

SOUTH CAROLINA HIGH SCHOOL LEAGUE 2023-24 ANNUAL IMPACT REPORT



FOR INFORMATION ON THE SOUTH CAROLINA HIGH SCHOOL LEAGUE
VISIT WWW.SCHSL.ORG

TABLE OF CONTENTS

● About Us	3
● Commissioner's Message	4
● The Annual Impact Report	5
● 2023-24 Priorities	6
● SCHSL Sportsmanship	7
● Pillars of SCHSL	8
● Executive Committee	9
● Appellate Panel	10
● Fall Sports	11
● Winter Sports	12
● Spring Sports	13
● High School Student-Athlete Population	14
● Middle School Student-Athlete Population	15
● Communications & Public Relations	16
● Health, Safety, and Wellness	17
● Educational Services	18
● Officials' Information	19
● SCHSL Officials	20
● NFHS Services	21
● Congratulations	22-23
● Income Summary	24
● Expense Summary	25
● SCHSL Sponsors	26
● Acknowledgements	27
● SCHSL Staff	28

The Annual Impact Report is a publication of the South Carolina High School League (SCHSL) that is posted on the SCHSL Website in the Fall of each year. Editor: Romanda Noble-Watson, SCHSL Director of Communications and Public Relations. Publication Photo Credit: SCHSL, Fort Mill Prep Sports, GoFlashWin, Jenique Photos, Palmetto Sports Imagining, and The State.

ABOUT US

MISSION STATEMENT

The mission of the South Carolina High School League (SCHSL) is to provide governance and leadership for interscholastic athletic programs that promote, support, and enrich the educational experience of students.

PURPOSE STATEMENT

The purpose of the League is to formulate and maintain policies in accordance with its mission and beliefs that will:

- safeguard the educational values of interscholastic athletic competition;
- advance high ideals of sportsmanship;
- develop and direct a program which will promote, protect, and conserve the health and physical welfare of all participants; and
- promote uniformity of standards in all interscholastic athletic competition.

BELIEF STATEMENT

We believe the South Carolina High School League, governed by its member schools, is the recognized state authority on interscholastic athletic programs.

We believe participation in interscholastic athletic programs is a privilege.

We believe interscholastic athletic programs should be student centered.

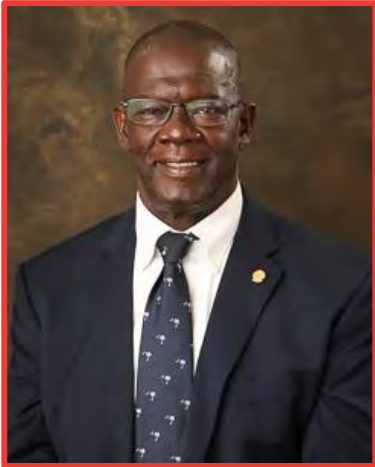
We believe interscholastic athletic programs should:

- enrich each student's educational experience;
- promote student academic achievement;
- promote good citizenship and a healthy lifestyle;
- foster involvement with a diverse population;
- promote fair play, honesty, sportsmanship and equity; and
- promote the participation of students in athletics and multiple sports.

We believe properly trained administrators, coaches, officials, and related support staff promote the educational mission of the academic program of our schools.

We believe interscholastic athletic programs promote positive school/community relationships.

COMMISSIONER'S MESSAGE



Some of life's most memorable moments occur while doing school activities. The SCHSL family has enjoyed many opportunities to celebrate many accomplishments and pivot to address sudden challenges, and I am honored to be a part of these memorable experiences.

CONGRATULATIONS!!!...to the membership for creating and navigating these memorable experiences throughout the year.

The 2023-24 sports seasons brought about many changes. Most prevalent during the year, was the incorporation of the 3-time multiplier used in determining the realignment for the 2024-26 biennial.

Additionally, during the 2023-24 sports seasons, we focused on improving the sportsmanship across the membership, rolling out campaigns in conjunction with the National Federation of State High School Associations (NFHS) aimed at minimizing ejections and suspension. The hashtag, #BenchBadBehavior, was adopted and will remain throughout the 2024-25 sports season.

Mid-way through the year, we introduced the periodic online conversation, Commissioner's Chat, which gives the membership, fans, and their communities a transparent look at the changes and happenings of the SCHSL.

The motto, #WeAreSCHSL, continued to be articulated on social media platforms and printed documents from the League office and embodies all we are as an association. The "We" in #WeAreSCHSL includes the student-athletes, coaches, administration, and fans of the League.

This Annual Impact Report serves as a snapshot of all the celebrations and challenges of your South Carolina High School League family, and as we move forward in 2024-25, let us never forget what we can forge into the history books when we work as a team.

Again, CONGRATULATIONS!!!

In highest regards,

Jerome Singleton, D.D.

Jerome Singleton
SCHSL Commissioner

THE ANNUAL IMPACT REPORT

Our 2023-24 Annual Impact Report Serves To:

- Highlight League initiatives, share annual facts and figures, and enhance our information portal.
- Building trust with membership, athletic supporters, and student-athletes.
- Cultivating a culture of high performance and learning among member schools.
- Celebrating the achievements of student-athletes and member schools.

111
YEARS OF SERVICE TO
SOUTH CAROLINA
SCHOOLS AND COMMUNITIES



2023-24 PRIORITIES

PRIORITY NUMBER 1

Feasibility of establishing a universal football officials game fee system for all Classifications.

Actions Taken

The following actions were taken to address priority number 1:

- Several states athletics associations (Louisiana, Tennessee, North Carolina, Georgia and Arizona) were contacted about their football officials assigning and pay structure.
- More extensive conversation was held with the Arizona athletics association because they are the only other state that assigns football officials from their state office.
- Dialogue was held with the South Carolina Football Officials Association (SCFOA) referencing a new process for assigning football game officials.
- After extensive research and conversation with selected stakeholders, a recommended proposal was created.

PRIORITY NUMBER 2

Review current SCHSL bylaws addressing amateur status and how it is impacted by NILs.

Actions Taken

The following actions were taken to address priority number 2:

- Several states athletics associations (Oklahoma, Louisiana, Tennessee, North Carolina, and Georgia) were contacted about their NIL policies/guidelines.
- After reviewing the other states athletics associations information and accessing the SCHSL current bylaws Article III; Section 14 A, B, and C, as it relates to amateur status, a hybrid statement was created as clarification/further interpretation to the bylaw.
- It is suggested that that the hybrid statement be included with letter B of the bylaw.

PRIORITY NUMBER 3

Study the possibility of implementing a competitive balance factor other than school enrollment for reclassification/realignment.

Actions Taken

The following actions were taken to address priority number 3:

- A committee of seven (7) members was created with a representative from each classification in addition to representatives from charter and private schools. This committee was created with members from the SCHSL executive committee.
- The committee met on 5 occasions.
- The committee reviewed the current process and requested copies of processes used by other state athletics associations.
- The committee also solicited and collected input from the member schools.
- After reviewing the requested documents, the committee created the following document as an alternative to the current process.
- Six options were presented to the SCHSL executive committee for consideration as other factors to include enrollment when addressing competitive balance.

PILLARS OF SCHSL

Sportsmanship - To teach respect for self, opponents, officials, rules, and the game itself with heavy emphasis on inclusion.

Coaches, Athletes & Parents Education - To provide resources and support for coaches, athletes and parents who serve as curriculum instructors of educational athletics. [NFHSLearn.com](https://www.nfhslearn.com) and [SCHSL.org](https://www.schsl.org)

Health & Wellness - To empower students to make healthy life choices with emphasis on safety, mentally, physically, and emotionally.

Service to Community - To recognize the privilege of athletic participation and the responsibility of giving back to the community.

Leadership - To promote the power of positive influence that student-athletes and teachers/coaches share as role models.

Inclusion, Equity, and Diversity are valuable components in each of our pillars.

The SCHSL also hosts several online and/or in person learning opportunities for students and coaches alike. Hundreds, if not thousands of students statewide and nationally have participated in the following presentations:

Sports Captain's Course
Health & Wellness Summit
Sportsmanship Summit
Leadership Summit
Middle School Leadership Summit

Schools can enroll online at www.schsl.org during the registration period which varies throughout the school year. Principals and Athletic Directors will receive notification prior to each course/summit.

EXECUTIVE COMMITTEE

2023-24 Committee Members

Jason Warren	President
Carlos Cave	Vice President/ Athletic Administrators Association
Nicholas Pearson (Term expires 2025)	AAAAA
Robert Jackson (2026)	AAAA
Dr. Adam Lanford (Term expires 2024)	AAA
Ray Cooper (2024)	AA
Coby Brandyburg (Term expires 2024)	A
Dr. Rallie Liston (2024)	Superintendents Association
Matthew Hiers (Ongoing)	State Department of Education
Robert Etheredge (Term expires 2024)	Principals Association
Billy Blackwell (Term expires 2027)	School Boards Association
David Byrd (Term expires 2026)	Coaches Association
Andy Rogers (Term expires 2023)	Associate Member
Kyle Boczkowski (Term expires 2024)	Officials Association
Dr. J.R. Green (Term expires 2024)	Member At Large
Kathy Hipp (Term expires 2025)	Member At Large
Julianne Lang (Term expires 2024)	Member At Large
Dr. Sam Barfell (Term expires 2023)	Member At Large

Thank you to the exiting members of the Executive Committee. We appreciate your dedication and hard work.

Adrian Busch, Derek Phillips, Hezekiah Massey, Dr. Kandace Bethea, Tony Folk, Dr. Darryl Owings, Sonya Bryant

APPELLATE PANEL



2023-24 Members

First Congressional District	Bill McCall, III
Second Congressional District	Otis Rawl
Third Congressional District	Andy Tweito
Fourth Congressional District	Bob Davis
Fifth Congressional District	Jackie Queen
Sixth Congressional District	Raleigh King
Seventh Congressional District	Dr. Gregory McCord

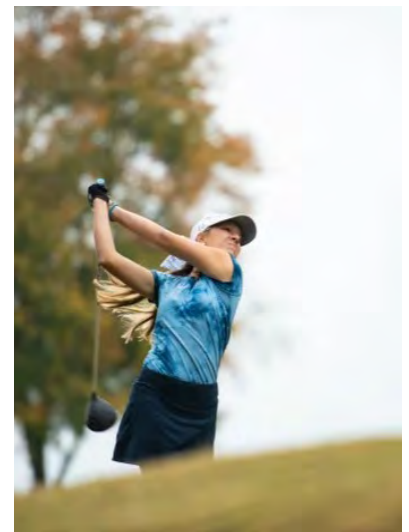
The Appellate Panel, established in 2014, consists of seven members who serve four-year terms. Members are appointed in the following manner:

- One person appointed by the legislative delegations of each congressional district.
- Members of the Appellate Panel may not concurrently serve as officers of any of the South Carolina High School League subdivisions, conferences or regions and may not have served as a member of the South Carolina High School League Executive Committee within the last three years.
- The Appellate Panel provides the final ruling in appeals brought against a decision on appeals from the Executive Committee of the League.
- Decisions made by the Appellate Panel are the final administrative appeal.

FALL SPORTS



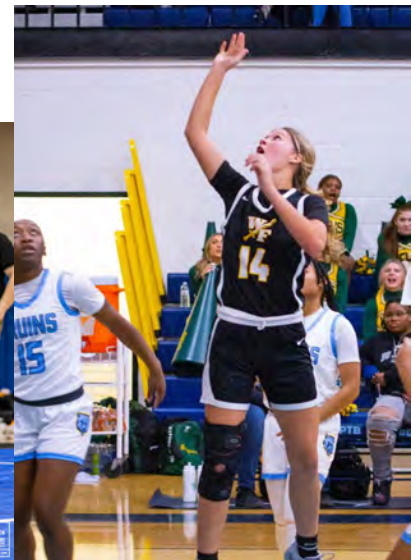
Swim
Volleyball
Girls Tennis
Girls Golf
Cross Country
Competitive Cheer
Football



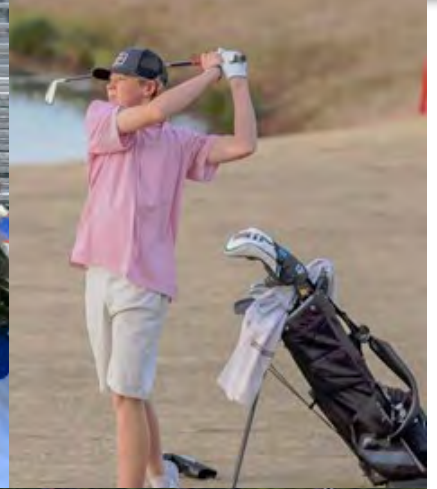
WINTER SPORTS



Wrestling Basketball



SPRING SPORTS



**Boys Tennis
Lacrosse
Boys Golf
Soccer
Track & Field
Baseball
Softball**



HIGH SCHOOL STUDENT-ATHLETE POPULATION



Boys

Football	18,723
Basketball	6,628
Baseball	6,935
Soccer	7,099
Track & Field	10,232
Golf	1,671
Lacrosse	2,472
Wrestling	6,612
Swim	1,336
Tennis	1,521
Cross Country	3,269
Volleyball	866

Girls

Volleyball	5,598
Basketball	4,470
Softball	4,778
Soccer	5,431
Track & Field	7,915
Golf	999
Lacrosse	1,796
Competitive Cheer	3,472
Swim	1,586
Tennis	2,288
Cross Country	2,579
Wrestling	118

Total: 108,394

High School Transfers: 3,378



MIDDLE SCHOOL STUDENT-ATHLETE POPULATION



Boys

Football	6,958
Boys Basketball	2,885
Baseball	589
Boys Soccer	789
Boys Track & Field	1,069
Boys Golf	27
Wrestling	952
Boys Lacrosse	19

Girls

Volleyball	2,384
Girls Basketball	2,322
Softball	342
Girls Soccer	579
Girls Track & Field	921
Competitive Cheer	440

Total: 20,276

Middle School Transfers - 257



COMMUNICATIONS & PUBLIC RELATIONS

#WeAreSCHSL

#WeAreSCHSL is the hashtag that is articulated through our social media platforms and print documents from the League office and embodies all we are as an association.

Initiatives to better inform the membership and general public of SCHSL events and important updates include:

- TuesNews Weekly E-Newsletter of the League
- Routine Media Releases
- SCHSL Championship Press Conferences
- Commissioners Chat
- Active SCHSL social media profiles

The official handles of the SCHSL are:



[@schslsports](https://www.instagram.com/schslsports)



www.facebook.com/schsl/



[@schsl](https://twitter.com/schsl)



[SCHSL](https://www.youtube.com/SCHSL)

The SCHSL recommend unfollowing and discourages following any SCHSL social media page other than those listed above.

Health, Safety, and Wellness

The 2023-24 year marked the first time that the South Carolina High School League (SCHSL) had a department dedicated solely to the health, safety, and wellness of the student-athletes of its membership. While the safety and wellness of its student-athletes has always been a priority of the League, having a dedicated department allows the League to incorporate more national initiatives and provide useful tools on a broader scale. At the time of the department's development, it was only the second association in the country (North Carolina) to have such a department.

Several guidelines were developed and various national initiatives were carried out during the year.

- Emergency Action Plan (EAP) Week was held once per sport season (Fall, Winter, Spring): During this week, schools were encouraged to implement its EAP during practices to help better prepare them in the event of an emergency. Additionally, the staff of the SCHSL participated and practiced its own EAP. During the Fall EAP all staff members were trained in CPR/AED use.
- Medical timeout documentation was developed for schools to utilize throughout the year: This is a document which can be utilized by key stakeholders (athletic trainers, coaches, officials, administration) for pre-event medical meetings to plan for emergencies.
- Updated Heat guidelines to include practice/game differences and sports modifications (cross country) through Kory Stinger, Dr. Yeargin, SCMAC, SCATA
- Developed Cold weather guidelines: These guidelines were developed as tools for the membership to help with the prevention of cold-weather related injuries such as hypothermia.
- Developed championship event guidelines document for medical staff
- Recognized Diabetes Awareness Month
- Recognized Mental Health Awareness Month by outlining resources for athletes, coaches, and administrators



EDUCATIONAL SERVICES

During the 2023-24 school year, the Educational Services Department was developed. Educational Services is the key to interscholastic sports. The goal during the 2023-24 school year, as is every year, was to put the student-athlete first. The SCHSL is intentional about providing multiple opportunities for our student-athlete's education and growth. Through workshops and summits, the student-athletes were given tools to help them not only succeed in the sports world but also in life.

The Educational Services Department is also instrumental in providing opportunities for schools to carryout its community service initiatives.

Captains' Workshops

Captains' Workshops were available for all sports and all seasons. The experience for our student-athletes was unparalleled this year. Many of our speakers were former SCHSL student-athletes who spoke to the heart of the challenges that student-athletes face. Topics ranged from the pitfalls of social media, becoming a leader, self confidence, stress management, and how to manage adversity both on and off the field of play. Student-athletes were able to ask questions and felt seen and heard.

Living Clean Weeks

Living Clean Weeks are periods set aside throughout the school year that are geared toward community service. It is a chance for student-athletes to show leadership and establish healthy practices around their school. We had three Living Clean Weeks in 2023-24 year and they were highly successful. Member schools around the state participated in stadium, gymnasium and highway clean ups. Some schools took this time to appreciate officials, SROs, and facility staff members.

Summits

There were three summits this year, Health Summit, Middle School Summit, and Leadership Summit. The SCHSL was intentional this year about speaking to the needs of the student-athletes. We covered topics about intrinsic vs. extrinsic motivation, maintaining mental wellness, and suicide prevention. We had healthcare professionals take questions from student-athletes and give them practical tools they can use to handle tough situations.

Reactivation of the Student-Athlete Advisory Council

The most exciting initiative this year was the reactivation of the Student-Athlete Advisory Council (SAAC). Student-athletes were selected from all over the state, from all classifications and sports. The student-athletes hit the ground running. They created videos on sportsmanship and leadership, volunteered at championships and four of our members were selected to attend the 2024 NFHS National Student Leadership Summit in Indianapolis.



OFFICIALS' INFORMATION

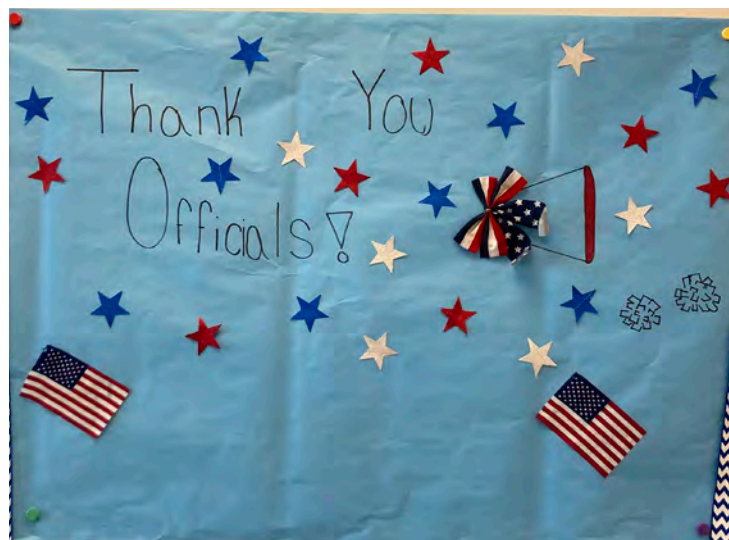
During the 2023-24 year, we introduced several initiatives to shine a light on our officials.

One initiative, which was held in conjunction with the NFHS, was the Bench Bad Behavior Campaign. This Campaign included PA announcements, posters, and videos to promote positive behavior and discourage poor sportsmanship at contests by spectators, coaches, and student-athletes.

Another initiative, also held in conjunction with the NFHS, which was aimed at recruiting more people to the advocacy of officiating, was the Become an Official Campaign. This Campaign included several social media pushes throughout the year to encourage people to join the ranks of the officiating world.

A section which focused on all things officiating was added in our weekly E-Newsletter (TuesNews). From tips for schools on how to accommodate our officials at contests to promoting our Officials Appreciation Week, it was a section one could use to learn about officials in South Carolina.

In an effort to continue to recruit people to officiate in the SCHSL, we also revised the officials' welcome letter to include registration dates for officials for the upcoming year so those who are interested can be better informed of the registration process.



SCHSL OFFICIALS

During the 2023-24 year, the State of South Carolina saw a **4%** increase in officials. We are one of **16** states nationwide who have seen an increase in the total number of officials and are closer to our pre-pandemic levels.



SPORT	2022-23	2023-24	+/-
Swim	62	102	+40
Volleyball	277	340	+63
Competitive Cheer	30	40	+10
Football	716	721	+5
Basketball	646	738	+92
Wrestling	115	133	+18
Lacrosse (Boys & Girls)	102	144	+42
Soccer	477	499	+22
Softball	330	373	+43
Baseball	424	534	+110



NFHS SERVICES

NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS

SCHSL is one of many State Associations that partner with the National Federation of State High School Associations (NFHS) for the betterment of student-athletes across America. They offer online educational courses through the NFHS Learning Center. The NFHS provides professional development opportunities for state association staff, student-athletes, parents, and coaches/athletic directors. The NFHS writes the rules for high school sports and provides guidance on a variety of national issues. They also showcase high school sports online with the NFHS Network. Here are some services offered by the NFHS (many are free of charge).

NFHS Learn Courses

National Student Leadership Summit

National Recognition Award Programs

Game Officials Recruitment Campaigns

High School Today (HST) Magazine

#PlayPerformCompeteTogether & #TitleIXat50Campaigns

Section/National Annual Conferences

Committee Meetings and much more



CONGRATULATIONS



PAULA KIRKLAND

2024 NFHS HALL OF FAME INDUCTEE



#WEARESCHSL



CONGRATULATIONS



NFHS HEART OF THE ARTS STATE AWARD WINNER



Loris High School student, **Carrie Jordan** is the 2024 State Winner of the NFHS Heart of the Arts Award for the State of South Carolina.

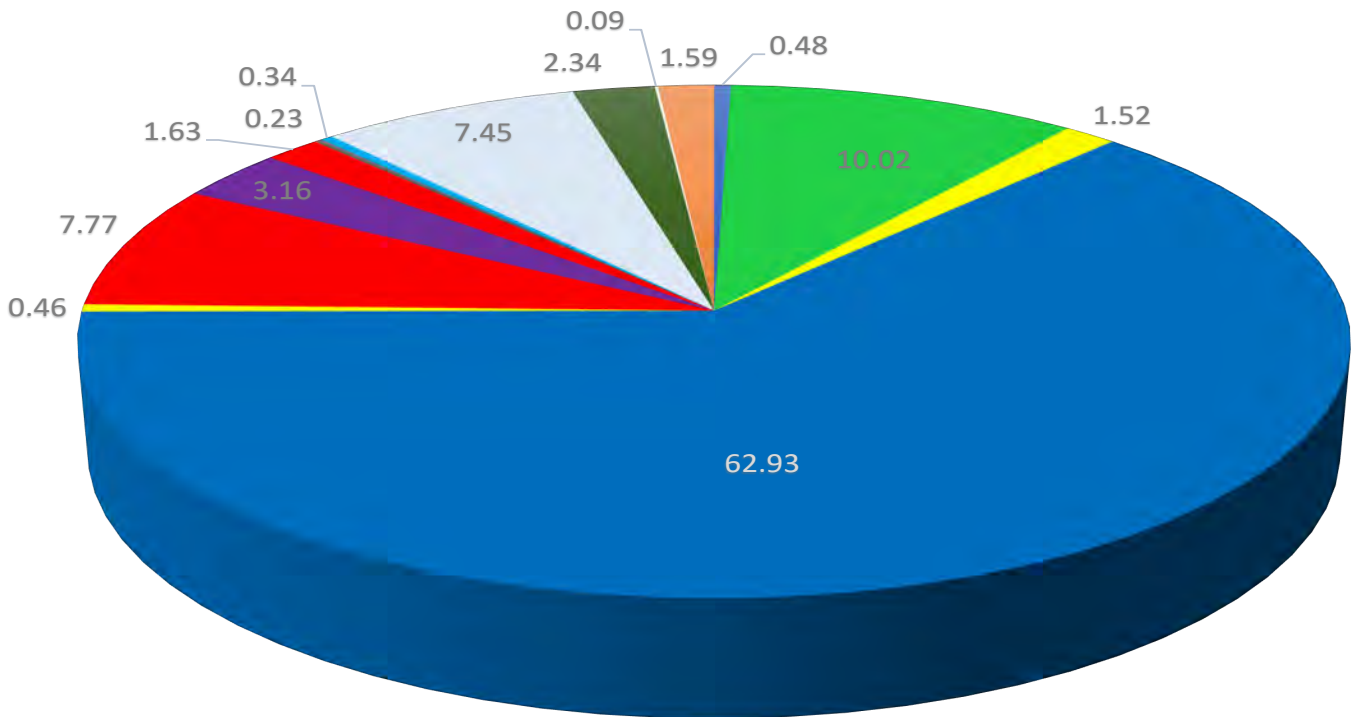
NFHS SPIRIT OF SPORT STATE AWARD WINNER



Easley High School golfer, **Jackson Merriss** is the 2024 State Winner of the NFHS Spirit of Sport Award for the State of South Carolina.



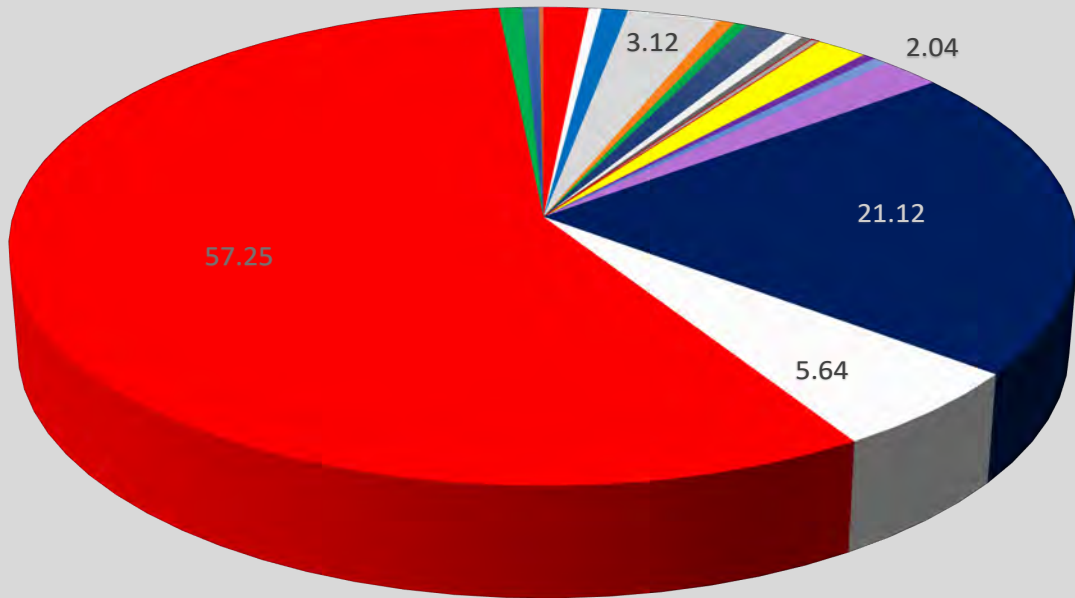
INCOME SUMMARY



■ Booking Fees	0.48%	■ Corporate Sponsorship	10.02%
■ Fines & Late Fees	1.52%	■ Gate Receipts	62.93%
■ Capital Outlay	0.46%	■ Membership Dues	7.77%
■ Officials Registration	3.16%	■ HSL Pass Income	1.63%
■ Rulesbooks & Medals	0.23%	■ Sanctioning Fees	0.34%
■ Catastrophic Insurance	7.45%	■ Gains on Investments	2.34%
■ Other Income	0.09%	■ Interest, Dividends & Invest	1.59%

TOTAL INCOME: \$6,586,614

EXPENSE SUMMARY



■ Awards	1.53%	■ Bldg & Landscape Maint.	0.44%	■ Books & Materials	0.90%
■ Cat Ins. Expense	3.12%	■ Committee Expense	0.58%	■ Computer & Internet	0.45%
■ Depreciation	1.45%	■ Insurance Expense	0.58%	■ Invest. & Other Fees	0.36%
■ Legal Fees	0.28%	■ Official's Related Exp	1.77%	■ Other Expenses	0.44%
■ Postage, Print & Supplies	0.54%	■ Prof. & Consulting Fees	2.04%	■ Salary, Ins. & Retire.	21.12%
■ School Rebate Share	5.64%	■ Sport Expenses	57.25%	■ Staff Travel	0.79%
■ Utilities	0.58%	■ Workshops, Clinics & Testing	0.15%		

TOTAL EXPENSES: \$6,410,930

CHANGE IN ASSETS: \$175,684

SCHSL SPONSORS

Revenue Streams

Corporate Partners



KOMATSU

ACKNOWLEDGEMENTS

The success of SCHSL and its member school's athletic programs would not be possible without the contributions of the individuals who work tirelessly on the aforementioned areas within this report.

We make special mention of members of the medical community and state academic administrations as 2023-24 was truly a year of partnership for everyone involved in education-based athletics.

- Department of Health and Environmental Control (DHEC)
- Center for Disease Control (CDC)
- State Department of Education (DOE)
- South Carolina Athletics Administrators Association (SCAAA)
- South Carolina Athletics Coaches Association (SCACA)
- Volunteers across South Carolina

South Carolina High School League (SCHSL)
121 Westpark Boulevard
Columbia, SC 29210
803.798.0120
www.schsl.org

WE THANK YOU
FOR YOUR CONTINUED SUPPORT OF
SCHSL PROGRAMS

#WeAreSCHSL

SCHSL STAFF

2023-24

Dr. Jerome Singleton	Commissioner
Charlie Wentzky	Deputy Commissioner
Amy Boozer	Associate Commissioner
Sarah Hayes	Associate Commissioner
Dr. Curtrell Rhodan	Director of Educational Services
Tim Kinney	Director of Health, Safety, and Wellness
Romanda Noble-Watson	Director of Communications & Public Relations
Deanna Lott	Director of Executive Affairs
Cindi Drakeford	Director of Finance
Keith Warren	Director of Technology
Jill White	Arbiter Booking Coordinator
Brooke Baker	Coordinator of Events/Office Manager
Maeoceisha Jenkins-Suber	Office Coordinator

Visit www.schsl.org for direct contact information and areas of responsibility.

Member Services includes but is not limited to the following:

- **Coaches Education**
- **Sports Review Committee**
- **New Principals and Athletic Directors Meetings**
 - **Superintendents Workshops**
 - **Transfers and Eligibility**
 - **High School League Passes**
 - **Middle School Task Force**
 - **Rules Clinics**
 - **Officials Workshops**
- **Student-Athlete Advisory Council (SAAC)/Student Leadership**
 - **Disciplinary Issues and Policy Enforcement**
 - **Palmetto's Finest State Records**
 - **Digital Newsletter**