

# COMPETITIVE BALANCE COMMITTEE

Advisory Council and Board of Control Update

Jan. 25 and 26, 2022

## BASIC INFORMATION

- 24 member committee with varying representatives of schools across the state; rural/urban, small/medium/large, private/public, superintendents/district administrators/principals/athletic director, genders/ethnicity of members
- Two meetings a month:
  - December 2 - in-person
  - December 16 – virtual
  - January 6 – in-person
  - January 18 – virtual
  - February 2 – in-person
  - February 17 - virtual
  - March 1 - in-person
  - March 8 - Board of Control meeting, Co-Chairs present update
- Assistance from WIAA Staff throughout committee meetings

# MOTIONS

- Elected co-chairs
  - Jordan Sinz, Superintendent, Wisconsin Heights and Michelle Guyant-Holloway, Athletic Director, Wauwatosa East
- Outsourced with companies to assist committee
  - **Donovan Group** – creation of communications plan for committee to guide throughout the process and work in collaboration with WIAA Communications personnel
  - **Baird** – partnership for data collection and analysis of information, committee to use material to explore the essence of the competitive balance issue(s)

# COMMUNICATIONS PLAN

- **Guiding Principles:**

- Engagement
- Truthfulness
- Transparency

- **Planning Process:**

- What are communication goals?
- Who are the stakeholders we need to engage with in order to accomplish our goals?
- What messages do we want our stakeholders to know, understand, and feel in order to accomplish our goals?
- What communication tools will we use to deliver our messages to our stakeholders in order to accomplish our goals?

## PURPOSE STATEMENT

The purpose of the Competitive Balance Ad Hoc Committee is to thoughtfully and intentionally research the association's ability to hold tournament series in which all members feel their school has an opportunity to be competitive; and based on this research, the committee will recommend option(s) to the Board of Control to help ensure all members feel their school has an opportunity to be competitive.

## **OPERATING PRINCIPLES**

- We believe the committee will analyze data and other information to determine if there is a problem with the current playoff structure.
- We believe the committee will keep the student-athlete's well-being at the center of the discussions.
- We believe the committee will adhere to a communications plan.
- We believe the committee will share information and evidence through the process with the stakeholders along with the explanation of the decisions.
- We believe the committee will provide a possible solution(s) to the competitive balance topic to the Board of Control and membership.

## QUESTIONS/RESOURCES

- Committee Information
  - <https://www.wiaawi.org/Schools/Competitive-Balance>
- Membership Feedback Portal
  - <https://schools.wiaawi.org/Forms/Feedback/FeedbackSelection/>