



**To:** CIF Southern Section Executive Committee Members  
**From:** Rob Wigod, Commissioner of Athletics  
**Subject:** 2019-2020 Southern Section Goals  
**Date:** August 15, 2019

- 1. Continue to Enhance Communication Between the CIF Southern Section Office, Member Schools and the Executive Committee**
  - a. Expand the use of social media in communications with member schools, the public and media outlets.
  - b. Continue to develop enhanced mobile version of the website including links with social media platforms.
  - c. Initiate Street Team to be present at CIF Southern Section regular season and championship events to promote Southern Section branding through social media.
  - d. Publish periodic Messages from the Commissioner on Section website.
  - e. Prepare and distribute frequent Executive Committee Updates.
  - f. Utilize CIFSSHome to directly communicate information by email to selected groups.
  - g. Offer opportunities and conduct personal interviews with media members from throughout the various geographic areas of the section.
  - h. Conduct Fall Workshops at various geographic locations throughout the Southern Section.
  - i. Introduce video tutorials on various subjects utilizing section website and social media platforms.
  - j. Launch official's recruitment program utilizing section website and social media platforms.
  - k. Incorporate Scorebook Live as Official Digital Media Partner.
- 2. Implement Year 8 of CIFSSHome for CIF Southern Section Member Schools**
  - a. Activate CIFSSHome for the 2019-20 school year.
  - b. Along with staff, facilitate numerous training sessions for member schools.
  - c. Along with staff, provide ongoing training and assistance to member schools on a daily basis.
  - d. Continue to develop and expand features of CIFSSHome.
  - e. Increase mobile version capabilities of CIFSSHome to include Transfers and ScorePoster.
- 3. Launch New Championship Event**
  - a. Inaugural Boys and Girls Lacrosse Championships.
- 4. Implement New Rules Changes**
  - a. Valid Change of Residence Documentation Checklist.
  - b. Emergency Action Plans and AED's.
  - c. Heat Illness Protocols/ Coaching Education.
- 5. Provide Professional Growth Opportunities for Member Schools**
  - a. Launch Year 5 of the MVP AD Program.
  - b. Conduct CIF Southern Section Athletic Administrator Summit.
- 6. Financial Matters**
  - a. Expand CIF Southern Section investment opportunities under approved CIF Southern Section Investment Policy.
  - b. Along with CIF Sports Properties, achieve revenue share in Year 3 of the CIF Marketing Plan.
  - c. Increase online ticketing opportunities for Southern Section member schools, including Southern Section special events.
  - d. Secure additional partnerships for broadcast rights.
  - e. Secure partnership for a Lacrosse ball.

**7. Examine and Explore Issues Involving Public and Private Schools**

- a. Continue to work with the CIF Southern Section Public/Private Committee on an ongoing basis.
- b. Continue to work with the Private School Leadership Advisory Committee on an ongoing basis.
- c. Continue to engage in a constructive dialogue with member schools, both public and private, on public/private issues.
- d. Serve as a resource for member schools, leagues and areas of the CIF Southern Section by attending league meetings, area meetings and athletic director association meetings.
- e. Continue to emphasize adherence to current CIF State Constitution and Bylaws and CIF Southern Section Blue Book rules that apply to all schools.
- f. Implement and evaluate new CIF Bylaw 510 interpretations and recommend modifications, as needed.
- g. Examine Southern Section Bylaw 510.1 and recommend clarifications/modifications to existing Bylaw, including new Q and A's.

**8. Work Cooperatively with the CIF State Office and the Other 9 Sections**

- a. Generate a sectional identity that provides leadership, along with being cooperative and sensitive to the needs of the CIF and the other sectional organizations.
- b. Develop strategies that recognize and support the needs of the CIF and the other sections without sacrificing the strengths and interests of the CIF Southern Section.
- c. Serve as a resource, along with members of the CIF Southern Section Staff, to the CIF State Office in the management and conducting of CIF State Regional and CIF State Championship events.
  - 1) Rob Wigod – Event Manager, CIF State Football Championships.
  - 2) Rob Wigod – Member, CIF Constitution and Bylaws Editorial Committee.
  - 3) Kristine Palle – Member, CIF Constitution and Bylaws Editorial Committee.
  - 4) Thom Simmons – Director, CIF Southern Regional Basketball Championships.

**9. Expand Relationships with the National Federation of State High School Associations**

- a. Along with staff, serve on various national committees affiliated with the National Federation of State High School Associations.
- b. Along with Fox Sports, offer increased opportunities for member schools to participate in the NFHS Network Student Broadcast Program.
- c. NFHS Network – Increase participation of member schools in the Pixellot program.
- d. Rob Wigod – Presenter, NFHS Section 7/8 Meeting, September 15-17, 2019, Seattle Washington, “Competitive Equity Playoffs”.
- e. Kristine Palle – Chair, NFHS Water Polo Rules Committee.

Key

Denotes Existing/Ongoing Goals

Denotes New Goals for 2019-2020