

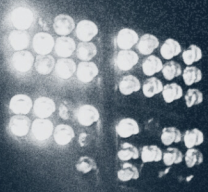


NEBRASKA SCHOOL
ACTIVITIES ASSOCIATION

2025/2028

STRATEGIC PLAN





NEBRASKA SCHOOL
ACTIVITIES ASSOCIATION

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MISSION

**Creating moments and
memories that last a
*lifetime.***

*This mission reflects the NSAA's commitment to empowering students
and all who serve them by providing structured opportunities to
inspire lifelong memories for kids, coaches, and communities.*



**NEBRASKA SCHOOL
ACTIVITIES ASSOCIATION**

FOUR STRATEGIC DIRECTIONS:

- **Governance** – Simplify the NSAA Constitution & Bylaws to increase clarity for all stakeholders.
- **Branding & Storytelling** – Implement a student-centered brand that advances the mission of the NSAA, increases engagement, and enhances visibility.
- **Growth & Sustainability** – Expand organizational capacity to allow the NSAA to adapt to future demands and sustain the quality of current programs and services.
- **Finance** – Establish a manageable, multi-year financial strategy that supports the NSAA's mission.

STRATEGIC GOAL: GOVERNANCE

Simplify the NSAA Constitution & Bylaws to increase clarity for all stakeholders.

Action Steps:

1. Simplify and Reformat NSAA Bylaws
 - Reword bylaws using plain, accessible language to better serve administrators, coaches, and community members.
 - Reorganize and reformat documents for ease of navigation and interpretation.
 - Identify and prioritize the top 3-6 sections for initial revision based on complexity and impact.
2. Educate and Engage Stakeholders
 - Develop easy-to-understand FAQs, visual guides, and short videos to explain key bylaws.
 - Offer guidance for parents, coaches, and new administrators on understanding the legislative process and NSAA structure.
3. Review and Improve the Legislative Process
 - Assess the volume, timing, and frequency of legislative proposals.
 - Explore refinements to the Representative Assembly, ensuring fair and practical input from diverse school types.
 - Clarify the voting process and timeline to improve transparency and efficiency.

STRATEGIC GOAL: BRANDING & STORYTELLING

Implement a student-centered brand that advances the mission of the NSAA, increases engagement, and enhances visibility.

Action Steps:

1. Establish a Consistent Student-Centered Brand
 - Develop and implement brand guidelines (logo, colors, fonts, tone of voice) for use in all NSAA communications and materials.
 - Implement updates to the logo, tagline, and brand assets to reflect a student-centered identity.
2. Launch a Unified Messaging Strategy
 - Create clear, consistent language that communicates what NSAA stands for and why it matters to students, schools, and families.
3. Strengthen Storytelling Through Digital Media
 - Use social media to highlight student voices, team accomplishments, and sportsmanship moments through campaign-style storytelling. (e.g., “My NSAA Story” or “Game Day Moments”)
4. Improve Digital Access and User Experience
 - Refresh the NSAA website to be more user-friendly, mobile-responsive, and visually aligned with the new brand, while exploring the development of an NSAA mobile app.

STRATEGIC GOAL: GROWTH & SUSTAINABILITY

Expand organizational capacity to allow the NSAA to adapt to future demands and sustain the quality of current programs and services.

Action Steps:

1. Develop a Staffing Growth Plan
 - Prioritize the addition of staff based on areas of organizational strain to sustain and expand service levels to member schools.
2. Explore Middle Level Activity Integration
 - Create a focus group comprised of diverse perspectives to discuss the feasibility of the NSAA governing middle level activities.
3. Monitor Priorities of Member Schools
 - Engage member schools to identify trends in participation to address future demands.
 - Bring member schools together via statewide committees or class caucuses to build consensus on best practices to address competitive equity.

STRATEGIC GOAL: FINANCE

Establish a manageable, multi-year financial strategy that supports the NSAA's mission.

Action Steps:

1. Develop a Multi-Year Financial Plan
 - Review and refine the NSAA budget to account for growth and sustainability.
2. Evaluate Reimbursement & Compensation Structures
 - Conduct periodic reviews of reimbursement and compensation rates for schools, officials, judges and event hosts to ensure fairness and alignment with actual costs.
3. Explore the Development of an NSAA Foundation
 - Examine the feasibility of creating a foundation to support NSAA member schools.