



Best Practices: Publications and Communications

NFHS Summer Meeting

Seattle

Thursday, June 29, 2023



Minnesota State High School League

Tim Leighton
Laura Mackenthun





Introduction and Welcome

- Evolution of Publications and Communications
- Communications Team lens
- Striking a balance between traditional and technology
- Considering each audience and the information they want or need
- Audience/state association participation

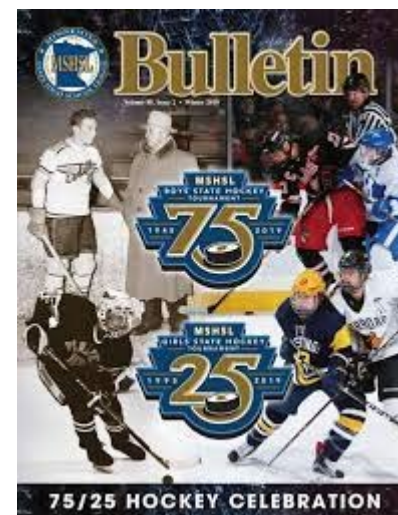
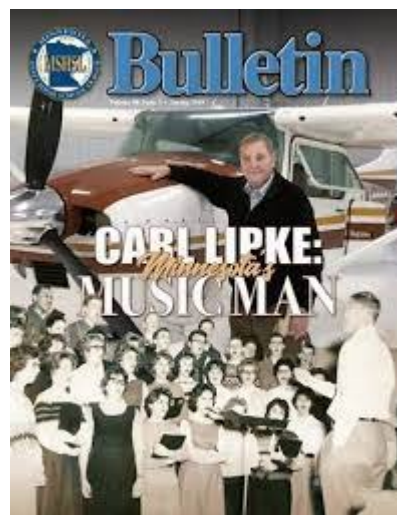


Intended Outcomes

- Learn how Publications and Communications are used at the Minnesota State High School League
- Participate, share and learn with others in this session on additional Publications and Communications strategies
- Consider new and alternative ideas for Publications and Communications that can be implemented within your state organizations



Publications through the years





Evolution of Publications

ISSUE 16 February 2021

www.MSHSL.org

ONLINE RESOURCES

Minnesota State High School Athletic Association
National Federation of State High School Associations
National Association of Sports Officials

www.mnssaa.org
www.nfhs.org
www.naspo.org

MSHSLconnect

WHAT'S inside

Staff Reflection
page 2

Media Service Winners
page 2

Sponsor Spotlight
page 3

MSHSL News
page 3

Do You Know Quiz
page 3

Music Judges
page 4

Fine Arts Corner
page 4

Mailbag
page 5

Officials Roundup
page 5

Quiz Answers
page 5

Sponsor Salute
page 6

League debuts online state tournament programs

DEBATE
STATE TOURNAMENT
JANUARY 15-16, 2021

A longtime state tournament staple had a new twist when Minnesota State High School League tournaments got underway last month. When the Debate State Tournament kicked off the League's winter events, an online state tournament program made its debut.

The crisp, new look-online program contains all the same features that fans, media and other stakeholders need in following all the tournament action. Need to know when and where games and events will be available. Both editions will include links to the League's new front facing website and archives of their particular activity.

The online state tournament programs are available on the League's website and are free of charge. For each state tournament, an edition will be available at least 24 hours prior to the start of an event. Following the conclusion of a state tournament, an updated post tournament edition will be available. Both editions will include links to the League's new front facing website and archives of their particular activity.

The online programs can be found here:
<https://www.mshsl.org/state-tournament-programs>

"The League is really excited to unveil these new-look programs to all that follow our state tournament events," said Tim Leighton, the League's Communications Coordinator. "What makes this service truly unique is that the League will be producing a program with all of your informational needs prior to a tournament, and then coming back with an updated edition that captures the incredible experience of participating in a state tournament."

All the online state tournament programs will be located on a landing page on the League's website that continues to grow in providing tools and services to the more than 500 member schools.

"The ongoing rebuild of the MSHSL website provides a growing opportunity to share information about the participation opportunities and accomplishments that students across Minnesota have," said Laura Madenjian, the League's Director of Technology. "It's exciting that highlights from the website will be linked from the online program to provide further enhancements to this new format."

MSHSLconnect

connecting leaders. connecting leaders.

f i s

Education and Leadership
for a Lifetime

ISSUE 25 February 2022

www.MSHSL.org

Education and Leadership
for a Lifetime

The monthly online
news magazine of the
Minnesota State High School League

Presented by:
DELTA DENTAL

SNAPSHOTS:
Girls Sports in MN

Northfield's Bailey DuPuy was a standout in three sports before graduating in 2020.

In the fall, you could find her in a swimming pool where she developed into a three-time Minnesota State High School League state champion in diving. In the winter months, she took those twists, turns and summersaults and became a dominant gymnast en route to three consecutive Class AA all-around championships. And in the spring, you could find her competing in track and field. Her prep career included more than a dozen state championships.

DuPuy chose to pursue diving at the collegiate level. She attended Minnesota State (Mankato) and was an All-American and NCAA national meet qualifier. She is a school record holder in three events.

DuPuy was the first gymnast to win three consecutive Class AA all-around championships.

Mattum's Mandy Myne, who will be inducted into the League's Hall of Fame in April, is the only gymnast to win four all-around titles. She was Class A crown from 199-04.

Here are other three-time all-around gymnastics champions:

- Carolyn Boke, Blake, Class A, 198-83
- Sabrina Hoover, Rogers, Class A, 2009, Class AA, 2010, 2011
- Chaney Neu, Champlin Park, Class AA, 2017-19

Nordic Skiing bonds friendship, fuels competition of Diggins, Hart

Editor's Note: On June 23, 2022, Title IX, the landmark federal civil rights law that brought equality and athletic opportunities for girls and women, will celebrate its 50th year. Throughout the 2022-23 school year, the Minnesota State High School League will celebrate the trailblazers and share their stories.

Editor's Note: On June 23, 2022, Title IX, the landmark federal civil rights law that brought equality and athletic opportunities for girls and women, will celebrate its 50th year. Throughout the 2022-23 school year, the Minnesota State High School League will celebrate the trailblazers and share their stories.

Feb. 10, 2010

Stillwater's Jessie Diggins and St. Paul Academy's Annie Hart are not expected to give each other a cold stare when they line up for Thursday's state Nordic ski meet.

Diggins and Hart are more likely to hug each other in the starting area. People looking for discord between the state's top two Nordic performers over the past three years will have to search elsewhere.

Diggins admits Hart, the defending state champion, and Hart feels the same about Diggins, who won the state title in 2007 and 2008.

"We're good friends," Diggins said. "When we compete against each other, we both know it comes down to who skis better or faster. It's not like we'll be mad at each other after a race. People think there's this huge rivalry between us. As far as I'm concerned, there is no rivalry."

Their meet at Giant's Ridge in Bixbiak, Minn., represents the final high school battle between the two seniors. Diggins' state title streak was interrupted last year when she missed the Section A meet to compete in the World Junior Championships in Finland. The event was two weeks earlier this year in Germany, giving Diggins a chance to lead Stillwater to a four-point win over Roseville for the Section A title.

Diggins has an opportunity to close out her career with another state championship, but her close friend is in the way. Hart insists the outcome won't affect their friendship.

Continued on page 3

MSHSLconnect

connecting leaders. connecting leaders.

f i s

Learning On The Go In This New Journey

page 2

ISSUE 22 October 2021

www.MSHSL.org

Inside: Meet the Hall of Fame
Class of 2022

MSHSLconnect

SNAPSHOTS:
Girls Sports in MN

Anderson set the gold standard for volleyball officiating

Editor's Note: On June 23, 2022, Title IX, the landmark federal civil rights law that brought equality and athletic opportunities for girls and women, will celebrate its 50th year. Throughout the 2022-23 school year, the Minnesota State High School League will celebrate the trailblazers and share their stories.

In 1990, legendary Apple Valley girls volleyball coach Walt Weaver wrote a letter of recommendation to the Minnesota State High School League's Hall of Fame Committee in support of a nominee. In the officiating, Bowling letter, Weaver made a reference to the Minnesota volleyball officiating landscape in the 1970's as being "simply out of touch with national volleyball standards and the high school game."

His letter was in support of a Minnesota volleyball official that chose to meet that problem head on. His glowing recommendation was for Fridley's Anna Bergstrom Anderson. Weaver's accolades were echoed by others across Minnesota and the country as Anderson's tireless efforts were recognized with induction in the League's first Hall of Fame Class in 1991. In receiving the League's highest honor of recognition, Anderson, who passed away this past July at the age of 85, was the first female official to be inducted into the prestigious hall.

During a time when Title IX was in its infancy, education and leadership were paramount as girls activities, its participants and coaches, navigated early challenges in establishing guidelines and standards. Anderson led the pack that was eager to learn and establish volleyball rules.

"Anna was really good at maintaining that professional attitude while bridging the gap between people that knew what they were doing and those that did not," Weaver said recently. "She was a calming factor that was greatly needed when things with volleyball were changing drastically. She pushed for rules interpretations on the state and national levels. She became the motivating voice that allowed kids to play and established the officiating in a way that had not been done before."

Weaver is also quick to credit Shoreview's Helen Swanson, who partnered with Anderson in officiating matches as well as assisted her in her trailblazing efforts.

"Anna is one reason high school volleyball is played at a high level in Minnesota," Swanson wrote in a 1990 letter of recommendation. "Good matches require good officials. She has had a hand in training almost every high school referee in the state. Besides traveling as a rules interpreter, she has donated countless hours running clinics and training sessions to develop officials. She is continually recruiting officials from college and the (United States Volleyball Association) players."

Anderson, a 1953 graduate of Minneapolis Roosevelt High School, earned her college degree in physical education and a minor history from the University of Minnesota in 1957. At the University of Minnesota, she participated in volleyball, basketball and softball. After graduation, she taught physical education and supervised cheerleaders in the Roseville School District from 1957-69.

Continued on page 5

MSHSLconnect

connecting leaders. connecting leaders.

f i s

For Mom, Free Throws at the
Prep Level Weren't An Option

page 2



News Rewind





Online Souvenir Programs

www.mshsl.org/programs

State Tournament Souvenir Programs

[View](#)[Edit](#)[Delete](#)[Revisions](#)[Clone](#)

IN THIS SECTION

Tournaments

Section Tournaments

Competitive Section Placement

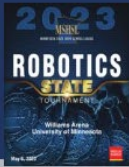
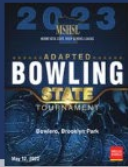
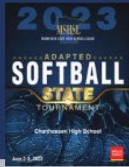
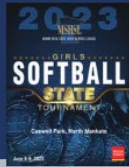
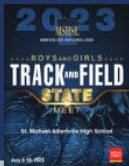
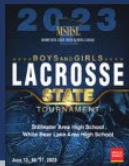
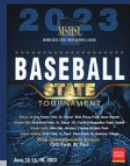
State Tournament Archive

Records

State Tournament Souvenir Programs

State Tournament Tickets

State and Section Brackets





Audience: Member Schools

- Considering here formal communication to schools.
- Communication to the public also applies to schools



Audience: Member Schools

*Gathering topics and messages is a responsibility of all MSHSL Staff.
(Shared document)*

- LEAD Meetings
- Area Meetings



Audience: Member Schools

- Weekly Updates to Activities Directors
- Monthly News messages to Superintendents
- Monthly inclusion in State Principals' Association Newsletter
- Up Next: Transition from Smore to internal email broadcast system

MSHSL UPDATES

June 1, 2023



Transfer Portal

The Transfer Portal for 2022-2023 will close on Friday, June 2, 2023.

The Transfer Portal for 2023-2024 will open on Tuesday, August 1, 2023. At that point, Activities Directors may enter information for transfer students for the 2023-2024 school year.

Repeat: Coming Fall 2023: Revamped Coaches Registration and New Roster for ADs

Based on user feedback, the processes for ADs assigning coaches to schools and coaching levels and of coaches registering for website dashboard accounts are being rebuilt. Updated guidance will roll out in the fall of 2023.

Below is some information to assist you in the next steps:

- All current coach accounts will remain active.
- Coaches will retain their current affiliation to the school(s) at which they coach.
- **Activities Directors (or their assistants) will need to reassign all coaches to teams for the 2023-2024 school year.** As coaches change over the summer, there is no need to make those changes within your teams until the new Coach Roster tool is ready.
- Coaches that you are hiring now should wait to create a website dashboard until further information is shared on next steps.

Information, directions and next steps will be sent when the new processes are ready.





Audience: Member Schools

- Handbook (Bylaws and Policies)
- Annual Financial Report



State Associations and Member Schools

- How do you communicate with the Member Schools?
 - Additional strategies



Audience: Media

- Seasonal Forums
- Media Policy Manual
- Guidance Documents for each tournament
- Onsite tournament assistance
- Email news alerts
- Coming soon:
 - Video Tutorials





State Associations and Media

- How do you communicate with the Media?
 - Additional strategies



Social Media

- Inform and celebrate
- Each social media platform reaches different audiences
- Analytics help to drive use
- Dedicated time and planning
 - Content calendar
- Branding and messages
 - Providing a unified message





State Associations and Social Media

- How do you use social media?
 - Additional strategies



Audience: General Public

- Commitment to creating a News Bureau on the website
- Email blasts with News Alerts, Board of Directors News and State Tournament Information
- Next step:
 - Ability for public to sign up and receive news pushed to them



State Associations and the Public

- How do you communicate with the General Public?
- Additional strategies?



Tournament Audience: Participating Schools

- Website build includes additional places to add information specific to those participating in section and state tournaments
- Email communication
- Zoom meetings with qualifying teams



Tournament Audience: Spectators

- Creation of Tournament Guides
- Intentional, consistent information on website:
 - Ticketing information, tournament apparel links, etc.
- Website News Stories
- Social Media



State Associations and Tournaments

- How do you communicate with those involved with tournaments—participants and spectators?
- Additional strategies to share?



That's a Wrap

- Publications and Communications will continue to evolve
- Embracing change while considering traditions
- What are you taking away from today?