

A MESSAGE FROM THE COMMISSIONER

2017-2018: A PREVIEW AND A GOAL



As we begin the 2017-2018 school year, I would like to take this opportunity to give you a preview of what we can look forward to, along with setting a goal for all of us that will help our member schools and our organization in every way possible.

Competitive Equity Playoffs - Year 2 - As you know, last year we debuted the competitive equity playoff model in several sports. We had expectations that this new venture would result in two major changes: closer games, especially in the earlier rounds, and schools that had never won championships and/or achieved much success in our playoffs, would have the chance to compete for section championships. Based on the data we collected from Year 1, that is exactly what happened. We are excited to see what lies ahead in Year 2 and expect to continue to build on the successes we enjoyed in Year 1.

CIFSSHOME, The Mobile Version - In our ongoing effort to move forward with technology and make things easier and more efficient for our member schools, we are very close to delivering a mobile version of CIFSSHOME for you to enjoy. Stay tuned for this latest development that is headed your way soon.

Online Ticketing - We have signed an agreement with GoFan/Huddle Tickets Inc., to offer an online ticketing option to our stakeholders, starting with our Fall Championship Finals in Cross-Country, Boys Water Polo and Girls Volleyball, as well as Cross-Country Prelims. We will also have the same service available in select Winter and Spring Sports too. This option will make it much more convenient for those who wish to attend these events to purchase tickets in advance and is another example of trying to improve the championship experience for all.

Cheer - On July 1, 2017, Competitive Cheer officially became a CIF sport. We welcome our newest student-athletes and coaches to our family this year and are ready to begin this journey together. Cheer Bylaws are now in place and we will be working on implementing next steps for this new sport this school year and beyond.

Along with previewing the upcoming year, I would like to encourage you to join with us in setting a goal that will be of great benefit to the true partnership that we share with you.

Increase Attendance - We all need to make a concerted effort to increase attendance at CIF Southern Section Playoff contests in 2017-2018. Three years ago, our attendance numbers allowed us to return 100% of our member school's membership dues back to you. Since that time, our attendance has decreased significantly and that is a trend we need to turn around in the other direction. We have an outstanding product that we are very proud to showcase. Let us all pledge to do all we can this year to promote the excellence that our section represents and get people to come out and watch it all happen. It is in the best interests of all of us to do so.

Thank you very much for your help and support. Good luck this upcoming school year and always.

All the best,

Rob Wignel

