

April 2014 Board Report - Starts Goal

Maiya Anderson and Bob Forgrave

Q1 2014 Local Starts: 8,984

Q1 2013 A-meet Starts: 1,386

Local starts are tracked quarterly using a consistent sampling of 15 clubs in the US. A-meet starts are tracked quarterly measuring all A-meet starts. Local starts are up, and A-meet starts down, despite the fact that there was the same number of A-meets in the first quarter 2014 compared to first quarter 2013.

1st Quarter start metrics

A-Meets:

For the 1st quarter 2014 A-meet starts are up and the number of events were unchanged compared to the averages of 2011-2013.

- A-meet starts are up (14.2%) compared to the 2011-13 Q1 average
- A-meet starts are down (-5.3%) compared to Q1 2013
- Number of events are unchanged compared to the 2011-13 Q1 average (3)
- Number of events are unchanged compared to Q1 2013 (3)

Local:

For the 1st quarter 2014 local starts are up and event days are up compared to the average of 2011-2013.

- Local starts are up (31.0%) compared to the average starts for Q1 2011-13
- Local starts are up (13.1%) compared to Q1 2013
- Local event days are up compared (12.5%) to the Q1 2010-13 average
- Local event days are up (13.7%) compared to Q1 2013

The trend shows continued growth in local meet participation and a reduction in A-meet starts in the 1st quarter compared to the last 3 years. Local start growth continues to be a strong and important trend.

It is disheartening to see that A-meet starts continue to decline. Hopefully, increases in local meet starts will translate into increases in A-meet starts in the future. We continue to focus on ways to drive more starts per meet (promotion and accessibility) and helping clubs hold more meets to increase the total starts.

Scheduling and Planned Program Changes:

We continue to work on the 2015 A-meet schedule and are planning for 2016 and 2017. There are 13 events in the scheduled for 2014. In addition, we are developing a proposed national championship calendar where championships are rotated by region.

Strategy and Goal:

- Increase starts at both local meet and A-meet levels by at least 5% annually compared to previous years starts average.
 - Actively pursue new groups of potential orienteers, such as adventure racers, with promotion that recognizes where they are coming from.
 - Work with third-party organizations to host events and expose new people to our sport
 - Expand the "O in Schools" program so that there is a program built from the ground up

- Work with JROTC, ROTC, Boy Scouts, Girl Scouts, and other national groups

We are seeing strong engagement at the local level, where relationships are built and newcomers form their first impressions of orienteering, with many returning to local meets. We need to focus on building a path for newcomers to transform from non-traveling local meet enthusiasts to country-touring A-meet fanatics. The emphasis on our junior competitive programs will help as well as highlighting the next level of orienteering to local competitors as well as inviting local participants to nearby A meets.

Other goals:

- Develop promotional tools for clubs to attract more participants
- Utilize social media and online calendars to get the word out on orienteering and orienteering events
- Facilitate the hosting of more A-meets by reducing the administrative burden
- Model an alternative cost structure with fewer, better-attended A-meets, in which A-meet starts play less of a role compared to local meets.

Updates:

1. Working on general best practice documents for OUSA website to help clubs with meet implementation. Donna Fluegel put out a call to share best practices in early 2013.
2. OUSA social media plan being executed. The OUSA Face book page continues to be a success. There is currently more than 832 likes and we have good engagement on the site.
3. Master Calendar: 2014 A-meets and major events will be posted on event calendar websites outside OUSA by Jan 2014 (POC: Maiya).
4. Bob presented the A-meet analysis project at the board meeting in July. We received feedback and focus from this meeting. We are currently evaluating additional comments and discussion collected on Attack point and email related to improving A-meet participation and hosting A-meets. This feedback will be evaluated before implementing a plan to address A meet support/participation (POC: Bob).
5. Proposed master national championship schedule by region is in development for 2015 and beyond (POC: Maiya and Bob).

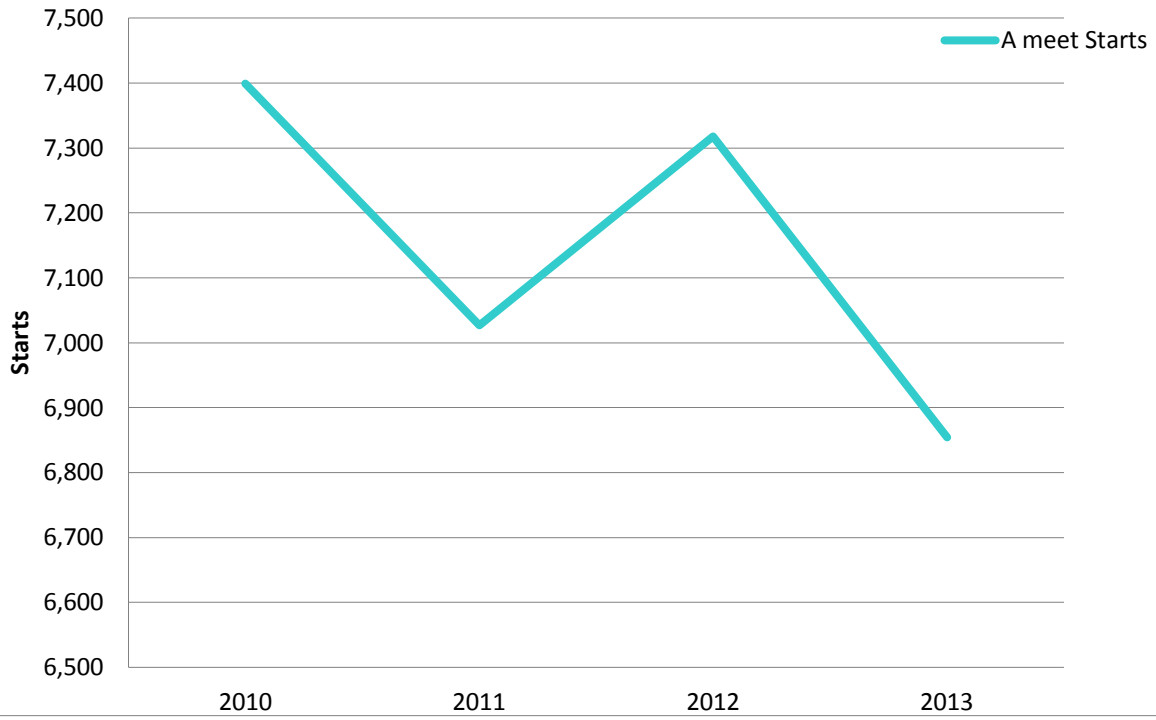
April - June 2014 Action Plan:

1. Develop plan to improve A-meet development and hosting based on feedback from A-meet study (POC: Bob and Maiya)
2. Improve National Calendar: Implement programs to help clubs host A and local meets. Continue to contact clubs to stimulate interest in A-meets for 2014 and beyond. Working with respective committees to obtain bids for 2014 Rogaine, Bike and Trail-O Championships (POC: Bob and Maiya).
3. Develop/revisit our system for scheduling, soliciting and bidding for Championship Meets with the goal of scheduling championship meets earlier in advance. Plan to establish a rotation of championship meets by region (POC: Maiya and Bob).
4. Working to develop marketing and promotion tools and training to encourage orienteers to introduce new people to local meets (POC: Bob).

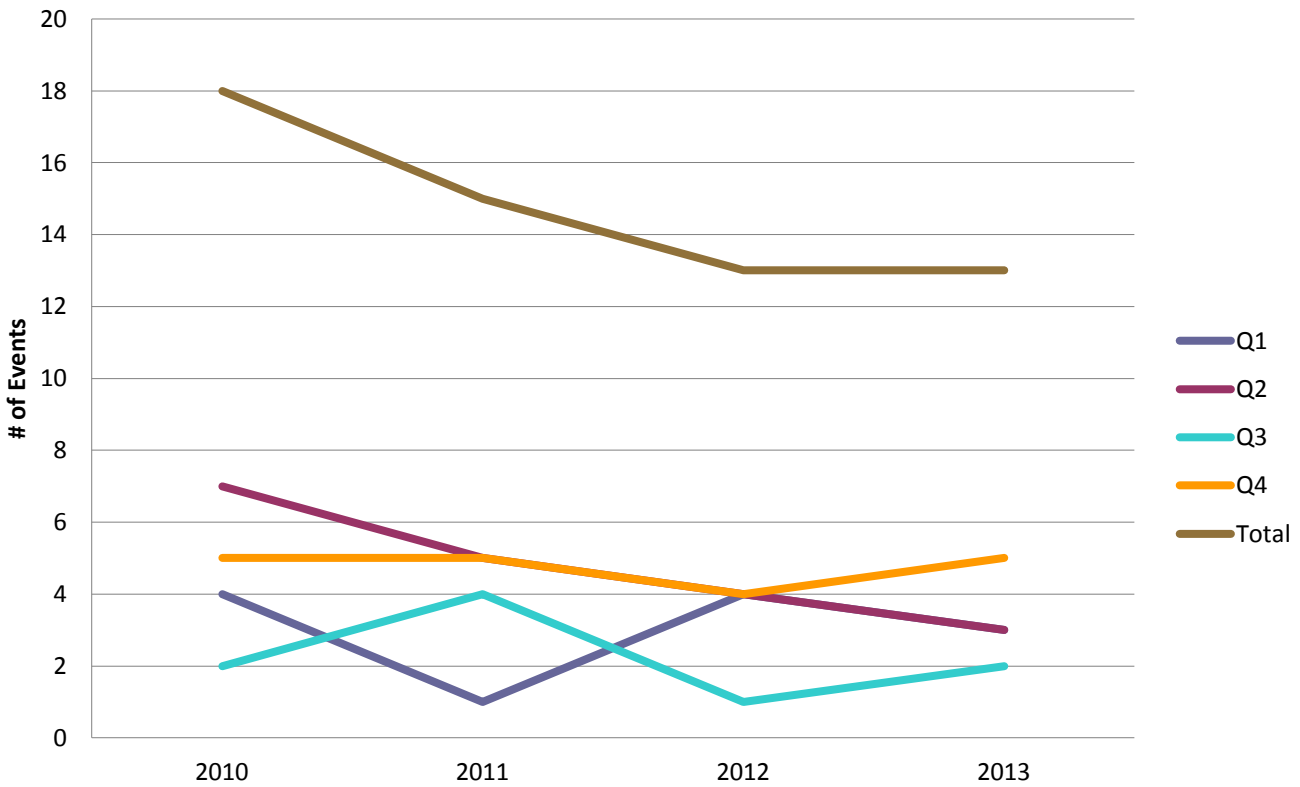
5. Meet Promotion (local and A-meet): Distribute boilerplate orienteering article to list of event promotion and other relevant websites (POC: Maiya)

6. Working possible partnership is Sierra Inner City Outings (POC: Bob)

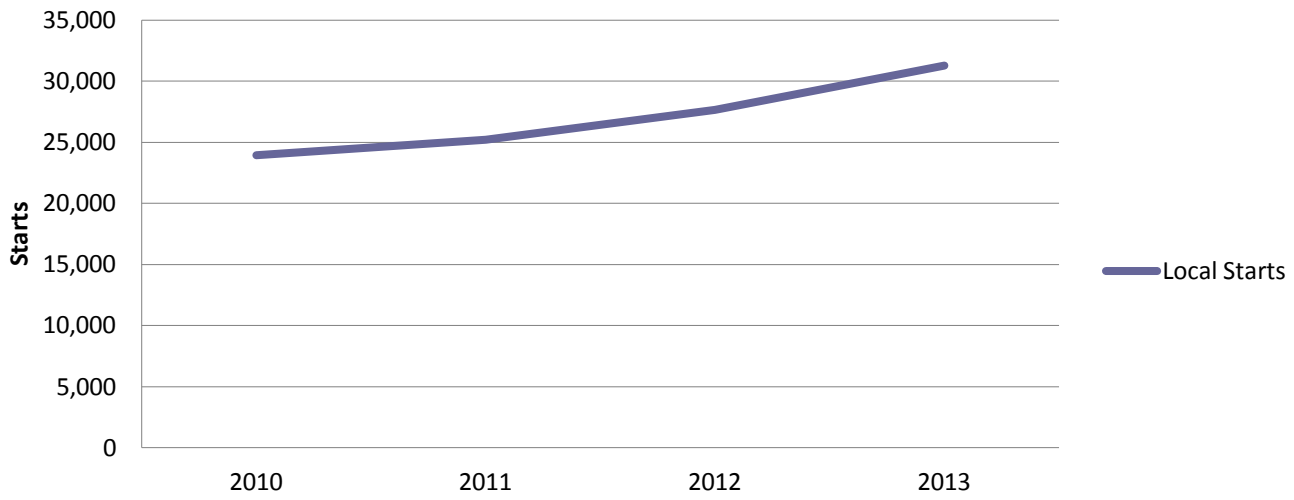
A Meet Starts



A Meet Events



Local Starts



Local Event Days

