



**SOUTH DAKOTA HIGH SCHOOL ACTIVITIES ASSOCIATION  
STRATEGIC PLANNING MEETING OF THE BOARD OF DIRECTORS  
SDHSAA OFFICE BUILDING**

July 30, 2025

10:30 AM

Pierre, South Dakota

The Board of Directors held a strategic planning meeting on July 30, 2025, at the SDHSAA Office Building in Pierre, South Dakota with members present as follows:

Dr. Jeff Danielsen	Randy Hartmann	Jeff Kusters	Chris Long (joined at 10:34 AM)
Billy Clanton	Chad Allison	Jordan Bauer	Chuck Wilson

Staff members present included Dr. Dan Swartos, Randy Soma, Kristina Sage, Brooks Bowman, and Ryan Mikkelsen.

**Item #'s 1 and 2: Call the Meeting to Order and Pledge of Allegiance**

The meeting was called to order by Dr. Jeff Danielsen at 10:30 A.M., followed by the pledge of allegiance.

**Item #3-Introduction of Board and Staff Members**

President Danielsen asked the Board of Directors and the SDHSAA Staff Members to introduce themselves.

**Item #4-Opening remarks**

President Danielsen thanked the board for their service and welcomed them to a new year on the SDHSAA Board of Directors. He also reviewed board meeting protocols and procedures, which are an amended form of Roberts Rules of Order. Dr. Swartos gave an update on the SDHSAA mission statement and spoke regarding the need to continue to provide the case for education-based athletics and activities and the value of state high school activities association.

**Item #5- Review 2023 Strategic Planning Minutes**

President Danielsen reviewed the 2024 Strategic Planning Minutes.

**Item #6- SDPB Report**

Twyla Olson and Brad VanOsdal from SDPB provided the Board with a broadcasting update from 24-25 and a preview of 25-26.

**Item #7- NFHS Summer Meeting Comments and Reflections**

Board members and staff who attended the NFHS Summer Meeting in Chicago shared their comments and reflections on the meeting.

**Item #8- Review Board Policy Manual, Constitution/By-Laws, and Yearbook**

Dr. Swartos reviewed the 2025-26 SDHSAA Policy Manual and Constitution and By-Laws. SDHSAA staff detailed changes to policy for the upcoming year and the constitutional amendments that were approved by membership were updated within the Constitution and By-Laws.

**Item #9- Review the FY 24 Audit**

Dr. Swartos and Ryan Mikkelsen reviewed the FY24 financial audit with the Board. The audit was completed by the South Dakota Department of Legislative Audit. It was a clean, unmodified audit with no findings.

President Danielsen declared the Board in recess at 12:25 PM and out of recess at 1:00 PM.

**Item #10- Review the FY26 Budget**

Dr. Swartos reviewed the FY 25 budget and detailed proposed adjustments to the FY 26 budget from the first reading. The Board will have a second reading of the FY 26 budget at the July 31<sup>st</sup> regular meeting of the SDHSAA Board of Directors.

**Item #11- Legislative Considerations/GOAC**

Dr. Swartos reviewed the 2025 Legislative Session, previewed the 2026 session, and reviewed his presentation to GOAC that occurred July 16, 2025.

**Item #12- Review Site Selection Committee for 25-26**

Dr. Swartos reviewed the structure of the Site Selection committee. President Danielsen will appoint members to the 2025-26 committee (considering sites for 2029-30) at the July 31<sup>st</sup> meeting of the SDHSAA Board of Directors.

**Item #13- Discussion on policy regarding teams not fulfilling football schedules**

Dr. Swartos and Mr. Soma discussed an annual issue we are having with football teams pulling out of the season late in the summer and the challenges that presents with filling the schedule of their opponents. Staff will work on a policy and get ideas from the football advisory committee for a future policy.

**Item #14- Review SDHSAA Constitutional Revisions for 2024-25 and 2025-26**

Dr. Swartos visited with the Board about Constitutional Revisions for 2024-25 and potential recommendations for 2025-26. The membership passed amendments to language regarding transfers and eligibility. Looking towards 2025-26, we will be looking at clarifying language pertaining to division breakdown of the Board of Directors, a clarification regarding semi-pro participation, and potential amendments that may come from ad hoc committees.

**Item #15- Sub-Committee Updates**

Dr. Swartos updated the Board on the progress of the eligibility/transfer sub-committee and success factor task forces. Work will continue in both areas.

#### **Item #16- Discuss Superintendent Group Priorities**

Dr. Jeff Danielsen, Jeff Kosters, and Chris Long reported that the Superintendents group feels comfortable with where the SDHSAA is at, but have concerns for future funding implications with tax structure adjustments and the impact that will have on activities/athletics budgets. There continues to be concern with travel costs. The Superintendents encourage the SDHSAA to work on showing the value of education-based activities.

#### **Item #17- Discuss Secondary Principal Priorities**

Chad Allison shared the funding concerns, particularly as it concerns the addition of new activities.

#### **Item #18- Discuss Athletic Director Priorities**

Chuck Wilson and Jordan Bauer discussed relief at the SDPB renewal and highlighted the SDIAAA's mentoring program. There continues to be high turnover in the AD ranks. There are concerns regarding the amount of turnover of students with transfers. They shared concerns regarding funding and the impact that travel has on their activity budgets.

#### **Item #19- Discuss School Board Priorities**

Randy Hartmann and Billy Clanton shared the opinions of others on the implications of tax restructuring to school funding. They noted a disparity in perception vs reality from the public on the percentage of the school budget that goes towards activities/athletics, and noted it is usually far smaller of a percentage than people realize. They shared concerns regarding funding and the adding of activities.

#### **Item #20- Executive Staff and Board Member Comments, Concerns, and Suggestions**

SDHSAA Staff and Board had a wide-ranging discussion regarding the following topics:

- Scheduling/travel
- Recruitment and retention of officials
- AD Turnover/AD and Coach Mental Health

#### **Item #21- Review 2024-25 Goals**

Dr. Swartos reviewed progress on the 2024-25 goals.

- 24-25 Goal 1- Economic Impact Study. Recommended to eliminate.
- 24-25 Goal 2- Sportsmanship Initiative- Recommend to carry over.
- 24-25 Goal 3- Transfer/Eligibility Committee- Recommend to eliminate.
- 24-25 Goal 4- Recruit/Retain Coaches Initiative- Recommend to carry over.
- 24-25 Goal 5- Success Factor Study- Recommend to carry over.

President Danielsen declared the Board in recess at 2:50 PM and out at 3:00 PM.

**Item #22- Set goals for 2025-26**

The following goals were developed by staff and board for the 2025-26 school year:

1. Develop a sportsmanship initiative concerning fan, coach, and participant behavior in SDHSAA sanction sports and activities.
2. Develop initiatives concerning coaches recruitment.
3. Convene a committee to study the concept of a success factor in classification.
4. Develop initiatives highlighting the value of state high school associations.
5. Develop initiatives concerning AD retention.

**Item #23- Executive Session per SDCL 1-25-2.5**

It was moved by Wilson, second by Allison, to go into executive session per SDCL 1-25-2.5.  
Motion carried 8-0.

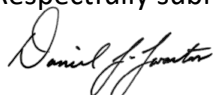
President Danielsen declared the Board in Executive Session at 3:25PM and out at 4:07 PM

**Item #21- Adjourn**

It was moved by Clanton, second by Kusters to adjourn. Motion carried 8-0.

President Danielsen declared the Board adjourned at 4:07 PM.

Respectfully submitted,



Dr. Daniel Swartos  
SDHSAA Executive Director