



Creatively Diversifying the Service to the Association

Presented by WIAA Leadership Team Members

**Todd Clark, Mel Dow, Melissa Gehring, Stephanie Hauser,
Mark Gutknecht, LeVar Ridgeway, Tom Shafranski**





Functional Fixedness

The inability to use an object in any other way besides its traditional use.

Or,

The inability to see different solutions, paths or approaches to standard problems/issues we have always had...



The ever-changing world, what we've learned

- Needs of students (mental health, etc.)
- Technology (instant “information,” universal access, AI, etc)
- Polarizing political environment, legislative involvement, legal challenges

We need to (1) ask hard questions under massive public scrutiny, (2) stay true the beliefs of our diverse team, and (3) listen.



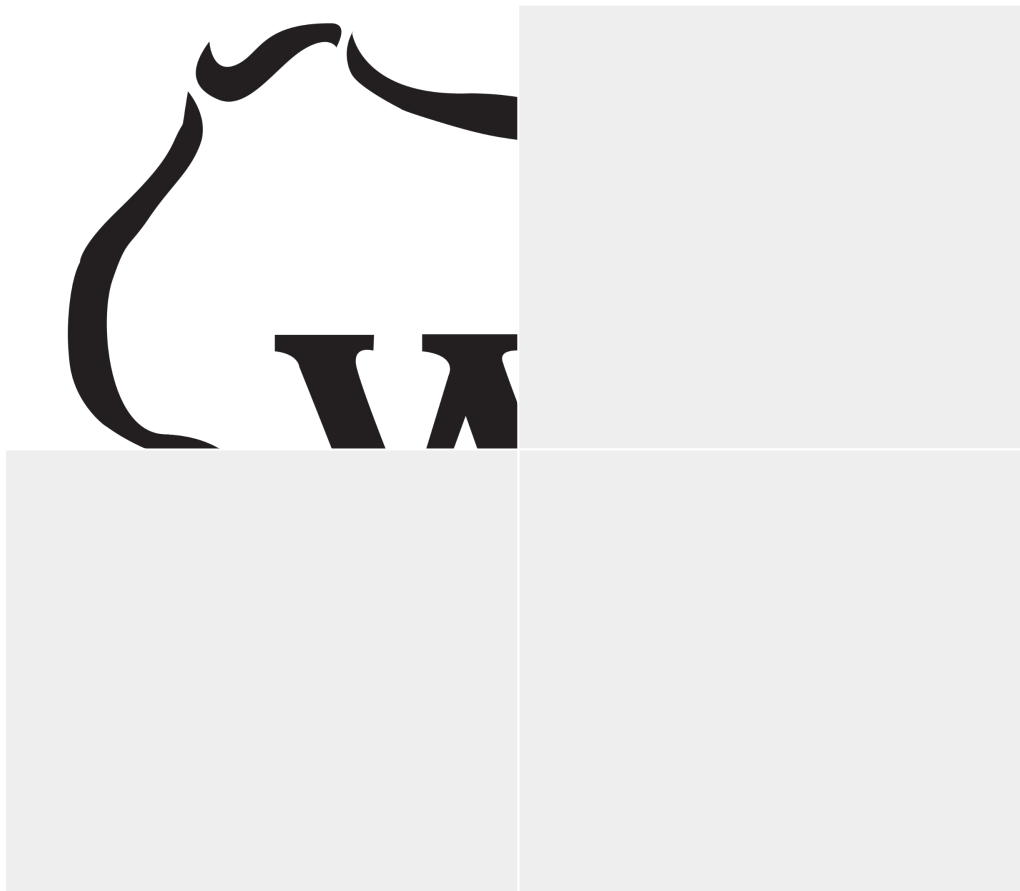
Having a “How Can We Serve You?”

Mentality

PUTTING THE PUZZLE
TOGETHER



Conference Outreach





**Conference
Outreach**



**Education
Opportunities**



**Conference
Outreach**

**Education
Opportunities**

**Legislative
Meet & Greet**





**Conference
Outreach**

**Education
Opportunities**

**Legislative
Meet & Greets**



**Sanction
Communications**



Having a “How Can We Serve You?” Mentality

Addition of the WIAA Satellite Office

- Milwaukee satellite office opened in 2022
- Surrounding member schools account for one-third of membership
- Disconnect between area schools and WIAA headquarters in Stevens Point, WI
- Many area schools have part-time athletic directors with limited ability to leave classroom during school day



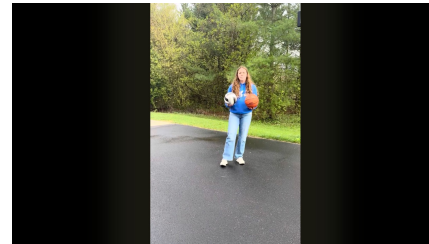
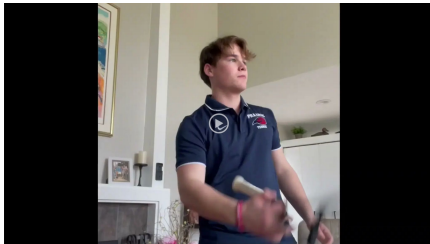


Having a “How Can We Serve You?” Mentality

Creation of WIAA Student-Athlete Leadership Team

What is the WIAA Student-Athlete Leadership Team?

- Collection of 27 diverse student-athlete leaders from member schools across the state
- Provide student input to WIAA staff, member schools and the Board of Control
- Communicate needs and challenges facing today’s student athletes
- Develop leadership skills in Team members and learn more about the sports industry
- Inspire thoughtful, student-led action that supports the purpose and desired outcomes of the Student-Athlete Leadership Team





Communication, Input & Transparency

Reaching Out

- A desire to connect monthly with Athletic Directors
- New AD Workshop & Follow-up Zoom Meetings
- WIAA/WADA Workshops Zoom Meetings
- Superintendent Zoom Meetings
- Communications Committee (Athletic Directors)



Ad Hoc Committee Development

Active Listening

Competitive Balance Committee

An ad hoc committee consisting of 11 superintendents/district administrators, six athletic directors, one principal and one principal/athletic director proposed the performance factor process, which was approved by a 265-115 membership vote at the 2023 Annual Meeting for implementation in 2024-25. The initiative promotes school programs that reach a threshold of tournament success based on a performance point system allocated over a three-year period.



Ad Hoc Committee Development

Active Listening

Calendar and Coaching Contact Committee

The ad hoc committee is to represent the diverse voices of the membership in evaluating season lengths, game maximums, and coaching contact with the primary goal to promote a balanced, education-based athletic experience for student-athletes.



Helping our Staff Be the Best Version of Ourselves

Administrative Meetings

- Weekly meetings - each leadership staff gets 5 minutes ["the talking stick" concept](#)
- Agenda - bullet points shared with entire staff
- Variety of inspiration - [quotes](#), [make you smile](#), [staff appreciation](#), [self-reflection](#), [history of sport](#), [sportsmanship](#)



Helping our Staff Be the Best Version of Ourselves

DEI training

- Hired an outside entity
- Staff and Individual goals
- No “wrong” place to be - it’s an awareness and commitment to growth

Staff One-on-Ones - Reflection, Feedback and Growth

- 2 times/year
- Consider different types of questions so all staff feel comfortable
- “How can we be more efficient in our work?”
- What is your vision for our team? For yourself?



Using Technology to Be More Efficient Staff and Membership

Lunch & Learn (Staff)

- Staff to be able to sign-up on topics where they want to learn more
- Optional
- Set topics with step-by-step walkthrough
- Question and Answer



Using Technology to Be More Efficient Staff and Membership

Electronic Seeding (Membership)

- Previously results for electronic seeding took several hours to generate
- Now generates in under a minute
- Outputs for media partners with broadcasted reveal show to reduce errors and time
- Can easily run scenarios for proposed criteria so committee can review and make decisions



Using Technology to Be More Efficient Staff and Membership

Chat Bot (Staff & Membership)

- Built off of knowledgebase
- Deflects questions being received via phone or email by staff
- Information presented to membership by a chat bot on website



Using Technology to Be More Efficient Staff and Membership

Forms (Staff & Membership)

- Previously data in many forms retrieved by IT and provided in report or spreadsheets
- Using JotForm, now available for staff that needs them including:
 - Email notifications (staff & membership)
 - Submissions available in spreadsheets (staff)
 - Printable and professional PDFs (staff & membership)
 - Reports (staff)
 - Legally binding e-signature (staff & membership)



Office Culture

- Team Scouting Report Activity
- Organize & Execute Process
- The Draft - Responsibilities War Room
- Post-Season Celebrations
- Public Insight - Maintaining a Sense of Humor



Office Culture

Our Team Scouting Report

- **Why are we doing this activity?**
 - To improve and become a stronger team through honest dialog
 - Identifying goal-setting with a focus on student-athletes and service to the membership
- **Described our Team - analyzed feedback individually - looked for themes, common words or phrases**
 - Mix of experience, personalities and historical knowledge
 - Transitional - past practice vs. best practice, lingering conformity (turnover)
 - Service Orientated - willing and wanting to help the membership
 - Collaborative
- **Where do we excel?**
 - Tournaments - structure & execution are top notch - 7 votes
 - Approachable (recently) - 5 votes
- **Where do we fall below our standard of excellence?**
 - Process inefficiencies- 6 votes
 - Technology- efficiency for staff, membership and partnerships - 5 votes



BRIEF ACTION DESCRIPTION:

Improvement of our processes specific to everything website

Project File Location:

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Pillar Metric Focus	
Worksheet Owner	
Date Initiated	01/22/2024
Planned End Date	

Steps		Person Responsible	Sub Proj	Link	Planned Start Date	Planned End Date	Actual End Date	Plan Cmpl	Comments / Updates	
1	Develop consistent, user-friendly forms	Stephanie	X ▾	X	01/22/2024	07/01/2024				Conference Realignment Fasttrack - Parents - Waiver Checklist
2	Create an easy to navigate website		X ▾	X						Simplify clicks on where to go
3	Develop educational material for schools		X ▾	X						Create a chat and fix search engine. WIAA - who we are
4	Establish a plan for data reliability from rSchool		X ▾	X						Set expectations with rSchool
5	Scorecenter maintenance & development		X ▾	X						Ease of reporting
6	Develop expectations and accountability for schools pertaining to rSchool		X ▾	X						
7	Tournament Central - spectators		X ▾	X						One stop shop for spectators
8	Accessibility for schools to view competitive balance points	Stephanie	X ▾	X	04/01/2024	05/06/2024	05/06/2024	X		
9			▾							



Organize & Execute Process

Child O&E #1

BRIEF ACTION DESCRIPTION:

Develop consistent, user-friendly forms

PARENT PROJECT:

Improvement of our processes specific to everything website

Pillar Metric Focus	
Worksheet Owner	Stephanie
Date Initiated	01/22/2024
Planned End Date	07/01/2024

	Steps	Person Responsible	Planned Start Date	Planned End Date	Actual End Date
1	Communicate project to WIAA team	Stephanie Hauser	01/23/2024	01/23/2024	01/23/2024
2	Develop a spreadsheet to track forms	Kate Peterson Abiad	01/23/2024	01/29/2024	01/29/2024
2	Identify form platform	Mark Gutknecht	01/23/2024	02/26/2024	04/02/2024
3	Gather form feedback from WIAA staff and identify pain points	Mel Dow	02/01/2024	02/08/2024	02/08/2024
3	Gather form feedback from members/media/officials and identify pain points	Melissa Gehring	02/01/2024	03/04/2024	04/01/2024
4	Identify and remove all obsolete forms from website	Mark Gutknecht	02/15/2024	03/22/2024	04/02/2024
4	Identify and prioritize every form we need to use	Stephanie Hauser	02/26/2024	04/05/2024	04/03/2024
4	Identify best practices and criteria	Mark Gutknecht	02/26/2024	04/12/2024	
4	Form template	Megan Loken	02/26/2024	04/12/2024	04/19/2024
4	Decide who will be in charge of updating the forms - sticking to the brand	Megan Loken	02/26/2024	04/05/2024	04/17/2024
4	Determine who has access to make form edits	LeVar Ridgeway	02/13/2024	04/05/2024	04/17/2024
5	Physically creating the forms	Kassie Mortimer	02/20/2024	04/05/2024	
6	Determine how to educate members/user on forms	Tom Shafranski	01/22/2024	04/05/2024	
7	Identify where forms need to be placed on the website - then actually place the forms	Todd Clark	01/29/2024	04/05/2024	
8	GO LIVE	Mark Gutknecht	07/01/2024	07/01/2024	
16	Additional Features for Forms	Kassie Mortimer	04/22/2024	05/06/2024	
17	Legally Binding Signatures	Mel Dow	04/22/2024	04/26/2024	04/26/2024

Comments / Updates
Will collaborate with Mark
Send to officials and media
2/5 collecting data from staff
2/5 started survey and will share with Todd (media) and Kate (officials)
Bobby will do
Create a row within the spreadsheet with update on forms - Prioritize
Fillable, uniformity, easy to use - need to research what everyone's forms look like - standard template - get input from others on what is needed - regular cadence for reviewing forms - confirmation email to person who completes the form - mobile access forms
same fonts, colors, graphics, etc.
LeVar will do - only LeVar will do
who, when, what
E-signature legably binding except where it requires a notary.



The Draft - Responsibilities War Room

Chris Berman (ESPN) line in the movie *Draft Day*...

"Thirty-two teams, seven rounds, 224 young men who, today, are about to become players in the National Football League. A day where lives are changed; fates are decided; dynasties are born; and the clock is always ticking. Of course, I'm talking about... Draft Day."



Post-Season Celebrations

- Images of the State Tournaments that capture interscholastic athletics
- Trivia & Decorating - Christmas-themed
- Brewers or Minor League Game
- Tour of Lambeau Field
- Games of skill in the office
- Food



Post-Season Celebrations





Post-Season Celebrations





Public Insight



nathan grmick

@nrg31



Ohh cool pass this but not **s#*t** that actually affects games. Nothing makes me hate being from Wisconsin more than how crappy [@wiaawi](#) has been my whole life.

6:01 PM · Jun 19, 2024 · **248** Views



Public Insight



thank you jurgen

@Szobosexual8



Most WIAA thing I've ever seen. Votes down a shot clock but puts more sportsmanship rules in lol what a joke

2:14 PM · Jun 19, 2024 · **2,180** Views



Public Insight



Post



Rick Miller @RickBirdman22 · 8h



Idiots as usual, doesn't surprise me!



11 10



Brock @Brock_rice99 · 12h



W- Wisconsin's

I- idiots

A- against

A- athletes



1

24





Public Insight



CheddarBalls

@Cheddars_Balls



WIAA. Continued incompetence since 1995.

9:19 AM · Jun 20, 2024 · **62** Views

Public Insight



Dr. adams @theybedem · 9h



Great, any decision made on of Mel Dow will continue to punish dyslexic kids, or kids whose parents are off in Africa doing the lords work?

#dbag #Melhateskids #Yugeego #dipshit
#hesimportant



14





Public Insight



Hunter Bugbee

@BugbeeHunter



lol can we get the retirement home of the wiaa board and let younger and newer members on who actually have the athletes best interest in mind?!?! God forbid the wiaa do something right for once.

6:48 PM · Jun 19, 2024 · **581** Views



Public Insight



WIAA @wiaawi · Jun 19

...

APPROVED – SPORTSMANSHIP: A spectator who is ejected from a contest, in addition to a 1-game suspension, must complete the free online NFHS Sportsmanship Class prior to attending the next home game for the school associated with the spectator. (Vote: 9-1)

39

68

361

92K



Goodle
@AjGoodle

...

Get rid of Hauser...

6:15 PM · Jun 19, 2024 · **339** Views



Idea Sharing Opportunity from Other State Association Offices

