



TO: CIF SOUTHERN SECTION PRINCIPALS/ ATHLETIC DIRECTORS

FROM: ROB WIGOD, COMMISSIONER OF ATHLETICS

SUBJECT: CIF SOUTHERN SECTION UPDATE

DATE: MAY 7, 2020

I hope you and your families are well. Here is the latest update...

May 6 Executive Committee Meeting/Recommendations – Yesterday, our Executive Committee held their final meeting of the school year and made recommendations on the Action Items that will be voted on at our upcoming CIF Southern Section Council meeting on Thursday, May 21. Those recommendations are attached to this update.

2019-2020 CIF Southern Section Goals/Responses – Each year, in collaboration with the Executive Committee and our staff, we published our 2019-2020 CIF Southern Section Goals in August for the first Executive Committee meeting of the year. Then, at the March Executive Committee meeting, which was moved to yesterday, I present our responses to those goals and what we have accomplished in 2019-2020. Those responses are attached to this update as well.

Summer Programs/ Summer Dead Period – In the middle of March, when the COVID 19 pandemic resulted in the initial closures of our schools, there were many questions posed regarding Summer programs and whether the Summer Dead Period Rule would still be in effect. The answer to that question at that time was yes and that same answer remains in place today. A couple of weeks later, virtually all our member schools closed their doors for the remainder of the school year and included the Summer in those closures. Currently, we are not aware of any schools who are planning to reopen their campuses this Summer to conduct Summer camps, organized team practices, weight room training, Summer League competition, Summer tournaments, etc. In this uncertain time, we have no idea on whether those circumstances will change, but if they do, that will be a decision made by the local school/school district/private school leadership entrusted with that important decision. If schools are concerned with the application of the Summer Dead Period Rule this Summer, if their campuses are reopened, there is an option that should be considered. As the end of the school year approaches, if you have not already done so, begin your 14 consecutive day Summer Dead Period immediately after your last day of school. In that way, you will be fulfilling the requirements of the Summer Dead Period Rule, and if there are opportunities to conduct some form of a Summer program later, you will have satisfied that requirement before those activities would start. If you have already submitted your dates for your Summer Dead Period, you may revise those original dates to do what is suggested here. All that is required is the revised Summer Dead Period dates be submitted to our office in advance of the date that your Summer Dead Period will begin.

I hope this information is useful to you moving forward and if you have any questions, or I can help you in any way at all, do not hesitate to contact me. My staff and I are ready, willing and able to assist you in any way we possibly can.

Thank you very much for your help and support, it is truly appreciated.

Be well, stay safe, take care and all the best to you and your families.



Regular Meeting of the Council

May 21, 2020

9:00 a.m.

Webinar/Teleconference

Agenda

The CIF Southern Section will be respecting recent orders from the Governor of California related to maintaining public health and safety at this time. Consistent with Executive Order N-29-20, Council members will attend this regular meeting via webinar and/or telephone. Members of the public will have access to the meeting through these same means. The required webinar link and/or conference call number will be published on this agenda and posted on the CIF Southern Section Office website (www.cifss.org) and at the CIF Southern Section Office (10932 Pine Street, Los Alamitos, CA 90720) no later than 72 hours prior to this meeting. The CIF Southern Section is committed to ensuring that all meetings are accessible regardless of an individual's ability or access method. If you need a reasonable accommodation, please contact Sharon Hodge, Executive Assistant, at sharonh@cifss.org by 4pm on May 14, 2020.

<u>1. OPENING BUSINESS</u>	<u>DISPOSITION</u>	<u>ITEM</u>
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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 January 28, 2020 Council Meeting

Action

1F1

<u>2. PUBLIC HEARING SESSION</u>

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

<u>3. ACTION ITEMS</u>	<u>DISPOSITION</u>	<u>ITEM</u>
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A. STATE FEDERATED COUNCIL ACTION ITEMS

1. Proposed 2020-2021 State Budget

Exe. Comm. Voted to Support 22-0-0 STATE 600

2. CIF State Executive Committee Nominations

Exe. Comm. Voted to Support 22-0-0 STATE 601



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| E. Adopt Agenda | Action | |
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| 2. CIF State Executive Committee Nominations | Exe. Comm. Voted to Support 22-0-0 | STATE 601 |

3. ACTION ITEMS (Cont.)**DISPOSITION****ITEM**

A. STATE FEDERATED COUNCIL ACTION ITEMS (Cont.)

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|---|------------------------------------|-----------|
| 3. Proposed Bylaw 503.M Revision – Ejection Policy | Exe. Comm. Voted to Support 22-0-0 | STATE 602 |
| 4. Proposed Bylaw 303.B.(6)a and b Revision – Multi School Applications | Exe. Comm. Voted to Support 22-0-0 | STATE 603 |
| 5. Proposed Bylaw 208.B Revision – CIF Student Study Aboard | Exe. Comm. Voted to Support 22-0-0 | STATE 604 |
| 6. Proposed Bylaw 209.C.(1) Revision - Disciplinary Transfer | Exe. Comm. Voted to Support 22-0-0 | STATE 605 |

B. SOUTHERN SECTION ACTION ITEMS

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|---|--|--------|
| 1. Proposed 2020-2021 CIF Southern Section Budget | Exe. Comm. Voted to Support 22-0-0 | SS 606 |
| 2. CIF Southern Section Executive Committee Nominations to Move Nominees Forward to Council | Exe. Comm. Voted 22-0-0 | SS 607 |
| 3. Proposed Bylaw 1212 Revision – Change of Due Date | Exe. Comm. Voted to Support 22-0-0 | SS 608 |
| 4. Proposed Bylaws 3319, 3319.5, 3319.7 and 3314.1 Revision - Football Playoff Groupings | Exe. Comm. Voted to Support 22-0-0 | SS 609 |
| 5. Proposed Bylaw 504.M Revision – Sunday Cheer Competition | Exe. Comm. Voted to Support 13-8-1 | SS 610 |
| 6. Proposed Bylaw 3320.4 Revision - Swim Playoff Divisions – Proposal A | Exe. Comm. Voted not to Support 1-20-0 | SS 611 |
| 7. Proposed Bylaw 3320.4 Revision - Swim Playoff Divisions – Proposal B | Exe. Comm. Voted to Support 20-1-0 | SS 612 |

4. NON-ACTION ITEMS**DISPOSITION****ITEM**

A. STATE FEDERATED COUNCIL NON-ACTION ITEMS

There are no State Federated Council non-action items at this time.

B. SOUTHERN SECTION NON-ACTION ITEMS

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| 1. Proposed Bylaw 2513 and 2516 Revision - Soccer Player Ejection | Non-Action | SS 613 |
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5. REPORTS

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| A. Treasurer's Report | Jeff Jordan |
| B. President's Report | Dr. Monica Colunga |
| C. Commissioner's Report | Rob Wigod |

6. ADVANCE PLANNING

A. DATES

1. August 13, 2020 – CIF Southern Section Executive Committee Meeting, CIF Southern Section Offices, Los Alamitos, California, 1:00 p.m.
2. September 24, 2020 – CIF Southern Section Executive Committee Meeting, CIF Southern Section Offices, Los Alamitos, California, 1:00 p.m.
3. October 1, 2020 – CIF Southern Section Council Meeting, The Grand, Long Beach, California, 9:00 a.m.

7. ADJOURNMENT

- A. Time of Adjournment _____



KEY

- Denotes Existing Goals from previous years that continued in 2019-2020

- Denotes New Goals for 2019-2020

- Denotes Responses to 2019-2020 Goals (Existing and New)

To: CIF Southern Section Executive Committee Members
From: Rob Wigod, Commissioner of Athletics
Subject: 2019-2020 CIF Southern Section Goals
Date: May 1, 2020

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. (Facebook, Twitter and Instagram information below...)
 - Facebook - Followers as of April 28, 2020 = 17,864
- Followers in 2018-2019 = 12,153
- **Increase = 32.0%**
 - Twitter - Followers as of April 28, 2020 = 41,173
- Followers in 2018-2019 = 35,972
- **Increase = 12.6%**
 - Instagram - Followers as of April 28, 2020 = 22,060
- Followers in 2018-2019 = 9,545
- **Increase = 56.7%**
 - b. Continue to develop enhanced mobile version of the website including links with social media platforms. (Consolidated information and reconfigured layout for optimal user experience via desktop and mobile 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. (Ongoing, 2019-2020. Initiated, August 16, 2019. As of February 29, 2020, the Street Team has been present at 47 events. The Street Team was not able to continue after February 29, 2020, due to the COVID-19 pandemic. Snapchat numbers from Street Team events through February 29, 2020: Uses = 8,948, Swipes = 16,554, Reach = 544,775, Impressions = 918,522.)
 - d. Publish periodic Messages from the Commissioner on Section website. (Ongoing, 2019-2020. 10 Messages from the Commissioner have been published as of April 28, 2020.)
 - e. Prepare and distribute frequent Executive Committee Updates. (Ongoing, 2019-2020. 15 Executive Committee Updates have been distributed as of April 28, 2020.)
 - f. Utilize CIFSSHome to directly communicate information by email to selected groups. (Ongoing, 2019-2020, on a daily basis.)
 - g. Offer opportunities and conduct personal interviews with media members from throughout the various geographic areas of the section. (Completed; September 23, 2019. Conducted 10 individual interviews with various media outlets throughout several geographic areas of our section.)
 - h. Conduct Fall Workshops at various geographic locations throughout the Southern Section. (Completed; September 12, 2019. Conducted 6 Fall Workshops throughout several geographic areas of our section, as well as 2 New Principal/New Athletic Director Workshops in our office.)
 - i. **Introduce video tutorials on various subjects utilizing section website and social media platforms.** (Partially Completed; As of March 17, 2020, 28 of our planned 43 video tutorials, including topics such as: Sport Previews, Sport Playoff Bulletins, Financial Reports Home/Away, Media Relations, etc., were completed prior to the interruption of Spring Sports, due to the COVID-19 pandemic.)

- j. **Launch official's recruitment program utilizing section website and social media platforms.**
(Ongoing, 2019-2020. Launched, August 1, 2019. As of April 28, 2020, through the efforts of our online outreach effort, we have been contacted, and referred, 475 prospective new officials, across 12 sports, to the appropriate officials' associations throughout every geographic area of our section.)
 - k. **Incorporate Scorebook Live as Official Digital Media Partner.**
(Ongoing, 2019-2020. As of April 28, 2020, 312 CIF Southern Section schools have fully adopted Scorebook Live, representing 55% of our section membership, in the first year of the state-wide partnership.)
- 2. Implement Year 8 of CIFSSHome for CIF Southern Section Member Schools**
- a. Activate CIFSSHome for the 2019-20 school year.
(Completed; July 1, 2019.)
 - b. Along with staff, facilitate numerous training sessions for member schools.
(Completed; August 7, 2019.) (Staff)
 - c. Along with staff, provide ongoing training and assistance to member schools on a daily basis.
(Ongoing, 2019-2020.) (Staff)
 - d. Continue to develop and expand features of CIFSSHome.
(Completed; November 1, 2019. The Directory Information Page was updated including a category for schools to enter a Unified Sports contact person. Also, a League Standings web link was created to be used by League Coordinators to assist with playoff entries. Finally, new tutorial videos on the financial links in CIFSS Home were created and updated to assist Athletic Directors and school financial contacts in completing both home and away Playoff Financial Reports.)
 - e. **Increase mobile version capabilities of CIFSSHome to include Transfers and ScorePoster.**
(Completed; August 1, 2019. The ability to monitor and track a student's transfer application was created and added to the mobile (app) to make it more user-friendly. ScorePoster is now fully functional allowing users to enter results, either by day across all sports, or for multiple entries within one particular sport. Finally, the ability of the mobile (app) to remember and auto fill usernames was implemented, improving functionality for Athletic Directors to log in quickly.)
- 3. Launch New Championship Event**
- a. **Inaugural Boys and Girls Lacrosse Championships.**
(Boys and Girls Lacrosse Championships were planned for May 16, 2020, and were to be conducted in 6 divisions, 3 for Boys and 3 for Girls. Cancelled on April 3, 2020, due to the COVID-19 pandemic.)
- 4. Implement New Rules Changes**
- a. **Valid Change of Residence Documentation Checklist.**
(Launched; July 1, 2019. Through March 1, 2020, Valid Change of Residence transfers have been reduced by 42.6%)
 - b. **Emergency Action Plans and AED's.**
(Launched, July 1, 2019; Ongoing, 2019-2020.)
 - c. **Heat Illness Protocols/ Coaching Education.**
(Launched, July 1, 2019; Ongoing, 2019-2020.)
- 5. Provide Professional Growth Opportunities for Member Schools**
- a. Launch Year 5 of the MVP AD Program.
(Completed; August 1, 2019. 48 Athletic Directors took the MVP AD Exam on October 15, 2019. Certifications were to be completed by June 15, 2020, but the program was suspended for 2019-2020, due to the COVID-19 pandemic and the inability for athletic administrators to be able to fulfill the requirements of the MVP AD Program.)
 - b. Conduct CIF Southern Section Athletic Administrator Summit.
(Completed; October 7, 2019. There were 623 total attendees, with 96 participants in the Leadership Track for Principals, Superintendents and private school Heads of School. Also, we had 79 vendors present on site, who are not counted in the total of 623 attendees.)

6. Financial Matters

- a. Expand CIF Southern Section investment opportunities under approved CIF Southern Section Investment Policy.
(Ongoing, 2019-2020. Investments balance, as of April 28, 2020, was \$1,527,488.84. Investments balance, as of June 30, 2019, was \$1,518,791.62, an increase of \$8,697.22 for the 2019-2020 fiscal year.)
- b. **Along with CIF Sports Properties, achieve revenue share in Year 3 of the CIF Marketing Plan.**
(As of April 21, 2020, we are at \$2,104,571 in contracted and committed partnerships, which is \$4,571 above the threshold required for revenue share. At this time, during the 2018-2019 school year, we had \$1,930,499 in contracted and committed sponsorship commitments.)
- c. **Increase online ticketing opportunities for Southern Section member schools, including Southern Section special events.**
(Through the 2019-2020 Fall and Winter Sports Championships, there have been 33,098 online tickets sold, compared to 9,333 online tickets sold for CIF Southern Section events for Fall and Winter Sports Championships in 2018-2019, an increase of 71.8%. In addition, through the 2019-2020 Fall and Winter Sports Championships, 39 member schools sold 20,391 online tickets over 69 events. In comparison, in 2018-2019, through the Fall and Winter Sports Championships, 27 member schools sold 7,936 online tickets over 37 events, reflecting increases of 30.7% for member schools, 61.0% in total tickets sold and 46.4% in number of events.)
- d. **Secure additional partnerships for broadcast rights.**
(Ongoing, 2019-2020. Completed a four-year agreement with KDOC television, a one-year agreement with ESPN+ for basketball games and signed secondary rights agreements with 5 different production companies to use highlight footage in episodic streaming shows. Also, currently in negotiations with Fox Sports West, ESPN, NFHS Network and Baller TV for broadcast rights agreements commencing with the 2020-2021 school year.)
- e. **Secure partnership for a Lacrosse ball.**
(Completed; November 18, 2019. Signed a 4-year agreement with Champion Sports to be the Official Lacrosse Ball of the CIF Southern Section Boys and Girls Lacrosse Championships, valued at \$36,000 over that time period.)

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.
(Ongoing, 2019-2020. First meeting held on October 3, 2019, and a second meeting was scheduled to be held on April 2, 2020. Second meeting postponed due to COVID-19 pandemic.)
- b. Continue to work with the Private School Leadership Advisory Committee on an ongoing basis.
(Ongoing, 2019-2020. First meeting held on October 5, 2019, and a second meeting was scheduled to be held on April 30, 2020. Second meeting postponed due to COVID-19 pandemic.)
- 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.
(Ongoing, 2019-2020. Public/Private Committee, Private School Leadership Advisory Committee, Superintendent's Advisory Committee, Administrative Staff.)
- g. **Examine Southern Section Bylaw 510.1 and recommend clarifications/modifications to existing Bylaw, including new Q and A's.**
(Ongoing, 2019-2020. Completed; August 1, 2019. 3 new Q and A's for CIF Bylaw 510 were incorporated into the 2019-2020 CIF Southern Section Blue Book.)

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.
 - Rob Wigod – Event Manager, CIF State Football Championships
 - Rob Wigod – Member, CIF Constitution and Bylaws Editorial Committee
 - Kristine Palle – Member, CIF Constitution and Bylaws Editorial Committee
 - 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.

(Ongoing, 2019-2020. During the 2019-2020 school year, the following CIF Southern Section Staff members served in these capacities with the NFHS...)

 - Rob Wigod - Member, NFHS Network Leadership Circle
 - Kristine Palle - Chair, NFHS Water Polo Rules Committee
- b. Along with Fox Sports, offer increased opportunities for member schools to participate in the NFHS Network Student Broadcast Program.

(As of April 28, 2020, 67 Southern Section member schools are now participating in the NFHS Network Student Broadcast Program, a 26% increase from the 2018-2019 school year.)
- c. NFHS Network – Increase participation of member schools in the Pixellot program.

(As of April 28, 2020, 62 Southern Section member schools have installed one or more Pixellot camera systems on their campuses, a 17% increase from the 2018-2019 school year.)
- d. Serve as presenter/moderator at the NFHS Summer Meeting.

(NFHS Summer Meeting, Denver, Colorado – Cancelled, due to COVID-19 pandemic.
Rob Wigod – Presenter, NFHS Section 7/8 Meeting, September 15-17, 2019, Seattle Washington, “Competitive Equity Playoffs”