

Dr. Steve Gallon III, Vice Chair

**SUBJECT: FHSAA REVENUE SHARING**

**COMMITTEE: PERSONNEL, STUDENT, SCHOOL & COMMUNITY SUPPORT**

**LINK TO STRATEGIC**

**BLUEPRINT: SAFE, HEALTHY AND SUPPORTIVE LEARNING ENVIRONMENT**

The Miami-Dade County Public Schools (M-DCPS) is committed to students' participation in interscholastic sports. In doing so, it recognizes athletics as a mainstay of school districts, schools, and more important, the learning and life experiences of students. In fact, research has shown that athletics, specifically at the high school level, provides a vehicle that improves students' citizenship, sportsmanship, self-discipline, physical and emotional wellness, and their grade point averages. In the development, implementation, and enforcement of policies governing high school athletics, M-DCPS has worked very closely with the Florida High School Athletic Association (FHSAA). Established in 1920 on the campus of the University of Florida by 29 high school principals, the FHSAA received statutory authority as the governing body of high school interscholastic sports in the state of Florida in 1997. Through the cooperative efforts of its member schools, the FHSAA has provided opportunities for high school students in Florida to participate in interscholastic athletic programs for over a century.

As with the FHSAA, M-DCPS is committed to policies and practices that support and promote the same spirit of fair and equitable participation and competition. One widely known benefit is the exposure of student-athletes to increased opportunities for athletic scholarships for higher education. It is also known that such increased opportunities come from competing at the highest level and on the largest stage. In high school athletics a state or "mythical" national championship represents the pinnacle of success for high school competitive sports in which schools compete based on classifications. At the School Board Meeting of December 19, 2018, the School Board unanimously approved Agenda Item *H-11 Revised*, which called for the reclassification of high school athletic programs. The FHSAA released its reclassification of programs in alignment with those called for by the Board.

In December 2019, the entire state of Florida confirmed that the best high school football programs, for example, are concentrated in Miami-Dade and Broward counties. A record seven high school football teams went to the Florida High School Athletic Association football championships and all seven returned home winners, which included M-DCPS' Booker T. Washington, Miami Northwestern and Miami Central High schools located in School Board Voting District 2, represented by School Board Member Dr. Dorothy Bendross-Mindingall.

The costs of reaching and winning a state championship in football, or in any other high school sport for that matter, involves dedication, hard work, and sacrifice on the part of school staff, coaches, and student athletes. However, there are significant financial costs and investment of resources that are required for school teams to compete in both postseason competition and state championship series events.

In fact, the participation of most schools often results in a deficit when analyzing the costs for a school's participation and the revenue it receives according to criteria reflected in FHSAA Bylaw 9.10, *Florida High School State Championship Series Games, Tournament & Meets Financial Reporting and Revenue Sharing*. For example, the cost to a school for travel, food, and lodging for their football team to compete can exceed \$15,000.00. Yet, the revenue sharing payment received by the school from FHSAA is less than \$7,000.00---resulting in a net deficit of nearly \$10,000.00. After participating, this deficit would have to be absorbed by the individual school.

The revenue streams of the FHSAA are diverse and multifaceted, and some cases, perpetual. Potential revenue streams for the FHSAA are from ticket sales, vending, merchandising, parking, and video streaming. The potential revenue streams appear to pale in comparison to the costs of awards, game officials, hospitality, and event staff.

Nationally, a more specific narrative around revenue sharing among the NCAA and college student-athletes has not only evolved, but has been elevated into policy positions in various states. In September 2019, Governor Gavin Newsom of California signed legislation that would allow college athletes in the state to profit from their sports celebrity by promoting products and companies. A month later, Governor Ron DeSantis joined former football players and lawmakers from both the House and Senate and endorsed a bill to allow college athletes to be paid and what has been described as a "fight for fairness for college athletes." Florida HB 251 was modeled after the California law that goes into effect in 2023. Other states quickly moved in the same direction with similar bills being filed in New York and South Carolina. Lastly, Florida U.S. Senator Marco Rubio became one of the highest profile lawmakers to support and draw up plans to create a national standard for compensating college athletes for their names, images, and likenesses. The NCAA, the governing body of college sports, bowed to the inevitable after long opposing the move, and its governing board subsequently voted unanimously to allow student-athletes "the opportunity to benefit from the use of their name, image and likeness." It directed the organization's three divisions to develop new rules to begin no later than January 2021.

While this item does not suggest or recommend the "sharing" of revenue with student-athletes, it does affirm the need to review the financial relationship between district schools and the FHSAA, specifically, where the financial relationship and enumeration for a school's participation in postseason competition and/or state championship series events results in deficits to the school's operating costs to participate. It also provides an opportunity for the School Board, pursuant to *Policy 9701-Trademark, Licensing, Protection, and Use*, to determine if there are additional, unrealized revenue streams available to the District and its schools, specifically, where stipulated in Policy 9701 which states that the "*production of any merchandise with Board marks for sale or distribution is prohibited unless the vendor has a written license agreement with the Board that may be subject to the payment of royalties.*"

This item seeks to direct the Superintendent to review the financial costs of schools' participation in postseason competition and/or state championship series events, the revenue received from the FHSAA for participating in such events, and resulting deficits, that may result to a school for said participation. This item also directs the Superintendent to communicate with the FHSAA to explore a review of the existing revenue sharing criteria to address such deficits, where they may exist. Lastly, this item directs the Superintendent to make recommendations to the Board, where appropriate, on any changes to policy, participation, and/or 2020 legislative platform to ameliorate any and all financial deficits and/or inequities that may result in a school's participation in postseason competition and/or state championship series events.

This item has been reviewed by the School Board Attorney for legal sufficiency.

**ACTION PROPOSED BY  
DR. STEVE GALLON III:**

That The School Board of Miami-Dade County, Florida,  
direct the Superintendent to:

1. Review, in consultation with the Chief Auditor, the financial costs of schools' participation in postseason competition and/or state championship series events, the revenue received from the FHSAA for participating in such events, and resulting deficits, that may result to a school for said participation;
2. communicate with the FHSAA to explore a review of the existing revenue sharing criteria with district schools to address such deficits, where they may result due to a school's participation;
3. determine, in consultation with the School Board Attorney if there are additional, unrealized revenue streams available to the District and its schools, specifically, where stipulated in Policy 9701;
4. make recommendations to the Board, where appropriate, on any changes to policy, participation, and/or 2020 legislative platform to ameliorate any and all financial deficits and/or inequities that may result in a school's participation in postseason competition and/or state championship series events; and
5. provide an update to the Board at the Personnel, Student, School & Community Support Committee Meeting of May 13, 2020.