

JEFFREY SITZ – WISCONSIN
2108
CONFERENCE SITE: SAN ANTONIO, TEXAS
39TH NIAAA PRESIDENT

Jeff Sitz, CMAA was appointed as the Section 4 representative to the NIAAA Board of Directors by the leadership of the Wisconsin Athletic Directors Association in 2015. He was selected by the Board to become the 39th President of the NIAAA in 2018. Jeff is the 4th President of the NIAAA to hail from the Badger State.

The Presidential theme for 2018 was “Go Beyond”. It was a theme of both encouragement and recognition for the Board and membership, acknowledging the dedicated service of the nation’s directors of athletics. It’s not difficult to find examples of committed leaders in our profession who live this motto every day.

During his tenure, the office staff was expanded, as Alex Ferguson was added as an Administrative Assistant. This position became necessary as the membership grew to record numbers (11,348), and the demands for membership services continued to grow. The NIAAA also hit a milestone in bestowing it’s 11,500th Certification, and setting new annual records for all four certification types.

Additionally, the NIAAA Board began the initial preparations for the 5th Strategic Plan, selecting the leadership to guide the process. Other initiatives included the introduction of the AD Insider as a digital newsletter, and the digital social media campaigns to promote Certification, LTI Courses and benefits of NIAAA Membership, to principals, superintendents and directors of athletics. The Membership Intern Program was also formally begun, in order to allow select members to experience a year of serving with the Professional Development Academy Leadership Team.

The Board was responsive to many requests from the membership, as well as items initiated by the 4th Strategic Plan. Most notably, the additional online services and alternate methods to obtaining the CMAA. The Board continued to improve the delivery of critical services for our members. The NIAAA initiated the piloting of a new Leadership Cohort program through the PDA. The Board also oversaw the continuing transition of the move to a 4th at-Large position, balancing national representation on the Board.

During the year, the proceeds from the NIAAA’s growing Endowment Fund, allowed for over \$50,000 to be spent on Professional Outreach and Grant programming, that benefited states and membership across the nation, as states established programming to strengthen and grow the profession.

The culture of the NIAAA - its leadership, office staff and membership- continues to set the standard for a diverse organization of leaders in the critical arena of education-based athletics.