Lynn Cowdrey Alesa Tracey Fivecoat, RAA North Lake Marsha Passke St. Stephens Academy. Ryan Rudolph Ione Mike Scott Jewel Steve Wallo C.S. Lewis Academy Elizabeth Winegar Columbia County Christian	Keith Bassham, RAA Hood River Valley Steve Drake, CAA Hillsboro Craig Ellingsen Crescent Valley Dave Erickson Liberty Jesse Eveland Rex Putnam Dave Hood, CAA Mt. View Wade Lockett, RAA Sandy	Alan Boschma Tigard Tim Burke Newberg Greg Carradine David Douglas Chris Coleman, CAA Reynolds Scott Ellis, CAA Glencoe Mark Hinthorn McMinnville Mark Horak, CAA West Linn Laura Jaeger Central Catholic Andy Jones Oregon City James Meuwissen, CAA Beaverton Clay Rounsaville Grants Pass Randy Ramp, CAA Sherwood Ron Richards, CAA McNary Ted Rose Tualatin Tim Sam, CMAA North Medford Doug Thompson Forest Grove Kris Welch, CMAA Century Matt Wiles, RAA Roosevelt Falisha Wright St. Mary's Academy
2A ATHLETIC DIRECTORS	RETIRED MEMBERS	
Kellen Peters, RAA East Linn Christian Melissa Steinman, RAA Waldport Bart Rothenberger Central Linn	Daniel Barendse Bill Bowers, CMAA Hud Edwards Bruce Reece, CAA	
3A ATHLETIC DIRECTORS	ADMINISTRATORS	
Angela Albus, RAA Amity Daniel Fritz, RAA Jefferson Kelly Hart Taft Tony Koontz, CAA Harrisburg Sandy Luu, CAA Catlin Gabel School Ian O'Brien Warrenton Lisa Serafin, RAA Scio Kris Van Hatcher Oregon Episcopal Lorena Woods Nyssa	Kevin Bryant, CMAA Sean Burke McMinnville Stan Gida Medford SD Randy Hutchinson Sandy	
4A ATHLETIC DIRECTORS	OSAA MEMBERS	
Jason Boyd, CAA Seaside Evan Brown, CAA Madras Steven Brown, RAA Sweet Home Jerry Dorland Tillamook Michael Forrester North Bend Robert Medley Scappoose Greg Mulkey Marshfield Rory Oster, RAA Madras Howard Rub Astoria Joel Sobotka Valley Catholic Jean-Paul Soulagnet Corbett Paula Toney Burns	Cindy Simmons	
NIAAA COMMENDATION		
 <p style="text-align: center;">OREGON NIAAA Membership Commendation</p> <p style="text-align: center;">1999 2006 2007 2009 2014</p>		 