

NATIONAL FEDERATION OF STATE
HIGH SCHOOL ASSOCIATIONS



NEWS RELEASE

Julie Cochran Named NFHS Director of Sports

FOR IMMEDIATE RELEASE

Contact: Bruce Howard

INDIANAPOLIS, IN (April 4, 2017) — Julie Cochran, who has served as assistant executive director of the Illinois Elementary School Association (IESA) in Bloomington, Illinois, since July 2001, will join the staff of the National Federation of State High School Associations (NFHS) July 1 as director of sports.

Cochran will succeed Becky Oakes, who is retiring this summer after 11 years on the NFHS staff and 23 years with the Missouri State High School Activities Association.

Cochran is the administrator for the activities of track and field, golf, volleyball and music for the IESA, which governs competition in several sports and activities for more than 800 elementary and middle schools in Illinois. She also has assumed responsibility for the emerging sports of boys volleyball and soccer.

In addition to planning and directing state tournaments in the aforementioned activities, Cochran is the rules interpreter for these sports and activities, and she has managed the organization's merchandising efforts and negotiated ball contracts. She also has been rules editor of Scholastic Bowl for 12 years.

Cochran is a graduate of the College of Wooster in Ohio, where she was a four-year starter on the women's soccer team. She began her professional career in 1994 as athletic marketing and promotions assistant at the University of Louisville, where she generated 10 new

accounts in a little more than a year. Cochran then earned her master's degree a year later from Temple University in Philadelphia.

In 1995, Cochran joined the athletic department staff at Illinois State University as athletic event manager, where she was responsible for organizing, staffing and managing all home events for 19 varsity sports. In 1998, her duties were expanded to include director of Redbird Arena on the Illinois State campus, and she remained in that position until joining the IESA staff in 2001.

"Julie has a great background in the administration of sports programs at the middle school level, and we believe she will bring tremendous knowledge and energy to this position on our staff," said Bob Gardner, NFHS executive director. "She has been involved in many programs and activities with the IESA, and she has a number of skills that will be beneficial as our new director of sports. We look forward to having her on board this summer."

Cochran will serve as staff liaison, rules interpreter and editor of NFHS publications in the sports of track and field, cross country, volleyball and gymnastics. She also is expected to work with the NFHS Task Force on Inclusion and assist with workshops for the NFHS Summer Meeting.

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About the National Federation of State High School Associations (NFHS)

The NFHS, based in Indianapolis, Indiana, is the national leadership organization for high school sports and performing arts activities. Since 1920, the NFHS has led the development of education-based interscholastic sports and performing arts activities that help students succeed in their lives. The NFHS sets direction for the future by building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities. The NFHS writes playing rules for 17 sports for boys and girls at the high school level. Through its 50 member state associations and the District of Columbia, the NFHS reaches more than 19,000 high schools and 11 million participants in high school activity programs, including more than 7.7 million in high school sports. As the recognized national authority on interscholastic activity programs, the NFHS conducts national meetings; sanctions interstate events; offers online publications and services for high school coaches and officials; sponsors professional organizations for high school coaches, officials, speech and debate coaches, and music adjudicators; serves as the national source for interscholastic coach training; and serves as a national information resource of interscholastic athletics and activities. For more information, visit the NFHS website at www.nfhs.org.

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