

AIA Football Sports Advisory Committee
July 18, 2012
9:00 a.m. – 11:00 a.m.
AIA Office Board Room

Call to order: 9:00 a.m.

1. Roll Call

Members in attendance:

Lee Haws/1A Adm.	Tim Slade/1A Coach
Rhett Stallworth/2A Adm.	Jim Fairfield/3A Coach
Nathan Slater/4A Adm.	Nemer Hassey/4A Coach
Mike Sivertson/5A Adm.	Dana Zupke/5A Coach (Committee Chair)

Members absent:

Don Conrad/2A Coach	Jason Lobik/3A Adm.
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Others Present:

Corey Newland, District Athletic Director-Paradise Valley
Chuck Schmidt, AIA Associate Executive Director
Mark Mignella, AIA Legal Counsel

2. Review of AIA Football Sport Advisory Meeting minutes April 17, 2012
Minutes distributed.

Correction – Mr. Mignella (instead of Dr. Slemmer) addressed the FB SAC regarding the AIA Sport Medicine proposal that went to and was adopted by the AIA Executive Board on May 22, 2012.

Correction- consensus item proposal that went forward from the football advisory group requesting a proposed bylaw amendment to align AIA bylaw; article 23.3.1.2 (pre-competition permissive practice) equipment allowed with spring practice bylaw 23.10.1, which already allows for the use of shields and dummies during spring practice when no protective equipment is worn. The committee contends that the ability to use shields and dummies increases the safety to the student athlete by teaching contact techniques in a controlled, safe progression prior to full contact practice.

3. New Business

a. Presentation and discussion of the AzFCA response letter to the AIA Executive Board

Mr. Zupke presented the following documents to the committee for discussion:

- May 2, 2012 circulated e-mail from Teresa Johnson, Delta Video Productions
- May 22, 2012 letter from the AIA Executive Board to the AFCA Board
- June 22, 2012 letter from the AzFCA Board to the AIA Executive Board

Mr. Zupke asked how the AIA FB SAC can do a better job of creating a better relationship between the AIA and the football coaches. He indicated that the AzFCA has a strong desire to work with the AIA not contrary to the AIA. He indicated that many football coaches feel that funds, produced relative to

football (including monies from MaxPreps), should go directly back to the football programs. Mr. Zupke indicated that he has worked hard to promote looking at the funds from a bigger view.

Mr. Schmidt (AIA Associate Executive Director) discussed the response from the AIA Executive Board regarding the AzFCA letter and that the Board will continue to work through the AIA FB SAC. Regarding specifics related to MaxPreps and the contracts the AIA has with a any sponsor/partner, the confidentiality of contracts between the association and its corporate sponsors must remain from a legal and operational perspective. He indicated that the transparency of the Association is based on the monthly financials reported to the Board, annual audits, and public filings of the 990.

Mr. Sivertson supported that MaxPreps has shared what information they can. He wondered what can be done to make the relationship between the AIA and AzFCA better. He posed the question, "is the AzFCA asking for funding or transparency?"

Mr. Zupke indicated there was distrust of the AIA by some of the football coaches.

Mr. Schmidt shared that, per the AIA bylaws and generally accepted accounting practices, all monies of the Association are accounted for through a strict auditing procedure. He explained that at the conclusion of each Association business year, there is an audit and filing of the Form 990 for the Association. If at the end of the year there are monies left, dispersal is allocated to each member school. He indicated, for the sake of transparency, the AIA's operating budget is posted online on the website. Mr. Schmidt, identified if there is a mistrust regarding the MaxPreps corporate sponsorship, he would be available to address any questions that he can and that the relationship was in place to promote the AIA and the students we serve. The Max Preps opportunity is already being used by 71% percent of all Arizona high school football coaches.

Mr. Schmidt posed the question "How does the MaxPrep's deal effect AzFCA?". He indicated that, statewide and nationally, a transparent platform for the posting of statistics must be created for a checks and balance system to exist. Benefit of AIA365.com and MaxPreps platform... Mr. Schmidt discussed and identified the utility of the platform based on the following information.

- 71% of AZ football coaches provided stats to MaxPreps. Compares to 37% nationally. This seen as a positive in maximizing the current and future of coaches, recognizing their current affiliation to MP.
- In addition to traditional schedule, roster, and stat uploading tools, other opportunities for coaches include: MaxStats, MaxMessenger, Games Wanted and Job Postings, Game Programs, Team Calendar, Post to Team Wall, Player of the Week nomination, Team Widget for school website, link to web articles from MP.
- This year MP we will launch a record book for Single Game, Season, and Career Records. The AIA will have the ability to verify all records that break into the top 10 in any given category. This process will take place first with the single game records throughout this season. And then be followed by the verification and launch of single season and career record books at the conclusion of the Fall sports season. This will feed the records displays of AIA365.com when that link is activated.
- A help channel is available at: <http://www.youtube.com/user/MaxPrepsHelp/videos>, to guide coaches through any questions as well, and MP has a coach support team and Gerry Valerio standing by to answer any questions.

Mr. Schmidt went on to share that, with the MaxPreps sponsorship, now there is a value to the Association's member schools for something the member schools coaches are already doing (reporting game statistics). He reminded the committee that negotiations are an Executive Board function, not a sport advisory committee function. Mr. Schmidt informed the committee that what the Association has completed financially and with member school content has placed the AIA as one of the strongest in the country. He reminded the group that exclusivity is not part of the agreement....coaches can still report and disseminate information to any source they want to. That the MaxPreps will continue to provide a platform for fans and students to access that will be free....

Mr. Mignella advised that it is a standard operating procedure for corporate sponsors to require confidentiality.

Mr. Zupke expressed concern related to the history of sponsorship. The Baden ball contract was brought up. Mr. Schmidt reminded the committee that prior to the Baden ball sponsorship with the AIA, the decision was based in part due to the Baden Ball being used by the Arizona Coaches Association as the official ball of the football all-star game.

Mr. Zupke expressed concern related to the AIA recognition program and the timeline of how it was presented and forced on coaches. He was concerned that the coaches, the ones who do the voting, were not involved in the ground level of discussions. He indicated that the advisory committee should have been used as a sounding board.

The committee was reminded that there was a mandate from the Awards Committee and the Board to create a recognition program to replace the region and conference recognition that could not be utilized when the Association went with a section and division competition framework; and to promote equity among all of the schools and their programs.

Mr. Schmidt offered that he and AIA Executive Director Harold Slemmer were willing to meet with any coach or the AzFCA Board to discuss questions or concerns. Mr. Zupke and Mr. Slade indicated that there is a need to set that meeting up. Mr. Zupke expressed that he does not get the same story from Mr. Brush that he receives from the AIA (Mr. Schmidt and/or Dr. Slemmer). Mr. Schmidt reiterated that he will meet to discuss issues anytime.

b. Emergency Legislation that directly impact football - AIA Article 23-Football bylaw (article 23.2.6) and AIA Article 14 – General Provisions bylaw (article 14.17.2)

The Sport Medicine Advisory Committee proposal related to heat acclimatization, which this committee has worked on throughout the past year and was discussed, through updates with conference committees throughout the year, was passed at the May 21-22, 2012 AIA Executive Board Meeting in the form of AIA bylaw; article 14.17 – Heat Acclimatization & Exertional Heat Illness Management Policy. It replaces AIA bylaw; article 23.3- Pre-Competition Practice. SB1035 did not progress in the state legislature at least in part because of the pro-active approach, by the AIA, to address the heat issues in our state.

Mr. Zupke asked why we start football so early if there so much concern related to heat. The start of the fall season rotates with the AIA Standardized Calendar. It was discussed that there is a desire by school

administrators to eliminate as much overlap between seasons of sport as possible. Without a desire to shorten season or reduce games and the mandate from member schools to end the AIA competitive year prior to graduation, the start of fall sports fall where it is.

Mr. Mignella expressed that bylaw 14.17.2 actually gives football coaches more choice on when to start fall practice. There is no mandate that football practice must start on the Monday of the 5th week, it just can't start before that.

b. AIA requirements for MaxPreps reporting

Related to reporting game results, nothing changes. The MaxPreps platform will, in addition to traditional schedule, roster, and stat uploading tools, other opportunities for coaches includes:

- MaxStats, MaxMessenger, Games Wanted and Job Postings, Game Programs, Team Calendar, Post to Team Wall, Player of the Week nomination, Team Widget for school website, link to web articles from MP.
- This year MP we will launch a record book for Single Game, Season, and Career Records. The AIA will have the ability to verify all records that break into the top 10 in any given category. This process will take place first with the single game records throughout this season. And then be followed by the verification and launch of single season and career record books at the conclusion of the Fall sports season. This will feed the records displays of AIA365.com when that link is activated.
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This partnership will allow recognition of Arizona high school athletes on a national level. It will increase media relationships because local media outlets can mine for the statistical data. Aggregate data and content is what creates the utility and visibility for the AIA and its students.

Mr. Hassey asked if it will be a violation if a coach does not use MaxPreps to report and accumulate statistical data. The answer is no. Coaches should remember that the platform creates a system of checks and balances, due to the transparency of the information, so that statistics posted are reliable and verifiable.

d. Site selection process overview (e.g. – Division IV and Division V neutral sites)

Site selection is a function and responsibility of the AIA Executive Board. The upcoming AIA Executive Board study session will be looking in detail at all the tournaments and the sites.

6. Future agenda items

The request for agenda items will be sent to all Football Advisory Committee members prior to the next meeting, which committee members have requested move to Monday, December 10th, 2012.

7. Adjournment