WISCONSIN INTERSCHOLASTIC ATHLETIC ASSOCIATION

5-YEAR STRATEGIC PLAN

MISSION

Striving for excellence and consistent standards through education-based athletics.

VISION

Inspiring champions for life.

STRATEGIC PILLARS

GOVERNANCE

- Uphold the association's legal identity as a private entity, reinforcing our primary accountability to our member schools.
- Strengthen the association through modernized governance policies, empowering the membership to lead with accountability.

ENGAGEMENT & EDUCATION

- Create a comprehensive campaign to educate key audiences and celebrate education-based athletics.
- Develop an all-encompassing digital platform that promotes, educates, and distributes information to relevant parties.

HUMAN RESOURCES

- Develop a positive culture through retaining and empowering key contributors.

FINANCES & OPERATIONS

- Pursue long-term stability by creating a financial and operational plan to meet the evolving needs of the membership.