

OREGON ATHLETIC DIRECTORS ASSOCIATION

STRATEGIC PLAN 2022-2027



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, inclusion and citizenship in all involved with interscholastic athletics.

To strive for excellence by providing leadership training and mentorship 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 known as a premier association in teaching, learning, and leadership for athletic administrators in the nation.



FACILITATOR



Bill Bowers, CMAA
OADA Past-Executive Director

STRATEGIC PLAN COMMITTEE

Dave Hood, CAA
OADA Executive Director

Boyd Bjorkquist, CAA
OADA Past-President

Doug Thompson
OADA President
Forest Grove High School

Trent Kroll, CMAA
OADA Vice President
Hood River Valley High School

Shelley Moore, CAA
OADA Secretary
Newport High School

Missy Smith, CMAA
DEI Liaison
OES School

Tom Bendt
Past Athletic Administrator
Aloha High School

Tim Burke
Past Athletic Administrator
Newberg High School

OADA Strategic Plan 2022 - 2027

Education Strengthens Athletics

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 53-year history, especially over the past 15 years. To assure continued and member-driven progress, the leadership decided it was time to renew and revise the *road map* that guides the path of the Association for the next five years.

A nine-person committee comprised of 6A and 1A Athletic Director and volunteers met in November of 2022. With the guidance of OADA's Past Executive Director, 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 2022-2027 Strategic Plan inspired the 2023 year's OADA State Conference theme, *Gathering for Greatness*, and is designed to set the tone for the continued growth and development of an outstanding Athletic Director's Association.



2022-2027 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 a diverse and high quality LTI faculty.	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 through League Reps and electronic survey.	LTI Coordinator, League Reps	Annually	LTI Coord create survey of membership, connect with & support Ambassador Prog. League Reps assess
3. Continue to refine and improve the state conference and other professional development opportunities.	Review through the executive board annual retreat.	Executive Board	Ongoing	Data collection from members in attendance.
4. Update the cooperative sponsorship between the OSAA and the OADA with a character education and student leadership development program.	Cont. working with the OSAA and developing resources.	Executive Board, OSAA	Ongoing	Ambassador Program, Books, Workshops, OSAA Student Leadership Council (Fall 2023)
5. Explore the idea of establishing an institute designed for ADs/Coaches. (In-service Day?)	Research courses that are not traditionally offered in Oregon. Coach's Symposium?	LTI Coordinator, Executive board. OACA, OSAA	2023	

Program (continued)

6. Nuture recognition of NIAAA awards.	Establish protocol for NIAAA award nominations of OADA members.	Awards Committee & OADA Board	Ongoing	
7. Improve support and opportunities for underrepresented ADs	Support initiatives of DEI task force	DEI Task Force	Ongoing	Board take recommendations from task force.
8. Recognize & Support the different needs of each classification.	Recruit and support ADs from all classifications to run for the leadership positions.	All OADA Board	Ongoing	Develop list of potential candidates
9. Assess and Recruit Middle School ADs for OADA membership	Survey all Oregon School Districts	Exec. Director, OADA Membership Chair	2023-24	Create master list, Contact ADs,

Operations

Operations Recommendations	Strategies for Implementation	Responsible Party/Parties for Implementation	Initiate By and Resources Needed	Actions
1. Strengthen relationships with educational alliances, organizations, and partners.	Obtain informational space and/or speaking time at COSA, ODE and OSBA conferences.	Executive Board, League Reps	Ongoing	Ask for time/representation at meetings.
2. Maintain the existence of strategic plan committee.	Take inventory of previous members and potential members.	Executive Board	2026-27	Review at annual Board Retreat
3. Seek additional opportunities for retired athletic directors to support the OADA.	Identify potential areas of contribution	Retired Athletic Directors, Executive Board	Ongoing	Created 'Conf. Committee'
4. Update By-Laws/SOP manual for the OADA	Review existing manual and make recommendations	Executive Board	Annually	Yearly Board Retreat
5. Insure the association's ability to upgrade technology/communication incl. OADA website.	Executive board will develop a working group or individual responsible for maintenance and updating of the website.	Executive Board	Ongoing	Exec. Director and Create OADA communications/tech position.
6. Continue to promote the NIAAA webinars.	Improve communication about courses offered quarterly. Include course schedule in quarterly newsletter.	Executive Board	Ongoing	Website & Newsletter
7. Develop and strengthen OADA mentorship program	Work with OADA Mentor Coord. To enhance program	Executive Board	Ongoing	Connect w/Mentors, Ambassadors
8. Continue to refine and improve systems and operations.	Review through the executive board annual retreat.	Executive Board	Ongoing	Equipment needed, presenters, food, lodging, exhibit hall, tournaments.

Operations (continued)

9. Review and support recruitment of Officials in all athletics.	Partner with OAOA, OSAA, OACA, NFHS, NIAAA	Executive Board	Ongoing	Battlefields2Ballfields, AD recruitment of officials-students, roundtable of ideas
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Finance

Operations Recommendations	Strategies for Implementation	Responsible Party/Parties for Implementation	Initiate By and Resources Needed	Actions
1. Monitor and ensure a regular systematic audit.	Contact accounting firms associated with auditing.	Executive Dir. /Treasurer	2023	Treasurer will connect with potential auditors.
2. Establish competitive compensation for the OADA executive director/Treasurer	Research comparable compensations from other state associations.	Executive Board	Review annually	
3. 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 Director	Ongoing	Work vendors at NADC
4. Increase 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	Assess annually	Search for affordable courses. Conf. Committee work the events (50/50, golf tourney)
5. Site review/negotiation for State Conference Site	Assess membership for alternative sites. RFP for sites in Oregon	Exec. Dir/Board	Yearly	
6. Clear & precise presentation of OADA Budget spreadsheet/financial status	Update budget spreadsheet, list of revenue sources	Treasurer/Exec. Dir.	Each Board/League Rep Meeting	Updated list of resources and annual budget spreadsheet.

CURRENT CERTIFIED OADA / NIAAA MEMBERS

1A ATHLETIC DIRECTORS	5A ATHLETIC DIRECTORS	6A ATHLETIC DIRECTORS												
Josh Crawford, CAA Bonanza Bart Rothenberger, CAA Alsea Shane Munkers, RAA Pilot Rock Ryan Rudolph, RAA Ione Mark Freeman, RAA Jewel Steve Wallo, CAA C.S. Lewis Academy Aaron Hunter, RAA WV Christian	Trent Kroll, CMAA Hood River Valley Patrick Grady, CAA Ashland Kacey McNulty, CAA Eagle Point Lance Haas, RAA Mountain View Donovan Kim, RAA McKay Daunte Gauge, CAA Centennial	Chris Coleman, CAA Lake Oswego Jeff Erdman, CAA PIL Mark Horak, CAA Lakerdige Mike Hughes, CAA Jesuit Scott Ellis, CAA Glencoe Pete Lukich, CAA Sunset Brian Sorenson, CAA Mountainside Vicki Nelms, CMAA Nelson Lauren McFarland, RAA Glencoe												
2A ATHLETIC DIRECTORS	ACTIVE RETIRED MEMBERS													
Kevin Moffatt, CAA Kennedy Mollie Garcia-Cash, RAA Lowell Ryan Gerry, CAA Grant Union	Bill Bowers, CMAA Dave Hood, CAA Randy Ramp, CAA Cindy Simmons, CAA Boyd Bjorkquist, CAA Barry Bokn, CAA Marianne Mills, CAA Mike Henderson, CAA Margaret Sturza, CAA Kevin Bryant, CMAA													
3A ATHLETIC DIRECTORS	OSAA MEMBERS													
Brandon Standridge, CAA Creswell Tina Pearson, RAA Blanchett Catholic Tim Sam, CMAA Noth Valley Melissa Smith, CMAA Oregon Episcopal School Doug Naugle, RAA Jefferson Jay Barton, CAA Santiam Christian	Kris Welch, CMAA Kyle Stanfield, CAA													
4A ATHLETIC DIRECTORS	NIAAA COMMENDATION													
Vic Lease, CAA Mazama Dave Ehrhardt, CMAA Phoenix Shelley Moore, CAA Newport Craig Rothenberger, CAA Junction City Michael Forrester, CAA North Bend	 <p style="font-size: small;">OREGON NIAAA Membership Commendation</p> <table style="margin: auto; border: none;"> <tr> <td>1999</td> <td>2006</td> <td>2007</td> </tr> <tr> <td>2009</td> <td>2014</td> <td>2017</td> </tr> <tr> <td>2018</td> <td>2019</td> <td>2021</td> </tr> <tr> <td>2022</td> <td></td> <td></td> </tr> </table>		1999	2006	2007	2009	2014	2017	2018	2019	2021	2022		
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