



# *Meeting of the Executive Committee*

*August 16, 2018*

*1:00 p.m.*

*CIF Southern Section Offices  
Los Alamitos, California*

## *Minutes*

<b>1. OPENING BUSINESS</b>	<b>DISPOSITION</b>	<b>ITEM</b>
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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 –<br>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 –<br>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 -<br>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 30<sup>th</sup> 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**

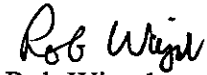
There was a motion and a second to adjourn the meeting. By unanimous voice vote, the meeting was adjourned at 3:53 p.m.

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
<b>Income</b>				
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%
<b>Total Income</b>	4,125,448.34	4,589,774.86	464,326.52	10%
<b>Cost of Goods Sold</b>				
Cost of Goods Sold	49,196.45	63,594.64	14,398.19	23%
<b>Total COGS</b>	49,196.45	63,594.64	14,398.19	23%
<b>Gross Profit</b>	4,076,251.89	4,526,180.22	449,928.33	10%
<b>Expense</b>				
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%
<b>Total Expense</b>	3,976,810.85	4,416,579.82	439,768.97	10%
<b>Net Income</b>	<b>99,441.04</b>	<b>109,600.40</b>		



*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
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# **CIF-SS MARKETING/COMMUNICATIONS REPORT**

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**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

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CHELSEA HEYWARD,  
DIGITAL MEDIA COORDINATOR



CAM FORD,  
INTERN



# CIF-SS-FOX SPORTS WEST GAME OF THE WEEK KICKOFFS 22<sup>ND</sup> SEASON

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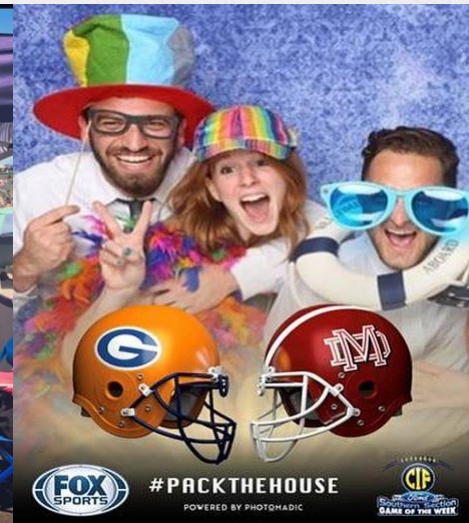


- Complete schedule will include 83 games across Fox Sports West, Fox Sports Primeticket and Fox Sports Prep Zone.
- All TV games will kickoff at 7:30 p.m. while all Prep Zone games are a 7:00 p.m. kick.
- Game 1 (“0” Week) features Chandler (AZ) #10 vs. Centennial (Corona) #17.
- Prep Zone game features #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

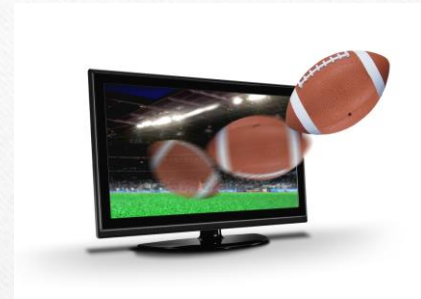


**HIGH SCHOOL  
HAPPENS HERE**

- 
- 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!!

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- 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.**

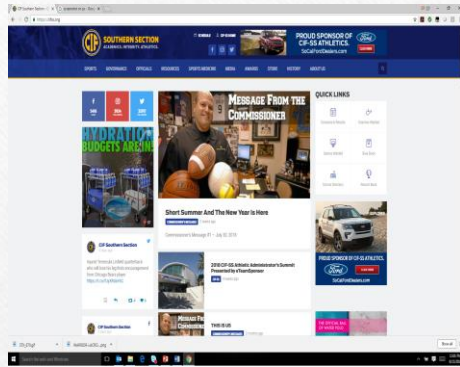


# ADDITIONAL AREAS OF INTEREST



- 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





# 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><b>Golf Tournament</b> Lead Up- Graphic as needed (2-3 versions (??))</p> <p>Day of- Tournament (in stories)</p> <p><b>Awards Dinner</b> Lead Up (1)- announcing what awards are (1) week before</p> <p><b>Commissioner's Award</b> 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><b>Sponsored content</b></p> <p><b>Fun Content:</b> 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 &amp; athletes (for stories</p> <p>Draft Days</p> <p>Share colleges content</p> <p>Street Team Games</p>