



Meeting of the Executive Committee

*September 27, 2018
1:00 p.m.*

*CIF Southern Section Offices
Los Alamitos, California*

Agenda

<u>1. OPENING BUSINESS</u>	<u>DISPOSITION</u>	<u>ITEM</u>
A. Call to order by Dr. Monica Colunga, President of the Council		
B. Pledge of Allegiance		
C. Roll Call		
D. Introduction of Guests		
E. Adopt Agenda	Action	
F. Approval of Minutes		
1. Minutes of the August 16, 2018 Executive Committee Meeting	Action	1F1
<u>2. PUBLIC COMMENT</u>		
A. Recognition of anyone wishing to address the Executive Committee. Speakers must limit their remarks to three minutes.		
<u>3. ACTION ITEMS</u>		
A. STATE FEDERATED COUNCIL ACTION ITEMS		
There are no State Federated Council Action Items at this time.		
B. SOUTHERN SECTION ACTION ITEMS		
1. Proposed Bylaw Revision 3320.6 – Wrestling Divisions	Action	SS 578

4. NON-ACTION ITEMS

A. STATE FEDERATED COUNCIL NON-ACTION ITEMS

- | | | |
|--|------------|-----------|
| 1. Proposed Revision to Bylaw 103 -
Weighted Voting – Informational Only | Non-Action | 4A1 |
| 2. Proposed Bylaw Revisions 211 and 303 –
Continuation School | Non-Action | STATE 568 |
| 3. Proposed Revision of Bylaws 22.b.9 and 503.K -
Coaching Education and Heat Illness | Non-Action | STATE 582 |

B. SOUTHERN SECTION NON-ACTION ITEMS

- | | | |
|---|------------|--------|
| 1. Proposed Bylaw Revision 2315 –
Girls Lacrosse Ejection Rule | Non-Action | SS 579 |
| 2. Proposed Bylaw Elimination 3105.4 -
Water Polo Tournaments | Non-Action | SS 580 |
| 3. Proposed Revisions to Summer Dead Period Bylaws | Non-Action | SS 581 |

5. OLD BUSINESS

- | | |
|--|----|
| A. Executive Committee to Visit Probationary Schools | 5A |
|--|----|

6. NEW BUSINESS

- | | |
|--------------------------|-----------------|
| A. Financial Report | Mitch Carty |
| B. Marketing Update | Thom Simmons |
| C. Communications Update | Chelsea Heyward |

7. REPORTS

- | | |
|---------------------------------------|----------------|
| A. President's Report | Monica Colunga |
| B. Treasurer's Report | Jeff Jordan |
| C. Commissioner's Report | Rob Wigod |
| D. Executive Committee Member Reports | |

8. ADVANCE PLANNING

A. DATES

1. October 2, 2018 – CIF Southern Section Council Meeting, The Grand, Long Beach, California, 9:00 a.m.

8. ADVANCE PLANNING (Cont.)

A. DATES (Cont.)

2. October 15, 2018 – Athletic Administrators Summit, Pomona Fairplex Sheraton Hotel and Conference Center, Pomona, California, 7:30 a.m.
3. October 17, 2018 – CIF Southern Section Hall of Fame/Distinguished Service Luncheon, The Grand, Long Beach, California, 12:00 p.m.
4. January 18-20, 2019 – CIF Southern Section Executive Committee Meeting, Hyatt Centric, Santa Barbara, California, 9:30 a.m.
5. January 23, 2019 – CIF Southern Section Council Meeting, The Grand, Long Beach, California, 9:00 a.m.

B. SUGGESTED AGENDA ITEMS

1. _____
2. _____
3. _____

8. ADJOURNMENT

A. Time of Adjournment _____



Meeting of the Executive Committee

August 16, 2018

1:00 p.m.

*CIF Southern Section Offices
Los Alamitos, California*

Minutes

1. OPENING BUSINESS	DISPOSITION	ITEM
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- A. Call to order by Dr. Monica Colunga, President of the Council

Meeting was called to order by Dr. Monica Colunga at 1:02 p.m.

- B. Pledge of Allegiance

- C. Roll Call

All members were present except for Rita Dever, Denise Halstead, Geniel Moon, and Jackie Gibson. Monica Colunga asked for the Executive Committee to introduce themselves with their name, school, position, and position on the board. Monica Colunga asked the Executive Committee to review the new Executive Committee Handbook and reminded them that they represent a constituency as well.

- D. Introduction of Guests

There were no guests.

- E. Adopt Agenda

Adopted 19-0-0

Monica Colunga made a motion to move Item 5A1 and 5A2 to before Item 1F1 of the agenda in order to approve the appointment of two members to the Executive Committee. It was moved and seconded to adopt the revised agenda 19-0-0.

Monica Colunga asked for a vote to appoint the following Executive Committee positions:

Citrus Belt Area Representative – Ed Kearby – It was moved and seconded to approve Ed Kearby, Fontana Unified School District Athletic Director, as Citrus Belt Area Representative to the Executive Committee for the 2018-2019 school year. The motion carried 19-0-0.

Desert Area Representative – Jeff Williams – It was moved and seconded to approve Jeff Williams, Palmdale High School Athletic Director, as Desert Area Representative to the Executive Committee for the 2018-2019 school year. The motion carried 19-0-0.

1. OPENING BUSINESS (Cont.)

F. Approval of Minutes

Approved 21-0-0

1F1

There was a motion and a second to approve the minutes of the May 9, 2018 Executive Committee meeting. The minutes were approved 21-0-0.

2. PUBLIC COMMENT

A. Recognition of anyone wishing to address the Executive Committee. Speakers must limit their remarks to three minutes.

There was no one present to address the Executive Committee.

3. ACTION ITEMS

A. STATE FEDERATED COUNCIL ACTION ITEMS

There are no State Federated Council Action Items at this time.

B. SOUTHERN SECTION ACTION ITEMS

There are no Southern Section Action Items at this time.

4. NON-ACTION ITEMS

A. STATE FEDERATED COUNCIL NON-ACTION ITEMS

1. Proposed Bylaw Revisions 211 and 303 – Continuation School

Non-Action

STATE 568

Mike West reviewed the proposal. There will be an opportunity to discuss this again in September. There was concern regarding the definition of a continuation school. Dave Reid discussed that his area is in favor of this proposal. Mike West was in favor of the proposal having worked with these types of schools but now believes that the system might be abused and items such as grading periods will be difficult to regulate. In favor of participation at the JV level but can see abuses for the varsity level. Ed Kearby stated he agreed with Mike West. Are these students on track to graduate? Carter Paysinger added that there is a need to address comparable grading standards as this is where it will be abused. Monica Colunga disagreed stating that some students need the smaller school size and are not just there because of credit recovery. Chris Calderwood stated concerns with the students not being on his campus and accessibility with the students if there is an issue. Why would this be different than a multi-school agreement? Dave Reid talked about his multi-school agreements and those students having to take one class on the home school site. Rob Wigod added that multi-school agreements are under the member school's grading system, but continuation schools might have different standards.

4. NON-ACTION ITEMS (Cont.)

B. SOUTHERN SECTION NON-ACTION ITEMS

- | | | |
|--|------------|--------|
| 1. Proposed Bylaw Revision 3320.6 –
Wrestling Divisions | Non-Action | SS 578 |
|--|------------|--------|

Monica Colunga reviewed the proposal. Glenn Martinez explained that this is moving us back to the old system with leagues placed in competitive groupings and keeps it in the competitive equity model. Geography was successful but the schools in the north leaving left holes in the geography system. Chris Calderwood asked why would schools not be used instead of leagues. Glenn Martinez stated that idea has been discussed but it would require a new structure for power rankings for this sport. We are trying to get schools to participate in the dual team championships and this is mirroring what we do with the individuals. Rainer Wulf explained that there is not enough head to head competition in this sport, which makes it difficult to rank schools individually, and to break them down divisions by schools instead of leagues.

- | | | |
|---|------------|--------|
| 2. Proposed Bylaw Revision 2315 –
Girls Lacrosse Ejection Rule | Non-Action | SS 579 |
|---|------------|--------|

Monica Colunga reviewed the proposal. Thom Simmons explained that the rule addressing two yellow cards as a game ejection for that game only is according to the NFHS rule book. There is a feeling that the CIF rules are more restrictive. NFHS lacrosse states that if a player receives a straight red card, that player MUST be at the next contest and remain on the bench which is contradictory to the CIF ejection rule. If we make this adjustment for lacrosse, soccer will be right behind. Chris Calderwood stated that there are sports you can foul out of and still be in the next game, i.e. basketball. In soccer, some officials give red cards and then tell the students they can play in the next game. Maybe officials need to delineate between fouls that result in ejections and fouls that do not.

- | | | |
|--|------------|--------|
| 3. Proposed Bylaw Elimination 3105.4 -
Water Polo Tournaments | Non-Action | SS 580 |
|--|------------|--------|

Monica Colunga reviewed the proposal. Kristine Palle stated that water polo is unique as it is the only sport that regulates then number of tournaments for individual players.

5. NEW BUSINESS (5A1 and 5A2 were moved to the top of Item 1F1)

- | | | |
|---|--------|-----|
| A. Appointments for 2018-2019 Executive Committee | Action | |
| 1) Citrus Belt Area Representative | | 5A1 |
| 2) Desert Area Representative | | 5A2 |

5. NEW BUSINESS (Cont.)

B. 2018-19 CIF Southern Section Goals

Accepted 21-0-0

5B

Rob Wigod distributed the CIF Southern Section Goals for the 2018-19 school year and they appear at the end of these minutes. This is now an open session item. Rob Wigod welcomed Chelsea Heyward to her first meeting and to our staff. He pointed out that we are going to have our Street Team present at 40 events this year. We will be working on the mobile version of the CIFSSHOME system and announced we will have a new rollout of the CIFSSHOME system next year, similar to what was recently launched in North Carolina. He touched on the new Cheer Championships and the new Unified Sports Track and Field Championships. There was a review of the New Rules Changes section. We added a new track for the Athletic Administrators Summit. Financially, through Thom and Jackie, we hope to get to revenue share in year two of the CIF Marketing Plan instead of year three. There will be a big push to move our schools to online ticketing with an announcement at the October Council meeting and a workshop at the Athletic Administrators Summit. We are starting a discussion on transfer rules and are conducting a survey to seek information from our schools regarding transfer rules. We will be running the CIF State Football Championships at Cerritos College in December. Lastly, we will continue to work with the NFHS Network encouraging the installing of Pixellot cameras in our schools.

Monica Colunga asked for a motion and a second to accept these goals as presented. There being no discussion, the motion carried 21-0-0.

C. Executive Committee to Visit Probationary Schools

5C

Rob Wigod asked the Executive Committee to consider the possibility of revisiting the new member schools at the end of their first year of membership, who are requesting full membership and have turned in their end of the year evaluation. Those responses will be due by April 1 and once we receive their evaluation, we would have the same Executive Committee member that did their new member evaluation revisit the same school. Jill Matyuch asked what the purpose of this visit is and if it was for mentorship or just to evaluate their first year of membership. We would develop a form similar to the new membership evaluation form to take on this visit. Jeff Jordan said that this gives an opportunity a year later to have a conversation with the school since the initial visit. A year later, you can have a conversation about the items discussed in the pre-membership meeting and see if goals were met throughout the year. Rainer Wulf reminded that all new schools are required to come to the office at the beginning of the school year for the new member orientation and that their administration is in attendance at that meeting. Loren Kleinrock suggested an online training that has to be completed as part of membership. Rob Wigod asked the Executive Committee to consider this idea and discuss it again at the next meeting.

D. Financial Report

Mitch Carty

Mitch Carty distributed a handout which appears at the end of these minutes and explained the different categories and what they represent. Is it time to change our breakdowns of playoff splits? Should we consider a straight entry fee with a division 1 vs division 10 entry fees scale? This would give schools incentive to get people to the games. Loren Kleinrock asked if there is a relationship between rights fees and ticket sales and more people are staying home. Mitch Carty answered that this is hard to measure and a good question. Terry Barnum suggested having lower levels host championship games on their home site rather than at a big venue. Rob Wigod stated that \$2.5 million went back to schools last year in playoff revenue shares and we are proud of that. We have to work with partners to fulfill both sides of our agreements. For example, they are able to send one crew to one site to stream the volleyball championships but do not have nine crews to send to nine sites for those same games. Thom Simmons added that football does seven games on Friday and six games on Saturday, so we can get all the games on streaming platforms.

5. NEW BUSINESS (Cont.)

D. Financial Report (Cont.)

Mitch Carty

Mitch Carty is more concerned about the over 200 football games during the earlier rounds than the thirteen championship games as we receive revenue from all of them. Terry Barnum brought up the idea of building a CIF-SS championship facility. Rob Wigod stated that he will be talking to the Council and giving a report on how dependent we are on attendance. It may be time to look at a different way we are structured. There are a lot of variables involved in the success of our largest part of our budget. Sandy Gahrning stated that their school sites ticket sales are down as well. Jill Matyuch asked about the possibility of lowering ticket prices. Rob Wigod stated that the last time we raised ticket prices, we saw a significant increase in attendance which resulted in returning the entire amount of membership dues to our schools. Jeff Williams asked about the possibility of a family pass that can be bought online and used at all events and if they do not use it, the money is still made. It is costly for a family to go to events. Thom Simmons mentioned that professional sports are seeing the same thing with respect to decreasing ticket sales. With so much to do and the internet, some people are staying home.

E. Communications/ Marketing Report

Thom Simmons
Chelsea Heyward

Thom Simmons made a presentation that appears at the end of these minutes.
Chelsea Heyward made a presentation that appears at the end of these minutes.

6. REPORTS

A. NFHS Summer Meeting Reports

Monica Colunga
Carter Paysinger
Jim Perry

Monica Colunga talked about her experience at the conference. Attended the session on emergency action plan for large events and often times we prepare for during the school day but not after school events. Attended a session on legal issues which identified legal issues and highlighted the need to protect our students from abuse. Then to a session on concussion and sports medicine and the more injuries that are being reported in the year-round athlete. Attended a Title IX workshop and make sure we are following through. The eSport session was interesting as this is a big emerging sport and the NFHS Network has a partnership with one company already. This would give opportunities for a different profile of student to get involved. The round tables were great to talk to these other associations and to share our competitive equity model, although there is confusion about the model and it was interesting to hear some associations actually use the free and reduced lunch standards for their divisions.

Carter Paysinger stated that the highlight of the conference was visiting Wrigley Field and watching the game. Attended several sessions including conversations regarding football safety but the best one was Thom Simmons' session on social media. When something negative is posted and how do you respond to it, Thom had some great insight and gave some clarity to understanding when to interject and when not to.

6. REPORTS (Cont.)

A. NFHS Summer Meeting Reports (Cont.)

Monica Colunga
Carter Paysinger
Jim Perry

Jim Perry attended a session on how to be a good board member and how to bring your constituents up to speed afterwards. Then, off to a session presented by the New York Association and it was interesting to learn that New York City is separate from the New York State Association. Last was a session on competitive equity and people cannot get past the public/private aspect and continue to make it a public/private issue. There were many questions asked about how we are doing competitive equity.

B. President's Report

Monica Colunga

Monica Colunga shared her experiences in attending one of the August Eligibility Workshops. The office has a formula they use and a staff that provides professional development and she encouraged the Executive Committee to have their constituents attend these workshops to obtain the knowledge needed to best execute their positions at the schools. There is a need to foster education-based athletics in our schools and how important that is. The athletic department is a department on our campuses just like math and language and equity needs to be given to that department. That is the goal for the next two years along with making sure to provide resources to schools and districts to be able to access certified athletic trainers. The athletic trainer bill at the state level is dead so we need to regroup and reintroduce a new bill to protect our student athletes.

C. Treasurer's Report

Jeff Jordan

Jeff Jordan reported that September is when the Harrington Group will be in to do the audit and will report when completed. Membership fees for the 2018-19 school starts with fifteen fewer schools than last year, 450 dues invoices created, 202 paid to date, and 100 have not printed invoices yet. Dues are due October 1. Mitch Carty did a great job on his report with highlighting the great job and the hard work of the staff to keep expenses down. Our forecast for the 2018-19 school year welcomes Chelsea Heyward into her new position, the inaugural competitive cheer, and the encouragement of using online ticketing. This is also the year to look at protentional revenue options, family passes, changes to membership fees and ticket splits.

D. Commissioner's Report

Rob Wigod

Welcome to the new year. Congratulations to Jim Perry to lead the state the next two years. Workshops still ongoing with the last one scheduled for August 21 in the Antelope Valley. The New Principal/AD Workshops are in September and the first one is full. The number of transfers for July last year was 194 and this year is 279. With the start of the new year earlier, are transfers being done earlier or are there more transfers? We will see with the August and September numbers. Thank you to Glenn Martinez for organizing the workshops and the Athletic Administrators Summit. Looking forward to a great year. This is a team with one thing in mind, serving kids and schools. Let us know how we can help you.

E. Executive Committee Member Reports

President-Elect, Mike West – Welcome to Ed Kearby and Jeff Williams. Looking forward to seeing Chelsea Heyward will do. AB2009 regarding AED's in reach at all sporting events and an emergency action plan for those events is moving through the state capital. AB 3110 died at 2:00 today in committee.

Treasurer, Jeff Jordan – Thank you for lunch and gear.

6. REPORTS (Cont.)

E. Executive Committee Member Reports (Cont.)

CAPSO Representative, Terry Barnum – Great to see everyone. Looking forward to serving with you all again. Chelsea Heyward, your performance today was exceptional. It had layers and it was deeper than just Facebook.

Coast Area Representative, Paula Hart Rodas – Welcome to the new members. Thom Simmons and Chelsea Heyward came to my district to present to 100 ASB leaders regarding marketing and social media and they are continuing to talk about them and all the ideas they have. Thank you for coming out.

Foothill Area Representative, Loren Kleinrock – Appreciate what the staff does. After school emergency action plan is critical especially with walk-on coaches. Do any of you have plans for after school emergency? About ½ do. State CIF has resources if anyone is in need.

Citrus Belt Area Representative, Ed Kearby – Thank you for appointing us today. This is exciting to be able to take this back to my schools and this will be a blessing to me.

Desert Area Representative, Jeff Williams – Has been associated with the CIF-SS for over 30 years and is very excited to represent the Desert Area.

Activities Director Representative, Todd Arrowsmith – This was CADA camp month and 1,200 students attended. Met with ASB Directors about CIF with a lot of talk about student sections, social media, and cheer. Our first football game is tomorrow.

CSBA Representative, John Norman – Glad to be back and thank you to the staff. Welcome to new faces.

Digital Media Coordinator, Chelsea Heyward – Happy to be here. Interned in 2013 with Thom Simmons and happy to back fulltime.

Assistant Commissioner, Glenn Martinez – Welcome back and congratulations to our new members. The Summit has a new track, fourteen new topics, and hitting on new goals including sessions on cheerleading, GoFan online ticketing, Special Olympics, and emergency action plans.

Assistant Commissioner, Kristine Palle – Looking forward working through the new rules.

Assistant Commissioner, Mike Middlebrook – Deferred time to Thom Simmons.

Assistant Commissioner, Thom Simmons – Thank you to everyone that came to my presentation in Chicago. That was a great opportunity. Working on a new rights contract for a group that would like to come in as our number three after Fox and the NFHS Network.

Assistant Commissioner, Rainer Wulf – Welcome back and encourage contact with us. We are here to help.

Chief Financial Officer, Mitch Carty – Erin Courtemarche, my assistant, had a baby girl and will be out for a little while.

Mt. SAC Area Representative, Paul Lopez – Chelsea Heyward, your presentation was spectacular. Welcome. This is a great group, very professional. To the office staff, for all the things you do, thank you!

CAPHERD Representative, Jim Perry – Welcome. It is a humbling thing moving to State Executive Committee President, moving from chair to chair up the ladder and the new responsibility. Staff, thank you. It amazes me what you do.

At-Large Representative, Dana Wilkerson – Thank you and welcome back. Very grateful to be here. This body is important to the kids we serve.

Boys' Athletic Director Representative, Chris Calderwood – Welcome back. Happy to be here. Chelsea Heyward, unbelievable presentation.

CSADA Representative, Sandy Gahring – The Champions for Character Golf Tournament was phenomenal, well attended, and run professionally. Looking for a certified athletic trainer to be paid hourly. If anyone knows someone, let me know.

Superintendent Representative, Dr. Nancy Kelly – Chelsea Heyward, you are a welcome addition to this organization.

6. REPORTS (Cont.)

E. Executive Committee Member Reports (Cont.)

CSADA Representative, Dave Reid – Welcome to our new members. We held our first coach's clinic this year and had over 100 coaches in attendance and was run by the athletic director at Roosevelt. There was a presentation by HR going over do's and don'ts, the Roosevelt principal presented Protecting the Shield which reviewed your school logos and to be careful what is stated in public. Rainer Wulf and Glenn Martinez presented CIF-SS rules and then held a Q&A session. With the fires in our area, we are not able to open until next week.

Small Schools Representative, Mark Edgemon – CSADA Conference April 3-7, 2019, in San Diego.

Executive Assistant, Sharon Hodge – Sent out invitations for the Champions for Character and Hall of Fame events. Will send an email out to this group tomorrow regarding those events and the retreat. We hope you are able to attend. Our January retreat will be held at the Hyatt Centric in Santa Barbara on January 18-20, 2019. We are excited about the inaugural Traditional Competitive Cheerleading Championships that will take place the weekend before the retreat on January 11-12, 2019. Looking forward to a great 30th year with the organization.

Past President, Carter Paysinger – Told a couple of stories from summer vacation.

7. ADVANCE PLANNING

A. DATES

1. September 24, 2018 – Champions for Character Award Dinner, The Grand, Long Beach, California, 6:00 p.m.
2. September 27, 2018 – Executive Committee Meeting, CIF Southern Section Office, Los Alamitos, California, 1:00 p.m.
3. October 2, 2018 – CIF Southern Section Council Meeting, The Grand, Long Beach, California, 9:00 a.m.
4. October 15, 2018 – Athletic Administrators Summit, Pomona Fairplex Sheraton Hotel and Conference Center, Pomona, California, 7:30 a.m.
5. October 17, 2018 – CIF Southern Section Hall of Fame/Distinguished Service Luncheon, The Grand, Long Beach, California, 12:00 p.m.

B. SUGGESTED AGENDA ITEMS

There were no suggested agenda items for the next meeting.

8. ADJOURNMENT

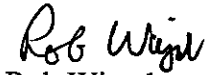
There was a motion and a second to adjourn the meeting. By unanimous voice vote, the meeting was adjourned at 3:53 p.m.

Submitted By:



Sharon Hodge
Executive Assistant

Approved By:



Rob Wigod
Commissioner of Athletics

Adopt Agenda

Todd Arrowsmith	Yes
Monica Colunga	Yes
Denise Halstead	
Loren Kleinrock	Yes
John Norman	Yes
Paula Hart Rodas	Yes

Terry Barnum	Yes
Rita Dever	
Jeff Jordan	Yes
Geniel Moon	
Carter Paysinger	Yes
Mike West	Yes

Dick Billingsley	Yes
Mark Edgemon	Yes
Ed Kearby	Abstain
Paul Lopez	Yes
Jim Perry	Yes
Dana Wilkerson	Yes

Chris Calderwood	Yes
Sandy Gahring	Yes
Nancy Kelly	Yes
Jill Matyuch	Yes
Dave Reid	Yes
Jeff Williams	Abstain

Motion Carried 19 Yes 0 No 2 Abstain

ITEM 5A1

Appointment of Citrus Belt Area Representative

Todd Arrowsmith	Yes	Terry Barnum	Yes	Dick Billingsley	Yes	Chris Calderwood	Yes
Monica Colunga	Yes	Rita Dever		Mark Edgemon	Yes	Sandy Gahring	Yes
Denise Halstead		Jeff Jordan	Yes	Ed Kearby	Abstain	Nancy Kelly	Yes
Loren Kleinrock	Yes	Geniel Moon		Paul Lopez	Yes	Jill Matyuch	Yes
John Norman	Yes	Carter Paysinger	Yes	Jim Perry	Yes	Dave Reid	Yes
Paula Hart Rodas	Yes	Mike West	Yes	Dana Wilkerson	Yes	Jeff Williams	Abstain

Motion Carried 20 Yes 0 No 1 Abstain

ITEM 5B1

Appointment of Desert Area Representative

Todd Arrowsmith	Yes	Terry Barnum	Yes	Dick Billingsley	Yes	Chris Calderwood	Yes
Monica Colunga	Yes	Rita Dever		Mark Edgemon	Yes	Sandy Gahring	Yes
Denise Halstead		Jeff Jordan	Yes	Ed Kearby	Abstain	Nancy Kelly	Yes
Loren Kleinrock	Yes	Geniel Moon		Paul Lopez	Yes	Jill Matyuch	Yes
John Norman	Yes	Carter Paysinger	Yes	Jim Perry	Yes	Dave Reid	Yes
Paula Hart Rodas	Yes	Mike West	Yes	Dana Wilkerson	Yes	Jeff Williams	Abstain

Motion Carried 19 Yes 0 No 2 Abstain

Approval of Minutes

Minutes of the May 9, 2018 Executive Committee Meeting

Todd Arrowsmith	Yes	Terry Barnum	Yes	Dick Billingsley	Yes	Chris Calderwood	Yes
Monica Colunga	Yes	Rita Dever		Mark Edgemon	Yes	Sandy Gahring	Yes
Denise Halstead		Jeff Jordan	Yes	Ed Kearby	Yes	Nancy Kelly	Yes
Loren Kleinrock	Yes	Geniel Moon		Paul Lopez	Yes	Jill Matyuch	Yes
John Norman	Yes	Carter Paysinger	Yes	Jim Perry	Yes	Dave Reid	Yes
Paula Hart Rodas	Yes	Mike West	Yes	Dana Wilkerson	Yes	Jeff Williams	Yes

Motion Carried 21 Yes 0 No 0 Abstain

2018-19 CIF Southern Section Goals

Acceptance of Section Goals

Todd Arrowsmith	Yes	Terry Barnum	Yes	Dick Billingsley	Yes	Chris Calderwood	Yes
Monica Colunga	Yes	Rita Dever		Mark Edgemon	Yes	Sandy Gahring	Yes
Denise Halstead		Jeff Jordan	Yes	Ed Kearby	Yes	Nancy Kelly	Yes
Loren Kleinrock	Yes	Geniel Moon		Paul Lopez	Yes	Jill Matyuch	Yes
John Norman	Yes	Carter Paysinger	Yes	Jim Perry	Yes	Dave Reid	Yes
Paula Hart Rodas	Yes	Mike West	Yes	Dana Wilkerson	Yes	Jeff Williams	Yes

Motion Carried 21 Yes 0 No 0 Abstain

C.I.F. SOUTHERN SECTION
5 year Profit and Loss Comparison
2013-14 vs. 2017-18

	2013 - 14	2017 - 18	5 Year + / -	% Change
Income				
SPONSORSHIP & GRANTS	878,104.12	1,111,056.87	232,952.75	21%
BROADCAST RIGHTS	120,187.84	332,966.50	212,778.66	64%
SCHOLARSHIP & OTHER EVENTS	64,343.07	223,055.62	158,712.55	71%
INVESTMENT INCOME	7,289.53	69,798.72	62,509.19	90%
MEMBERSHIP SPORTS FEES	468,895.03	499,800.00	30,904.97	6%
APPAREL & PUBLICATIONS	215,475.26	217,854.13	2,378.87	1%
SPORTS REVENUE	2,371,153.49	2,135,243.02	-235,910.47	-11%
Total Income	4,125,448.34	4,589,774.86	464,326.52	10%
Cost of Goods Sold				
Cost of Goods Sold	49,196.45	63,594.64	14,398.19	23%
Total COGS	49,196.45	63,594.64	14,398.19	23%
Gross Profit	4,076,251.89	4,526,180.22	449,928.33	10%
Expense				
SPORT & EVENT EXPENSES	1,047,417.81	946,329.07	-101,088.74	-11%
INSURANCE & LEGAL	98,256.00	31,368.12	-66,887.88	-213%
OFFICE RELATED	202,056.58	168,357.97	-33,698.61	-20%
BUILDING & UTILITIES	51,302.10	42,949.66	-8,352.44	-19%
TAXES (Sales. Use, Property, etc.)	10,255.08	4,134.86	-6,120.22	-148%
FINANCIAL SERVICES	15,500.00	22,107.18	6,607.18	30%
DEPRECIATION EXPENSE	67,006.68	77,284.02	10,277.34	13%
COUNCIL & TRAVEL	69,079.05	110,111.64	41,032.59	37%
SCHOLARSHIPS/DONATIONS/DISTRIBUTIONS	162,456.68	232,174.32	69,717.64	30%
MARKETING & PUBLICATIONS EXPENSE	90,698.12	218,131.13	127,433.01	58%
PAYROLL & BENEFITS	2,162,782.75	2,563,631.85	400,849.10	16%
Total Expense	3,976,810.85	4,416,579.82	439,768.97	10%
Net Income	99,441.04	109,600.40		



*Consistent P&L comparing years.
Can we maintain revenue and trim expenses to
provide service at level desired?*

C.I.F. SOUTHERN SECTION
Ticket Sales and Revenue Comparison
 Last 3 fiscal years

2014 - 2018	3 YEAR +/-				
	GENERAL	STUDENT	OVERALL	\$\$\$	%
Football	-33,926	-27,876	-61,802	\$ (285,712)	-25.8%
Basketball	-22,794	-34,874	-57,668	\$ (222,226)	-44.3%
Girls Volleyball	-5,235	-8,120	-13,355	\$ (54,639)	-35.2%
Boys Volleyball	288	14	302	\$ (473)	0.6%
Boys Wrestling	-603	-442	-1,045	\$ (34,030)	-8.4%
Track & Field	-4,498	-929	-5,427	\$ (23,763)	-51.8%
Cross Country	-3,965	-122	-4,087	\$ 6,684	-46.4%
Soccer	1,341	-3,829	-2,488	\$ (38,977)	-23.6%
Baseball	-92	-64	-156	\$ 2,998	-3.5%
Swimming & Diving	-15	-49	-64	\$ (2,517)	-1.7%
Boys Water Polo	130	-174	-44	\$ 790	-1.8%
Softball	-467	-132	-599	\$ (6,265)	-19.5%
Girls Wrestling	71	519	590	\$ 5,938	23.3%
Girls Water Polo	423	-650	-227	\$ 228	-9.7%

-69,342 -76,728
 -19% -30%

-146,070 -24% \$ (651,964) -24%

TICKETS	REVENUE
---------	---------

CIF-SS MARKETING/COMMUNICATIONS REPORT

**CIF-SS
EXECUTIVE COMMITTEE
MEETING
AUGUST 16, 2018**



THE TEAM IS SKATING A (WO)MAN DOWN!!!

- JACKIE IS OUT ON MATERNITY LEAVE UNTIL DECEMBER



SO WE MADE A LINE CHANGE

CHELSEA HEYWARD,
DIGITAL MEDIA COORDINATOR



CAM FORD,
INTERN



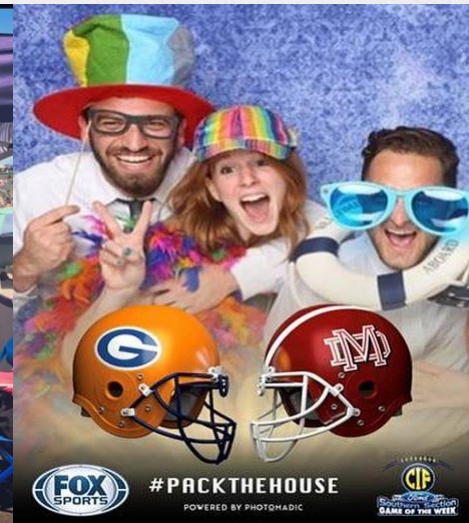
CIF-SS-FOX SPORTS WEST GAME OF THE WEEK KICKOFFS 22ND SEASON



- Complete schedule will include 83 games across Fox Sports West, Fox Sports Primeticket and Fox Sports Prep Zone.
- All TV games will kickoff at 7:30 p.m. while all Prep Zone games are a 7:00 p.m. kick.
- Game 1 (“0” Week) features Chandler (AZ) #10 vs. Centennial (Corona) #17.
- Prep Zone game features #1 team in country at St. John Bosco takes on #11 team in state of Utah, Timpview (Provo).
- In 2018-19 the CIF-SS will realize \$145,000.00 in rights fees, a 4% increase over 2017-18. That is a 200% increase over the term of our 22 year relationship.

THE STREET TEAM IS BACK!!

- Committed to 40 appearances by the CIF-SS Street Team during the 2018-19 school year.
- Added the “Wheel of Prizes”.
- Continuing the Snapchat filters looking for 2 million impressions in 2018-19.



FORD RENEWAL



SoCalFordDealers.com

-
- Fox deal includes 2018-19 school year at \$213,846.00.
 - That represents a 3% increase over the 2017-18 school year.
 - Ford will make a decision on October 31, 2018 on their possible renewal for 2019-20.
 - This represents, by far, the largest single partner in the CIF Sports Properties portfolio.

NFHS NETWORK



**HIGH SCHOOL
HAPPENS HERE**

- During the 2018-19 school year the CIF-SS will be paid a sum of \$85,000.00 in year two of this three year contract.
- In 2019-20 that amount goes to \$110,000.00.
- Currently 21 CIF-SS schools have purchased a Pixellot system. That places us third (behind Illinois and Florida) of most for any state association in the country.
- Currently 21 Student Broadcast Programs in the CIF-SS.

BROADCASTING ON THE RISE!!



- In 2013-14 the CIF-SS generated \$120,188.00 in broadcast rights. In 2017-18 that number was \$332,967.00. That represents a 64% increase in broadcast rights revenue over that time period.
- In 2013-14 \$69,545.00 was returned to schools from those rights fees. In 2017-18 that increased to \$117,600.00. That is a 69% increase.
- Since 2013-14 broadcast rights have generated \$1,296,351.00 and of that \$567,955.00 has been returned to member schools.

CIF SPORTS PROPERTIES



- CIF Sports Properties has booked \$1,608,827.00 for 2018-19 to date.
- They have commitments and are just awaiting signed contracts for \$424,551.00.
- They are currently working on renewals of \$110,800.00.
- There is a \$2,000,000.00 threshold to get to revenue sharing in 2018-19. CIFSP has budgeted for \$2,200,000.00. We are currently at \$2,033,378.00 in committed partners.



ATHLETIC ADMINISTRATORS SUMMIT, PRESENTED BY eTEAMSPONSOR



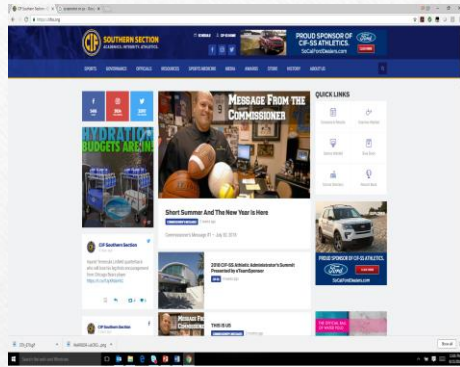
- **28 SPONSOR BOOTHS COMMITTED TO DATE.**
- **INCREASED RATE OF \$1,000.00 FROM \$500.00.**
- **IN 2017 WE REALIZED \$31,800.00 IN VENDOR BOTH INCOME. IN 2018 WE ARE ALREADY AT \$25,275.00 WITH 22 MORE SPOTS AND TWO MONTHS TO GO AND A PROJECTION OF \$47,275.00 IN BOOTH REVENUE.**
- **THAT EQUATES TO AN INCREASE OF OVER \$15,000.00 IN THIS AREA ALONE.**
- **EIGHT (8) ADVERTISING PAGES PURCHASED FOR THE SUMMIT PROGRAM TO DATE AT \$300.00 AN AD.**
- **IN 2018 THE eTEAMSPONSOR AGREEMENT INCREASES TO \$12,875.00.**

ADDITIONAL AREAS OF INTEREST



- IN 2018-19 ALL-AMERICAN TROPHY WILL DONATE THE BOYS/GIRLS CIF-SS/SCTA TEAM CHAMPIONSHIP TROPHIES. THAT IS A COST SAVINGS OF NEARLY \$3,000.00.
- THE CIF-SS HAS BEGUN TALKS WITH TWO LACROSSE BALL MANUFACTURERS ON BECOMING THE OFFICAL LACROSSE BALL OF THE CIF-SS IN ANTICIPATION OF THAT SPORTS MOVE TOWARD CHAMPIONSHIP COMPETITION.
- THE LOS ANGELES CHARGERS HAVE COMMITTED TO BEING THE PRESENTING SPONSOR AGAIN FOR THE 2018 FOOTBALL PRESS CONFERENCE AND LUNCHEON. A \$10,000 PARTNERSHIP FOR THAT EVENT.

COMMUNICATION OUTREACH/INNOVATION



- SOCIAL MEDIA PLAN (CHELSEA WILL ADDRESS).
- WEBSITE PLAN (SEPTEMBER 5).
- COMMISSIONER INTERVIEWS.
- CIF-SS PODCAST
- SOCALPREP INSIDERS/SSTV



CIFSS SOCIAL PLAYBOOK

DIGITAL MEDIA
STRATEGY

2018

TABLE CONTENT OF EVENTS

1 CHELSEA GOALS

2 INTRODUCTION

- Digital OGSMs
- Platforms
- Competitive Analysis
- Approach

3 AUDIENCE

- General Audience
- Sports Specific Audience

4 CONTENT

- Content Pillars
- Content Types
- Content Deployment
- Content Copy
- Calendars

5 PAID ADVERTISING

- Paid Tactics
- Paid Audience Activation

6 REVENUE

- Sponsorship Opportunities
- Alternative Sources of Revenue

7 WEBSITE

- Website OGSMs
- Approach

8 BUDGET

- Proposed Social Budget
- Other

9 REPORTING + SCORECARD

- Scorecard Measures

10 PLATFORM DEEP DIVE

- Twitter
- Instagram
- Facebook
- Youtube
- Snapchat

11 APPENDIX

- Graphics Needs
- Benchmarks
- Definitions

2018 GOALS

DEFINE, HUMANIZE, IDENTIFY, INNOVATE & DEVELOP



ONE

Better **define** and modernize the CIF-SS in the digital space (what is the organization's purpose? How do we communicate? Who is our competition? etc.)

TWO

Humanize the CIF-SS & create a distinct voice within in the category though defining differentiating characteristics

THREE

Identify the CIF-SS audience and better understand what motivates their behaviors surrounding purchase intent and conversion

FOUR

Have the CIF-SS be recognized as an **innovator** in the social media space

FIVE

Develop strategic partnerships with platforms to drive awareness & engagements for campaigns

2018 OGSMS

OBJECTIVES, GOALS, STRATEGIES, & MEASURES



OBJECTIVE (TO)

Utilize digital media to garner awareness, create conversations, and drive revenue, both alternative and existing for the CIFSS.

GOALS

Engagement Rate

X%

Followers

X

Reach

X

Impressions

X

Sentiment

X%

STRATEGIES (GROWTH)

ONE

Develop quality content at the intersection of brand truth and best practices with an emphasized focus around main moments

TWO

Maintain an evergreen presences in support of our content pillars via ongoing content

THREE

Approach awareness, engagement, & conversion with a four-pronged lense of organic, paid, partnered, & mobile friendly

PRODUCTIVITY

Optimize the social conversation with data & anecdotal reporting; measuring with a purpose

PEOPLE

Utilize Southern Section Circuit for outreach, content curation/creation, research, and innovations

(FROM)

Utilization of social and digital media as a one-way conversation

1F1



CONTENT TYPES

CHAMPIONSHIPS	PAIRINGS DAY	ADMINISTRATIVE	STATISTICS	C4C	AWARDS	AD SUMMIT	HOLIDAYS	MISC CONTENT
<p>(should include time, date, location, ticket/parking info)</p> <p>Week before- Graphic (in feed)</p> <p>Day before- Graphic (in feed)</p> <p>Day of - Arena + Competition (in stories)</p> <p>Day of- Champions (in feed)</p>	<p>Sometime before (Day or week)</p> <p>Day of (in feed + direct people to website where content should be uploaded)</p>	<p>Meetings</p>	<p>Player, sports, CIF specific, etc.</p> <p>CIFSS To The→ Olympics, NFL (+Super Bowl), NBA (+Finals), MLB (+WS), NHL (+Stanley Cup), MLS (+World Cup), Wimbledon, French Open, Masters, XGames, Kentucky Derby, Tour de France</p>	<p>Golf Tournament Lead Up- Graphic as needed (2-3 versions (??))</p> <p>Day of- Tournament (in stories)</p> <p>Awards Dinner Lead Up (1)- announcing what awards are (1) week before</p> <p>Commissioner's Award Separate graphic</p>	<p>Gatorade POY</p> <p>???</p>	<p>Preparation (in stories)</p> <p>Day of (in stories)</p>	<p>New Years</p> <p>Memorial Day</p> <p>4th of July</p> <p>Veteran's Day</p> <p>Thanksgiving</p> <p>Christmas</p> <p>National Holidays (spell out CIFSS in relevant holiday emojis)</p>	<p>Sponsored content</p> <p>Fun Content: VIDEO</p> <p>Shoes of the CIFSS</p> <p>Meet the Freshman (So,Jr,Sr. etc)</p> <p>Bus Ride Karaoke</p> <p>CIFSS Locker Room</p> <p>Recap/TBT/ Remember When</p> <p>Dynamics,</p> <p>Meetings (?)</p> <p>100 Days countdown (? for non-championship events?)</p> <p>TBT of coaches & athletes (for stories</p> <p>Draft Days</p> <p>Share colleges content</p> <p>Street Team Games</p>



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Los Alamitos, California 90720

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FAX: (562) 493-6266

CIF SOUTHERN SECTION COUNCIL PROPOSAL FORM**

In accordance with Blue Book Article 3, Bylaw 30.1, the following proposal is submitted for Council consideration.

“CIF Southern Section Council may entertain proposals submitted to the governing body on the appropriate proposal form from duly appointed advisory committees, leagues or the Executive Committee.” *All items coming before the Southern Section Council must contain the financial implications on member schools, leagues and the Southern Section.*

Date: 2-20-2018

Submitted by:

Name of representative: Alan Clinton

School of representative: Servite High School Telephone: _____

Check one of the following:

☐ League Proposal. Name of League: _____

☐ Advisory Committee Proposal. Committee Name: Wrestling Coaches Advisory Committee

☐ Executive Committee Proposal. Submitted by: _____

Rule Change:

Rule Number Affected: 3320.6

Implementation Date: 2018-2019

Abstract: (Please add any supporting documents.)

Council First Read: _____

Council Action Date: _____

Date Proposal will take effect on member schools: 2018-2019

See reverse side for additional information.

Proposal Number

SS 578

Financial Impact on Member School and Southern Section (Attach an analysis and supporting documents):

None

All Council Proposals must be submitted according to the timelines published in the Blue Book. If they are not received in a timely manner, they will be postponed until the next meeting.

Council Proposals that do not contain the information in the fields provided on both pages will not be considered.

Sport advisory committees are advised to confine their proposals to the sport(s) under their advisement. Any proposals that do not affect Articles 1400 – 3100 must contain a rationale as to why the sport advisory committee is requesting action.

Procedure for Proposed Bylaw Changes:

1. Identify the bylaw, by number, to be changed or eliminated.
2. Type the bylaw, using normal font face, for language that will remain unchanged.
3. Use strikethrough to identify language to be eliminated or changed.
4. Identify proposed language using bold type.

For example, if a league wants to address the color of jerseys in basketball, the proposal may read:

The _____ League proposes the following changes to the basketball bylaws.
(your league name)

Bylaw 1623 Color of Jerseys

Proposed language:

“In all basketball games played between member schools of the CIF Southern Section,
The host team shall wear ~~white~~ **dark** colored jerseys.”

Current language for Bylaw 3320.6 Boys Dual Meet Wrestling – ~~Division formed every two years by geographic locations of leagues.~~

New language for Bylaw 3320.6 – Boys Dual Meet Wrestling – Divisions formulated every two years using Masters Meet qualifiers, by leagues over a four-year period.

ROGER L. BLAKE, EXECUTIVE DIRECTOR

CALIFORNIA INTERSCHOLASTIC FEDERATION

CIF STATE OFFICE • 4658 DUCKHORN DRIVE • SACRAMENTO, CA 95834 • PH: 916-239-4477 • FX: 916-239-4478 • WWW.CIFSTATE.ORG



To: Federated Council

Date: September 6, 2018

Re: 2018-2019 Weighted Voting

Proposal Originated: Staff

Proposal Reviewed

June 2018 - Staff

09/05/2018 – Executive Committee

Proposal Recommendation

Forward to Executive Committee

Reviewed and approved as correct.

Type:**Next: October 5, 2018 Federated Council – Information Only****Summary:** This item requires no action as per Bylaw 103 and is for information only.**Fiscal Impact: None****Background:****103. WEIGHTED VOTING**

A. Votes cast at any Federated Council meeting shall be determined according to a weighted voting system. CIF Section votes shall be based upon:

- (1) One (1) vote per 0-25 member schools; Plus
- (2) One (1) vote per 0-25,000 students enrolled in the Section.

B. The Southern Section shall have weighted votes equal to double the second largest Section.

C. The composition of member schools and enrollment shall be reviewed every year based upon the prior year's CBEDS enrollment and adjusted accordingly.

(Revised May 2000 Federated Council)

D. Weighted votes on the Federated Council shall be allocated as follows: Central ~~41~~ **12**, Central Coast ~~43~~ **14**, Los Angeles 14, North Coast ~~45~~ **16**, Northern 5, Oakland 3, Sac-Joaquin ~~49~~ **17**, San Diego 13, San Francisco 2, Southern ~~38~~ **34**, State Department of Education 1, President 1, President-Elect 1, Past-President 1, California Coaches Association 1, California School Boards Association 1, Association of California School Administrators 1, California Superintendents Liaison Committee 1, California State Athletic Directors Association 1, California Association of Private School Organizations 1, California Association for Health, Physical Education, Recreation and Dance 1, California Activities Directors Association 1 (Total ~~445~~ **141**).

NOTE: The number of votes approved for each Section at the Federated Council will be determined each school year in the spring and any necessary adjustments in the number of votes become effective in the first regular meeting of the following school year.

2018-19 CIF FEDERATED COUNCIL WEIGHTED VOTES

BY SECTION

Revised 08/30/2018

CIF SECTION	2017-18 FEDERATED COUNCIL WEIGHTED VOTES	2017-18 NUMBER OF SCHOOLS	2017-18 9-12 ENROLLMENT	2018-19 FEDERATED COUNCIL WEIGHTED VOTES	2018-19 NUMBER OF SCHOOLS	2018-19 9-12 ENROLLMENT
CENTRAL	11	107 (5)	147,143 (6)	12	120 (5)	160,491 (7)
CENTRAL COAST	13	150 (6)	166,293 (7)	14	152 (7)	165,574 (7)
LOS ANGELES	13	149 (6)	174,899 (7)	13	147 (6)	170,691 (7)
NORTH COAST	15	178 (8)	164,351 (7)	16	177 (8)	175,624 (8)
NORTHERN	5	69 (3)	29,392 (2)	5	71 (3)	28,482 (2)
OAKLAND	3	26 (2)	15,185 (1)	3	26 (2)	14,524 (1)
SAC- JOAQUIN	19	201 (9)	229,195 (10)	17	192 (8)	215,783 (9)
SAN DIEGO	13	127 (6)	165,467 (7)	13	127 (6)	160,311 (7)
SAN FRANCISCO	2	16 (1)	18,583 (1)	2	17 (1)	15,844 (1)
SOUTHERN	38	583	795,676	34	583	795,676
TOTALS	132	1,606	1,906,184	129	1,612	1,903,00

() = number of weighted votes per category as per Bylaw 103

ROGER L. BLAKE, EXECUTIVE DIRECTOR

CALIFORNIA INTERSCHOLASTIC FEDERATION

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**To: Federated Council****Date: September 6, 2018**

Re: Proposal to Revise Bylaw 211, Continuation School Eligibility
Proposal to Revise Bylaw 303, Multi-School

Proposal Originated: Commissioner Committee recommendations to
Federated Council Roundtable Discussion
January 2017 and April 2018

Proposal Reviewed

01/27/2017 – Federated Council Roundtable
 02/22/2017 – Executive Committee
 03/14/2017 – Commissioners Committee
 06/06/2017 – Commissioners Committee
 09/12/2017 – Commissioners Committee
 10/05/2017 – Executive Committee
 10/17/2017 – Athletic Administrators Advisory Comm.
 11/15/2017 – Executive Committee
 02/02/2018 – Federated Council
 03/07/2018 – Executive Committee
 03/13/2018 – Commissioners Committee
 04/05/2018 – Executive Committee
 04/05/2018 – Federated Council
 06/12/2018 – Commissioners Committee
 06/15/2018 – Executive Committee
 09/05/2018 – Executive Committee

Proposal Recommendation

Discussion
 Discussion
 Discussion
 Discussion
 10-0, Support
 First Reading
 8-6, Support
 8-0, Support
 Pulled for further review
 Review
 Recommendations
 Recommendations
 Roundtable – Recommendations
 Revised Recommendations
 First Reading
 9-0, Support

Type: Bylaw Revision**Next: Federated Council – October 5, 2018 – First Reading****Proposal Summary:**

The Commissioners Committee is proposing revisions in Bylaws 211 and 303 that would change the opportunity of athletic eligibility of students attending a Continuation high school. This purposed change would grant the ability of a continuation student to gain athletic eligibility through a Multi-School agreement as long as the students attendance at the Continuation school is NOT a result of discipline.

Background:

On January 27-28, 2017 members of the Federated Council were asked to discuss issues and concerns during roundtable discussions focusing on the future of Education Based Athletics and challenges that the CIF may face. The process concluded with the council

prioritizing these future challenges and to offer strategies that might be implemented to address these issues. One of the top prioritize eligibility concerns were “Home School, Foreign and International Students and Alternative School Students.” This proposal is a result of the direction from the Federated Council to seek alternative paths for eligibility for students who attend a continuation school that is not a result of discipline.

303.F. Continuation Schools (see also Bylaw 211)

~~Continuation schools may not apply for multi-school team status as provided for under this provision. For continuation school eligibility, refer to Bylaw 211.~~

~~CIF member schools may apply for a change in membership status under the provision of this Bylaw. Any CIF member school that wishes to allow participation on its team(s) by all the students, who are currently enrolled in any non-CIF member continuation schools which do not offer any interscholastic athletic programs, may request approval to do so under the following conditions:~~

- ~~(1) Any such application submitted by a CIF member schools must be with a non-CIF member continuation school that has a current California County-District-School Code (CDS Code) as a prerequisite to applying for multi-school status.~~
- ~~(2) The administrative responsibility for all students involved in athletics shall rest with the principal of the CIF member school for which the student(s) is competing. Such responsibility shall include:~~
 - ~~a. Verification that the student(s) have completed, according to local school district policy, at least one semester in good standing at the continuation school; AND~~
 - ~~b. Verification that residential eligibility of the student(s) is limited to the public school in whose attendance area his/her parent(s)/guardian(s)/caregiver reside; or where the student most recently established his/her residential eligibility or a private school; AND~~
 - ~~c. Verification that students participating in the athletic program meet all scholastic eligibility requirements of the local school district; AND~~
 - ~~d. The regular grading period of the CIF member school shall be used to determine the scholastic eligibility of all students; AND~~
 - ~~e. Determination that students participating in the athletic program meet all other eligibility requirements of the CIF, its Section, its league and the CIF member school; AND~~
 - ~~f. Determination that schools entering a multi-school agreement with a continuation school meet additional requirements set forth in Bylaw 303. A. and 303.B.(3)(4)(5)(6)(7).~~

211. CONTINUATION SCHOOL ELIGIBILITY

A. Current Eligibility

While enrolled in a continuation school ~~that is a CIF member school~~, a student is only eligible to represent the continuation school of attendance.

ROGER L. BLAKE, EXECUTIVE DIRECTOR

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**To: Federated Council****Date: October 5, 2018****Re: Bylaw 22.B.9.(f & i). Heat Illness Protocol as Per Ed. Code Section 35179.1
Bylaw 503.K. Heat Illness Protocol as Per Ed. Code Section 35179.1****Proposal Originated: CIF Staff****Proposal Reviewed**

9/12/2018 – Commissioners Committee
 10/4/2018 – Executive Committee
 10/5/2018 – Federated Council – 1st Reading
 10/17/2014 – Athletic Administrators Advisory Committee
 10/9/2018 – Sports Medicine Advisory Committee
 01/31/2018 – Federated Council – Action Item

Proposal Recommendation**Type: Bylaw Revision and Addition****Next: 10/5/2018 – 1st Reading Item - Federated Council**

Proposal Summary: With the passage of A.B. 2800 (Chu) the CIF must revise Bylaw 22.B.9.(f & i) to include a heat illness training and education standards similar to that in the areas of concussions and sudden cardiac arrest.

Fiscal Impact: None

Background: When state statutes are added and/or amended, the CIF has developed corresponding Bylaws to ensure that it's member schools are aware of the legislation and comply with its requirements.

22.B.(9)

Ensure that all coaches, paid and unpaid, will have completed a coaching education program that emphasizes the following components:

- a. Development of coaching philosophies consistent with school, school district and school board goals;
 - b. Sport psychology: emphasizing communication; reinforcement of young people's efforts; effective delivery of coaching regarding technique and motivation of the student-athlete;
 - c. Sport pedagogy: how young athletes learn and how to teach sport skills;
 - d. Sport physiology: principles of training; fitness for sport; development of a training program; nutrition for athletes; and the harmful effects associated with the use of steroids and performance-enhancing dietary supplements by adolescents;
 - e. Sport management: team management; risk management; and working within the context of an entire school program;
 - f. Training: certification in CPR first aid, that includes training in signs and symptoms of concussions, and sudden cardiac arrest (SCA) and heat illness;
- (Revised January 2015 Federated Council)
- g. Knowledge of, and adherence to, statewide rules and regulations; as well as school regulations including, but not necessarily limited to, eligibility, gender equity and discrimination;
 - h. Sound planning and goal setting; AND
 - i. A school/district may use a coach that does not meet these standards for one (1) sports season in an emergency. The coach must still hold a CPR, First Aid, Concussion, and Sudden Cardiac Arrest and Heat Illness certification as required under Title V. However, that person may not coach another season of sport without fulfilling this coaching education requirement. Any currently employed coach who has completed and passed a prior version of a coaching education program that meets the above listed criteria, as determined by the local administration, is exempt from this provision. The above certification is transferable between/among CIF member schools. Coaches may need to complete additional local school or school district requirements.

NOTE: Definition of a coach, paid or unpaid: Any individual that the school/district is required to approve under Title V, California Code of Regulations, Section 5593 and 5594 and/or under California Education Code 35179-35179.7, 49032 and 45125.01-45125.1.

For Immediate Implementation: January 31, 2019

503.K. Heat Illness Protocol

A student-athlete who exhibits signs of heat illness while participating in, or immediately following, an athletic activity must be removed immediately from participating in a practice or game for the remainder of the day. A student-athlete who has been removed from play after displaying signs and symptoms associated with heat illness may not return to play until the athlete is evaluated by a licensed health care provider and receives written clearance to return to play from that health care provider. On a yearly basis, a Heat Illness information sheet shall be signed and returned by all athletes and the athlete's parent(s)/guardian(s)/caregiver before the athlete's initial practice or competition.

Q: What is meant by "licensed health care provider?"

A: The "scope of practice" for licensed health care providers and medical professionals is defined by California state statutes. This scope of practice will limit the evaluation to a medical doctor (MD) or doctor of osteopathy (DO).

For Immediate Implementation: January 31, 2019

CIF SOUTHERN SECTION COUNCIL PROPOSAL FORM**

In accordance with Blue Book Article 3, Bylaw 30.1, the following proposal is submitted for Council consideration.

“CIF Southern Section Council may entertain proposals submitted to the governing body on the appropriate proposal form from duly appointed advisory committees, leagues or the Executive Committee.” *All items coming before the Southern Section Council must contain the financial implications on member schools, leagues and the Southern Section.*

Date: 5/22/18

Submitted by:

Name of representative: Aaron Flowers

School of representative: San Juan Hills Telephone: 949-234-5900

Check one of the following:

☒ League Proposal. Name of League: Coast View Athletic Association

☐ Advisory Committee Proposal. Committee Name: _____

☐ Executive Committee Proposal. Submitted by: _____

Rule Change:

Rule Number Affected: 2315 Implementation Date: ??

Abstract: (Please add any supporting documents.)

We are advocating to change the girls lacrosse CIF ejection rule to match the US Lacrosse/NFHS rule that delineates the difference between a suspension and an ejection. The US Lacrosse rule is a red card is an “ejection”, but two yellow cards in a game is a “suspension” so the player can’t return to that game, but can play in the next one (similar to fouling out in basketball). The current CIF rule is that two yellow cards equals an “ejection” (similar to soccer), thus making the player ineligible for the next game. The CIF rule is more restrictive than the US Lacrosse rule and does not match the spirit and intent of the US Lacrosse rules (while all other CIF lacrosse rules are the same as the US Lacrosse rules). See attachment from the Orange County Umpire Board for further history and clarification.

Council First Read: ?

Council Action Date: ?

Date Proposal will take effect on member schools: Spring 2019

See reverse side for additional information.

Financial Impact on Member School and Southern Section (Attach an analysis and supporting documents):

None

Proposed language:

“In all girls lacrosse games played between member schools of the CIF Southern Section, the suspension and ejection rules will follow the format set forth in the US Lacrosse/NFHS rulebook. Namely, two yellow cards will be a suspension, but not an ejection. Only a red card is an ejection and will follow CIF player conduct guidelines.”

To whom it may concern:

My name is Mary Pluff, and I am the current Board Chair for the Orange County Umpire Board (OCUB) for the women's and girl's lacrosse officials of Orange County (OC). I am writing this letter to show our group's support to the OC Athletic Directors and coaches who are requesting CIF-SS review their current interpretation of the sport's use of two yellow cards in high school lacrosse games. The USL/NFHS rule book has always specified a clear distinction between a suspension and ejection, and we are hoping CIF-SS will reconsider their interpretation of an ejection in girl's lacrosse to be in line with the national rule book we use, which is defined clearly and differently from a suspension.

A suspension penalty, according to the USL/NFHS rule book, is indicated with the issuing of a second yellow card to the same player within the same game. Any player receiving a second yellow card is suspended from further participation in that game. Yellow cards are considered warning cards in this game and are given frequently for many reasons. It is not uncommon for multiple yellow cards to be issued in a single game. They are given for accidental fouls that may occur but are necessary because of the nature of the game involving sticks and high speed play with a small hard ball that can be propelled at a high velocity. When a player receives two warnings/yellow cards this should be viewed as fouling out, similar to the "fouling out" rule in basketball. Two yellow cards in the game of women's lacrosse are not in any way related to the red card we use to indicate a player is being ejected from the current game.

An ejection penalty, according to the USL/NFHS rule book, is indicated with the issuing of a red card. Any player receiving a red card is prohibited from further participation in that game. In addition, an ejected player receiving a red card will also be prohibited from participating in the team's next game. A red card indicates a player's flagrant and repeated violation of the rules, dissent, misconduct or abusive language. In the game of women's lacrosse, issuing 2 yellow cards does not equal a red card. A red card is used to indicate an ejection foul has occurred and is never used to indicate a certain number of yellow cards have been given. To reiterate, two yellow cards do not equal a red card. Yellow cards are given frequently and for often times accidental fouls which deserve a warning. Red cards indicate flagrant fouls that often create a dangerous situation and/or misconduct.

Currently, the CIF-SS Blue Book, section #2315. Player Conduct, outlines what should happen in the instance of a lacrosse player being ejected. Our group of officials have been given guidelines by CIF-SS to complete a Misconduct/Ejection Report when a player is ejected. This current CIF-SS policy is in line with the USL/NFHS red card. The confusion lies in the fact that lacrosse officials are instructed to complete this report when a player is given two yellow cards. In the game of women's lacrosse, two yellow cards are considered something entirely different from an ejection, however we are still instructed to fill out the Ejection Report when two yellow cards have been given. This report, in turn, prohibits players from playing in their next game, essentially making the issuance of two yellow cards equivalent to the issuance of a red card. This current CIF-SS interpretation that two yellow cards should be considered an ejection is not

in line with the USL/NFHS rules for girl's and women's lacrosse, and we are asking CIF-SS for a thoughtful re-consideration of what our yellow cards actually indicate.

After this interpretation is reviewed by CIF-SS, we are also proposing that a modification be made to the CIF-SS Blue Book, section #2315. Player Conduct. The modification we are proposing is similar to what is found in the basketball section of the blue book in reference to the five personal fouls that a basketball player can receive and would say, "**SPECIAL NOTE FOR THE GIRLS GAME:** If a player receives two yellow cards in the same game, they will be subject to the guidelines set forth in the US Lacrosse/NFHS Girls Lacrosse Rules Book."

The officials of the OC girl's lacrosse community are in full support of the coaches, players and administrators who are requesting that CIF-SS align with the USL/NFHS Rule book. Two yellow cards in the high school games should not be considered the same as an ejection, and should be considered a mere suspension for the remainder of the game in which the cards were issued.

Thank you for your consideration.

Sincerely,
Mary Pluff
OCUB Board Chair



10932 Pine Street
Los Alamitos, California 90720

Telephone: (562) 493-9500
FAX: (562) 493-6266

CIF SOUTHERN SECTION COUNCIL PROPOSAL FORM**

In accordance with Blue Book Article 3, Bylaw 30.1, the following proposal is submitted for Council consideration.

“CIF Southern Section Council may entertain proposals submitted to the governing body on the appropriate proposal form from duly appointed advisory committees, leagues or the Executive Committee.” *All items coming before the Southern Section Council must contain the financial implications on member schools, leagues and the Southern Section.*

Date: 7/9/2018

Submitted by:

Name of representative: Jim Vaughan, Assistant Principal for Athletics and Facilities

School of representative: Riverside Poly High School Telephone: 951-788-7203, x.64236

Check one of the following:

☒ League Proposal. Name of League: Raincross Conference

☐ Advisory Committee Proposal. Committee Name: _____

☐ Executive Committee Proposal. Submitted by: _____

Rule Change:

Rule Number Affected: Article 310, Bylaw #3105.4

Implementation Date: 7/1/2019

Abstract: Please see attached documentation.

Line Item Elimination of #3105.4 “A student may not participate in more than three tournaments during the season.”

Council First Read: 10/2/2018

Council Action Date: 1/23/2019

Date Proposal will take effect on member schools: 7/1/2019

See reverse side for additional information.

Financial Impact on Member School and Southern Section (Attach an analysis and supporting documents): *Please refer to the attached Rationale.

All Council Proposals must be submitted according to the timelines published in the Blue Book. If they are not received in a timely manner, they will be postponed until the next meeting.

Council Proposals that do not contain the information in the fields provided on both pages will not be considered.

Sport advisory committees are advised to confine their proposals to the sport(s) under their advisement. Any proposals that do not affect Articles 1400 – 3100 must contain a rationale as to why the sport advisory committee is requesting action.

Procedure for Proposed Bylaw Changes:

1. Identify the bylaw, by number, to be changed or eliminated.
2. Type the bylaw, using normal font face, for language that will remain unchanged.
3. Use strikethrough to identify language to be eliminated or changed.
4. Identify proposed language using bold type.

For example, if a league wants to address the color of jerseys in basketball, the proposal may read:

The _____ League proposes the following changes to the basketball bylaws.
(your league name)

Bylaw 1623 Color of Jerseys

Proposed language:

“In all basketball games played between member schools of the CIF Southern Section,
The host team shall wear ~~white~~ **dark** colored jerseys.”

Elimination of Bylaw 3105.4 Rationale

The Raincross Conference proposes the following changes to the Water Polo bylaws:

The elimination of Article 310 Water Polo, Bylaw 3105.4 ~ “A student may not participate in more than three tournaments during the season.”

This bylaw does not align with current scheduling practices in the sport of Water Polo. Athletes should have the opportunity to participate in as many tournaments that his or her CIFSS member school chooses to participate within the 28 game scheduling limits.

This would be a line item elimination and no further rewrites would be necessary.

The elimination of this bylaw would have no financial implications to CIFSS member schools. However, the addition of tournaments will result in greater tournament fees for CIFSS member schools choosing to participate in additional tournaments.

~ Raincross Conference ~

Arlington High School	Orange Vista High School
Canyon Springs High School	Paloma Valley High School
Elsinore High School	Perris High School
Heritage High School	Riverside Poly High School
Lakeside/Lake Elsinore High School	Rancho Verde High School
John W. North High School	Temescal Canyon High School
Notre Dame/Riverside High School	Valley View High School





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Date: August 30, 2018

Submitted by:

Name of representative: Matt Maeda, SAL Representative, San Geronio HS
Brett Proctor, Palomares Representative, Alta Loma HS
Pat Mills, MVL Representative, San Bernardino HS

School of representative: San Geronio HS Telephone: 909-388-6059

Check one of the following:

☒ League Proposal. Name of League: San Andreas League/Palomares League/Mountain Valley League

☐ Advisory Committee Proposal. Committee Name: _____

☐ Executive Committee Proposal. Submitted by: _____

Rule Change:

Rule Number Affected: 1405.3, 1510.3, 1613.3, 1705.3, 1807.3, 1907.3, 2021.3, 2106.3, 2205.3, 2308.3, 2508.3, 2610.3, 2705.3, 2806.3, 2910.3, 3009.3, 3109.3, and 3207.3

Implementation Date: Summer 2019

Abstract: (Please add any supporting documents.)

A summer dead period must be declared by the school principal for all sports. The dates of the dead period ~~must be forwarded to~~ will be determined and announced by the Southern Section Commissioner annually as 12 days surrounding July 4 which includes one weekend. The dead period must be the same for all levels ~~and must be three (3) consecutive weeks between the end of school or the last Friday in May, whichever is first, and the last Monday in August~~. No class could be offered which could circumvent the rule. There are no exceptions to the summer dead period.

During the dead period, weight lifting ONLY would be permitted. No running or other type of conditioning would be allowed.

Special nationally recognized programs in various sports that require a national or regional championship format, such as Bobby Sox Softball, American Legion or Mickey Mantle Baseball, etc., would be allowed to continue, until completion, during the dead period.

Council First Read: October 2, 2018

Council Action Date: January 23, 2019

Date Proposal will take effect on member schools: May 1, 2018

See attachment for more information. No negative fiscal impact anticipated for member schools or the Southern Section.

Financial Impact on Member School and Southern Section (Attach an analysis and supporting documents):

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Dead Period Proposal - "12 Day"

- **Dead Period Proposal –**

- 12 Day dead period for entire school, all sports, all of CIF-SS
- Centered around July 4th holiday that includes one weekend in the middle
- Dead period would be published by CIF-SS along with three year calendar

- **Premise of Proposal –**

- To return to original concept of a dead period in that there is a break in the summer for all: students, families, coaches, administration, school, and facilities
- Multi-sport students would actually get a summer dead period
- Families can plan vacation time without conflicting with high school sports
- School/facilities would get real down time
- In long run, best for coaches/administration and their families too
- 12 days is basically two weeks instead of three currently, which logically aligns with the fact that summers are basically two months long now instead of three months, as in years past
- With current rule of being able to start last Friday in May, many schools are still in school for a significant portion of their "dead period" so families are not getting 21 days off
- By centering the days around one weekend near July 4th, it allows for more flexibility for programs to schedule summer tournaments/passing leagues on other weekends
- Reality is that most programs can/will take more days if they choose and 12 days could easily turn into 16 days if they choose to add weekends on either end of dead period (still flexible)
- Easy tracking/levels the playing field for all/no more guessing who is really on dead period
- Tournaments can plan ahead and everyone would be able to participate if they choose

- **Sample 12 Day Dead Periods for Coming Years**

- **2019**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
30-Jun	1-Jul	2	3	4	5	6
7	8	9	10	11	12	13

- **2020**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
28	29	30-Jun	1-Jul	2	3	4
5	6	7	8	9	10	11

- **2021**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
27	28	29	30-Jun	1-Jul	2	3
4	5	6	7	8	9	10

- **2022**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
26	27	28	29	30-Jun	1-Jul	2
3	4	5	6	7	8	9