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Cover Story: Get Your Head *Into* the Clouds

mhsaa's foray into the social media

4 Are you out there? Really out there? We hope so, and we are attempting to get the MHSAA out there as well, tossing our hat into the ring(less) realm of social media. Step outside your walls to join us for the ride.

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The Vault - 18

Steppin' Out The year was 1998 when the MHSAA stepped outside its doors to launch its first version of MHSAA.com. A dozen years later, much has changed.



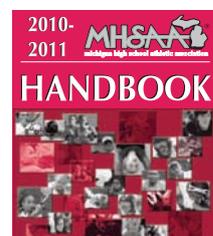
Must See .tv - 22

On the Job Training The Digital Broadcasting Program launched in 2009-10 was a huge success, and expands this year to afford more students the chance for practical experience.



Regulations Review - 30

Old Rules, New Treatment Amateur status and awards regulations have undergone some changes for 2010-11, but the core principles remain intact.



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New Frontiers Yield New Opportunities and Challenges

During 2007, a team of MHSAA staff conducted a study of factors affecting interscholastic athletics and, in doing so, was convinced to develop three themes that were most apparent and compelling:



1. How have the proliferation of sports on television and changes in technology affected school sports; and how will they affect the future of school sports?
2. How has the expansion of educational options – school of choice, charter schools, magnet schools, non-traditional schools – affected school sports; and how will it affect the future of school sports?
3. How has the growth of non-school youth sports programs affected school sports; and how will it affect the future of school sports?

During the 2010-11 school year we return to those issues in *benchmarks*, taking stock of what's been happening historically and what's happened recently, and making some predictions about what might be ahead.

In this issue, we address item No. 1, specifically technology as it relates to school sports. Andrea Osters has taken the lead on our cover story, with assistance from Andy Frushour and Rob Kaminski: how social media is affecting, and can effectively be used by, school sports.

MHSAA Communications Director John Johnson discusses the MHSAA Network and especially the Digital Broadcasting Initiative.

I explore concerns for protection of student privacy and intellectual property rights in this fast-changing world.

We invite you to join us in discussing these matters on MHSAA.com, Facebook and Twitter, or with an “old fashioned” email, telephone call, fax or letter.

A handwritten signature in black ink that reads "John E Roberts". The signature is written in a cursive, flowing style.

John E. “Jack” Roberts
MHSAA Executive Director

Where Did It Go?

Mainstays from the MHSAA *Bulletin* such as Representative Council and Executive Committee minutes are still accessible to our member schools and the general public at MHSAA.com from Schools/Administrators. Sport-specific minutes, tournament information and brackets can all be found under the sport pages at MHSAA.com. Other MHSAA operational matters previously featured in the *Bulletin* will appear toward the back of each *benchmarks* issue in our “business” section.

Now in its second year, editions of *benchmarks* will again be delivered to schools in bulk for administrators to distribute to coaching staffs as they see fit.

Costs, Cuts, Competition

Following are comments in response to "From the Director" the twice-weekly blog featured on MHSAA.com from Executive Director Jack Roberts. Archived blogs may be accessed from the "News" page of the website.

The Leadership Challenge - 5/7

I have always been – and will continue to be – a supporter of educational athletics! I am also a school superintendent whose district made the "bad decision" to ask parents to transport their children home from some away athletic contests. We have also reduced our teaching staff, cut a principal, asked our transportation department to make wage and benefit concessions (which they graciously did), privatized our custodial staff, eliminated district funding for field trips, reduced our curriculum budget, postponed the purchase of new (actually used, but new to us) buses, etc. I appreciate MHSAA's awareness of our plight, but please understand that every cut we make is a "bad decision" for someone.

– Diana Davis

Not to beat a dead horse, but I've said before: add two weeks to the Football playoffs so that everybody qualifies, reducing the extreme regular-season travel burdens as teams are currently going further and further afield to fill their schedules due to the obsession with playoff qualifying; then go down to five Divisions (instead of eight), which will reduce travel (e.g., situations where the Traverse City public schools end up in different Divisions are less likely with fewer Divisions).

Getting rid of the "20 percent rule" in Soccer might also help reduce some travel; with Division four smaller than the others, the schools are more likely to be

"I appreciate MHSAA's awareness of our plight, but please understand that every cut we make is a 'bad decision' for someone"

spread out geographically (especially given that small schools tend to be located in the rural portions of the State). Going to normal equal divisions may help a little at the margin.

– Adam

Hope - 6/18

I like High School sports as well as the next guy, but I question the need for so many sports. When I went to high school, we had maybe five sports for boys and girls apiece. We did not have soccer, baseball, softball, bowling, lacrosse, cheer, swimming, etc.

When times are good schools spend money like drunken sailors and high schools look like small college campuses, now that time are bad they need to reduce the number of sports. I would recommend the newest sports are the first to go.

When the economy improves put money in the bank instead of finding new and creative ways to spend it. The school boards did this to themselves.

– Rick Fink

Sports Officials Receive Recognition - 4/30

It was my first time for attending this wonderful event (MHSAA Officials Banquet), it

was very enjoyable and so nice to hear a statement from each award recipient. Wow what a roomful of dedication to the "kids;" what special people our officials are, if only everyone in and out of education could recognize and respect them.

Committee, keep up the good work and thank you so much for continuing to teach Sportsmanship! The decade movie at the event can't be beat!

– Kathy Messner

Ten Percent Solution - 4/27

I agree that a one size fits all approach is not always the best for all member schools but it will be difficult for individual schools or leagues to reduce the number of contests and maintain competitive balance. If reductions are made across the board all schools throughout the state will be participating on a level playing field when it comes to days of competition. You need look no further than the MHSAA mandate on summer dates of participation where schools previously were required to play most of the summer to maintain the same competitive edge as their neighbor. Now all are on the same level playing field in terms of how much they can play.

– Barry Hobrla

Shots on Goal offers readers a forum for feedback. Submit your opinions, share your experiences or offer suggestions to benchmarks@mhsaa.com. Be sure to visit MHSAA.com for MHSAA Executive Director Jack Roberts' twice-weekly blogs. Comments are encouraged, and may also appear here in **Shots on Goal**.

MHSAA Outside the Walls

Sign Up

MHSAA is on Facebook

Sign up for Facebook to connect with MHSAA.



Michigan high school athletic association

MHSAA Like

Wall Info Photos

to the official MHSAA Fan Page! You can also find us on Twitter: @MHSAA.

Question? Post it on our wall or email: info@mhsaa.com

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Association



MFA



MHSAA Here's one of our baseball coaches Jack N...



7 minutes ago · Comment



MHSAA FYI: Starting M-Thursday from 7 a.m. to 10 p.m.

31 minutes ago · Comment



MHSAA BLOG from Excerpt: <http://aw.ly/21BAW>

3 hours ago via HootSuite



MHSAA What an awe-inspiring performance by our baseball champions in baseball!

Tell us your favorite moment from the game. Yesterday at 7:34am · Comment



Gary Brimmer I had a clear concise conversation with the field athletes 2 weeks ago. I was in competition...oh my. Yesterday at 7:33am · Comment



Dick Simon Or not... I had a GREAT time with quality people in a room I had heard, Just a bunch of... Yesterday at 8:43am · Comment



MHSAA BLOG from Excerpt: Yesterday at 4:11am via HootSuite



Sara Hefele GO ONAWAY! Saturday at 10:04am · Comment



Buzz Russell Co. Appia...



Synergy: Social Media & High School Sports

A quick glance around the bleachers of a soccer match, baseball game, volleyball match or swim meet provides the backdrop and impetus for this story. Look closer, just beyond the field of play, and you'll find a commonality in nearly every pocket, every purse and every hand. The potential for sports fans to connect with each other, their community and the global population is, quite literally, at their fingertips – and is dramatically changing the way spectators experience athletics.

In the spring of 2010, the MHSAA began to populate and manage a brand new “social media presence,” with the intention of reaching fans in an entirely new fashion. The integration of the association social networking strategy has since become a primary focus: rooted in an **idea**, bolstered by continued **investment**, and inspired by the power of its **influence**.

Social networks like Facebook and Twitter allow the MHSAA to promote its most valuable product in an entirely new way: amateur, interscholastic athletic competition. Posts, tweets, comments and direct messages give us a unique opportunity to raise awareness about high school sports and the individuals doing good work in support of athletic programs around the state.

However, while the content we push *out* receives some attention, it is the content we pull *in* that has been most intriguing. For the first time, we have a real-time resource to connect with our membership and fans. In our quest to go green, depend less on paper communication, reduce costs and continue to provide vital information to our membership – we realized there were resources available that would afford us all the preceding luxuries. Since our initial launch of the MHSAA Twitter feed in February, we've increased our number of followers by 320 percent (an average of about 60 new followers per month). The Facebook Fan

Page has done even better, with nearly 1,400 people interacting. We're communicating our message to many more of our supporters through online media than ever before.

You may be asking: “What do those numbers actually mean?” To some, they represent a measurable metric of success – a numeric barometer to gauge how we're doing managing our presence during the explosion of a Web 2.0 culture. To the MHSAA, they are simply numbers. Measuring success by the raw number of eyes seeing our content will not suffice in this market. We need to focus our efforts on engaging dialogue; by cultivating interaction amongst our members and fans.

While we *are* trying to expand our reach through social media, our greater goal is to enhance the high school sports experience for our membership and fans by allowing for increased engagement. Our Facebook fan page provides an open, transparent space for fans, parents, coaches, officials and student-athletes to interact. It opens the door for our staff to respond and react to current issues, concerns – and even occasional praise. Our Twitter feed allows for our fans to obtain the most up-to-date announcements, event updates and news about current high school sports activity. And best of all, the MHSAA can utilize both outlets to feel the pulse of our state.

– continued next page



MHSAA File Photo

As the MHSAA Cross Country Award winners gaze down at the crowd, how many parents have already gone into their pockets to send photos and news to friends and relatives?

cover story

On that note, it must be mentioned that no other state association in the nation has taken the reins like the MHSAA. We will continue to push the boundaries of old-school thinking by applying ourselves in new, unexpected and surprising areas. Our hope is that Facebook, Twitter (and eventually YouTube) will enable us to provide the best and



Nearly 1,400 people have found their way to the MHSAA Facebook Fan Page to network and interact.

most current information as quickly as our constituents desire it. While our member schools strive to maintain quality programs during an increasingly tough economic downturn, the MHSAA will do all it can to facilitate communication, growth and engagement within our athletic communities. New media, whether online or off, will assist in this overarching goal.

So the next time you witness a student in the stands taking a photograph with a cell phone, or texting at the speed of light, or snapping video from a Flip camera – remember that the viral aspect of news and current events can be molded to fit our model for high school sports. The rate of exchange

Since launching the MHSAA Twitter feed in February 2010, the number of followers has grown by more than 300 percent.



Feb. March April May June

of information between peers, businesses and communities will drastically enhance the experience of high school sports this year, and continuously as technologies adapt to consumers' needs. The MHSAA will work tirelessly to incorporate this new, exciting phase of sports media while holding tight to our core values of safety, sportsmanship, scholarship and scope.

– Andi Osters
MHSAA Program & Development Assistant

Are You Missing the Action?

So, what are you missing if you're not following the MHSAA via Twitter and Facebook? Plenty.

Most recently, the MHSAA began to offer Finals tickets for trivia contest winners. Think you know high school sports? Well, if you were following the MHSAA, you could have tried your hand at this one in June:

MHSAA TicketTrivia: There are 32 teams heading to Battle Creek tomorrow to vie for state championships in softball and baseball. Out of those 32 head coaches, name the softball coach AND the baseball coach that has been in their current position the LONGEST. Winner = 2 tix to the Finals!

Facebook Fans Wayne Karsten and Matthew Miller won that particular contest and claimed tickets to the Finals!

The MHSAA plans to continue this initiative throughout 2010-11, so join us online now, study hard, and then be our guest at a Finals event as a trivia winner.

If you can't be in attendance, following us on Facebook and Twitter is almost as good as being there. Our followers were kept up to date throughout the winter and spring tournaments with a barrage of Tweets and Twitpics like these:



Students from the SVHSL complete the Human Knot at today's Captains Clinic.

Flint Hamady rejoices after buzzer-beater in 2nd OT gives Hawks Class C 68-66 vs. St Ignace.



Shepherd coach Jack Nartker survives a water bucket bath, talks with media after winning D3 title.

Were you at any of the MHSAA Finals? You could learn the story behind the action from the many heartwarming stories we receive and then re-tweet to our followers, such as this one following the Baseball Finals:

Congrats to Brandon & Beal City! RT @DeafNewsToday: Deaf pitcher took his MI HS team to a championship ... <http://bit.ly/9HmAaX>

The URL is a story about Beal City junior Brandon Holsworth who threw 5 2/3 scoreless innings during the Aggies Division 4 championship game.

Join the MHSAA on Facebook and Twitter today to stay on top of all the action.

It's Like Texting, but for everyone to see...

The following thread illustrates a simple Twitter conversation, or thread, which can involve as many or as few people following a given person or organization, such as the MHSAA, as you wish. In many ways, it's as simple as texting a friend via a cell phone, but the message has greater reach. *Tweets* may also include links to a photo or web page as well.



robertkaminski

2:04pm, May 20

New to Twitter here. What can I expect following @MHSAA? i.e. subject matter, frequency of MHSAA tweets?



MHSAA

2:10pm, May 20

@robertkaminski Tourney updates, links to blogs & programs, & questions. 2 weeks ago we asked followers their favorite HS sports memory.



robertkaminski

2:14pm, May 20

@MHSAA Cool, that probably gets some conversation started. My fondest memories were always during baseball season at East Detroit HS.



andyfrushour

2:26pm, May 20

@robertkaminski @mhsaa I played in the 1995 Diamond Classic...memories. @LSJ_Hssports commented on the field this week. <http://ow.ly/1NL8K>



andiosters

2:29pm, May 20

@robertkaminski @mhsaa Baseball? Nah. Try softball -- I was a member of the 1999 Okemos D1 championship team. Awesome experience.



robertkaminski

2:30pm, May 20

@andyfrushour @MHSAA Got it! So being a follower, I can get related school sports news in addition to MHSAA tournaments and MHSAA business.



MHSAA

2:32pm, May 20

@robertkaminski Definitely. We RT posts from many of our followers! Any & all good stories depicting school sports mission and values.



robertkaminski

2:35pm, May 20

@MHSAA During tournaments does MHSAA staff or various media offer "play-by-play" of events via Twitter?



MHSAA

2:39pm, May 20

@robertkaminski Yes, and we'll post occasional TwitPics. Also, other @MHSAA followers have provided accounts from various tourney venues.



robertkaminski

2:41pm, May 20

@MHSAA Sounds good. should be a great place for all things school sports in Michigan. Just curious, how many followers so far?



MHSAA

2:43pm, May 20

@robertkaminski We launched both #Facebook & #Twitter accounts in Feb. -- and now, FB has over 1,200 fans and we're nearing 400 tweets!

What's Next?

Score Center 2.0 and MHSAA YouTube Channel Highlight 2010-11

In fall of 2009, the Score Center debuted on MHSAA.com. Score Center allowed visitors to see the upcoming schedule of games (either statewide or school-by-school) and then view results at the completion of the contests.

Although football scores had been collected online for a few years, this was the first time scores for additional sports could be input into the MHSAA database and viewed online. As expected, web traffic to football score pages of MHSAA.com continued to soar on Friday nights (a typical football game night saw over 100,000 MHSAA.com pageviews). While not frequented nearly as often as the football pages, other sports featuring head-to-head competition (especially girls and boys basketball) also were popular destinations for MHSAA.com score-seeking visitors.

A key component of the Score Center is the “crowd sourcing” nature of data collection. Any registered user of MHSAA.com – administrators, coaches, students, parents, fans – can report the score of a game and the result is immediately posted for the world to see. And if mistakes are made, any registered user can “Dispute the Score”, add documentation, and the change will be made to the website. School administrators and MHSAA staff are able to edit and delete any game or score at any time. What’s more, the MHSAA has even given edit permissions to a special breed of MHSAA.com fans who have taken the extra effort to help find and post scores for games all over the state, not just scores for their own teams.

The fall, MHSAA.com will roll out what we’ve dubbed **Score Center 2.0**. This new version works out some of the bugs of the current system, and also adds new functionality. The two biggest additions are sport-specific score reporting screens and the ability to add multi-team tournaments to schedules.

The new score reporting screens will be different for each sport. You will be able to add game-by-game scores for volleyball matches. Round-by-round scores can be input for Competitive Cheer. Golf



Don't Be Anti-Social . . .

If there's one aspect of social media/networking that is unwavering and etched in stone, it's this: it's not a fad. It's here to stay. As such, it's wise to jump on board rather than simply watch this train go by, because it's at full throttle and won't slow down.

While the thought of taking the plunge can be daunting, there is plenty of help at your fingertips. So, even if you'd rather dip your toes in the pool rather than leap off the platform, there are plenty of resources for all levels of users. The best news is, everyone out there with a site, blog, Twitter or Facebook account regarding the wave of social media *wants* to help you; it's their job, their passion.

For starters, take a trip to **Common Craft** at www.commoncraft.com. The team of Lee and Sachi LeFever do a tremendous job of using video to explain a myriad of topics “in Plain English” as their titles proclaim. On the Common Craft home page, scroll through the video lists or search for “Twitter in Plain English” and “Social Media in Plain English.” The illustrations are kept as simple as the tutorials, and while viewing the Social Media video, feel free to sample some ice cream!

Once you've decided to take the lead on your athletic department or officials association Facebook or Twitter page, you'll need some basic principles for a solid foundation. One of the best sets of guidelines the MHSAA has explored comes from Rohit Bhargava, author of *Influential Marketing*. While his post “**7 Essential Social Media Instincts Small Businesses Should Learn**” was geared toward the business world, the principles apply to any social media endeavor:

1. Be conversational
2. Listen and respond consistently
3. Proactively comment and share
4. Use questions instead of statements
5. Participate with those who share your interests
6. Support online relationships with offline interactions
7. Invest in Karma

That last one, No. 7, involves sharing knowledge and information. Bhargava states, “**what most power users of social tools online know is that doing things to help people, sharing knowledge and generally being open to those who connect with them, are all good things that pay off in an uncertain way at some point in the future.**”

The URL for his post and many other resources are listed in the adjacent box.

winners will be accurately denoted (yeah, we know: high scores are good in basketball and bad in golf!). A winner by shootout can be selected in soccer. And on and on.

On the tournament side, a multi-team competition can be added to a school's schedule along with the other competing schools (no matter how many schools are there). Teams can be added prior to the event, or even after the event while posting scores and results. The new tournament system will allow schools to enter its final place and score at "against the field" events like golf and track, but it will also allow schools to enter the scores of head-to-head matches like at a volleyball or soccer tournament.

We're looking forward to the advances of Score Center 2.0 and we hope you and your fans help us make MHSAA.com a great place to find schedules and scores. After you've played around with the system, we'd love to get your feedback since planning for Score Center 3.0 is already underway.

While the MHSAA has made strides with social networking using sites like Facebook and Twitter, there's yet another in the wings. YouTube, the video sharing site, could potentially offer the MHSAA a prime outlet for aggregating and showcasing the best of viral high school sports media.

In the fall of 2010, the MHSAA YouTube channel will launch, with intent to provide (and recommend) video material to member schools, fans, coaches, officials and parents. Prior to August, MHSAA staff will work to "decorate and populate" the channel to accurately reflect the mission, values and perspective of interscholastic high school athletics. By draping the same MHSAA.com aesthetic graphic treatment over the channel, a seamless transition from MHSAA.com to YouTube will be a reality.

Pieces will range from MHSAA-produced PSAs to student-created content. The MHSAA YouTube channel will seek to highlight the best of Michigan student-athletes, the best of Michigan high schools and the best of amateur athletics. Search for us on YouTube this fall by using keyword "MHSAA Sports."



... Go Visiting

- "Social Media Revolution 2 (Refresh)," socialnomics.net/video
- "7 Surprising Statistics About Twitter in America," socialmediatoday.com/SMC/193503
- "Social Media in Plain English," commoncraft.com
- "7 Essential Social Media Instincts Small Businesses Should Learn," openforum.com/connectodex/rohit-bhargava?username=rohit-bhargava-1
- eSchool News: Technology News for Today's K-20 Educator, eschoolnews.com
- Michigan Association of Secondary School Principals Networking Page, mymassp.com/networking



Social media expert Erik Qualman's video, "Social Media Revolution 2 (Refresh)," contains facts like these which will astound you and leave you hungry for more. His socialnomics.net website is the place to go.

Privacy and Piracy

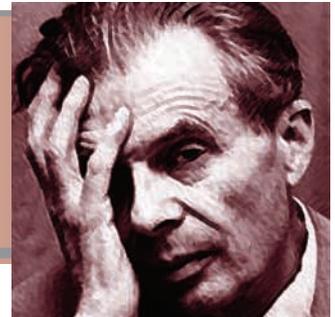
It's no longer a "Brave New World." That's already old news, at least to our students. They've moved on, sometimes to their great advantage and in some ways to their grave danger; and only rarely are things any simpler or easier for folks in charge of schools.

Schools in many places have bowed to student and parental pressure to allow students to carry cell phones in school. Some of those same schools have policies that prohibit cameras in locker rooms. Making the policies co-exist is just one of many challenges of school leadership in a very different world than the one which educated them.

Mark Bourlien's *The Dumbest Generation – How the Digital Age Stupefies Young Americans and Jeopardizes our Future* (Marcher/Penguin, 2008) rants about the dangers for what he believes is a dumbed-down generation, and nation.

Dan Tapscoott provides a rebuttal in *Grown Up Digital – How the Net Generation is Changing Your World* (McGraw Hill, 2009), citing how informed, flexible and connected youth are in comparison to previous generations; but he too cautions that early indiscretions not only can be dangerous to young people but haunt them as they apply for college admissions and make job applications.

“Alpha children wear grey. They work much harder than we do, because they’re so frightfully clever.” So it was in Aldous Huxley’s Brave New World. But, could the Alphas text, tweet and blog with today’s brave new students?



“A policy banning cameras or video cameras from locker rooms is a no-brainer,” writes Nicholas Brown in the May 2010 issue of *Athletic Business*. His article, titled “Bad Connections” continues: “But, considering that cameras or recorders are now ubiquitous features of personal wireless devices such as cell phones or mp3 players, policy-making for many fitness, recreation and athletic facility operators has gotten a little trickier.”

Even more so in schools, where the “customers” are minors and our concern for their safety is major.

Cell phones, now equipped with cameras as standard issue, have made it much easier for schools to enforce athletic codes of conduct. Students know that if they don't want to get caught drinking or smoking, they had better do it alone, for the party scene is now like the set of a TV reality show.

And with instant messaging, texting and tweeting, just about everybody knows everyone else's plans the instant they're made.

Students live the most connected lives the world may ever have known; but they live almost without a shred of privacy.

The almost annual duet between Facebook's plans to share personal information with advertisers and others, then the federal government's threat to impose new restrictions on social media, followed by an insincere apologetic retraction by Facebook, provides ample evidence that there are many unsettled frontiers in the world of online privacy.

Students now have the world at their fingertips – literally – as they surf the Web in pursuit of ideas, facts and figures for school projects; but these sources are not always reliable, and plagiarism is a growing problem. Instructors who reject Wikipedia-like sources may be justified, but they are often criticized by students as being old fashioned and out of step. School faculty who are overly engaged in electronic social media risk more serious consequences than falling out of students' favor (*See inset, next page*).

The vast majority of school administrators, teachers and coaches are not digital natives but are immigrants in a strange land where the native culture speaks a different language and

writes with a different alphabet. School faculty find themselves in the nearly impossible position of being expected not only to know how to teach students in this environment but also how to protect students – how to preserve their “simple” privacy rights at school and guard against more serious exploitation away from school.

Adding to the confusion and misery of school authorities is that parents will fight civil proceedings to punish their child’s “sexting” (see *sexting stories, pages 12-13*); or that parents will one week chastise the school for not promptly providing their child’s records to qualify for an academic scholarship competition and the next week criticize the school for providing too much information to a college sports team recruiter.

The so-called “Buckley Amendment” outlines what is permissible under federal law when responding to third party requests for student information (see *Buckley Amendment, page 13*). School authorities travel at their own peril if they wander beyond the limits established and put in writing by their governing boards. “Trying to be helpful” isn’t a recognized or effective legal defense.

One of the ironies of these times is that while everyone is getting tied up in knots protecting students’ privacy rights, it’s been almost “anything goes” with respect to schools’ intellectual property rights.

School district websites which “borrow” liberally from other websites may do so without fear of copyright infringement because the whole point of most websites is to post content for public use. “Link” to those sites and they will welcome the new traffic and watch their “analytics” grow: more visitors, more page views, more sponsors, more revenue.

As for protecting their “marks,” most school districts have been very lax and have

allowed their schools’ names, logos and mascots to be used by others without permission. In doing so, schools risk losing the right to use those names, logos and mascots at all

In some cases it is difficult for schools to register their marks with the U.S. Patent and Trademark Office, or even the Michigan Secretary of State. This may occur when their logo and mascot is so common as to be indistinguishable from many other schools; and at the other extreme, trademark protection will be impossible for a school which has been using the marks of a college, university or professional team that holds the federal trademark registration.

Over the years, and apparently increasing in recent years, both online and retail stores have been selling apparel and other merchandise bearing the

name, nickname and mascot of local schools. To capture some of the revenue which should flow to local schools as a result of these sales, the MHSAA has undertaken two initiatives.

The 2009-10 winter edition of *benchmarks* (pages 9 and 10) described Ann Arbor-based Spirit Shop with whom the MHSAA has an agreement to corral revenue

from online sales. Except for a few schools that have asked not to participate, each MHSAA member school has a customized page describing apparel that fans can order with a royalty paid through the MHSAA to the school. There are links to Spirit Shop on many pages of MHSAA.com.

To capture for schools a portion of sales in large retail stores in Michigan, the MHSAA has partnered with the Holland-based Licensing Resource Group (LRG). In addition to generating revenue for schools that heretofore was being lost, this program also provides schools assistance in protecting their marks from unauthorized use.

Social Networking Websites

(Sample Policy)

All employees, faculty and staff of the _____ School District who participate in social networking websites (like MySpace or Facebook) shall not post any data, documents, photos or inappropriate information on any website that might result in a disruption of classroom activity or result in the distribution of protected student information. This determination will be made by the Superintendent. Employees, faculty and staff should not give social networking website passwords to students. Fraternization via the Internet between employees, faculty or staff and students is prohibited and violation of any of these policies may result in disciplinary action, up to and including termination. Nothing in this policy prohibits employees, faculty, staff or students from the use of educational websites used solely for educational purposes. Access of social networking websites for individual use during school hours is prohibited.

“Sexting”: Pornography or Free Speech?

After a wave of sexting was discovered among students at Tunkhannock (PA) junior and senior high schools, Wyoming County District Attorney George Skumanick, Jr. targeted 13 girls and three boys. Most agreed to take a class on sexual violence to avoid prosecution, but three of the girls and their parents instead enlisted the help of the American Civil Liberties Union to challenge the threatened prosecutions.



In March 2009, U.S. District Judge James M. Munley sided with the ACLU and issued an injunction that blocked Skumanick from bringing the charges, declaring that the photographs were not child pornography under Pennsylvania law and were therefore protected under the First Amendment.

The U.S. Court of Appeals for the Third Circuit has upheld Judge Munley’s injunction, but emphasized that its ruling is a narrow one that is premised on the prosecutor’s clear intent to use his power to charge as a way to retaliate.

“This decision does not open the door to federal courts serving as a screening mechanism for state prosecutions,” according to the Third Circuit’s unanimous opinion. “Before us is the unique circumstance of a prosecutor revealing unequivocally that a prosecution would be brought solely in response to a potential defendant’s exercise of a constitutional right.”

Prosecutors took “some solace” in the court’s decision not to declare that teenagers have a constitutional right to send sexually explicit images to other teens.

However, on May 20, 2010, a now 19-year-old female whose cell phone containing nude images of her was confiscated by Tunkhannock Area School District administrators, has filed suit in federal court seeking damages against the school district, county, prosecutors and a detective. The student is again being represented by the ACLU.



What is sexting?

- Sending sexually explicit photos electronically of oneself or others.
- Typically by text message between cell phones.
- Can be sent via email, Facebook, MySpace, etc.
- 20 percent of teens admit to sexting.
- Typically involves boyfriend/girlfriend exchanging nude images of each other as a way of starting or maintaining a relationship.
- Photos passed along to friends for entertainment value, as a joke or for fun.

Strategy for Schools

- **Educate staff, students and parents about the dangers of sexting.**
 - Criminal implications.
 - Civil liability.
 - School disciplinary action.
- **Have an effective policy regarding cell phone possession/usage at school, including off-campus conduct that has a detrimental impact at school.**

Strategy for Schools

- **If students caught sexting . . .**
 - Follow policy regarding discipline to be administered.
 - Contact parents.
 - Contact law enforcement if violation of criminal statutes.
- **If employees caught sexting . . .**
 - Follow personnel disciplinary procedures.
 - Contact law enforcement.

Source: Mississippi High School Activities Association

Buckley Amendment

The Family Rights and Privacy Act of 1974, often referred to as FERPA or the Buckley Amendment, was designed to establish the rights of students, to inspect and review their education records, prevent the release of educational records to third parties without permission of the student, and to provide guidelines for the correction of inaccurate or misleading data through formal and informal hearings. Students also have the right to file complaints with the Family Education Rights and Privacy Act office concerning alleged failures by the institution to comply with the Act.

One part of the Act allows “directory” information to be made available to third parties without requiring permission of the student. Directory information consists of:

- Student’s name, address, telephone number and email address
- Participation in officially recognized sports or activities
- Weight and height of members of athletic teams
- Class
- Honors

Grades are also considered “directory” information to the extent that honor rolls may be published.

All a Twitter and Facing It

I was reading *The New York Times* on a recent Sunday when an item on column left caught my eye. It had to do with an attorney, the courts and online “attitude.” Let me share with you the leadoff paragraphs in this story, authored by John Schwartz.

Sean Conway was steamed at a Fort Lauderdale judge, so he did what millions of angry people do these days: He blogged about her, saying she was an “Evil, Unfair Witch.”

But Mr. Conway is a lawyer. And unlike millions of other online hotheads, he found himself hauled up before the Florida bar, which in April issued a reprimand and a fine for his intemperate blog post.

Mr. Conway is hardly the only lawyer to have taken to online social media like Facebook, Twitter and blogs, but as officers of the court they face special risks. *Their freedom to gripe is limited by codes of conduct.*

The story caught my eye because just the previous week at our edit meeting we had discussed the increasing use of social media by officials. Wanna be my friend? Linking up with other likeminded individuals who share your passion is perfectly fine. But then we come to notice that some of those pages carry rants about a game, a coach or a partner from the game last Friday night.

Further, we officials now have Facebook pages which may display photos showing this or that official with a renowned player, or the official in an argument with a coach. Wanna be my enemy?

Look, I understand that the online world is to be relatively unfettered. But the collisions that are occurring between the freewheeling ways of the Internet and the tight boundaries of officiating ethics are not only inevitable, they will force those in administrative positions to define policy covering what officials will and will not be permitted to post.

If you possess good common sense, and I expect you do since you are reading this mag-



azine, then the examples above cause you to squirm a bit. You might ask: “What idiot official would post such stuff?” Well, idiot or not, he or she is ours. We

Officials need to walk a straight line when engaging in social media, refraining from espousing opinions on the coaches, players and contests they have officiated.

have a responsibility to integrate social media into our officiating experience in a way that does not permit a degradation in our real and in our perceived impartiality. On land, on sea, in the air,

that officiating principle does not change.

Yup, you have a “right” to use the online medium to opine all you want but as Mr. Conway learned, and it bears repeating: The freedom to gripe is limited by codes of conduct. Currently most codes of conduct covering amateur officials are silent on the issue. At the pro and the major college levels the use of social media by officials has been addressed and, as I write, is being further refined.

Most of the conversations we have online are innocuous and nobody but the sender and receiver cares a whit about the thoughts contained therein. When the subject turns to a game, a player, a call, a coach or the performance of one of our partners, we now have made an orbital change in the dynamic. Our view on those subjects is akin to an attorney's view of a court in which he practices. We should subject ourselves to the same code and adopt the same restraint. We are hired to present impartiality and to do so in as “quiet” a manner as possible. Twitter away, Facebook away, blog away within the confines of that mandate.

Peace,

– Barry Mano
Publisher, Referee Magazine

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Tips for Boosting eCommunication

One of the great things about working in education is the opportunity to start anew every fall. No matter how tough the previous school year was, we get to go back to school with new school supplies, new students, and new hopes.

After a school year marked by massive budget cuts and teacher layoffs, it's kind of nice to think about something relatively simple and stress-free, like better school communications. So, with hope springing eternally, here are 10 tips for boosting your eCQ (eCommunications Quotient) during the new school year.

1. **Start tweeting.** Social media is changing the communications landscape in new and sometimes challenging ways. Now's the time to start experimenting (responsibly, of course) with Twitter, TeacherTube, and other approved—and not-so-approved—social media sites. Eventually, school districts are going to unleash this new medium and find a way to make it educational. Get ahead of the game by learning how to use these sites now.
2. **Tell stories.** Find ways to tell more stories about the people who make your school or district so compelling. School and district websites are so packed with information and education jargon that the narrative about what is really going on inside classrooms often gets lost. Educators tend to write at a graduate-school level, yet parents and the public often read comfortably at an eighth grade level.
3. **Add more people.** As Rich Bagin, the executive director for the National School Public Relations Association, likes to point out: “When facts and emotion collide, emotions win.” Stories are emotional; facts are not. Photos or video of real kids and teachers are more compelling than stock photographs that are used so often on the web that every school website starts looking the same.
4. **Keep it fresh.** I hereby empower all school and district web masters to take down any outdated material posted or created by others without asking permission first. Stale, outdated content defeats one of the web's primary premises: 24-7 access to timely news and information. Let's not start another school year with outdated phone numbers, deadlines, staff listings, addresses, welcome pages, and policies. Keep it current, or take it off!
5. **Survey your audiences.** For less than \$50 a year, you can use web-enabled software like SurveyMonkey or Zoomerang to create online surveys to gauge whether your messages are connecting as intended with parents, teachers,

students, community members, and other key publics. Research will help you focus your communication efforts more strategically and get better results.

6. **Use new tools in new ways.** It's always tempting to use new tools in old ways. Don't. Websites are meant to serve as interactive communication channels, not as static repositories of outdated information. Build in feedback loops such as surveys, emails, monitored chat rooms, live web chats and webinars, online quizzes, and other tools that engage site visitors.
7. **Start blogging, podcasting, and video streaming.** If you're still asking “Should I bother?” or “What good will it do?,” just remember that people once said the same thing about whether school districts should invest in websites. What was new and novel just a few years ago is standard now. Get started, or get left behind.
8. **Free control of websites from IT.** Now, I say this with all love and respect for my colleagues in information technology. But the fact is that the web is a communications, marketing, and public relations tool. Control over strategy, content, navigation, and branding should rest with communications, not IT. What IT brings is the know-how to make the communications ideas happen.
9. **Improve site navigation.** The good news is that school-related websites have become much more robust in terms of content and services in recent years. The bad news is that too many are far too difficult to navigate. At the very least, incorporate a site search engine tool and spend more time plugging metatags into your HTML, so searchers don't have to know the exact wording to find key content.
10. **Learn from the kids.** Kids are natives when it comes to technology. Find out what they're using and why, and then figure out a way to incorporate it into your classrooms and school communications. The next generation of parents is more tech-savvy than ever before. Growing up with instant messaging, they're going to expect higher levels of responsiveness from school personnel.

– Nora Carr
eSchoolNews.com

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Twitter Lessons in 140 Characters or Less

One way to capitalize on the infusion of social media into the everyday lives of students is to implement those tools in lesson plans. In doing so, however, teachers are warned not to lose sight of the ultimate goal: to educate.

Last fall, Kathleen Kennedy Manzo wrote an excellent article in *Education Week* titled “Twitter Lessons in 140 Characters or Less.” It focused on the use of web tools as instructional means in classrooms.

The article discusses pros and cons regarding such teaching techniques, and can be read in its entirety at edweek.org. Following are excerpts from the article.

“There are generally two camps on this issue: One says how terrible all this is, and the other talks about all the things you can learn using social-networking tools,” said Pamela B. Rutledge, director of the Media Psychology Research Center at Fielding Graduate University, an online degree program.

Today’s students, she added, are going to need to have highly developed critical-thinking skills, be able to digest large amounts of information, and determine what’s important and what’s not. Those are the very kinds of skills they tend to use with Web 2.0 tools, she argued.

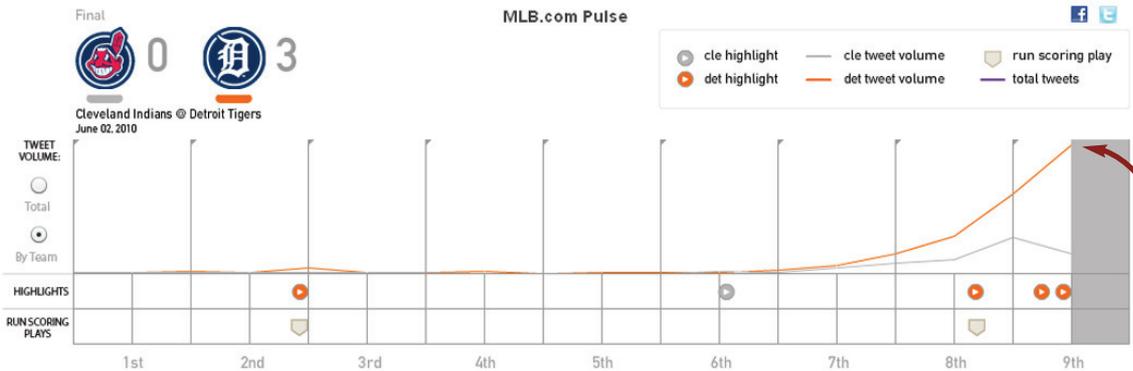
As with any tool, says Dr. Daniel T. Willingham, professor of psychology at the University of Virginia in Charlottesville, the *medium* should not be the primary concern for teachers. The *way students receive the information* – through Twitter, via email, or in a printed handout – may not have a dramatic effect on *how they use it*.

“Like any other tool, the way we make it useful is to consider very carefully what this particular tool is very good at, rather than simply say ‘I like Twitter, so how can I use it?’” said Willingham. “The medium is not enough. People talk about the vital importance of Web 2.0 and 3.0 and that kids have got to acquire those skills. But we can’t all just be contributing to wikis and tweeting each other. Somebody’s got to create something worth tweeting.”

A Whole New Ball Game

Ever check out MLB’s Gameday online? One of the more interesting features is the in-game “tweet volume” graph, depicting the number of tweets during a given game at any given time, with pop-up boxes displaying the messages as the mouse slides over the graph.

The June 2 game between the Tigers and Indians was a ho-hum, midweek, early season game generating little interest until the tweet “volume” was heard ‘round the country in the top of the ninth when the Tigers’ Armando Galarraga and umpire Jim Joyce became forever linked in history.



A game that drew a dozen or fewer tweets per inning, swelled after the last out in the Cleveland eighth, and then burst with 397 tweets in a matter of moments following “the call.”

There likely weren’t that many people even tuned into this game on Gameday at 7 p.m. But, as followers of the Tigers, Indians or MLB began to receive notices of the perfect game in progress, they were ready to let loose in the ill-fated ninth.

It’s a prime example of the groundswell social media can generate in a very short time.

Even by in-game tweet volume, June 2 was just an ordinary game between the Indians and Tigers...until the ill-fated ninth when 397 tweets filled the air in a matter of moments.

Upon Further Review . . .

Getting I.T. offers helpful hints and instructions pertaining to information technology as it relates to the MHSAA and school sports in general.

Ever wish there was an easily accessible repository of officiating training videos? Now there is! In this edition of "Getting I.T." the MHSAA introduces one of the newest features of MHSAA.com, Officials Video Training. Here you will find a plethora of videos on everything from the infield fly rule to the horse collar tackle. You will also find examples of officiating mechanics and procedures both good and bad.

At this point you are no doubt asking yourself, "How do I access these videos?" The answer couldn't be simpler. Log into the MHSAA website, click on "Officials," then click on "Officials Video Training" in the left-side navigation list. This will bring you to the main OVT page where you will see a search box as well as a list of popular videos. From here you can either click on one of the popular videos or search for a video you are interested in. If you have used YouTube before, you will find all of this to be very familiar. The OVT module was in fact designed to have a very similar look and feel to YouTube. Why mess with what works?

"Nothing compares to visual mediums when it comes to training and educating our officials," said Mark Uyl, MHSAA assistant director who oversees the state's many officiating programs. "This terrific

resource has been in the planning stages for a couple years, and we are pleased to offer this service free of charge to the many dedicated men and women who serve as contest officials.

"While still in its infancy, we believe we've built a solid platform from which to grow, and we invite all officials to join in the interaction."

And, there is plenty of opportunity for interaction. After viewing videos, visitors are able to rate, ask questions, comment, share, and discuss the content of the video with fellow officials by using the rate and comment area directly below the video player. Do you interpret a ruling differently than the decision online? Feel free to ask a question in the comments section for someone to answer, or let us know. For those who are on Facebook, click on the Facebook icon to immediately share a video with your friends.

This level of video interactivity is the first of its kind at the high school association level, and the MHSAA will continue to add new content and features frequently so officials can remain updated on the latest and most discussed case plays.

*—Jordan W. Cobb
Assistant Director of Information Systems*



The MHSAA's interactive Officials Video Training page is designed for comprehensive user interaction, offering comments, questions and ratings fields for each video.

Spinning a Web



“MHSAA Vault” deviates a bit in this edition, moving away from the publications archive to an electronic media archive; more specifically, a history of MHSAA.com

12 years is not a long time in historical context. In technological perspective, it's like dog years; it's a lifetime.

That much is apparent tracing the lifespan of MHSAA.com. Launched in 1998 with specific mis-sives, now rendered myopic with the help of 20/20 hindsight.

But, that's the thing with technology. It's as much reactive as proactive. It's not totally a guessing game, but to a degree the expectations are to stay one step ahead of the crowd before fully understanding what it wants.

As such, electronic media are fluid endeavors, forever changing with the ebb and flow of societal demands. Bell bottoms and long hair were in, then out, and then back in again.

Style and appearance are as important to web design as well. Although the change is more rapid, and more constant, the consequences for being out of style are just as dire: you simply won't be in with the cool crowd.

As the iterations of MHSAA.com which "grace" these pages suggest, 1998's "attire" would look woefully unfashionable on today's monitors. So would its content, which brings us to the theme of this edition of *benchmarks*.

Web content is driven by what the users want, not what a company or association wishes to present. The social media explosion has made it easier to determine the demands of the audience, but can pose new problems in delivering that information.

In 1998, the MHSAA simply strived to do two things: serve the membership and serve the media. There was no desire to be "sportsticker," the main hub for score reporting in the state. That was best left to the newspapers and television/radio stations.

The MHSAA's target audience was captive and fenced in. Member schools and athletic directors could acquire forms and tournament information online, and media members could access the latest press releases.

Compare that to the missions facing the staff in 2008, when construction began on the most recent – and most demanding and comprehensive – renovation:

- Maintain Effective, Efficient Communication with Schools
- Enhance Member Services
- Increase Event Coverage: Streaming, Webcasts
- Branding the Association
- Attract Student-Athletes & Fans with Schedules & Scores
- Explore Revenue-Generating Ventures (Online Store, Ticket Sales, Pay-Per-View)

What changed between 1998 and 2008? People, habits, lifestyles, technology, *expectations*. What the Golden Arches did to Julia Childs, the mouse click has done to newspapers. People simply do not have to wait for their information.

Social media sites such as Facebook and Twitter provide more news at greater speed to greater masses than traditional outlets, turning news dis-

semination and consumption on its collective ear. Just ask your local newspaper (if it's still there).

So, the MHSAA turned its thinking 180 degrees out of necessity. Out of a desire to be all things school sports in Michigan, attracting viewers – millions of them – became the race. Scores became the carrot.

Previous overhauls of MHSAA.com were primarily design-oriented. Like one's first home, maybe the wallpaper is ugly (see exhibit a) or the traffic flow is cumbersome (exhibit b). So, you strip the wallpaper, knock down some walls and find things a bit more pleasant to look at and hallways easier to navigate (exhibit c).

Yet, something was still missing. From its starter home, the MHSAA now needed to build a community, maintaining current residents while attracting new ones.

A web development team formed in 2008 to break ground on the construction of the current MHSAA.com. It was composed of MHSAA staff and outside personnel to assist with design and information architecture.

MHSAA staff crafted a list of “deliverables,” needed to accomplish the goal: launching the new site by August 2009. It split those deliverables into two columns: items staff could accomplish and items which would require outside expertise. Among the responsibilities the MHSAA tackled were a usability test plan and a usability report.

During the summer of 2008, staff met with select athletic directors, coaches, students, parents, officials and media members, guiding them through a usability test as they navigated through the MHSAA website. The tests disclosed areas of success and failure in terms of the site's ease of use for its wide array of users.

At the conclusion of testing, a usability report was published, summarizing the findings. The report includes screen shots of the current website and documented pros and cons of design and content based on user feedback. The document was then presented to outside sources to assist with design and information architecture.

Working hand-in-hand with two different companies, site maps, flow charts, wireframes and screen designs were debated, rejected, tweaked, and ultimately approved by members of the MHSAA web team.

Then, in the spring of 2009, the heavy lifting began to prepare the new home for the Aug. 1 move-in date. Five staff members worked diligently through the summer months moving content, updating artwork and implementing programs for the grand opening.

It was a daunting task, and while the site was up and operational on Aug. 1, 2009, plenty of the amenities followed later.

The result is what users see today: a sparkling exterior built on a solid foundation with plenty of room for expansion. Like any new house, there are sure to be mechanical and plumbing problems along the way. As stories on the preceding pages of

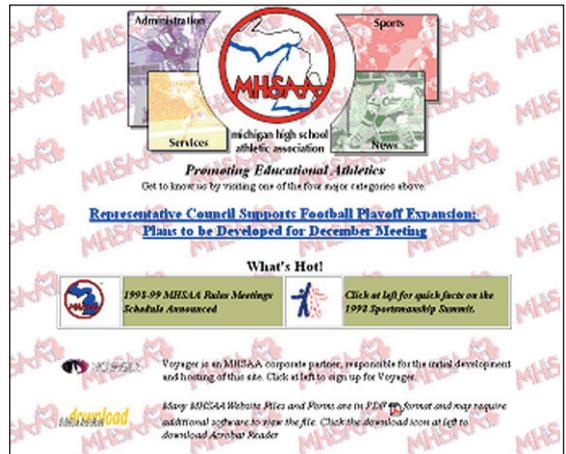


Exhibit a. - 1998



Exhibit b - 2003.



Exhibit c - 2005.

this issue portrayal, MHSAA.com is very much a work in progress, and always will be, striving to meet the needs of its audience. Thanks to the social media explosion, it's a bit easier to paint that audience and determine its whims. The challenges of meeting those needs lie within, and we're happy to accept them.

– Rob Kaminski
MHSAA Website and Publications Coordinator

One Shining Moment

Throughout his years at the Middle School at Parkside and then at Jackson High School, Danny Polson has been an unofficial member of the basketball team.

Tuesday night, it became official.

As Jackson left the locker room to complete warmups for its game against Northwest, an assistant coach pulled aside Polson, a team manager born with Down Syndrome, and told him to ditch the shirt and tie.

He was suiting up for this one.

The idea had been on the mind of Jackson athletic director Russell Davis for more than a year. Polson has been such an integral part of the Vikings program that Davis wanted to do something special on senior night, the Vikings' final home game, and give him a night to remember.

Everyone in the Jackson gym will remember this illustration of what high school sports can – should – be about: the joy of participation.

Everyone in the Jackson gym will remember this illustration of what high school sports can – should – be about: the joy of participation.

As Polson donned Jackson jersey No. 4, it was hard to tell whether he realized the surprise his school planned for him. Once his tennis shoes were knotted up, there was no denying it. He was ready to charge out the door and onto the floor. As the warmups finished, he raced into the gym and exchanged high-fives with his teammates.

One of the coaches wanted to remind Polson what to do when his name was called. But another coach interrupted him: "He knows what to do. He's been watching it for years."

Indeed he did. First when introduced as one of the seniors and again when named a starting guard, he sprinted out to midcourt, then over to the Northwest bench for a handshake with coach Denny Atkins and a fist bump with the officials.

"Danny! Danny! Danny!" the student section shouted as Polson took the floor for the opening tip.

Polson is one of the most popular fellows in school. Word is he gets more hugs from the prettiest girls and already has a date for the prom.

He loves music — he has taken guitar class for three years and boasts a collection of 1,700 songs on his iTunes — and is the lone Wolverine in a family of Spartans fans, at least in part because his life



Citizen Patriot • Scott Stoner

was saved in Ann Arbor by surgery to repair a heart defect when he was 6 months old and in part, says his father, "so he can stick it to us."

But it's basketball that has held his interest since elementary school. And though he couldn't play, he has been a team manager since seventh grade. He understands the objective of the game and hands coach Ramsey Nichols a play to use before every game.

"He's 100 percent Viking, I do know that," Nichols said.

In a false start to Tuesday's game, Polson made a steal and a basket, then went to the bench while his parents, Dave and Dawn, and no doubt a few others in the crowd, wiped away tears.

"We've been so blessed by JPS and how they've included him," his father said, also expressing appreciation to Northwest for playing along.

Seated on the bench, Danny turned around and gave the thumb's up to spectators.

Thumb's up to you, Danny Polson.

– Gary Kalahar
Jackson Citizen-Patriot

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Student-Advisory Council in Place for 2010-11

Eight student-athletes who will be juniors at their schools during the 2010-11 academic year have been selected to serve a two-year term on the Michigan High School Athletic Association's Student Advisory Council.

The Student Advisory Council is a 16-member group which provides feedback on issues impacting educational athletics from a student's perspective, and is also involved in the operation of Association championship events and other programming. Members of the Student Advisory Council serve for two years, beginning as juniors. Eight new members are selected annually to serve on the SAC, with nominations made by MHSAA member schools. The incoming juniors will join the group of eight seniors-to-be appointed a year ago.

Selected to begin serving on the Student Advisory Council in 2010-11 are: **Kevin Beazley**, Farmington Hills Harrison; **Maria Buczkowski**, Detroit Country Day; **Travis Clous**, Benzie Central; **Alissa Jones**, Muskegon Catholic Central; **Lena Madison**, New Buffalo; **Bailey Truesdell**, Grand Blanc; **Emily Wee**, Frankenmuth; and **Tyler Wilson**, Rudyard.

The Student Advisory Council meets five times each school year. In addition to assisting in the promotion of the educational value of interscholastic athletics, the council will discuss issues dealing with the 4 S's of educational athletics: scholarship, sportsmanship, safety (including health and nutrition), and the sensible scope of athletic programs. There will also be a fifth S discussed by the group – student leadership.

The new additions to the SAC will join the Class of 2011 member who were selected a year ago: **Alexa Bean**, Livonia Clarenceville; **Dustan Craig**, Buchanan; **Elizabeth Gupton**, Lapeer West; **Charles Hengesbach**, Pewamo-Westphalia; **Jay Miller**, Ionia; **Benjamin Olson**, Troy; **Amanda Smith**, Bellevue; and **Chloe Weaver**, Climax-Scotts.

SAC Application Process

To be eligible for the committee, candidates must:

- Complete the official application, including the three short answer questions.
- Have a cumulative GPA of at least 3.0.
- Be available for all scheduled meetings, and possibly available for other commitments.
- Submit a letter of recommendation from an athletic director, principal or other school administrator stating why the candidate should be selected to the committee.

In addition, candidates should:

- Show a history of leadership on athletic teams as well as with other extracurricular activities, community service projects, or in the workplace.
- Show an understanding of the role of school sports, and have ideas for promoting a proper perspective for educational athletics.
- Applications for students in the graduating class of 2012 will be available this winter and due in mid April. Check back later for more information.

QUESTIONS? Contact Andy Frushour at the MHSAA – 517-332-5046 or afrushour@mhsaa.com.

SAC Belief Statement

As the voice of Michigan's student-athletes, the Student Advisory Council's role is to convey the message of how high school sports are supposed to be played. We are responsible for helping the MHSAA maintain a positive and healthy atmosphere in which interscholastic athletes can thrive.

*We believe **athletes** should be competitive, sportsmanlike and excel academically. We believe **students** in the stands should have fun, but not take the focus away from the game. We believe **coaches** should act as teachers, helping student-athletes develop while still keeping high school sports in perspective. We believe that **parents** should always be positive role models and be supportive of their child's decisions. We believe **officials** commit their own time to high school sports and respect should always be shown and given to them.*

The most important goal for student-athletes is to enjoy high school sports while keeping a high level of respect between all those involved in the games.

– Written by the Student Advisory Council,
adopted by MHSAA Representative Council
November 2007

Must See .tv: MHSAA.tv Tops 1 Million Page Views

Rarely do organizations experience groundbreaking years back-to-back, but that's exactly what happened with the MHSAA's expanding video initiatives during 2009-10.

The MHSAA Network, which produced over 400 events which played to over one million viewers on Comcast Cable in its first year in 2008-09, continued to deliver unprecedented coverage of regular-season and MHSAA postseason tournaments in the cable and digital video space. The MHSAA.tv website saw its traffic double with more timely posting of content, blockbuster wrestling coverage, and the success of its pilot video streaming efforts, now known as the Digital Broadcasting Program.

During the MHSAA Individual Wrestling Finals at The Palace of Auburn Hills, a camera was fixed on each of the 12 mats in the arena, and the video streamed from those mats attracted over 300,000 page views over the three days of the event with less than one percent downtime. The weekend before, nearly 100,000 page views were generated during the Team Dual Wrestling Finals at Battle Creek, and the following three weekends saw the Ice Hockey Semifinals and Finals, and the Girls and Boys Basketball Semifinals go live online with combined pageviews of just over 200,000.

The traffic on the MHSAA.tv Website through the Fall and Winter seasons was more than double that of 2008-09, with over 250,000 visits and over one million pageviews.

Those numbers got a boost from over 20 schools, most of them in mid-Michigan's Capital Area Activities Conference, which participated in a pilot video streaming program, where they posted over 700 events during the 2009-10 school year, primarily using a camera kit and encoding equipment provided by When We Were Young Productions and PlayOn! Sports, and the efforts of students who benefitted from the hands-on video production experience.

The Digital Broadcasting Program began expanding into the Ottawa-Kent Conference in west Michigan during the Spring season, and a number of other conferences were considering participation as the school year came to a close. It is expected that over 50 schools will participate in the Digital Broadcasting Program in 2010-11, using the MHSAA-provided tools not just as exposure and video production opportunities for their students, but also as a fundraising vehicle.

To learn more about the Digital Broadcasting Program, view the short video on the MHSAA.tv website at mhsaa.tv/events/10579.



Okemos High School students Mike Jorgensen (foreground), Dan Jorgensen (center) and Graham Goble are shown producing a basketball game in March, and encoding it for the Internet using equipment provided to them through the MHSAA's Digital Broadcasting Program.

Digital Broadcasting Program

During the 2009-10 school year, the MHSAA, in cooperation with When We Were Young Productions and PlayOn! Sports, launched the Digital Broadcasting Program to provide schools with a safe place to stream video of their athletic and non-athletic school events, provide a hands-on learning experience for students interested in video production, and serve as an exciting new fundraising platform.

Just over 20 schools, most of them from the Capital Area Activities Conference in Mid-Michigan, participated in the pilot project in 2009-10, and produced over 700 events that were streamed live (non-athletic events) and on-demand (athletic events) on MHSAA.tv.

Going into the 2010-11 school year, schools from the Flint Metro League, Kensington Lakes Activities Association, O-K Conference, Southeastern Conference, and the Southwestern Athletic Conference have signed up for the Digital Broadcasting Program, joining many of the schools from the CAAC which have pledged to continue participation. Discussions are ongoing with schools in the Big 8, Big 16, Big North, and Charter School conferences.

Learn More About The Digital Broadcasting Program by clicking on "MHSAA Network" from the top of the MHSAA.com home page.

Alto, Wroubel Honored with 2010 Bush Awards

Two individuals who have combined for nearly 80 years of service to educational athletics in administrative, coaching and officiating roles, **Keith Alto** of Newberry and **Betty Wroubel** of Clawson have been named the recipients of the Michigan High School Athletic Association's Allen W. Bush Award for 2010.

Al Bush served as executive director of the MHSAA for 10 years. The award honors individuals for past and continuing service to prep athletics as a coach, administrator, official, trainer, doctor or member of the media. The award was developed to bring recognition to men and women who are giving and serving without a lot of attention. This is the 18th year of the award, with the selections being made by the MHSAA's Representative Council.

Alto retired in 2002 after 34 years of service as a teacher, athletic director and principal at Newberry High School, but has remained active as a game official in football and track and field, completed his 42nd year of service at the 2010 MHSAA Upper Peninsula Track & Field Finals in Kingsford, where he received his award.



Keith Alto

He has also officiated basketball. As an official, Alto has worked MHSAA Finals in football on two occasions and track and field on four previous occasions. As an athletic administrator, he brought the MHSAA's coaches education efforts to the Upper Peninsula for the first time, served on the Association's Upper Peninsula Athletic Committee, and on the organization's governing board – the Representative Council – for three terms. He also served as a tournament manager for numerous MHSAA post-season events.

Alto has been previously recognized by his peers as the Upper Peninsula Athletic Director of the year, and as a Regional Athletic Director of the Year by the Michigan Interscholastic Athletic Administrators Association.

He is a graduate of Northern Michigan University, where he earned a Bachelor's degree in Mathematics and his Master's degree in Educational Administration.

"Keith Alto's passion for education and educational athletics is evident in his life's work," said John E. "Jack" Roberts, executive director of the MHSAA. "He is respected for his knowledge and administration of game rules in the athletic classroom, and for providing the best educational environment for the young people he served in the academic classroom. He brought a great work ethic to us in his service on the Upper Peninsula Athletic Committee and the Representative Council. We're pleased to honor him with the Bush Award."

Wroubel has seen the name of her school change over the years from Pontiac Catholic to Oakland Catholic to Pontiac Notre Dame Prep, but she has been a constant at 1300 Giddings Road with 36 years of dedicated servant leadership as a teacher, coach and administrator, in addition to over 20 years as a registered game official.



Betty Wroubel

An outstanding coach in softball and volleyball, Wroubel directed Pontiac Catholic to a Class C softball crown in 1983, and Notre Dame Prep to a volleyball title in the fall of 2007. Two of her softball teams have been finalists and four others have advanced past the Regional level of play; while five of volleyball squads have reached the Final round of that tournament. Her coaching honors include Coach of the Year by the American Volleyball Coaches Association and the Michigan Interscholastic Volleyball Coaches Association in 2007; and being inducted into the Michigan High School Softball Coaches Association and Detroit Catholic High School League Halls of Fame.

Her leadership skills of the athletic program at Notre Dame Prep saw the school being honored this year with the Exemplary Athletic Program Award from the Michigan Interscholastic Administrators Association. The school hosts a variety of Detroit Catholic High School League and MHSAA Tournaments annually, and has also hosted the Association's Coaches Advancement Program on several occasions. The Catholic High School League honored Wroubel with its Tom Kelly Athletic Director of the Year Award in 2007. The recently completed athletic training facility at Notre Dame Prep has been named in her honor – the Betty A. Wroubel Athletic Performance Center.

She is a graduate of Central Michigan University, where she earned her Bachelor's degree in Health and Physical Education; and she earned her Master's degree in Classroom Teaching from Michigan State University. In the community, she volunteers at a local soup kitchen, works with youth sports programs and is a Eucharistic minister at her church. Wroubel will receive her award at a date and time to be announced.

"The fruits of a labor of love by Betty Wroubel for school sports and the school community are visible in the success her teams and program have enjoyed," Roberts said. "Betty Wroubel has developed the character of a school and the character of its people by displaying a sense of hard work, a sense of fair play, a sense of integrity – and all of this with a sense of humility – we can all be proud of. The Bush Award is another fitting honor recognizing the great work Betty has done."

Participation Fees on the Rise, Survey Says



A recent MHSAA survey showed that nearly 50 percent of responding schools charged participation fees during the 2009-10 school year.

The use of participation fees to help fund interscholastic athletics in Michigan high schools has nearly doubled in the past seven years, and in that same time period the fees paid have increased by more than 30 percent, according to surveys taken by the Michigan High School Athletic Association of its member institutions.

The most recently completed survey indicates that of 475 member schools participating in the survey, 221 schools – 47 percent – charged participation fees during the 2009-10 school year. There are 768 senior high schools in the MHSAA membership – the survey generated a response rate of 62 percent. This was the sixth survey of schools since the 2003-04 school year, when members reported that fees were being used in 24 percent of schools. In the last survey in 2007-08, fees were being used at 43 percent of schools participating.

The most popular method of assessing participation fees continues to be a payment for each sport a youngster goes out for, used by 42 percent of schools in 2009-10. A standardized annual fee per student was used by 28 percent of schools in the past year. Both of these percentages have remained stable over the last five surveys.

Since the Fall 2003 survey, the median cost per sport has increased from \$50 in 2003-04 to \$70 in 2009-10 – a 40 percent increase. In that same time span, the standardized annual fee for a student-athlete has increased from \$75 to \$100 – a 33 percent increase.

Beginning with the 2004-05 survey, schools were asked in the survey if they had a cap on what individual student-athletes and families could be charged. Caps on student fees have been used by the majority of schools, but that number has dropped from 71.3 percent in 2004-05 to 54 percent in 2009-10. The number of schools instituting a cap on what a family pays has fluctuated from 41 percent having a limit in 2004-05 to 46 percent in 2007-08 and back down to 43 percent in 2009-10.

Other data from the survey in 2009-10 shows that 68 percent of schools with participation fees have some kind of fee reduction or waiver program in place based on existing programs for subsidized lunch and milk; that 14 percent of schools using fees report a drop in participation; and that less than one percent of schools report losing students to other school districts because they are charging fees.

The fee waiver number is up from 60 percent in 2003-04; and the number of students transferring out has been in the one to three percent range over the course of the six surveys. Five percent of schools not assessing fees responding to the survey in 2009-10 report transfers to their districts because of the absence of fees. This number has ranged between two and seven percent over the six surveys.

The survey for 2009-10 and surveys from previous years can be found at MHSAA.com by clicking on Schools, Administrators, Pay-To-Play Resources.

Since the Fall 2003 survey, the median cost per sport has increased from \$50 in 2003-04 to \$70 in 2009-10 – a 40 percent increase.

From Anonymity to Social Butterflies?

While the age-old officiating mantra that the best-worked games are those in which the arbiters go anonymous, social media may be affecting winds of change even for the once face(book)-less folks in stripes.

A recent informal poll of MHSAA Approved Officials Associations revealed that many associations are now on the web and – in two cases – have taken the plunge into Facebook.

The Capital Area Officials Association and the South Michigan Soccer Referee Association both have a presence on Facebook, while a handful of other Associations indicate plans to do so in the near future.

“We started a Facebook page less than a year ago, with goals to reach our members and educate other “fans” of the page about the CAO. It is another way to create community among our members,” said CAO secretary Nichole Tilma.

“We use it to promote our meeting schedule, advertise for the banquet and share the good things that we are doing for the community and state of Michigan.”

The CAO has more than 100 fans, including several coaches.

Of the Associations responding to the survey, none has launched a Twitter account. Which Association will be the first? Take the social media challenge and be the first in Michigan to tweet – both on the playing surface and off!

A list of Associations and their websites can be found at MHSAA.com on the “Officials” page.



Groups Spring to Officials for Kids! Cause

On June 5, 2010, the West Michigan Officials Association membership joined patients from the Helen DeVos Children’s Hospital in Grand Rapids for the Vision Impaired Sports & Activity Day. It was the fourth consecutive year that the WMOA has supported the program, through their event-day participation and donation of dollars through the Officials for Kids fundraising initiative.

Bob Wojcik, a 30-year veteran official, is proud of the work the WMOA has put into the event. “Our association board has appointed a committee to continue our commitment to this cause through our members’ generosity of time and money, along with our annual banquet silent auction proceeds,” Wojcik said. “The WMOA membership enjoys the event almost as much as the kids do – it’s great to see the benefits provided to everyone involved.”



Other associations around the state have been busy with Officials for Kids this spring, as well. In April, the Genesee County Coaches & Officials Association donated \$1,500 to the Hurley Foundation, to support the Children’s Miracle Network efforts at Hurley Hospital in Flint. In mid-Michigan, Ken Sudall (founder of Officials for Kids) continues to conduct a county-wide Give-A-Game event each May with baseball and softball umpires. This year, his officials raised nearly \$8,000 for the Sparrow Children’s Center. On the east side, the MDOA held its fourth annual O4K Golf Outing in June, with all funds raised going to benefit the “Referees for Reading” program at Beaumont Hospital in Royal Oak.

For more information about Officials for Kids and participating officials associations, please visit the Officials page of MHSAA.com.

For the fourth straight year, the WMOA participated in the Vision Impaired Sports & Activity Day.



2010 Norris Award to John Juday Sr.

One of the founders of the Top-O-Michigan Officials Association, John Juday Sr. of Petoskey received the 2010 Vern L. Norris Award at the MHSAA's 31st annual Officials' Awards and Alumni Banquet on May 1 at the Radisson Hotel Lansing.

The Norris Award is presented annually to a veteran official who has been active in a local officials association, has mentored other officials, and has been involved in officials' education. It is named for Vern L. Norris, who was executive director of the MHSAA from 1978-86, and well-respected by officials on the state and national levels.

Juday is shown at right with Norris (left) and MHSAA Executive Director Jack Roberts (right).



Juday continues to be active with Top-O-Michigan Officials Association activities, clinics and member services even after retiring from officiating in 2001, ending a career of 34 years of service in football, basketball and baseball.

Juday worked at the highest levels of MHSAA tournaments on the gridiron and on the hardwood, but also gave the highest levels of service as a sponsor of high-school aged officials through the MHSAA's Legacy program, and as a mentor to countless other young officials.

"When you think about some of the great officials between the lines who have also been great leaders outside the lines, John Juday is one such official," said John E. "Jack" Roberts, executive director of the MHSAA. "He helped lead the creation of one of the top officials associations in the state, and he continues to give and lead even beyond his retirement from active officiating as a teacher and a mentor. We're pleased to honor John Juday with the Norris Award."

Survey Says . . .

The MHSAA has once again conducted the survey of leagues and conferences of current regular season officiating fees at the freshmen, junior varsity and varsity levels of play. This survey is conducted every three years and the results are compiled in generating a summary report outlining the average fee in each sport. The highest and lowest fees in each sport are also included, as well as the number of leagues and conferences that supplied data in each sport at each level.

SPORT	Freshman				Junior Varsity				Varsity			
	High	Low	Avg.	Replies	High	Low	Avg.	Replies	High	Low	Avg.	Replies
Baseball - Single	58	35	46	11	58	38	47	20	60	40	52	20
Baseball - Doubleheader	115	60	84	11	115	60	91	20	111	60	105	20
Basketball	50	30	41	18	55	30	44	24	72	46	56	24
Competitive Cheer					60	45	53	2	90	55	63	14
Cross Country -Dual									90	30	53	20
Cross Country - Tourn.									125	30	78	16
Football	50	35	42	13	55	38	46	23	70	50	59	24
Gymnastics									60	54	58	3
Gymnastics - Tournament									125	60	87	3
Ice Hockey					53	40	47	2	67	48	59	9
Lacrosse - Boys					50	50	50	2	60	60	60	4
Lacrosse - Girls					50	43	47	2	60	55	59	4
Soccer	46	35	40	3	55	35	43	12	65	36	53	17
Softball - Single	50	35	40	8	50	30	42	19	60	35	48	20
Softball - Doubleheader	85	70	75	8	90	60	75	21	110	70	84	24
Swimming - Dual									65	35	54	10
Swimming - Tournament									165	75	119	7
Track - Dual					55	55	55	1	100	55	73	22
Track - Tournament					100	100	100	1	150	60	110	21
Volleyball - Dual	75	28	41	12	75	28	44	13	78	33	59	23
Volleyball - Tournament	175	60	129	5	175	85	134	5	200	70	138	16
Wrestling - Dual					60	40	50	6	100	45	70	19
Wrestling - Team Tourn.					200	75	141	4	200	90	157	16
Wrestling - Indiv. Tourn.					200	75	141	4	200	92	168	11

Rules of the Games

Sharpen your skills with the following rules questions/case plays for soccer, volleyball and football officials. Answers for football and volleyball appear at the bottom of this page.

Soccer

Play Situation 1: Player A is injured while on the field and play is stopped while A is attended to on the field. Both Teams substitute 3 players directly from the bench before play resumes. **RULING:** Legal, unlimited substitutions from the bench are permitted after play is stopped and the injured player is removed. The requirement for the substitutes to be at the table prior to the stoppage for the injury has been deleted. (Rule 3, Section 3, Article 1- c)

Play Situation 2: Player A is cautioned or ejected. Both Teams substitute 3 players directly from the bench before play resumes. **RULING:** Illegal! The rule involving substitutions during a caution or ejection is unchanged. While the substitute for the cautioned or ejected player may come directly from the bench; all other substitutes must have been at the scorer/timer table before the stoppage in play.

(Rule 3, Section 3, Article 2 – b)

Play Situation 3: Play is stopped for a player who exhibits concussion symptoms. The player is removed from play. At a later stoppage of play, the coach advises the officials that the player is going back into the game. The officials ask if the school designated health care professional has determined that no concussion has occurred. The coach cannot determine this. Can the player be allowed back in the game? **RULING:** Unless the school designated health care professional has determined that no concussion has occurred, that player CAN-NOT return to play that day. No medical personnel can allow that player to return that day if a concussion has been sustained per MHSAA adoption. (Rule 3, Section 3, Article 1 – c -3)

Play Situation 4: Overtime procedures required for MHSAA tournament play and optional by league or conference adoption during the regular season are now two 10-minute overtime periods to full completion (no golden goal) and then a penalty kick shootout. During regular season play, any lesser combination of these times or options is allowed. **RULING:** True, per MHSAA Representative Council action on May 2, 2010.



Volleyball

1. **T or F:** For regular season matches (in Michigan), the ball shall be solid white or a maximum combination of three colors – white, blue and gray- with each panel being a solid color and at least one third of the panels shall be white?
2. **T or F:** Unadorned bobby pins and flat clips, both no longer than two inches, may be worn in the hair?
3. **T or F:** A substitution request prior to a set is allowed but it counts as one of the allowable (18) substitutions?
4. **T or F:** A libero shall not complete an attack from anywhere on or off the court if, at the moment of contact, the ball is entirely above the height of the net?
5. **T or F:** A display of disrespect toward any of the match officials (referees, line judges, scorer, timer and libero tracker) shall be considered unsporting conduct?

Football

1. Which of the following statements is true?
a) A quarterback may throw the ball away as long as the ball reaches the line of scrimmage (LOS) and the quarterback is outside of the pocket; b) A quarterback may throw the ball away as long as the pass is forward and the quarterback has been outside the pocket at some point during the play; c) A quarterback may throw the ball away as long as there is an eligible receiver in the vicinity of where the pass is thrown, either beyond or behind the LOS.
2. A pass is thrown high to receiver A92. A92 jumps high to catch the ball, gains possession, but is pushed by B16 and A92's feet land out of bounds. The correct ruling on this play is...
a) Legal catch if the official believed A92 would have landed inbounds had no push occurred. The clock starts on the snap; b) Incomplete pass; A92 must get at least one foot inbounds; c) Legal catch if the official believed A92 would have landed inbounds had no push occurred. The clock starts on the ready for play.
3. The kickoff goes out of bounds and the receiving team elects to take the ball on the 35 yard line. Where should the officials place the ball on the 35 yard line?
a) In the middle of the field; b) The receiving team has the option of where to place the ball within the hash marks; c) The ball is placed on the closest hash mark to where the kick went out of bounds.

Volleyball Answers: 1. T (3-2-1); 2. T (4-1-6); 3. T (7-1-2; 10-1-4); 4. T (9-5-5); 5. T (12-2-8d; 12-2-9d)
Football Answers: 1. c. (7-5-2 c); 2. a. (2-4-1); 3. c. (6-1-8 b; 4-3-2)

MHSAA Protocol for Implementing National Federation Concussion Rules

“Any athlete who exhibits signs, symptoms, or behaviors consistent with a concussion (such as loss of consciousness, headache, dizziness, confusion, or balance problems) shall be immediately removed from the contest and shall not return to play until cleared by an appropriate health care professional.”

The language above will appear in all National Federation sports rule books for the 2010-11 school year. It reflects a strengthening of rules regarding the safety of athletes suspected of having a concussion.

For 2009-10, some sports rules required officials to remove from play any athlete who was “unconscious or apparently unconscious.” This new language reflects an increasing focus on safety, given that the vast majority of concussions do not involve a loss of consciousness.

It has been left to each state high school association to provide the mechanics to follow during the course of contests when an athlete sustains an apparent concussion. In May the MHSAA Representative Council adopted the following policies and procedures:

1. The officials will have no role in determining concussion other than the obvious one where a player is either unconscious or apparently un-

conscious as is provided for under the current rule. Officials will merely point out to a coach that a player is apparently injured and advise that the player should be examined by a health care provider for an exact determination of the extent of injury.

2. If it is confirmed by the school’s designated health care professional that the student did not sustain a concussion, the head coach may so advise the officials during an appropriate stoppage of play and the athlete may reenter competition pursuant to the contest rules.
3. Otherwise, if competition continues while the athlete is withheld for an apparent concussion, that athlete may not be returned to competition that day but is subject to the return to play protocol.
 - a. Only an MD or DO may clear the individual to return to competition.
 - b. The clearance must be in writing.
 - c. The clearance may not be on the same date on which the athlete was removed from play.
4. Following the contest, an Officials Report shall be filed with a removed player’s school and the MHSAA.
5. In cases where an assigned MHSAA tournament physician (MD/DO) is present, his or her decision to not allow an athlete to return to competition may not be overruled.

The consequences for not complying with the National Federation rules and these implementing policies and procedures were approved by the MHSAA Executive Committee on June 16, 2010. These are as follows:

If a student is returned to competition in a subsequent meet or contest (on the same day or subsequent day) without the written authorization of an MD or DO –*

That student is considered an ineligible player and any meet or contest in which that student has participated without the proper authorization is forfeited.

In addition, that program is placed on probation through that sport season of the following school year.

For a second offense in that sport during the probationary period – that program is continued on probation through that sport season of the following school year and not permitted to participate in the MHSAA tournament in that sport during the original and extended probationary period.

**Note: This means that a student who is removed from the first game of a multi-game day (e.g. baseball, softball, lacrosse, soccer, volleyball) may not under any circumstances return to a subsequent game that day.*



Concussion Resources



The following are some resources on concussion recognition and management for parents, athletes and athletic administrators:

- Concussion Fact Sheet for Student-Athletes (left): ncaa.org
- Centers for Disease Control and Prevention: CDC.gov/Concussion
- MHSAA Health & Safety, Section for Concussions and Head Injuries: MHSAA.com/Schools/Health-SafetyResources.aspx
- ImpACT Concussion Management: impacttest.com
- NFHS Brochure: Guidelines for Management of Concussion: nfhs.org/sportsmed.aspx
- A Parents Guide to Sports Concussion: nfhs.org/WorkArea/DownloadAsset.aspx?id=3994

In the News

Concussion management is a hot topic in the news. Go to time.com, athleticbusiness.com, cnn.com, or your local

media outlets, then type “concussion” into the search field for current sport-related concussion stories.

Physical Undergoes Examination

The pre-participation physical examination has been receiving increased attention and may result in multiple changes for MHSAA member schools and their students.

At its December 2009 meeting, the MHSAA Representative Council revealed consensus that consideration needs to be given to an additional form that is more comprehensive and made available online, as well as to the dates and duration (frequency) of exams, in both cases promoting enhanced participant safety without establishing hurdles to participation by special populations of students or adding to administrative burdens of schools at a time when personnel and resources are being reduced.

On May 2, 2010, the Representative Council adopted a three-pronged approach:

1. It authorized staff to finalize for Council approval in December 2010 one or more samples of a Health History and Clearance Form to post on MHSAA.com for schools to consider for their local programs.
2. It authorized MHSAA staff, in consultation with school personnel, to review the current physical examination/consent card which the MHSAA supplies upon request to schools and to prepare recommendations for any changes for the Council’s consideration in December 2010.
3. It authorized MHSAA staff, in consultation with school personnel, to review the current requirements of Regulation I, Section 3 regarding the date (on or after April 15 for the following school year) and frequency (annual) and to prepare recommendations for the Council’s consideration in December 2010.

Changes adopted by the Representative Council at its Dec. 9, 2010 meeting could be in place for the start of the pre-participation physical exam process for the 2011-12 school year.



Before breaking the huddle to begin the season, all MHSAA student-athletes must meet pre-participation physical exam requirements.

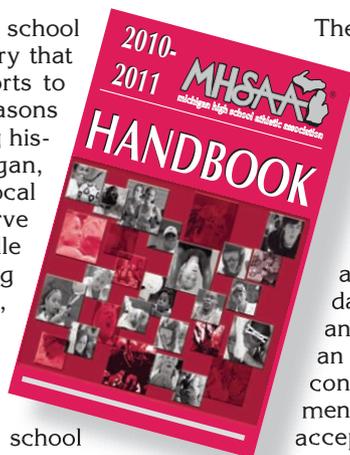
Old Rules Get New Treatment

Research into the history of many school sports rules leads to the discovery that the desire to restrict school sports to amateur athletes is one of the primary reasons such rules were established. Over the long history of interscholastic athletics in Michigan, those responsible for the programs on the local and state levels have been diligent to preserve the amateur aspect of junior high/middle school and high school sports. “Creeping professionalism” has been a real fear and, historically, legitimate concern.

The response was to develop two regulations, and a series of interpretations for guidance. They were the “Awards rule” and the “Amateur Status rule.” For the 2010-11 school year, these two rules have been combined into one section to allow for a single statement of common principles, and separate headings identify the subject of related interpretations.

The restatement for 2010-11 clarifies that some non-MHSAA tournament sports or activities are not subject to the amateur status and awards rule. A student may, for example, receive the benefits of participation in snowboarding or motocross racing; these are not MHSAA tournament sports.

It was also established that students may participate in scramble golf outings and receive awards or prizes previously considered a violation.



The core concept remains unchanged: one athlete is not to receive benefits that are not available to all athletes, and athletes are not to receive benefits that are not available to all students.

The Amateur Status rule applies to a student from the date that person first represents any MHSAA member school in an interscholastic scrimmage or contest in any MHSAA tournament sport. After that, if a student accepts something that violates the rule in any tournament sport

and then plays in an interscholastic event, that contest is forfeited pursuant to Regulation V. If it is possible for the student to return the item that violated these rules, without benefiting from that item, then the status of that student’s eligibility and forfeitures may be reviewed by the MHSAA executive director.

Here is the new rule in its entirety (significant changes in wording are in **boldface and underlined**):

SECTION 11—AMATEUR STATUS/AWARDS

SECTION 11 (A)—Eligibility for interscholastic athletics at MHSAA member schools is limited to amateurs, meaning those student-athletes who have not received gifts of material or money and have not received other valuable considerations, including special considerations for loans, because of athletic performance or potential. Treatment of or privileges received by athletes or their families that are not provided or available to all students violate the principles of amateurism in interscholastic athletics. Gifts or loans to family members, based on the student’s athletic performance or potential, are treated as gifts or loans to the student and violate that student’s amateur status.

SECTION 11 (B)—After once representing any MHSAA member school in competition in any MHSAA Tournament sport, a student shall not be eligible to represent his or her high school if that student: (1) receives money or other valuable consideration from any source for participating in athletics, sports, or games listed in Section C; (2) receives money or other valuable consideration for officiating in interscholastic athletic contests, except as allowed by Interpretation 135; or (3) signs a professional athletic contract; or (4) violates any of the Interpretations included in this Section.

SECTION 11 (C)—A student shall be ineligible under this Section if he or she violates its amateur and **awards** provisions only in the following activities: baseball, basketball, bowling, girls competitive cheer, cross country, football, golf, girls gymnastics, ice hockey, lacrosse, alpine skiing, soccer, girls softball, swimming and diving, tennis, track and field, girls volleyball, or wrestling. **In sports where playing rules also have separate Amateur Status rules (e.g., USGA, USTA, USBC), the limits and restrictions in Section 11 apply, not those of the National Governing Body.**

SECTION 11 (D) —A student violating this Section shall be ineligible for interscholastic competition for a period of not less than the next 90 scheduled school days after the date of the student’s last violation, except that a student violating Interpretation 122 may not apply for reinstatement until the equivalent of one full school year of enrollment has elapsed following the date of his or her last violation. (Also see Interpretation 146.)

SELECTED INTERPRETATIONS—SECTION 11

Awards Limits

111. A student may accept, for participation in athletics, a symbolic or merchandise award such as trophies, medals or plaques which do not have a fair market value or cost in excess of \$25.
113. Banquets, luncheons, dinners, non-competitive trips, and fees or admissions to be a spectator at events, if accepted in kind, are permitted under this Regulation.
115. Special offers to purchase rings, plaques, jackets, sweaters, or other mementos in excess of \$25 to commemorate sport seasons are permitted so long as the opportunity to purchase such items is made available to all students, not just athletes.
- 119. Acceptance of an award by an athlete for accomplishments in non-MHSAA tournament sports and other activities outside the athletic program is not considered a violation, e.g. archery, water polo, equestrian, extreme sports, etc.**

Uniforms/Equipment

122. Fundraising by team members to purchase athletic equipment, clothing, shoes or other items specific to that team membership is allowable as long as the item(s) remains a part of the school athletic department inventory.

Contracts

124. After once representing any MHSAA member school in competition in any MHSAA Tournament sport, a student shall not be eligible to represent his or her high school if that student signs a professional athletic contract which involves monetary payment, valuable consideration or any other compensation in exchange for participation **or endorsement. Agreements, contracts or rosters that simply indicate a commitment to play for a non-school team or in age group events with no compensation or valuable consideration are not considered contracts and are not violations of MHSAA regulations.**

Camps, Clinics, Competitions

125. Students **may** accept reduced or waived tuition, and **in-kind travel and room and board** from those who sponsor or conduct specialized (single-sport focus) team or individual athletic camps, clinics, competitions or leagues **provided** such is **offered** to all other participants or based on economic need (as interpreted by a neutral, non-athletic interest), not athletic ability or potential.

Skills Contests

127. A student may receive the benefits of participation in any “**skills contest**” activity that is open to participation by the general public. Open to participation by the general public involves more than just the participants at a prearranged competition or camp. Events such as 3-point shots, slam dunk, home run derby, **long drive contests, half court shots, etc.**, are considered **skills contests** when open to participation by the general public.

Lodging, Travel, Meals – Non-school Competition

- 129. A student may accept in kind, travel, and room and board to participate for a non-school team or as an individual when competing in open competition and/or advancing through levels of competition or qualifying events, provided such is offered to all other participants or based on economic need (as interpreted by a neutral, non-athletic interest), not athletic ability or potential.**

Scholarships

130. Prior to graduation, senior athletes may accept monetary awards designated for continuing education after their graduation without a loss of high school eligibility as long as the award is based wholly or in part on non-athletic, academic achievement. **Such criteria must be a meaningful measurement of academic achievement such as a specific GPA at graduation, not just completing high school.** Grants-in-aid awarded by colleges and universities are permitted, regardless of criteria, provided the scholarships are allowed by the college conference and national intercollegiate athletic association to which the institution belongs.

Fundraising

140. A student may accept in kind up to \$200 per sport per year (September through August) from approved school fundraisers for **entry fees** to participate out of season in specialized team or individual athletic camps, clinics, competitions or leagues (but not to tryouts or combines).
142. Students may accept items included in an entry fee for a camp, clinic or competition provided the fee covers the actual cost of the item (e.g. golf towel, practice jersey) as well as all event activities in the entry fee for a **tournament or materials, instruction, room and board at a clinic or camp.**

– continued next page

reviewing the regulations

143. Prizes or awards to team members who raise the most money through team fundraising efforts, which involve athletes or their parents only, are subject to the **awards limit**: No cash or negotiable certificates are allowed; maximum value of \$25. **Fundraising that involves all students in the school are not subject to this restriction. Prizes, cash or merchandise awards to students from third party fundraising organizations are not allowed unless the fund raising activity is open to other students in the school, not just team members.**

Commercial Endorsements

144. A student may never be paid or given merchandise or privileges in exchange for a commercial endorsement; and a student may not pose in the school's athletic uniform to promote a for-profit or non-profit non-school commercial enterprise, even if the student is not paid for the endorsement.
- 145. It is not a violation for school calendars, programs, rosters and other school publications that include photography of athletes to have advertising material or sponsorships. Generally, student athletes may appear in advertisements that promote their school, school team or a nonprofit cause, but not in advertisements that promote a business or commercial enterprise.**
- 146. Advertising is allowed on warm-up apparel not considered uniforms as defined by applicable playing rules. In sports governed by National Federation playing rules (published or endorsed), advertising is not allowed on competition uniforms. In all other sports advertising may be allowed as specified in the Participating School Tournament Information and/or the playing rules governing that sport (USTA, USGA, USBC, MHSAA Competitive Cheer Rules).**

Definition of Sports (Covered by MHSAA Regulations)

147. MHSAA Amateur Status rules **apply to the following sports**: baseball, basketball, bowling, girls competitive cheer, cross country, football, golf, girls gymnastics, ice hockey, lacrosse, alpine skiing, soccer, girls softball, swimming and diving, tennis, track and field, girls volleyball, or wrestling. **The following lists make distinctions about similar activities to MHSAA Tournament sports and when athletes may or may not receive benefits of participation.**
- a. These are **DIFFERENT sports or activities** than those listed above, and a student may participate without loss of eligibility and may receive the benefits of participation:
- Slow Pitch Softball
 - Freestyle Wrestling
 - Greco Wrestling
 - 2-Person Beach Volleyball
 - Flag Football
 - Snowboarding
 - Bowling with Non-Standard Pins and Balls
 - Wheelchair or Donkey Basketball
 - Biathlon or Triathlon
 - Scramble Golf**
- b. These are the **SAME sports or activities**, and receiving benefits from participation is not allowed and would be considered a violation of Section 11:
- Fast Pitch Softball**
 - Game/Sideline Cheerleading competition (girls or co-ed)
 - Indoor Lacrosse
 - Indoor Soccer
 - Futsal Soccer
 - Indoor Track & Field
 - Inline Roller Hockey with standard Stick & Puck
 - 3 on 3 or more in anything and **Standard Numbers for the Sport**

Penalties/Remedies

- 148. A student may remedy a violation of this Section (except Interpretation 124) by promptly reimbursing or returning to the originating party the payment, merchandise, gift certificates, valuable consideration and awards in excess of the stated limitations. In such instances, written documentation of return must be submitted to the MHSAA for final determination of eligibility and forfeitures.**

All Interpretations within this Section appear beginning on page 44 of the 2010-11 *MHSAA Handbook*. Administrators may access the Handbook online by logging on to MHSAA.com, then selecting "School Administrator Services" from the left-hand navigation bar.

The Only Official Interpretations are Those Received in Writing

IMPORTANT ADMINISTRATIVE DATES Fall 2010

Aug. 1	MHSAA Membership Resolution
Aug. 5 or 17	New AD Orientation at MHSAA
Oct. 6	Kalamazoo Update & AD In-service
Oct. 11	Comstock Park Update & In-service
Oct. 13	Frankenmuth Update & In-service
Oct. 18	Gaylord Update & AD In-service
Oct. 20	Lansing Update & AD In-service
Oct. 27	Warren Update & Charter School AD In-service
Oct. 29	Marquette Update Meeting
Dec. 1	Fall Officials Ratings Due Date
Dec. 3	Scholar-Athlete Application Deadline

**Note: Registration Forms for the New AD Orientation and for the Update/AD In-Services may be found on the Administrators page of MHSAA.com.*



Where Can I Find . . .

The following pages include business news from the MHSAA, including some items formerly found in the *Bulletin*.

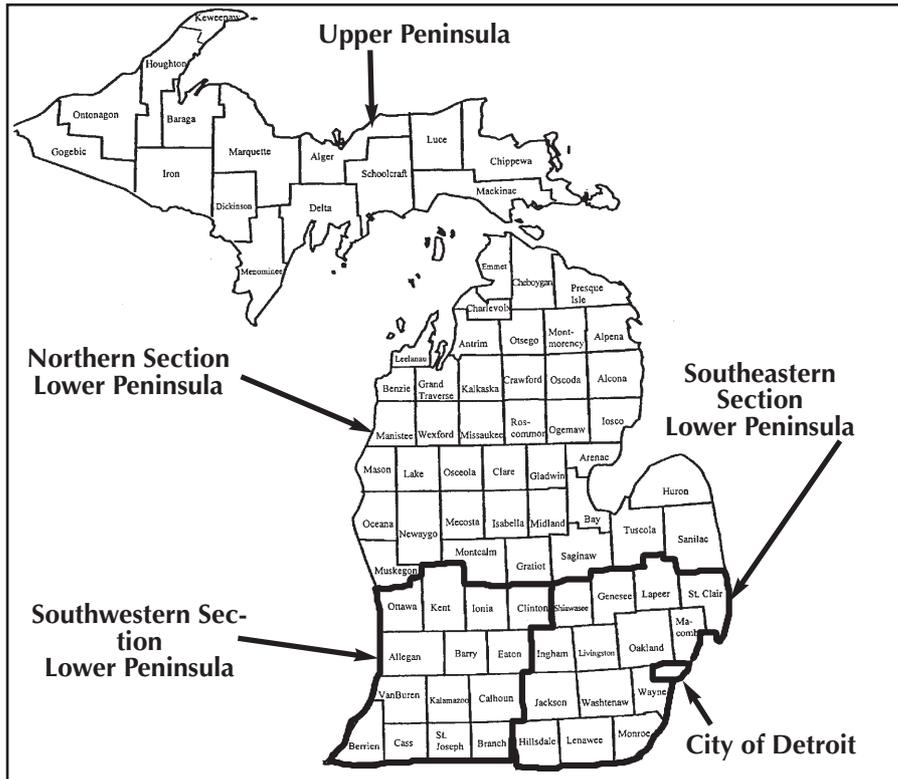
Following is a guide to the information previously in fall *Bulletins* now solely on MHSAA.com. As you'll note, most information has moved to the "Administrators" page under "Schools."

- **Representative Council, Executive Committee and UP Athletic Committee Minutes:** "Administrators"
- **Sport Committee Minutes:** on corresponding "Sport" page
- **Officials Committees:** "Officials"
- **All other Committees:** "Administrators"
- **Cooperative Program Listings:** "Administrators"
- **Foreign Exchange (CSIET Listings):** "Administrators"
- **Opt-Ups and Classification:** "Administrators"
- **Regulations Violations:** under "Administrators"
- **MHSAA Committee Members:** "Administrators"
- **National Testing Dates/Michigan Merit Exams:** "Calendars" from top of any page
- **Non-Faculty Coaches:** "Coaches" & "Administrators" pages

Representative Council and Upper Peninsula Athletic Committee Elections

Ballots to be mailed to schools Sept. 2, 2010

Map of Representative Council Sections



Ballots for Representative Council elections will be mailed to principals of member schools from the MHSAA office Sept. 2, 2010. The ballots will be due back in the MHSAA office Sept. 16, 2010.

Ten positions for membership on the Representative Council will be up for election this fall. Vacancies for two-year terms beginning December 2010 will occur as follows: Class A-B Northern Section L.P., Southwestern Section L.P. and Southeastern Section L.P.; Class A-B Upper Peninsula; Class C-D Upper Peninsula and Northern Section L.P.; Statewide At-Large; Junior High/Middle School, elected on a statewide basis; and Private and Parochial High Schools.

In addition to the above named Representative Council positions, there are two Upper Peninsula Athletic Committee positions to be voted in September. A representative of the Class D schools and an Athletic Coach will be elected by the principals of the Upper Peninsula schools.

Look for the ballots and return them in time to be counted by the Board of Canvassers. Be sure you mark your ballot correctly and signatures are af-

fixed in the proper places. Ballots must have two (2) signatures to be considered valid.

Details of the Representative Council composition may be found near the beginning of the *MHSAA Handbook*.

Following the due date of Sept. 16, 2010, the Board of Canvassers as provided in Article IV of the Constitution of the Michigan High School Athletic Association, will meet and declare the winners for the various vacancies.

In accordance with the approved nomination and election procedures, listed candidates have submitted their desire to run for a position by March 15, 2010. They have included an approval to serve from their respective Superintendent or Principal and have certified their qualifications to run for the office which they seek. No write-ins will be possible because each candidate must be approved by March 15 in order to run for a position on the Representative Council.

Following are the declared candidates and the vacancies which will occur in December 2010:

REPRESENTATIVE COUNCIL CANDIDATES
FOR SEPTEMBER 2010 ELECTION

Northern Section, Lower Peninsula -Class A and B Schools — Peter Ryan, CMAA, Athletic Director, Saginaw Township Community Schools

Southwestern Section, Lower Peninsula - Class A and B Schools — Fredrick J. Smith, CMAA, Athletic Director, Buchanan Community Schools

Southeastern Section, Lower Peninsula - Class A and B Schools — Shaun Butler, Assistant Principal/Athletic Director, Ferndale Public Schools; John Thompson, CMAA, Athletic Director, Brighton Area Schools; Michael D. Watson, CAA, Athletic Director, Oxford Community Schools

Upper Peninsula - Class C and D Schools — James Derocher, Superintendent, Negaunee Public Schools

Northern Section, Lower Peninsula - Class C and D Schools — William C. Chilman IV, Superintendent, Mt. Pleasant-Beal City Public Schools; Dave Derocher, Athletic Director, Reese Public Schools

Statewide At-Large — James D. Fish, CAA, Assistant Principal/Athletic Director, North Branch Area Schools; Scott C. Grimes, Principal, Grand Haven High School; Andrew Laboe, Athletic Director, Kalamazoo-Loy Norrix High School; Matthew Showalter, Board of Education Trustee, Shepherd Public Schools

Junior High/Middle Schools — Steve Newkirk, Principal, Clare Middle School

Private and Parochial High Schools — Vic Michaels, Director of Physical Education & Athletics, Archdiocese of Detroit

Junior High/Middle Schools – Special Election (1-Year Term) — Kathy Bondsteel, Athletic Director, Jonesville Community Schools; Chris Cooley, Principal, Hastings Middle School; Joe Haines, Assistant Principal, Grand Rapids-Kenowa Hills Middle School; Jean E. LaClair, CAA, Athletic Director, Bronson Junior/Senior High School; Josh LaMay, Teacher/Coach, Clarkston Area Schools; Cheri L. Meier, Principal, Ionia Middle School; Jason Mellema, Principal/Athletic Director, Ravenna Middle School; Kevin O'Rourke, Athletic Director, Rockford North & East Middle Schools; Brad Robinson, Athletic Director, Fraser High School & Fraser-Richards Middle School; J. Brad Shedd, Athletic Director, Albion Public Schools; Wayne S. Wright, Superintendent, Linden-Lake Fenton Community Schools

Upper Peninsula – Class A and B Schools – Special Election (1-Year Term) — Alan Unger, Athletic Director, Kingsford High School

UPPER PENINSULA ATHLETIC COMMITTEE

Athletic Coach — Paul Polfus, Teacher/Boys Basketball Coach, Carney-Nadeau High School

Class D Schools — Jeff Markham, Athletic Director, Baraga Area Schools; Michael Roell, Athletic Director/Coach, Felch-North Dickinson High School

MHSAA Representative Council

Daveda Colbert*

Regional Superintendent
Detroit Public Schools
City of Detroit

Ken Dietz*

Athletic Director
Watervliet High School
Class C-D — Southwestern Michigan

James Derocher, President**

Superintendent
Negaunee Public Schools
Class C-D — Upper Peninsula

Dan Flynn*

Faculty Member/Coach
Escanaba High School
Class A-B — Upper Peninsula

Rudy Godefroid*

Superintendent
Hemlock Public Schools
Junior High/Middle Schools

Scott Grimes, Vice President**

Principal
Grand Haven High School
Statewide At-Large

Kyle Guerrant (ex-officio)

Director, Coordinated School Health & Safety
Programs Unit, Michigan Dept. of Education, Lansing
Designee

Robert A. Hansen**

Superintendent
East Jordan Public Schools
Class C-D — Northern Lower Peninsula

Kris Isom*

Athletic Director
Adrian Madison High School
Class C-D — Southeastern Michigan

Karen Leinaar*

Athletic Director
Benzie Central High School
Statewide At-Large

Vic Michaels, Secretary-Treasurer**

Director of Physical Education & Athletics
Archdiocese of Detroit
Private and Parochial Schools

Steve Newkirk**

Principal
Clare Middle School
Junior High/Middle Schools

Peter C. Ryan**

Athletic Director
Saginaw Township Community Schools
Class A-B — Northern Lower Peninsula

Fred Smith**

Athletic Director
Buchanan High School
Class A-B — Southwestern Michigan

Paula Steele*

Principal
East Lansing High School
Appointee

Arnetta Thompson*

Dean of Students
Grand Rapids Union High School
Appointee

John Thompson**

Athletic Director
Brighton High School
Class A-B — Southeastern Michigan

Mark Woodson**

Director of Student Development and Athletics
Romulus High School
Appointee

Wendy Zdeb**

Principal
Rochester High School
Appointee

*Term Expires December 2011

**Term Expires December 2010

Failure to Rate Officials

Member schools of the Michigan High School Athletic Association have agreed through Regulation II, Section 7(B) to rate officials in several of the sports for which the MHSAA conducts a postseason tournament and to be subject to penalties when a school fails to rate any officials in a sport that requires it.

Recent surveys indicate schools value the opportunity to rate officials and do not want that opportunity eliminated.

Most officials would prefer an evaluation process over ratings by participating schools; but

under our current system, officials need schools to rate them so they can amass the number of ratings necessary to be considered for advancement and tournament assignments.

On March 23, 2001, the MHSAA Representative Council adopted the policy of publishing the names of schools which fail to rate any officials in a sport and to do so as soon as possible following the season

Following are schools failing to rate officials for the 2009-10 school year.

Failure to Rate Officials - Fall 2009

Football

Benton Harbor
 Carsonville-Port Sanilac
 Detroit-Denby
 Detroit-Henry Ford
 Detroit-Loyola
 Detroit-Southwestern
 Flint-Hamady
 Harper Woods-Chandler Park Academy
 Warren-Connor Creek Academy West
 Waterford Kettering

Boys Soccer

Armada
 Burton-Faith
 Detroit-Cesar Chavez Academy
 Detroit-Renaissance
 Glen Arbor-The Leelanau School
 Grand Rapids-Central
 Saginaw-Arthur Hill

Girls Volleyball

Ann Arbor-Rudolf Steiner
 Ann Arbor-Skyline
 Auburn Hills Christian
 Detroit Country Day
 Dearborn Heights-Robichaud
 Detroit-Finney
 Detroit-Henry Ford

Detroit-Westside Christian
 Dundee
 Durand
 Flint Northern
 Grand Rapids-Creston
 Harper Woods-Chandler Park Academy
 Hillsdale-Will Carleton Academy
 Inkster
 Iron River-West Iron County
 Melvindale-Academy for Business & Tech
 Oak Park
 Walkerville

Failure to Rate Officials - Winter 2010

Boys Basketball

Ann Arbor-Central Academy
 Auburn Hills Christian
 Battle Creek-Calhoun Christian
 Burton-Bentley
 Canton-Salem
 Carsonville-Port Sanilac
 Coldwater-Pansophia Academy
 Detroit Academy of Arts & Sciences
 Detroit-Frederick Douglass
 Detroit-Marvin L. Winans Academy
 Eastpointe-Eaton Academy
 Ferndale-Academy of Oak Park
 Mendota
 Ferndale
 Gobles

Grand Rapids-Union
 Hamtramck-Frontier
 Inkster-Cherryhill School of Performing Arts
 Inkster
 Jackson-Da Vinci Institute
 Kinross-Maplewood Baptist
 Muskegon—Reeths-Puffer
 Muskegon-Western Michigan Christian
 Painesdale-Jeffers
 Republic-Michigamme
 Saline-Washtenaw Christian
 Southgate Anderson
 Taylor-Trillium Academy
 Traverse City College
 Warren-Connor Creek Academy

Girls Basketball

Beaverton
 Bridgeport
 Canton-Salem
 Detroit Academy of Arts & Sciences
 Detroit-Finney
 Detroit-International Academy
 Detroit-Marvin L. Winans Academy
 Detroit PEC
 Detroit-Western International
 Detroit-Westside Christian
 Eastpointe-Eaton Academy
 Ferndale-Academy of Oak Park
 Mendota
 Grand Rapids Christian
 Greenville-Grattan Academy

Kalamazoo-Phoenix
Livonia-Franklin
Melvindale-Academy for
Business & Tech
New Haven-Merritt
Republic-Michigamme
Romulus-Summit Academy
Saginaw-Nouvel
Sterling Heights-Parkway
Christian

Competitive Cheer

Bridgeport
Corunna
Grant
Harrison
Horton—Hanover-Horton
Imlay City
Livonia-Franklin
Madison Heights-Madison
Marion
Montague

Muskegon
Muskegon—Reeths-Puffer
Port Huron
Richland-Gull Lake
Romulus-Summit Academy
Scottville-Mason County Central
Stanton-Central Montcalm
Swartz Creek
Waterford Mott
White Lake-Lakeland
Wyoming-Kelloggsville
Zeeland East

Ice Hockey

Beverly Hills-Groves
Jenison
Livonia-Franklin
Macomb-L'Anse Creuse North
Madison Heights-Bishop Foley
Port Huron Northern
Walled Lake Western

Wrestling

Athens
Bad Axe
Birmingham-Seaholm
Bloomfield Hills-Lahser
Burton-Bendle
Charlevoix
Grand Rapids-Central
Harrison
Kingsley
Midland-H. H. Dow
Newaygo
Perry
Rochester Hills-Lutheran
Northwest
St. Charles
Standish-Sterling
Stanton-Central Montcalm
Swartz Creek
Waterford Mott

Failure to Rate Officials - Spring 2010

Baseball

Albion
Alma
Ann Arbor-Huron
Ann Arbor-Skyline
Auburn Hills Christian
Battle Creek-St. Philip Catholic
Central
Breckenridge
Center Line
Constantine
Dearborn
Dearborn-Fordson
Dearborn-Henry Ford
Detroit-Cass Technical
Detroit-Northwestern
Detroit-Southeastern
Dexter
East Jordan
Fairview
Fife Lake-Forest Area
Flint-Hamady
Flint-Northern
Flint-Northwestern
Fremont
Galesburg-Augusta
Grand Blanc
Grand Ledge
Grand Rapids-Creston
Greenville
Indian River-Inland Lakes
Inkster
Jackson

Litchfield

Lowell
Madison Heights-Bishop Foley
Mayville
Midland-Dow
Mio-AuSable
Muskegon Catholic Central
Pontiac
Posen
Rochester-Adams
Rochester Hills-Rochester
Saranac
Sault Ste. Marie-Sault Area
Schoolcraft
Shepherd
Traverse City Christian
Walkerville
Warren-Lincoln
Warren-Macomb Christian
West Bloomfield
Wyoming-Lee

Boys Lacrosse

Auburn-Bay City Western
Battle Creek-Lakeview
Haslett
Novi

Girls Lacrosse

Canton-Salem
Clarkston
Grosse Pointe North
Northville

Girls Soccer

Armada
Battle Creek-Calhoun Christian
Battle Creek-Central
Beverly Hills-Groves
Birmingham-Roeper
Brighton
Burt Lake-Northern Michigan
Christian
Burton-St. Thomas More Acad-
emy
Burton-Valley Christian
Covert
Detroit-Western
Flint-Northern
Flint-Southwestern
Grand Haven
Grand Rapids-Central
Hemlock
Hillsdale-Will Carleton
Academy
Iron Mountain
Marine City-Cardinal Mooney
Middleville-Thornapple Kellogg
Perry
Pontiac
Pontiac Academy for Excel-
lence
Richland-Gull Lake
Richmond
Rochester-Adams
Saginaw-Swan Valley
Sault Ste. Marie-Sault Area

Failure to Rate Officials - Spring 2010 (continued)

Sebewaing—Unionville-Sebewaing	Detroit-Crockett	Lincoln Park
South Haven	Detroit-Finney	Litchfield
Sterling Heights-Utica Ford II	Detroit-Henry Ford	Manistique
Suttons Bay	Detroit-Kettering	Marcellus-Howardsville Christian
Wyoming Park	Detroit-Mumford	Melvindale
Wyoming-The Potter's House Christian	Detroit-Osborn	Middleton-Fulton
	Detroit-Southeastern	Mio-AuSable
	Eastpointe-Eaton Academy	Morenci
	Eau Claire	Munising
Softball	Ecorse	Muskegon
Adrian	Ellsworth	Napoleon
Adrian-Lenawee Christian	Elsie—Ovid-Elsie	Newberry
Albion	Ferndale	Novi
Allen Park—Inter-City Baptist	Fife Lake-Forest Area	Ortonville-Brandon
Armada	Flint-Hamady	Peck
Auburn Hills Christian	Flint-Northern	Pontiac
Battle Creek-St. Philip Catholic Central	Flint-Northwestern	Remus-Chippewa Hills
Benton Harbor	Genesee	Richmond
Birmingham-Seaholm	Goodrich	Rochester Hills-Stoney Creek
Blanchard-Montabella	Grand Blanc	Saginaw-Buena Vista
Boyne Falls	Grand Ledge	Saginaw-Arthur Hill
Brethren	Grand Rapids-Catholic Central	St. Ignace-LaSalle
Britton-Macon	Grand Rapids-Central	Stevensville-Lakeshore
Burr Oak	Grand Rapids-Forest Hills Northern	Suttons Bay
Dearborn Advanced Technology Academy	Grand Rapids-Union	Vestaburg
Dearborn-Fordson	Grand Rapids-West Catholic	Walkerville
Dearborn Heights-Annapolis	Hale	Warren-Michigan Collegiate
Detroit-Cass Technical	Hamtramck	Wayne Memorial
Detroit-Central	Hemlock	West Branch-Ogemaw Heights
Detroit-Cesar Chavez Academy	Holland	White Pigeon
Detroit-Cody	Hudsonville-Freedom Christian	Wyandotte-Mt. Carmel
	Leland	

WANTED: More Officials Ratings in 2010-11

A point of emphasis for the MHSAA, and its registered officials, is to receive more ratings from member schools.

Starting with the 2005-06 school year, the MHSAA transitioned from the old "paper and pencil" method of receiving ratings to the current online system. The hope at that time was the online process would be faster and easier for school personnel, and that hope was confirmed with a record number of ratings received in that school year.

Officials had never been more pleased with the number of ratings received; but over the past three years, the list of schools that have failed to rate any officials during a season for a sport has grown. The submission of ratings is required in the sports sponsored by each member school by *MHSAA Handbook*, Regulation II, Section 7 (B). Failure to rate officials in a sport for two consecutive years results in the loss of tournament participation in that sport. This is a shared responsibility for coaches and athletic administrators. Remember that coaches can rate officials as the season progresses, with the athletic director approving those ratings before transmitting to the MHSAA.

Ratings really do matter to officials and coaches because this data is one of the primary factors used by various MHSAA staff and officials assignment committees. By making the submission process a 2010-11 point of emphasis, the MHSAA expects to see more ratings for each official during this season. The MHSAA is frequently contacted by officials with the concern that they worked a full schedule of games, but only received a handful of ratings from schools. This renewed emphasis on receiving more ratings will address that concern.

Specific instructions for schools and coaches can be found at MHSAA.com.

2009-10 Officials Reports Listing

(Schools that received 3 or more negative Reports)

In accordance with the May 1996 Representative Council adoption of the “Comprehensive Sportsmanship Package” the names of schools that received three or more “concern” or “ejection” Officials Reports in the school year are listed in this report.

Dexter HS	Dexter (9)	Kenowa Hills HS	Grand Rapids (4)	Fruitport HS	Fruitport (3)
Heritage HS	Saginaw (8)	Northview HS	Grand Rapids (4)	Garden City HS	Garden City (3)
Utica HS	Utica (8)	Ottawa Hills HS	Grand Rapids (4)	OA Carlson HS	Gibraltar (3)
Plymouth HS	Canton (7)	West Catholic HS	Grand Rapids (4)	Central HS	Grand Rapids (3)
Howell HS	Howell (7)	Hartland HS	Hartland (4)	East Grand Rapids HS	Grand Rapids (3)
Eastern HS	Lansing (7)	Highland Park HS	Highland Park (4)	Forest Hills N. HS	Grand Rapids (3)
Rochester HS	Roch. Hills (7)	Comstock HS	Kalamazoo (4)	Union HS	Grand Rapids (3)
Romeo HS	Romeo (7)	Everett HS	Lansing (4)	Hemlock HS	Hemlock (3)
Royal Oak HS	Royal Oak (7)	JW Sexton HS	Lansing (4)	Holt HS	Holt (3)
Troy HS	Troy (7)	Waverly HS	Lansing (4)	Homer HS	Homer (3)
Lincoln HS	Ypsilanti (7)	Lincoln Park HS	Lincoln Park (4)	Houghton Lake HS	Houghton Lake (3)
Alma HS	Alma (6)	Adlai E Stevenson HS	Livonia (4)	Hudsonville HS	Hudsonville (3)
Corunna HS	Corunna (6)	Lowell HS	Lowell (4)	Imlay City HS	Imlay City (3)
Davison HS	Davison (6)	Marcellus HS	Marcellus (4)	Jackson HS	Jackson (3)
Hamady HS	Flint (6)	Monroe HS	Monroe (4)	Jonison HS	Jonison (3)
Gaylord HS	Gaylord (6)	St Mary Prep HS	Orchard Lake (4)	Loy Norrix HS	Kalamazoo (3)
Greenville HS	Greenville (6)	Pontiac HS	Pontiac (4)	East Kentwood HS	Kentwood (3)
Grosse Pointe N. HS	Grosse Pointe (6)	Port Huron HS	Port Huron (4)	Lakeview HS	Lakeview (3)
L'Anse Creuse N. HS	Macomb (6)	Saline HS	Saline (4)	Lansing Christian HS	Lansing (3)
Mattawan HS	Mattawan (6)	Swartz Creek HS	Swartz Creek (4)	Lapeer East HS	Lapeer (3)
Reeths-Puffer HS	Muskegon (6)	Bedford HS	Temperance (4)	Lake Fenton HS	Linden (3)
Redford Union HS	Redford (6)	Cousino HS	Warren (4)	Dakota HS	Macomb (3)
Walled Lake W. HS	Walled Lake (6)	De La Salle HS	Warren (4)	Bishop Foley HS	Madison Heights (3)
Ypsilanti HS	Ypsilanti (6)	John Glenn HS	Westland (4)	Marquette HS	Marquette (3)
Walled Lake N. HS	Commerce (5)	Allendale HS	Allendale (3)	HH Dow HS	Midland (3)
Dearborn HS	Dearborn (5)	Almont HS	Almont (3)	Orchard View HS	Muskegon (3)
East Detroit HS	Eastpointe (5)	Alpena HS	Alpena (3)	Newaygo HS	Newaygo (3)
Garber HS	Essexville (5)	Huron HS	Ann Arbor (3)	Niles HS	Niles (3)
Fraser HS	Fraser (5)	Belding Area HS	Belding (3)	North Branch HS	North Branch (3)
West Ottawa HS	Holland (5)	Detroit Country Day HS	Beverly Hills (3)	Parchment HS	Parchment (3)
Linden HS	Linden (5)	Brother Rice HS	Bloomfield Hills (3)	Laker HS	Pigeon (3)
Mason HS	Mason (5)	Lahser HS	Bloomfield Hills (3)	Pinconning Area HS	Pinconning (3)
South Lyon HS	South Lyon (5)	Brighton HS	Brighton (3)	Portage Central HS	Portage (3)
Utica Ford II HS	Sterling Heights (5)	Buchanan HS	Buchanan (3)	Portage Northern HS	Portage (3)
Tecumseh HS	Tecumseh (5)	Caro HS	Caro (3)	Gull Lake HS	Richland (3)
Waterford Mott HS	Waterford (5)	Cass City HS	Cass City (3)	Roseville HS	Roseville (3)
Allen Park HS	Allen Park (4)	Ross Beatty HS	Cassopolis (3)	Arthur Hill HS	Saginaw (3)
Bay City Western HS	Auburn (4)	Clare HS	Clare (3)	Southgate Anderson HS	Southgate (3)
Central HS	Bay City (4)	Clarkston HS	Clarkston (3)	Utica Stevenson HS	Sterling Heights (3)
Benton Harbor HS	Benton Harbor (4)	Clinton HS	Clinton (3)	Lakeshore HS	Stevensville (3)
Berkley HS	Berkley (4)	Clio HS	Clio (3)	Truman HS	Taylor (3)
Seaholm HS	Birmingham (4)	Dansville HS	Dansville (3)	Traverse City Central HS	Traverse City (3)
Boyne City HS	Boyne City (4)	Fordson HS	Dearborn (3)	Traverse City West HS	Traverse City (3)
Atherton HS	Burton (4)	Decatur HS	Decatur (3)	Walled Lake C. HS	Walled Lake (3)
Coldwater HS	Coldwater (4)	East Lansing HS	East Lansing (3)	Waterford Kettering HS	Waterford (3)
Concord HS	Concord (4)	Fenton HS	Fenton (3)	West Bloomfield HS	West Bloomfield (3)
Durand Area HS	Durand (4)	Carman-Ainsworth HS	Flint (3)	Lakeland HS	White Lake (3)
Anchor Bay HS	Fair Haven (4)	Kearsley HS	Flint (3)	Lee HS	Wyoming (3)
North Farmington HS	Farmington Hills (4)	Freeland HS	Freeland (3)	Wyoming Park HS	Wyoming (3)
Catholic Central HS	Grand Rapids (4)	Fremont HS	Fremont (3)		

2009-10 Officials Reports Summary

CODE: P = Player C = Coach O = Other

Sport	Concern	Praise	P-Eject	C-Eject	O-Eject	Taunting	Sportsmanship
Baseball	107	12	64	35	0	1	15
Boys Basketball	110	22	72	28	0	2	23
Boys Lacrosse	38	0	37	5	0	0	5
Boys Soccer	291	9	259	18	1	0	28
Boys Track	0	1	0	0	0	0	0
Football	170	33	137	16	0	0	11
Girls Basketball	49	3	21	22	0	0	10
Girls Lacrosse	7	3	6	0	0	0	2
Girls Soccer	81	4	38	17	0	1	7
Girls Swimming	1	1	0	1	0	0	0
Girls Track	0	1	0	0	0	0	0
Ice Hockey	105	1	129	5	0	1	2
Softball	19	0	3	13	0	0	5
Volleyball	7	6	0	1	0	0	6
Wrestling	76	0	53	14	0	0	8

Reports of Concern	Distribution of Reports No. of Schools	Reports of Praise	No. of Schools
1	204	1	83
2	112	2	5
3	76	3	1
4	42		
5	14		
6	14		
7	6		
8	4		
9	1		

Bulletin Board Material

"It was the biggest call of my career, and I kicked the (stuff) out of it. I just cost that kid a perfect game." – MLB Umpire Jim Joyce

"He tried to talk. He'd say a couple of words. 'You were perfect, I was not.' I felt so bad. I didn't feel bad for me. I felt bad for him." – Tigers Pitcher Armando Galarraga

"It isn't hard to be good from time to time in sports. What is tough, is being good every day." – MLB Hall of Famer Willie Mays

"Do you know what my favorite part of the game is? The opportunity to play." – NFL Coach and former linebacker Mike Singletary

Teams Practicing Out-of-State Required to Submit Out-of-State Travel Form

The tradition of taking a team on a “spring trip” for practice only is a separate issue from sanctioning a competition (see Sanction guidelines on next page). Any school which conducts practice sessions out of state at a site more than 600 miles round-trip must submit to the MHSAA office a Travel Form for Out-of-State Practice at least 30 days in advance of departure. This does not allow schools to compete in a scrimmage, practice or competition with a team from another school.

The following interpretation was adopted at the May 2004 Representative Council meeting and became effective for the 2004-05 school year:

“When a school-sponsored team, or group of students which resembles the school team, intends to conduct practice sessions out of state at a site

more than 600 highway miles round-trip from that school, the Travel Form for Out-of-State Practice is required. For the purpose of this Section, it shall be considered a practice for a school team if a school coach in that sport is present with any number of players from that school's team, other than his/her family members.”

MHSAA catastrophic insurance does not cover such events.

The form can be found on the MHSAA Website. Pursuant to action of the Representative Council in May 2003, all schools which complete this form will be listed in *benchmarks* at the end of the school year.

A list of schools which completed the form in 2009-10 appears below.

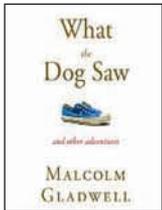
Schools Submitting Out-of-State Travel Forms for 2009-10

<p>FALL</p> <p><i>Cross Country</i> Romeo</p> <p>WINTER</p> <p><i>Hockey</i> Grand Ledge</p> <p><i>Boys Swimming & Diving</i> Brighton</p> <p><i>Skiing</i> Detroit Country Day</p> <p>SPRING</p> <p><i>Baseball</i> Adrian Adrian Lenawee Christian Allendale Benzie Central Carson City-Crystal Chelsea Coldwater Croswell-Lexington DeWitt East Jackson East Kentwood Essexville-Garber Farmington Gibraltar Carlson Grand Ledge Grand Rapids Christian</p>	<p>Grandville Hamilton Hesperia Holland-West Ottawa Howard City Tri County Hudsonville Lake Odessa-Lakewood Lawrence Mio AuSable Mt. Pleasant-Sacred Heart Petoskey Pinckney Saginaw-Swan Valley Saline Saugatuck Shelby Shepherd Sparta Vermontville-Maple Valley Vicksburg Wyoming Godwin Heights Wyoming Park Yale Zeeland East</p> <p><i>Softball</i> Allendale Bath Bay City Western Bellevue Byron Center Chelsea Clinton Coldwater East Kentwood</p>	<p>Eaton Rapids Fair Haven-Anchor Bay Flint Kearsley Frankfort Fremont Grand Ledge Grand Rapids Christian Grand Rapids-Kenowa Hills Grandville Grosse Pte Woods-U. Liggett Hamilton Holland-West Ottawa Holt Hudsonville Jenison Lapeer West Montrosy Portland Saginaw-Swan Valley Southfield Christian School Temperance Bedford Wyoming Lee Wyoming Park Wyoming Rogers Zeeland East</p> <p><i>Boys Golf</i> Elkton-Pigeon-Bay Port Laker</p> <p><i>Girls Soccer</i> DeWitt</p> <p><i>Girls Tennis</i> Stevensville Lakeshore</p>
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Pop the Question: Does Your Writing Engage Others?

“Good writing,” states Malcolm Gladwell, “does not succeed or fail on the strength of its ability to persuade . . . It succeeds or fails on the strength of its ability to engage you, to make you think, to give you a glimpse into someone else’s head . . .”

Gladwell’s *What the Dog Saw*, (Little, Brown, 2009) succeeds by this definition. It consists of 22 pieces previously published in *The New Yorker*



magazine. Each introduces a topic through one person, digresses to shape the topic through other peoples’ experiences, and then returns to the

original story line, often with a new or deeper understanding of the topic.

Gladwell writes of “obsessives” who are or become “minor geniuses.” The second section has provocative thoughts on homelessness and the financial scandals and man-made disasters of our times. The third section “wonders about the predictions we make about people” with stories and statistics from both education and sports of special interest to the *benchmarks* audience.

This is Gladwell’s fourth consecutive hit, following *The Tipping Point*, *blink* and *Outliers*. All provide easy reading of difficult topics. See gladwell.com for more information.

Read any good books lately? News articles? We’d love to know. Submit recommendations to benchmarks@mhsaa.com.

“Good writing . . . succeeds or fails on the strength of its ability to engage you . . .” – Malcolm Gladwell, in What the Dog Saw

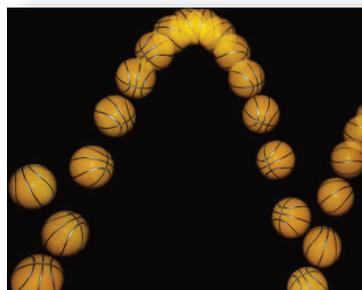
Playing the Hop

Keith McFarland, author of *The Breakthrough Company*, has followed that success with *bounce: The Art of Turning Tough Times Into Triumph* (Crown Business, 2009).

From personal acquaintances and experiences, he creates a short story of a fictional company that is losing both market share and hope. He uses the metaphor of a bouncing ball, in contrast to a dropped Christmas tree ornament that breaks or a dropped orange that bruises; and incorporates examples from physical workouts – the need to break down muscle in order to build it up.

Typical of the genre is the conclusion that a certain number of steps are the secret to successful bounce-back from difficult times. Here are six principles:

1. **embrace the bounce.**
2. **manage the anxiety** – transform it from fear of change to fear of what will happen if there’s no change.



Look at ups and downs as a bouncing ball, rather than fragile objects that crash.

3. **manage the mental factors** – see things as they really are (and involving other people is essential); treat causes, not symptoms; emphasize a we control versus they control mentality; and “hold hands in traffic,” i.e., look out for each other.
4. **manage the money.**
5. **manage the mission**, meaning a highly specific, clearly stated and widely held goal.
6. **manage the morale.**

McFarland opines that in difficult times people want strong, decisive leaders who also listen; they want leaders who see reality clearly, but also keep an eye on the light at the end of the tunnel; and they want leaders who are both pragmatic and of good character.

McFarland and his team have more at NowBounce.com.

Checklist for Communication

Atul Gawande’s bestseller *Better* is, well, much better than his latest book, *The Checklist Manifesto –How to Get Things Right* (Metropolitan Books, 2009); but the newest is a well-worth-it read.

Dr. Gawande describes his discovery of the importance of the “simple” checklist for the successful completion of projects and the efforts to make checklists standard operating procedure during surgeries.

He learns, counter-intuitively, that checklists are at least as important for complicated and complex projects as for simple

tasks, and even more important when reaction time is short.

While ostensibly about the campaign to bring checklists to surgery, the book is really about decision-making and the importance of communication and teamwork. The more complex a project, he argues, the more decentralized the decision-making must be and the more important the checklist protocol becomes.

Using skyscraper construction and averted airline crashes as examples, Dr. Gawande demonstrates how brief checklists improve communications and teamwork at critical problem-solving points.

Athletic administrators might consider how the checklist applies to event planning and, more importantly, to event management's responses when the unplanned occurrence during an event interrupts the best advance planning.

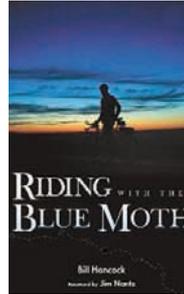
Monday Morning QB

It's likely none of us needs more proof that bad things happen to good people; but probably all of us can use more positive examples of dealing with personal tragedy.

One of the nicest people in the world of college athletics is Bill Hancock, formerly of the Big Eight (now Twelve) Conference and who for several years was the National Collegiate Athletic Association's point person for "March Madness," a.k.a., the NCAA Division I Men's Basketball Tournament. He is now director of the Bowl Championship Series (BCS).

Bill's son Will was killed in January of 2001 when one of the planes carrying the Oklahoma

State University men's basketball team crashed during a post-game flight from Boulder, Colorado to Stillwater, Oklahoma. Will, married and father of a two-month-old daughter, worked in the Sports Information Office at OSU.

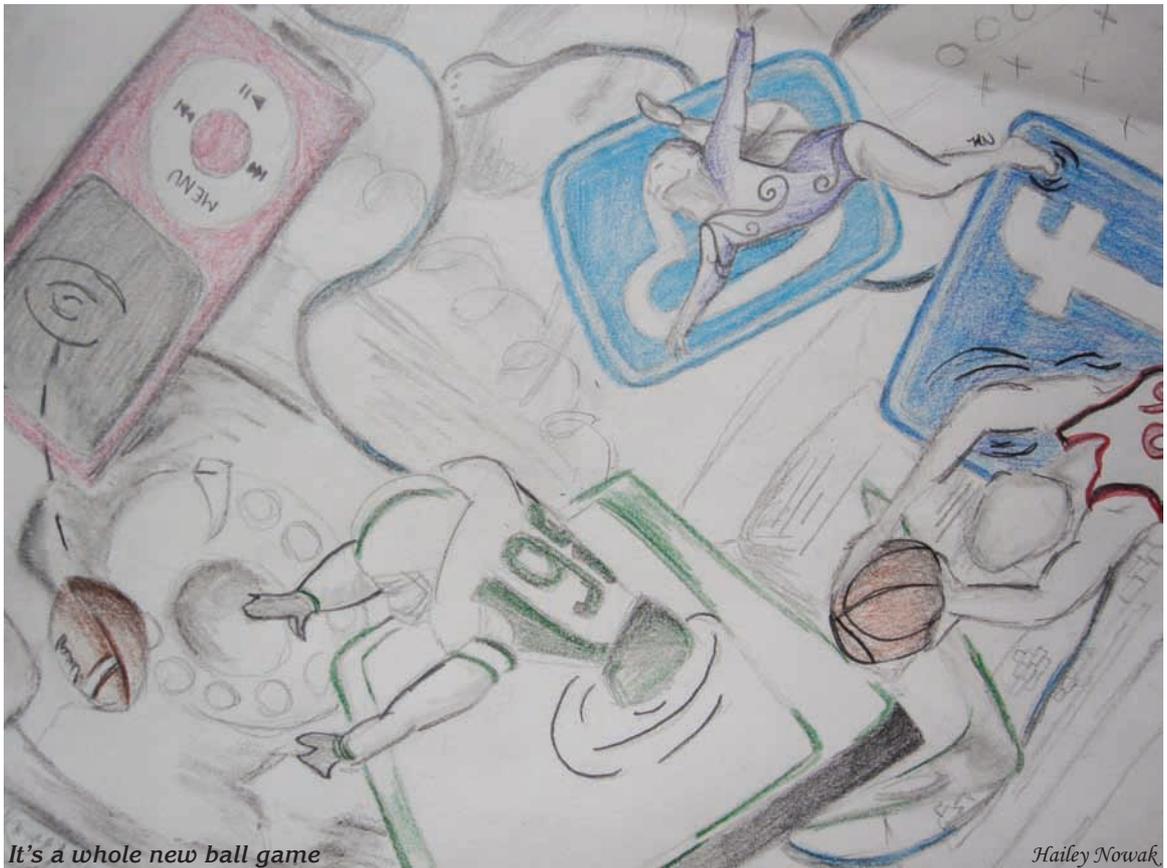


Bill writes of his struggle to cope with this loss in *Riding with the Blue Moth* (Sports Publishing, 2005). The centerpiece of the story is Bill's 2,700-mile cross country biking trip and what he learns during the 36-day journey.

Fathers and sons, and biking enthusiasts, will find meaning in Bill's therapeutic ride and memories.

Visit SportsPublishingLLC.com.

the buzzer



It's a whole new ball game

Hailey Nowak

Playoff Football Teams Must Be On Field For Anthem

In an effort to serve good sporting conduct and to consciously and consistently demonstrate respect for our National Anthem, the MHSAA for all its football tournament rounds will require that the two competing teams (in total) be on the field and on their respective sidelines for the playing of the National Anthem or other recognized national observances.

Pregame Timing – MHSAA Tournament

- Pregame clock starts at least 20 minutes before kickoff. Clock should be set so time is at 0:00 five minutes prior to kickoff time (for example: 7 p.m. game time, place 55 minutes on clock at 6 p.m. – clock will be at 0:00 at 6:55 p.m. anthem start).
- Coin toss at 20-minute mark.
- Welcome and Team Introductions at five-minute mark (teams not required to be on their respective sidelines).
- Playing of the National Anthem with 0:00 on clock (teams required to be on their sidelines; bands either in the stands or in either end zone, no further than the 25 yard line).
- Kickoff promptly after the National Anthem observance.

Penalty: 15-yard unsportsmanlike penalty if a team (in total) is not on the field for the start of the National Anthem when played as specified. Additional 5-yard penalty for delay of game will be assessed on the offending team if still not in place and ready to start the first half.

It is strongly recommended that this pregame procedure be adopted by all leagues and conferences.



Golf Tournament Observer Requirement Eliminated

A significant change in procedures for the MHSAA Boys and Girls Golf Tournaments will take place beginning with the 2010-11 school year. After years of discussion and debate, the MHSAA golf committee recommended and the Representative Council approved the elimination of the observer requirement for all levels of the MHSAA Boys & Girls Golf Tournaments beginning with the 2010-11 school year. As part of the change the MHSAA, with input from the MIGCA, is preparing protocols for what coaches may and may not do during the tournament. Such protocols are needed not only to clarify boundaries for coaches, but to maximize their presence on the course and to benefit from having them more visible and available during the competition. Coupled with greater rules officials resources and tournament manager's efforts during players meetings we're confident we'll have successful competition. We'll also need our great Michigan high school coaches to work hard with players to increase their rules knowledge and fully embrace and respect the fundamental components of honesty and integrity in tournament golf.

From the late 1980s until present, school golf coaches were required to act as an observer at all levels of the MHSAA Boys & Girls golf tournament, assigned to walk with a player group to monitor sportsmanship, review scores with players and keep pace of play moving. In recent years the Rep-

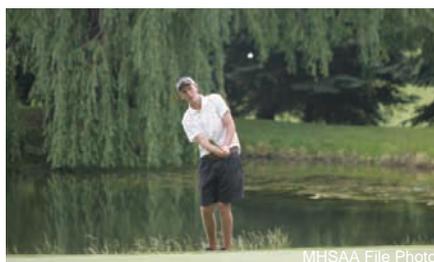
resentative Council approved modifications to the requirement that allowed a school coach to bring a substitute to serve as an observer, allowing the coach to exercise limited coaching contact with the players during the MHSAA Tournament.

The basis of the observer requirement stemmed from concerns of some coaches (not all) that players were not recording scores accurately and that having an adult with each group would be a deterrent to possible score "fudging". While there is no question that an observer (not a rules official) accompanying a group in the MHSAA tournament

has merit, coaches are also justified in wanting to be free from observer duties in order to exercise coaching privileges and to watch their players compete as all other coaches may in MHSAA tournament competition. Although the "substitute observer option" is available to coaches, many would say it is difficult to find

someone to replace them for such duties, and to be frank, some of the substitute observers over the years have not been knowledgeable and may have done more harm than good. And it's fair to say that the game of golf is predicated on players being responsible for their own scores, calling penalties on themselves and upholding the honor and integrity on which the game is based.

It's a big step, as all important steps are. Bob Jones would be proud.



DEADLINES, DEADLINES

Following are important deadlines to put on your calendars for 2010-11.

OFFICIALS RATINGS:

- Fall — Dec. 1
- Winter — April 1
- Spring — June 1

SPORTSMANSHIP SUMMITS

In the 2010-11 school year, the MHSAA will once again be holding a series of regional sportsmanship summits. The summits will be highly interactive, and each school group will develop a sportsmanship plan to implement upon returning back to school. Registration is \$25 per participant, and a maximum of 350 spots available at each of the four summit sites. **IMPORTANT NOTE FOR ADS:** We are looking for volunteer administrators to help facilitate each of the breakout sessions. A curriculum will be provided to you long before the event. If you are interested, please contact Andy Frushour at afrushour@mhsaa.com.

- Oct. 4 – WARREN (DeCarlos Banquet Center)
- Oct. 18 – MARQUETTE (Northern Michigan Univ.)
- Nov. 1 – LANSING (Lansing Lexington Hotel)
- Nov. 8 – GRAND RAPIDS (Crowne Plaza Hotel)

SCHOLAR-ATHLETE AWARD APPLICATIONS

For over 20 years, Farm Bureau Insurance has sponsored the MHSAA's Scholar-Athlete Award. In 2010-11, 32 \$1,000 scholarships will be available to high school seniors who meet the eligibility requirements listed at MHSAA.com on the "Students" page. Also in 2010-11, we will be gathering current contact information for all former winners, and will be starting a "Where Are They Now" feature for our Scholar-Athlete alumni.

- Applications Available Online — Aug. 1
- Applications Due to MHSAA — Dec. 3

STUDENT LEADERSHIP GRANTS

The MHSAA has earmarked \$20,000 to help students become better leaders. This fund originated from a gift to the MHSAA from student leadership training leader, the former W.B.A. Ruster Foundation. Scholarships are available to students to attend existing student leadership camps, and schools can receive grant money to create student leadership programs in their communities. Funding is available NOW. There is no deadline – applications are accepted, and money is distributed, year round. Visit the "Students" page at MHSAA.com.

CAPTAINS CLINICS

The MHSAA is always looking for leagues & conferences that wish to host a Captains Clinic, and we are currently booking February and April 2011 clinics. Simply contact Andy Frushour (afrushour@mhsaa.com) at the MHSAA office. The MHSAA coordinates the registration process, books facilities, provides the curriculum and supplies, works with the caterers, and brings facilitators to the clinic.



Captains Clinics are great educational events, allowing your student-athletes to interact with those from neighboring communities. Team leaders gather to network and share ideas, then relay the experience to teammates when they return to their respective schools.

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