

A MESSAGE FROM THE COMMISSIONER

MID-TERM



Last week, our nation, our state and our local communities participated in very important mid-term elections to take stock of where we are. We are rapidly approaching the mid-term of this school year, so I feel it is appropriate to give you a report on the CIF Southern Section to see where we are. On July 30, 2018, I published my first Message from the Commissioner for this year with a preview of what would be forthcoming for 2018-2019. As we head to mid-term, here is the progress we have made on the items I highlighted in that initial message...

Expanded Communications – With our Digital Media Coordinator in place, here are the latest numbers related to our social media platforms: Since August, we have gone from reaching 140,352 people a month to 387,021, from making 721,413 impressions to 2,659,271, and have gained over 4,000 new social media followers across all our platforms. In addition, we have introduced weekly podcasts, hosted by Fox Sports West announcer Sam Farber, which have included interviews with staff members, student-athletes, coaches, and discussions of pertinent issues involved with the CIF Southern Section. Be sure to tune in at <https://cifss.org/podcast/>.

Competitive Equity Playoffs – Year 3 – Fall Sports this year have revealed the following...

- Boys Water Polo Championships – 7 Divisions, 2 matches decided by one goal, 5 matches decided by 2 goals, 1 match decided by 3 goals.
- Girls Tennis Championships – 6 Divisions - Huntington Beach High School – First championship in school history. HBHS opened in 1906. Mira Costa High School – First championship in 42 years (1976), Bishop Montgomery High School and La Canada High School – First Championships in 41 years (1977).
- Girls Volleyball Championships – 9 Divisions - La Puente High School, Ontario Christian High School and Quartz Hill High School all won championships for the first time in school history.
- 11-Man Football Playoffs – 13 Divisions - 52 teams have reached the Semifinals this week, 41 of those (78%), did not reach the Semifinals in 2017.

Transfer Rules Discussion – We have formed a Transfer Rules Committee, made up of one League Representatives from the 9 Releaguings areas of our section. This committee will meet in January to review the pages of comments we received from the survey we conducted in August and explore potential rules changes that can be forwarded to the CIF Southern Section Council.

New Championship Events – Our inaugural Traditional Competitive Cheer Championships are on schedule for January 11-12, 2019, at Cal Baptist University in Riverside. Registration is now open, and as of today, we have 41 teams registered, with 804 total participants. Registration will close on Monday, December 3, at 12:00 Noon, so we are still looking to see those numbers grow.

Online Ticketing – We have seen a significant increase in the number of schools and consumers who are utilizing the GoFan online ticketing system for CIF Southern Section playoff contests and Championship Finals. It is clear the convenience of purchasing tickets in this way is catching on with our stakeholders and I am sure that trend will only increase as we move forward.

We are just coming up on mid-term. More progress to come in the time ahead.
Thank you very much for your help and support and good luck always.

All the best,

Rob Wignel

