



**January 2013  
Board of Directors &  
Executive Director Reports**

***Peter Goodwin  
President***

Over the past few months, I have been involved in a number of projects. None of them are earth-shattering and most of them could not have been done without others helping move the sport forward. I write this in Keene Valley, NY, in a house looking out at a foot of snow with more still on the way. It is a winter wonderland and foot orienteering would not be fun so skis are the way to go!

I have been involved in helping the Junior Team put together their program that is looking to the future. While the Junior Team ESC is really doing the work and providing the ideas, I have offered suggestions to make things run more smoothly and to make sure that their work dovetails with the rest of what OUSA is doing. The addition of a Junior Team coach has made a huge difference in what is possible with the juniors on the national level and with ideas coming from him and others, there are going to be improvements in how we work with the juniors. Basically, they have three levels of participation, the JWOC Team, the Standing Team which is slightly larger, and then a Development Team that will work with juniors on a more local level with the idea that if juniors in local clubs can feel that they are more a part of the national orienteering community, they will be able to improve their skills because they won't be working in a vacuum.

I have been working on a writing project as well as giving opinions (for what they are worth) on a variety of issues that Glen is working on. I have been a part of the discussions related to fund raising and how we approach the problem of getting corporate sponsors. Oh, I also have been doing the mundane but important job of signing check requests.

***Donna Fluegel  
Secretary***

Each year I set up all the board meetings and the AGM.

I collect all board reports and combine them to include on the OUSA website.

***Executive Committee - Membership Goal***

I have been working on various areas in relation to increasing membership in OUSA and local clubs. This is an ongoing process and to be successful requires input from all clubs, in addition to OUSA leadership. Please contact me if you are interested in working with me on membership or have any ideas. It's time to start thinking outside the box!

- NOD 2013 will be revamped to include additional ways for us to grow membership.

- I will be evaluating the existing “learn more about OUSA” project and see if this should be expanded or not.
- I have been providing content for the new OUSA Facebook page and have started contacting clubs to become active on the page.
- I’m considering starting an OUSA Pinterest page.
- I plan to work with clubs on ways to better advertise their events (social media and traditional advertising, such as posters and notices in local newspapers.)
- I have been compiling local club Best Practices, sharing them in ONA, and eventually plan to put them on the OUSA website. All clubs are welcome to submit their best practices for all to use.
- I’ll be contacting all club presidents over the next few months asking how their clubs go about attracting new members. This I will share with all clubs.
- I’ll discuss with clubs who are not doing any recruiting, why they are not, and how they can begin doing this if they choose. Glen and I have been discussing ways in which OUSA can help the local clubs in their advertising efforts.

***Maiya Anderson and Bob Forgrave  
Starts Goal***

**4th Quarter 2012 Strategic Plan Starts Strategies and Metrics:**

Local starts (sample of 15 clubs):	9,177
A-meet Starts:	2,761

**2012**

Local starts (sample of 15 clubs):	27,666
A-meet Starts:	7,318

<b>Overall Starts Metrics (Goals)</b>	<b>2012</b>
Local starts:	52,700
A-meet Starts:	9,600

**Status:**

Fourth Quarter and Annual A- and local meet starts metrics

*A-Meets:*

A meet starts and event days for 4th Qtr are up compared to 2011 and 2010. For 2012 A meet starts are up (4.1%) compared to 2011, and down (-1.1%) compared to 2010.

For the year event days were up compared 2011 (11.4%) and equal to 2010 (39 events).

*Local:*

Fourth Quarter local meet starts and event days are up (3.3%, 1.2%) compared to 2011. Compared to fourth quarter 2010, starts and events were down (-3.7%, -9.4%).

For the year, local starts were up compared to 2011 (12.5%) and 2010 (14.8%). The number of events was close to the same as 2011 (-0.1%) and greater than 2010 (2.2%).

The trend shows increases in local meet participation with small growth in A-meet starts over the last two years. We still have work to do; hopefully increases in local meet starts will translate into increases in A-meet starts in the future. But starts are an outcome, not a driving factor. To drive starts, we need to identify correlation with decision factor that is known to influence starts.

**Correlations:**

For the past two years, correlation between the number of events and the number of starts has been high, providing a reliable indicator of future performance in starts. Consider the following:

<b>Number of Local Events vs. Prior Year</b>	<b>Starts impact: 2012 vs. 2011</b>	<b>Starts impact: 2011 vs. 2010</b>
<b>Clubs with more events</b>	+789	+444
<b>Clubs with same # of events</b>	+223	-243
<b>Clubs with fewer events</b>	-717	-840

Number of events per year is a local decision with huge predictive impact upon starts.

This correlation continues at A-meets. In Q4 2012, A-meet races went up 20%, from 10-12, while Q4 starts went up 21.6%. This is because average starts/race at A-meets have remained highly consistent year after year, varying by little more than 5%. In fact, the yearly average is just two starts/meet off of 2010.

	<b>2012</b>	<b>2011</b>	<b>2010</b>
<b>A-meet Races</b>	39	35	39
<b>A-meet Starts</b>	7318	7027	7399
<b>A-meet Starts/Race</b>	188	201	190

Either we find a way to drive more starts/meet, or we help clubs hold more meets to get the total yearly starts higher.

**Scheduling and Planned Program Changes:**

We continue to work on 2013 and 2014 A meet schedules. There are currently 10 meets on the schedule for 2013, with several in the planning stages for 2014.

The discounted first-time A-meet program will not be continued in 2013. The money for this program has been used up. We are still studying the effects of this program for 2011 and 2012. For 2012 there was an approximately 10% return to A-meets for those who took advantage of the coupon.

**Strategy and Goal:**

- Increase starts at both local meet and A-meet levels by at least 5% annually.

- actively pursue new groups of potential orienteers
- work with third-party organizations to host events and expose new people to our sport
- develop promotional tools for clubs
- facilitate the hosting of more A meet and local meets
- expand the “O in Schools” program so that there is a program built from the ground up
- work with JROTC, Boy and Girl Scouts, and other national groups

We are meeting the 5% goal for local meets but we are not meeting the goal for A-meets.

### **Updates:**

1. Work on general best practice documents for website to help clubs with meet implementation. Promotion tools for A- and local meets have been posted on OUSA website and distributed to clubs via USOFClubnet, November 2012.
2. OUSA social media plan developed. The OUSA Facebook page was introduced in November 2012. There are over 350 likes so far and we have good interest on the site.
3. Master Calendar: 2013 A-meet and regional meets have been posted on national online event calendars. Calendars will continue to be updated with additional meets in the future (POC: Maiya).

### **Jan 2013 Action Plan:**

1. 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. Club leadership contacted to solicit interest in hosting A-meets in future and to discuss rotating regions to host championship. Working with respective committees to obtain bids for 2014 Rogaine, Bike and Trail-O Championships (POC: Bob and Maiya).
2. Working to develop a marketing and training promotion to encourage orienteers to introduce new people to local meets (POC: Bob).
3. In an effort of increase A-meet attendance, we plan to survey orienteers to solicit their inputs on the barriers and benefits of attending A-meets (POC: Maiya).
4. Meet Promotion (local and A-meet) – Develop best practices and checklists. Distribute boiler plate orienteering article to list of event promotion and other relevant websites (POC: Maiya).

### ***Frank Kuhn***

I will be attending the IOF Joint Council/Commission Meeting in Helsinki, Finland on 18 and 19 January.

For all of the previous WTOCs I was the U.S. Team Manager. If the 2013 U.S. WTOC Team agrees, I am willing to assume the duties again. It involves handling all of

the paperwork for the team with the WTOC Organizer according to the deadlines and making the fee payments due the Organizers in EUs.

I will be sending out the fee reimbursements from the Trail-O Team Fund to the 6 U.S. Team Members who attended the 2012 WTOC.

Speaking about the U.S. Team: As of this writing, it is my understanding that the 2013 Team will have 3 Open Members and only 2 Paralympic instead of the allowed 3.

The 2013 United States National Trail Orienteering Championships (USNTOCs) will be held on May 11 at Moreau Lake State Park, 8 miles SW of Glens Falls, NY. It will be a ranking event. Peter Goodwin will be the course setter and Steve Fluegel will be the course consultant. At the Florida Orienteering Annual Meeting on January 5th, I asked Donna Fluegel to consider being the Event Director and she readily agreed. Donna will need many volunteers to help run USNTOCs.

For introducing Trail-O to folks who have never done it before, I recommend that at all local club events a 3 viewing station set-up be made a standard feature at all events.

During the Florida Orienteering Club fall/winter/spring season, I try to attend as many events as possible to work at Registration to solicit new club/renewal members and new OUSA memberships.

### **Volunteer Strategic Goal**

For the Volunteer Strategic Goal, I was thinking we might set up a Web Site for locating volunteers.

**Part A** would be for locating volunteers on the Committees & Task Forces ( in the September/October 2012 ONA there were openings listed for Conventions; Club Support & Development for Map Loans & Grants)

It would be posted on the Web Site: VOLUNTEERS NEEDED

For the openings there would be the job title, details on qualifications, experience, who to contact and how (e-mail, telephone number)

**Part B** would be for locating volunteers at upcoming local events.

It would be posted on the Web Site : VOLUNTEERS NEEDED

Club name

Date of event

Location

Hours of event

Positions needed with numbers required

Registration

Trail-O Demo set up

Front of Registration to solicit new club/renewal members and OUSA memberships

Course vetters

Start

Finish,

Control pick up  
Who to contact and how (e-mail, telephone number)

***Charlie Bleau and Glen Schorr***

***Non Starts Revenue***

**2013 Sponsorship**

- 2013 Goal: \$20,000

**2013 Sponsorship income to date**

- General Motors – \$10,000 for OUSA assets and permanent course
- Hoosier Sports Corporation – \$5,000 for OUSA assets and 2013 Flying Pig
- Kentucky Sports Authority – \$5,000 for OUSA assets and 2015 Flying Pig
- Choice Hotels – \$1,500 + quarterly commissions for Official hotel partner
- Berman Orienteering – \$1,000 for Ski Orienteering Team

Strategies:

1. Maximize current sponsorship partners (Choice, Hertz, Kentucky)
2. Pursue CVB's and Sports Commissions (Lake George, NY, Lake Tahoe, NV)
3. Open new sponsorship opportunities (Airlines, Garmin, etc)
  - GJS to attend Outdoor Industry Association Winter Market trade show in January in Salt Lake City. Opportunity to establish new connections with outdoor manufacturers and retailers.

**CONTRIBUTIONS + FUNDRAISING**

- 2012 results (see financial report)

**2013 Contributions + Fundraising**

<u>Item</u>	<u>2013 Goal</u>	<u>2013 YTD</u>
• Annual Fund	\$18,000	
• Major Gifts	\$12,500	
• Gen. Cont/ Unrestricted	\$16,000	
• Senior Team	\$8,500	
• Junior Team	\$13,700	
• Ski O Team	\$10,000	
• Trail O Team	\$4,500	
• MTBO Team	\$7,000	

***Glen Schorr***  
***Executive Director***

Following the Laramie board meetings the Executive Committee has asked me to provide a suggested revised job description to better match the current needs of the organization as well as take advantage of my professional strengths. We have agreed on the following focus areas:

- Club Communicator – serve as an active two way link between club leadership and OUSA.
- Non Starts Income – continue to drive sponsorship activity while serving as a “Contributions Coordinator” to make sure all of the committees’, especially the Teams’, efforts are coordinated.
- Marketing and Alliances – continued development of marketing materials for club use and searching for 3rd party alliances (like the National Parks and Recreation Association) to work with like minded groups to promote and develop orienteering.
- Day-to-day Operations
- Professional Development

**Executive Director Travel (Schedule in progress - Between now and May board meeting)**

- January
  - Frankfort, KY – existing sponsorship
  - Salt Lake City, UT – Winter Market trade show – new sponsorship opportunities
  - Philadelphia, PA – DVOA Annual Meeting
- March
  - Kansas City, KS – Garmin and US Interscholastics/ Intercollegiates
- April
  - Bloomington, IN – Hoosier Sports Corporation and Flying Pig
  - Louisville, KY – National Association of Sports Commissions trade show



From: Greg Lennon

RE: Board of Directors Update/ Strategic Plan

Update for January 19, 2013 BOD Meeting

- Mapping: OUSA's Pictometry online program continues to provide online access to high resolution aerial imagery for the Orienteering USA mapping community. The program has been renewed for 2013. There are currently 38 users from 19 clubs.
- OUSA/Club Services: OUSA membership records are now in a new hosted database, and it's been ready to use since December. Inabilities to settle certain issues are delaying implementation.
- OUSA/Club Services: The EventReg registration system developed by Kent Shaw and licensed by OUSA has now been expanded to handle local events (C-meets). The charge to a club to use the system for a one day local meet is currently \$15.
- OUSA/Club Services: The email distribution system I run that handles the distribution of ONADigital and the (monthly) OUSA eNewsletters continues to grow. Since the last Board meeting, a subscriber sign-up button was added to the OUSA Facebook page.
- OUSA/BOD: I have signed OUSA up as a member of the LinkedIn 'Board Connect for Nonprofits' program. This program will be used to enhance Board and volunteer recruitment.