



### KEY

- Denotes Existing Goals from previous years that continue in 2020-2021.

- Denotes New Goals for 2020-2021.

**To:** CIF Southern Section Executive Committee Members  
**From:** Rob Wigod, Commissioner of Athletics  
**Subject:** 2020-2021 Southern Section Goals  
**Date:** August 13, 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.
  - b. Continue to develop enhanced mobile version of the website including links with social media platforms.
  - c. Publish periodic Messages from the Commissioner/**Southern Section Updates** through CIFSSHome, on section website and all social media platforms.
  - d. Prepare and distribute frequent Executive Committee Updates.
  - e. Utilize CIFSSHome to directly communicate information by email to selected groups.
  - f. Offer opportunities and conduct personal interviews with media members from throughout the various geographic areas of the section.
  - g. Conduct Fall Workshops at various geographic locations/**virtually** throughout the Southern Section.
  - h. Introduce video tutorials on various subjects utilizing section website and social media platforms.
  - i. Continue official's recruitment program utilizing section website and social media platforms.
  - j. **Launch CIFSS This Week, a weekly livestream program featuring content on the latest news and developments of the CIF Southern Section.**
  
- 2. Implement Year 9 of CIFSSHome for CIF Southern Section Member Schools**
  - a. Activate CIFSSHome for the 2020-2021 school year.
  - b. Along with staff, facilitate numerous training sessions (**virtual, when necessary**) 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.
  
- 3. Implement Process for Area Placement of Member Schools**
  - a. **Work with the Releaguings Committee and CIF Southern Section Office Staff to develop an Area Placement Plan for member schools for the 2022-2026 Releaguings Cycle.**
  - b. **Revise the membership of the Releaguings Committee.**
  - c. **Survey member schools regarding Area Placement requests - September, 2020.**
  - d. **Compile information received from member schools and distribute Area Placement recommendations – November, 2020.**
  - e. **Coordinate and administer Area Placement appeals process for member schools.**
  
- 4. Launch New Championship Event**
  - a. **Inaugural Boys and Girls Lacrosse Championships.**
  
- 5. Implement New Rules Changes**
  - a. **Revised 2020-2021 Southern Section Sports Calendars.**
  - b. **State-Wide Ejection Policy.**
  - c. **Competitive Equity Playoffs – Football (Utilizing Current Regular Season Results)**
  - d. **Competitive Equity Playoffs – Swimming/Diving (Individual Sport)**
  
- 6. Provide Professional Growth Opportunities for Member Schools**
  - a. **Launch Year 6 of the MVP AD Program. (Suspended, 2020-2021)**
  - b. **Conduct CIF Southern Section Athletic Administrator Summit. (Suspended, 2020-2021)**

## **7. Financial Matters**

- a. Expand CIF Southern Section investment opportunities under approved CIF Southern Section Investment Policy.
- b. Along with CIF Sports Properties, increase revenue share in Year 4 of the CIF Marketing Plan.
- c. Increase online ticketing opportunities for Southern Section member schools and Southern Section events, with an emphasis on touch-free and cash-free protocols.
- d. Secure partnerships/renewals for broadcast rights agreements.
- e. Secure partnerships/renewals for ball contracts agreements.
  - 1) Develop Request for Proposals for individual sport ball contracts.

## **8. 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, **virtually, when necessary.**
- 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.**

## **9. 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.

## **10. 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. **Assist the NFHS Network in implementing the Pixellot Free for All Program, which provides two Pixellot cameras for every Southern Section member school, free of charge.**
- d. **Rob Wigod – Member, NFHS Network Leadership Circle.**
- e. **Kristine Palle – Chair, NFHS Water Polo Rules Committee.**
- f. **Thom Simmons – Southern Section Coordinator, NFHS Network.**