



October 2013
Board of Directors &
Executive Director Reports

Peter Goodwin
President

After recovering from the AGM and board meetings and "having to run in the Tahoe woods" at the associated A-meet, I returned to New Hampshire. Since that time:

- 1) I have answered many questions about the new membership categories (approved at the AGM) and also questions about the waivers that the insurance company requires. In that regard, a series of waiver forms were developed for clubs to use. Some of these forms were modifications of ones that clubs used, but the idea was to get "approved" waivers to the clubs so that they could function with proper insurance.
- 2) I have started the process to re-write the Bylaws from the ground up. A small committee is being formed that will include a present board member, a past board member and the only active member of the previous Bylaws Committee.
- 3) I have started to work on process to get a new Strategic Plan in place because the present one needs to be updated. The idea is that we need to have a vision of what we need to do as an organization, develop the things that we can do to help reach those goals, and develop a way to make sure that there is work being done to arrive at those goals.
- 4) Of course, I worked on the mundane things like check requests and such.
- 5) I have been part of the work on the upcoming board meeting with its budget component. Working on the budget has involved conversations with the various teams, members of the finance committee and the executive director.

Donna Fluegel
Secretary

NOW 2013

--38 clubs held 39 NOW (formerly known as NOD) events in 22 states.

--One of the promos is a free membership in OUSA for a new orienteer attending a NOW event. These are due back to me by November 1. I have received 4 so far; the deadline is November 1. I will keep a list of the free memberships to see if they renew next year.

--I sent a survey to all clubs who held a NOW event asking how it went, how they could improve next year, how OUSA could help, etc. These are slowly coming in (12 clubs). I will put all the answers together in a report prior to the board meeting and follow up for next year.

BOARD RECRUITMENT

--I know of at least one board member who will be stepping down next year, so if you are interested in running for the board, give me a shout.

Greg Lennon***VP Club Services***

- OUSA/Club Services: The membership database is generally becoming a bit easier to use (or perhaps everyone is becoming more familiar with how to use it). As a reminder to Board members, anyone periodically needing a report generated "instantly" can contact me to have one set up, similar to how a mailing label report for O/NA is now enabled online. Additionally, new fundraising and social media modules are being introduced later this fall.
- OUSA/Club Services: The EventReg registration system continues to gain new features as well as an expanded list of events.
- OUSA/Club Services: The email distribution system I run that handles the distribution of ONADigital and the (monthly) OUSA eNewsletter is now mobile-device friendly. The third edition of ONADigital was distributed recently.
- OUSA/Club Services: While a core strength of many clubs is taking care of the technical aspects of conducting an orienteering event, marketing to attract newcomers is not one of the strengths. A media/marketing plan has been submitted for budget consideration for 2014 to address this need.
- OUSA/Teams: The MTBO Team met several challenges head on in the World Mountain Bike Championships held in late August in Estonia, and the support and enthusiasm of the team members and the support from the orienteering community were the real winners. In terms of outreach, OUSA's MTBO Team USA Facebook page now exceeds that of all other OUSA-affiliated pages and demographically has the youngest audience, which bodes well for growing this type of orienteering going forward. Subject to budget support, the MTBO Team will expand to include Juniors in 2014.

Jennifer Flagel & Pat Meehan***Maps and Environment***

We had a dynamic discussion following the last board meeting. We decided to conduct some research, both public and original, and divided the duties as domestic and foreign. Jennifer: domestic; Pat: foreign. However, it was only a guideline. :) We intend to gather existing information posted on websites regarding the environment so as to not reinvent the wheel, conduct interviews with other clubs regarding how they hire mappers/maintain maps, and report back with a "case study" of sorts that summarizes our findings on both topics.

We admit that we haven't progressed as much as we'd like, but a plan is in the works.

Frank Kuhn

--I attended the IOF Trail Orienteering Commission Meetings in Vuokatti, Finland in July.

--On January 17 and 18, 2014, I will be attending the Joint IOF Council and Commission Meetings in Helsinki, Finland.

--I am working on trying to find a club and course setter for the 2014 United States National Trail Orienteering Championships.

--For the 2014 WTOC in Trentino, Italy, I am trying to find a Team Manager.

--Writing about the WTOC, the IOF Trial Orienteering Commission and Council has approved Croatia to host the 2015 WTOC.

--During the Florida Orienteering Club fall/winter/season, I attended the events and worked at Registration to solicit new club/renewal members and new OUSA memberships.

Volunteer Strategic Goal

For the goal, I have contacted Greg Lennon on the possibilities of setting up two websites for locating volunteers.

Site 1 would be for locating volunteers in the Committees / Task Force section of ONA. It would be posted on the web page:

VOLUNTEERS NEEDED

For openings there would be the position title, details on qualifications, experience, contact person and how (e-mail, telephone number).

Site 2 would be for locating volunteers for upcoming local events. It would be posted on the web page:

VOLUNTEERS NEEDED FOR UPCOMING CLUB EVENTS

For the openings there would be the club name, date of the event, location, hours of the event, positions required: registration, trail-o demo set up, front of registration to solicit new club/renewal and new OUSA memberships, course setters, start, finish, control pickup, contact person and how (email, telephone)

Pete Dady

There will be a review of the OUSA Bylaws. As the process goes forward, we will ask for individual and club input. If you have any specific areas or concerns you'd like addressed, please email me.

Maiya Anderson and Bob Forgrave

Starts Goal

3rd Quarter 2013 Strategic Plan Starts Strategies and Metrics:

Local starts (sample of 15 clubs):	5,617
A-meet Starts:	689

Overall Starts Metrics (Annual Goals)	2013
Local starts:	50,260
A-meet Starts:	8,641

Status:

Third Quarter A- and local meet starts metrics (also see attached table)

A-Meets:

For the 3rd quarter 2013 A-meet starts and event days are down compared to the averages of 2010-2013.

- A-meet starts are down (-11 %) compared to the 2010-13 Q3 average
- A-meet starts are up (141.8%) compared to Q3 2012
- Event days are down compared (-11.1%) to the 2010-13 Q3 average
- Event days are up compared (50%) to Q3 2012

Local:

For the 3rd quarter 2013 A-meet starts and event days are up compared to the average of 2010-2013.

- Local starts are up (13.9%) compared to the average starts for Q3 2010-13
- Local starts are up slightly (2.8%) compared to Q3 2012
- Local event days are up compared (13.8%) to the Q3 2010-13 average
- Local event days are down slightly (-1.3%) compared to Q3 2012

The trend shows continued growth in local meet participation and a reduction in A-meet starts in the 3rd quarter compared to the last 3 years. We still have work to do; 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 help clubs hold more meets to increase the total starts.

Scheduling and Planned Program Changes:

We continue to work on the 2014 A-meet schedule, and are planning for 2015. There are 5 meets remaining on the 2013 schedule, with 9+ events in the planning stages 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.

- Actively pursue new groups of potential orienteers
- 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

Comparing 2012 to 2011, A-meet starts increased 4.1% and local meet starts increased 12.5%.

Other goals:

- Develop promotional tools for clubs
- Utilize social media and online calendars to get the word out on orienteering and orienteering events
- Facilitate the hosting of more A-meets and local meets

Updates:

1. Work 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 Facebook page continues to be a success. There are currently more than 670 '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 Dec 2013 (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 soliciting additional comments and discussion on improving A-meet participation and hosting A-meets via Attackpoint and Clubnet. 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).

October 2013 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)
4. Working to develop a marketing and training promotion 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)

Maryjane Stout ***Public Relations***

The objective of this memo is to recap our 2013 plan and results (to date) as well as offer thoughts to expand the program to promote orienteering through other programs highlighted by Team USA and National Orienteering Week in 2014 and beyond.

Background

Strategic Plan Strategy

Promote Orienteering as a brand and increase our exposure on the web and in print, radio, and television media.

It was determined by a core group of individuals to utilize existing manpower and financial resources to promote:

- Team USA on a squad-by-squad basis: Senior, Junior, Trail, Mountain Bike, World Games
- National Orienteering Week via OUSA clubs

Tactics

Junior Squad (Maryjane Stout, Barb Bryant)

- Media lists were compiled for 10 of the 12 Junior athletes.
- Media lists were compiled, consisting of the sports and features departments of hometown newspapers, TV stations' sports departments and local sports-formatted radio stations. This totaled 49 media outlets, or approximately five media outlets per athlete.
- A template press release was created and reviewed by JTESC.
- The template release was customized to each media market and/or athlete. Some athletes, those who live in the same market, had a combined release. Other athletes, whose hometown is in one media market but who reside (college) in another media market, had two releases. A total of 12 press releases were issued.
- It was agreed upon earlier in the year that results releases were to be issued for athletes who finished in the top third of a final or a relay team that finished in the top 10. No Junior team results releases were issued.

All other Squads (Glen Schorr, Andrew Ling (Intern))

- Media lists were compiled for all Senior, Trail, and Mountain Bike athletes. World Games athletes were taken from the Senior list.
- Media lists consisted of the sports and features departments of hometown newspapers, TV stations' sports departments and local sports-formatted radio stations. This consisted of approximately seven media outlets per athlete.
- As agreed upon earlier in the year, general participation releases were sent for all athletes prior to their world championship/World Games Participation.
- As agreed upon earlier in the year, results releases were issued for athletes who finished in the top third of a final or a relay team that finished in the top 10. For the Senior squad this consisted of:
 - World Championships -- Sprint: Crocker, Middle: Crocker, Long: Crocker
 - World Games -- Sprint: Crocker, Relay: Crocker, Saeger, Bone, Smith

- Regular updates regarding start times and result highlights were posted to OUSA Facebook page as well as Clubnet and Boardnet discussion groups.

National Orienteering Week (Donna Fluegel, Glen Schorr, Leslie Miles (Intern))

- Media lists were compiled for all clubs whether they had indicated that they would hold a NOW event or not. Media lists consisted of the sports and features departments of home town newspapers as well as TV stations sports departments and local sports-formatted radio stations. This consisted of approximately 7 media outlets per club.
- OUSA forwarded sample press releases and media contact lists to the 35 clubs that indicated they would hold a NOW event.
- Due to lack of manpower at a national level, OUSA relies upon local clubs to customize and issue local releases.

National Publications (Glen Schorr, Linda Kohn, Ali Crocker, Alex Jospe, Ross Smith)

- During the summer OUSA fielded two press releases: *Runner's World*, and *Sports Events* magazines. OUSA provided anywhere from base information to extensive interviews as well as providing orienteering contacts for more in-depth information.

Results (representing 150 hours of work/Staff, volunteers, interns)

- Gwinnett (GA) Daily News cover story, "On Point," July 10 (Matt Stout)
- Williston Observer, p. 2, date unknown (Ethan Childs)
- Carlisle Mosquito, p. 3, "Meg Parson Named to Orienteering Team," May 17 (Meg Parson)
- Cambridge Chronicle, p. unknown, date unknown, "Bryant Named to US Orienteering Team" (Isabel Bryant)
- ~ :45 Fox44 news story, "Orienteering Takes Ethan Childs All Over the World", August 7 (Ethan Childs)
- ~1:00 Fox44 news story, "Ethan Childs Competes in JWOC in Czech Republic," July 10 (Ethan Childs)
- WOCA The Source Radio (Ocala, FL), :30 interview with Barb Ziolkoski and John Stabler, June 13 (Barb Ziolkoski and John Stabler)
- Still working on an article, Melanie Sergeev
- Park City (KY) Daily News, "Competitive Orienteering: It's Not Just a Dash in the Woods," June 16 (Duncan Miller, presumably as a result of family efforts)
- Probably two-three additional, unreported results
- Social media: Juniors and their families posted and reposted coverage, both within the orienteering community and outside of it, amplifying the number of people who saw/heard the coverage immeasurably.

Senior

- Toledo (OH) Blade: Outdoor Column, July 20 Ali Crocker – feature w/ photo
- Dedham (MA) News: Sam Saeger, Ross Smith – in development

Trail

- Granite State News – Wolfesboro, NH, date unknown – Peter Goodwin

Mountain Bike

- No articles to date

National Orienteering Week

- No articles to date

National

- Runner's World: Article on orienteering, July 20– w/photo
- Sports Events: Article due out in September on hosting orienteering events

Facebook, Clubnet, Boardnet

- Facebook figures up due to reader interest, positive feedback from membership

Note: we are not able to measure tangible audience counts

Conclusions and Recommended Next Steps

- While we had a good first effort in a coordinated PR effort it was just that, a first effort. Much of the intern time was invested in compiling contact lists as this was a guaranteed way to collect the information in a timely fashion. (Past efforts had resulted in spotty contributions from team members.)
- The organization should consider investing funds and low-to-no-cost manpower in our public relations efforts. By utilizing for-purchase contact lists, labor time can be spent in article development and relationship development.
- The organization should consider expanding presence into social media that not only helps distribute the message but also ties back to the federation in promotion of the sport as well as the clubs as a place to experience orienteering.

Charlie Bleau and Glen Schorr***Non Starts Revenue*****ORDINARY INCOME (Source: August 31 Financials)**

<u>ITEM</u>	<u>YTD</u>	<u>EOY GOAL</u>	<u>COMMENTS</u>
Contributions (un-res, res, maj gift)	\$65,918	\$59,850	Junior Major Gift in, Annual Fnd. Q4
Sponsorships	\$23,325	\$20,000	\$1,500 at risk/ Choice not paid base
Fundraising (un-res, res)	\$9,438	\$22,850	Unsure of Team USA plans
<u>Misc (Ins.fees, Interest, Endwnt, Sales)</u>	<u>\$4,498</u>	<u>\$7,100</u>	<u>NA</u>
TOTAL	\$103,179	\$109,530	94% income in, 66% year complete

NOTE: Without \$40,000 major gift reserved for Juniors we are at 57% income in with 66% of year complete, in addition contributions would be far short of goal

Glen Schorr***Executive Director*****Club Communicator**

- Since the beginning of year had two-way communication with 43 of our 62 clubs of all sizes. Includes email, phone and personal communication. Many larger clubs have received multiple points of communication with numerous individuals
- Continue to write monthly e-newsletter, regular ONA column and other ONA content

Non Starts Income**Sponsorship Strategies:**

1. Maximize current sponsorship partners (Choice, Hertz, Kentucky)
2. Pursue CVB's and Sports Commissions
 - GJS to attend TEAMS Conference (November)
 - Tentative 2014 agreements with Kentucky, Butler County, OH CVB (Flying Pig) and Colorado Springs, CO CVB (RMOC August 2014 A-meet), Rochester NY CVB (ROC October 2014 OUSA Individual Champs)
3. Open new sponsorship opportunities (Garmin, IceBug, etc)
 - GJS conducted preliminary discussions with Garmin's educational division
4. GJS attended Summer Market. Most promising lead seems to be with IceBug.

Contributions and Fundraising Strategies

- Continue regular on-line giving opportunity
- Annual Fund launches with September/ October issue of ONA and runs through the end of the year.
- Provide support to Team USA squads as required.
- As discussed at the July BOD meeting, a group of individuals outside of OUSA is establishing a Junior Travel Award (\$1,000 for each of 2 juniors). The Iain Wilson Award will be a separate line item. Entry notices will go out in November.

Marketing and Alliances

- Marketing: OUSA's Facebook page providing interesting content in a light-hearted delivery. Currently over 670 individuals 'like' our page (+8% compared to last report) and individual posts have reached over 2,000 individuals. In addition the US Mountain Bike Orienteering Team has established and marketed their own page.
- Marketing: National Orienteering Week (with Donna Fluegel), 35 clubs participating, some with multiple dates. Number of clubs even with 2012.
- Alliances: Alliance formed with Association of States Games; 2013 events: Sunflower State Games (OK) and Rocky Mountain State Games (CO)
- Alliances: GJS to attend the United States Olympic Committee's annual Assembly in October. As a member of the Multi-sport Organizations group, this creates an opportunity for one to one communication with these organizations.

Day to Day Operations

- Continue to work in close contact with President, Executive Committee members and Director of Membership and Accounting on day to day operations.
- Currently focusing on: 2014 budget, 2014 insurance quote and 2013 audit

Professional Development

- Member of Mentoring Committee of the National Association of Sports Commissions.
- As part of USOC Assembly attending a one day best practices seminar put on by the USOC. Focusing break-out attendance on the various aspects of fundraising.
- Seek input from board for additional professional development opportunities.

Travel

- July 29–30: Meeting with CVBs: Rocklin, CA & Reno, NV
- July 31: Outdoor Industries Summer Market Trade Show: Salt Lake City, UT
- October 7–12: USOC Assembly and meeting with RMOC's Sherry Litasi: Colorado Springs, CO
- October 18–20: OUSA Classic Champs, UNO Boulder Dash and BOD meeting, Allenstown, NH
- November 5–8: TEAMS Business Development Conference, Salt Lake City, UT
- November 16 or 17: DVOA French Creek A-meet: Reading, PA

LOCAL MEET STARTS		30-Jun-13												
CLUB	Q3 2013	Q3 2010	Q3 2011	Q3 2012	2012 - 13	CHANGE	Event Days (ED)	Q2	ED 2010	ED 2011	ED 2012	ED 2013	2012 - 13	Comment
BAOC	704		481	572	132		4	6	13	13	13	13	0	does not cou
RMOC	239		445	410	-171		4	6	10	4	4	4	-6	
NEOC	477		225	402	75		4	4	6	6	6	6	0	
DVOA	874		566	827	47		8	8	9	9	9	9	0	
QOC	643		207	663	-20		1	4	4	4	4	4	0	
FLO	344		242	83	261		2	4	1	2	2	2	1	
GAOC	340		554	582	-242		4	4	4	4	3	3	-1	
OLOU	224		125	362	-138		6	6	9	10	10	10	1	
MNOC	164		130	191	-27		4	4	4	4	5	5	1	
UNO	328		281	230	98		3	1	1	3	3	3	2	
ROC	411		194	416	-5		6	3	7	6	6	6	-1	
NTOA	472		366	444	28		1	1	1	1	1	1	0	
CROC	137		48	49	88		3	1	2	4	4	4	2	
COC	224		120	209	15		5	2	4	4	4	4	0	
EWOC	36		23	19	17		2	3	2	2	2	2	0	
Q3 Results	5,617	4,261	4,007	5,459	158		57	57	77	76	76	76		
					% change	AVG						% change	AVG	
Q1	7940	4,418	5,295	7,156	28.0%	6202	65	77	71	73	73	73	2.10%	71.5
Q2	7447	5731	6,416	5,934	14.3%	6382	94	101	83	89	89	89	-3.00%	91.8
Q3	5617	4261	4,007	5,459	13.90%	4836	57	57	77	76	76	76	13.86%	66.8
Q4		9,521	8,882	9,117		9173	93	84	85					87.3
Total		23,931	24,600	27,666		25399	309	319	316					314.7
A-MEET STARTS														
2013		2010	2011	2012	% change	AVG	Events		2010	2011	2012	2013	% change	AVG
Q1 - 3 events/13 races	1463	1,412	394	1,853	12.4%	1281	4	1	4	3	3	3	0	3.0
Q2 - 3 events/10 races	2538	3,214	2,901	2,419	-8.3%	2768	7	5	4	3	3	3	-36.84%	4.8
Q3 - 2 events/5 races	689	667	1,461	285	-11%	776	2	4	1	2	2	2	-11.11%	2.3
Q4 -		2,106	2,271	2761		2379	5	5	4					4.7
Total - events/ races		7,399	7,027	7,318		7248	18	15	13					15.3

