USATF Association Workshop

2pm Friday August 15, 2014 Rookie Workshop

Association Marketing

How do you market your association

- 2 USATF Tents, flagging etc.
- Welcome Kits Gold Silver & Bronze
  - What to say
  - How to measure
  - What to take
  - What events are you going to take your show to

Use your resources, have a plan, and know how to implement it.

Develop a plan.

Member Benefits

- Free entry to major road races

*** USATF have elite athlete appearances to your event to sign autographs***** - Contact Caleb Bailey

Officials –

Importance

- Cannot do without proper trained officials. Make it easy to obtain information on how to become an official. Athletes Job Shadow an official.

Recruitment –

- Contact volunteers

- Athletes, parents and coaches

- Retention –
  - Thank them & treat them with respect.
  - Have the athletes thank the officials

Q&A

- Not getting timely reply from USATF National. How to get better.

4pm Friday August 15, 2014
Ideas meeting conducted by Caleb Bailey

First 30 minutes – write you big idea. Positive

Ideas presented:

Allow for purchase of travel insurance
Pay officials for national meets
DOB verification
Road racing enhancement
Idea exchange between associations
Youth assoc. network
Officials benefits
Youth exchange between associations to give better experiences.
Better ways to connect with national office
Get updates of national staffing
Give youth specific benefits
Job descriptions in all associations
Create big think tank between associations presidents
Find a way to incorporate obstacle course racing.

Athlete Exchange –
- **Get elite athletes to give time to youth athletes.**
- **Call local colleges to have their athletes put on clinics. Also, bring youth to their event youth day?**
- **Cannot be HS athletes because of recruiting**

LDR – used to be controlled by USATF. Now it is no longer controlled by usatf
We should be moving back in the direction of control of the ldr events. Last year there were 13K races.
So why does usatf only have 150K members. Why should ldr runners be members of usatf
Put on road races to generate money.

How do we make in more interesting for ldr runners to be involved with usatf?
RRCA Insurance link to usatf membership?

How do we win back our LDR athletes?
- **Road race series and end with a finals**
- **Grand pre series from 1 mile to half marathon**
- **Have presence at all road races**
- **We don't market what we have through USATF**
  - **How to market the discounts to those participants**
  - **Join us and you will pay for your memberships and assist in hotels.**
  - **Partner with groups to get a discount on reg. Fees if they are usatf members.**
  - **People join to participate in the event….not because of discounts (Mike Price – USATF Risk Manager)**

Talk to race directors and offer to promote their events on our site in exchange for discounts to the road races.

Offer event managers to use USATF system to register their runners?
Road Racing University?
We have a chance to partner with RRCA to get all of their races sanctioned
If we can get RRCA races sanctioned cheaper then they are currently…..
USATF helps fund RRCA????
Easy access to verification process?

YOUTH Benefits? How do we attract more youth athletes???

Nike Gear
Apple Store discounts
Game Stop discounts
ProActive
Movie AMC discounts
Better access to training/seminars by elite athletes (2 free clinics?)
Discount registrations to races
Free bio on our website with club membership
Discounts to fast food places
Benefit of the month…..
Phone Apps…
Kid commercial ….gear commercials sites to youth. Youth Chat.
USATF for youth, twitter, facebook, etc…. 7-10.
Marketing vendor to market the brand in our local associations.

****** Stumbling block***** we don't have their email addresses. Collect them at all meets.**

Go to so and so for discounts on ALL bib numbers provided to us from USATF

REGIONAL BREAKOUT 9:15am Sat

Travel Budget? Encouraging to use travel budget to go to annual meetings of other groups in our region.

Discussion of Wyoming Association and its viability. Mike met with them and they decided not to commit
Into doing. Geography played a part in this. Meet this year was declined because they did not get reimbursed
By the national office.

10 year athlete data base was cleaned up. (Desiree Freidman)
Poled re are still participation
current location

John Drummond – says…aac wants representation at annual meeting. So if we get someone in aac who is a ten year athlete we may get finacial assistance from aac to the convention. AAC Chair. – cpotaf@aol.org

Asssociation Grants

Deadline is 8/31 which will be a permanent date.
Process will open on April 1st.

CC Max on all emails.

Proposal for Accreditation standards for smaller assoc. like NCAA division 1, 2, & 3
If you cannot meet any standard and know you cannot ever meet these, write Accredations sub committee with rationale and they will give you a pass.

Ed Kotch….. he will get whatever to the proper person. *Edkoch@yahoo.com* or *dhtrack@aol.com*

Annual Meeting – Tues through Friday

PRESIDENTS BREAKOUT 10:15AM Karen Krsak facilitator

Legacy email….. not reliable. Always bcc yourself
Dave Schrock…. Setup auto signatures….. learn how to do
Does not work well with outlook seems to be the consensus
Issues…. *Kelsey.mimms@usatf.org*

Meeting with Max… notes from Karen

1. **What fell through cracks with rule books for clubs…. No answer**
   We all need rule books and youth guides

2. **Give us 2015 rule books after convention and have books come out**
   Every 2 years… 2 year rule books.

3. **Governance manuals????**

4. **Jan 1st…. publish all L&L and Rules that have been adopted. Want a report showing all accepted changes**

5. **Requested that if there are misprints/change to print rule book. Sent out an addendum**

6. **We are reviewing the standards for accreditation. 2015 they will be reviewed. Especially the 21 championships. Some associations do not have ability to do this. Why don't some championships count. Give us a selection of several options to choose from. Give Karen a list of championships we want to count… throws, trail runs, disabled events, etc.**

7. **National Club Championships were not well attended. Decision was made to do East and West championships instead of one championship. Possibly by regions…**

8. **Vin Lanana in UO wants to put together an elite circuit series. Discussion on getting this up and running in East and South as well as California.**

9. **Grant Appl. Deadline is Aug 31st. On line on April 1st. After you get grant, you are supposed to fill out a report. Why is there not a form? Karen will look into this.**

    a. **Grant form is frustrating since you cannot go to last page w/o losing everything. All forms should be able to be saved and come back to. Save to computer, edit and email it to someone for acceptance.**

10. **Marketing Vendor? We need to be able to work through 1 vendor who knows what standards need to be met for all marketing along with a catalog of items we can purchase. Hopefully we will be given $500 to spend annually like in past.**

11. **Annual Convention… Come in a day early to attend Assoc. Workshops will be piloted for 2 years**

12. **Frank Sullivan – Ethics**

    a. **Chair of ethics committee of 6 appointed by DOD. Mission is making sure volunteers keep their personal financial interests separate from association business. Review ethics online document. Proposed Code of ethics for each organization which mirrors the national organization. Email Frank with questions**

13. **Requested a welcome pack for new presidents on guidelines, requirements and some help to know what to do. A check list or a letter congratulations with phone numbers of key people to call and connect with.**

RUN JUMP N THROW TEACH THE TEACHER 1:30PM

1. **Jill Geer. Communications, Branding etc.**
2. **What can we do to market ourselves ….Recruit young athletes**
3. **Hershey Partnership – learn by doing and get kids in shape was the objective. So Run Jump Throw is the result.**

What is RJT

Ages 7 – 12 years
Get kids excited about physical activities by getting kids involved in a clinic
Free to participants with 20 activities

Curiculum of 5-6 week program NOT insured
Working with Shape America to get into schools to be used by PE Teachers
All officially registered, single day, 2-3 hours RJT insured by USATF
RJT includes fun practice meet…not a competitive track meet

RJT Website: ***https://www.hersheystrackandfield.com/#/Athletics-Canada-Run-Jump-Throw***
Toll-Free: 1-800-468-1714 (Weekdays 9:00 AM to 4:00 PM ET).
Photos, videos, searchable calendars
FAQ and general info
Curriculum is about 50 pgs.

HOW

Register as an organizer
Register your event
How to get word out to kids?
Schools, associations, and clubs. People that touch kids most.

Strategy

Growth measurement and outreach
Engage USATF Assoc
Retain HTFG event organizers
Establish new recruitment plan for part. And organizers
Expand into usatf clubs
Grow programmatically into school curriculums and Parks and Rec through 5-6 week program
Corps. Universities, churchs, nonprofits and grant programs
Utilize new media
Engage USATF alumni and athletes
Work with HTFG organizers on national showcase events
Report, report, report participation , events and geography

Take Aways

Feeder system
Increase membership
Provide 1000 scholarships
Connect to alumni and former event organizers

Contacts

Jill geer ***jill.geer@usatf.org*** **Chief Public Affairs Officer**
Talia Mark ***talia.mark@usatf.org*** **RJT Assoc. Director**
Andrea Atteberry*andrea.atteberry@usatf.org* **(Association liason)**

All organizers must have background screen.
All participants will be given 1 day membership to usatf so get insurance.
How to verify background check was passed.
Can we get an digital media kit? Will be addressed

SAFE SPORT IMPLEMENTATION TRAINING 2:40PM

Created by USOC to protect athletes and adults

- **Background checks**
  - **Officials**
  - **Youth committee and chairs**
  - **Club Admin and coaches**
  - **Coaches registry**
- **Education via online training course**
  - **Avail on 1/1/2014**
  - **Complete by 10/31/2015**
  - **Workshop and Annual meeting mass education**

- **Training**
  - **Examines the coach athlete relationship**
  - **Defines all forms of misconduct**
  - **Describes signs and symptoms of abuse**
  - **Discuss how to respond and report misconduct**
    - **Bullying harassment hazing…etc.**

- **Coach athlete relationship**
  - **#1 contributor to success**
- **Trust and power**
- **Misuse of trust and power**

- **Trust**
  - **Confidence placed in someone else**
  - **Athletes trust them**
- **Power**
  - **Ability to give or take way something of value**
  - **Coaches hav the power over what an athlete values**
  - **Who makes the team, gets played and start position**

- **Bullying**
  - **Persistent and repeated pattern**
  - **Physical and non physical behaviors that can limit, harm… someones behavior**
  - **Intended to cause fear**

- **Harassment**
  - **Unwanted offensive and intrusive behavior**
  - **Linked to discrimination**
  - **Bias against a part group based on gender, race ethnicity, religion or sexual**
  - **Orientation**
- **Stop these**
  - **Set expectation up front**
  - **Educate atheletes**
  - **Communicate with athletes**
  - **Empower athletes to intervene**

Hazing

80% of college athletes experience
coercing reqiring or willfully tolerating
humilitating, unwelcome or dangerous activity
a condition for an athlete to join or be socially accepted

Stop

Educate and provide exam
Implement and enforce strong polieice
Consider serious consequences

Emotional Misconduct

A sustained and repeated pattern
Deliberate, noncontact behaviors
Verbal, physical acts or acts that deny emotional support
Ignoring athlete, deny attention, exclude

Stop

Positive coaching techniques

Physical

Contact or non contact behav
Deny nutrition, hydration over trainng
Result in have potential to harm athlete

Sexual Misconduct

Non consendual or forced coerced or manipulated, or perpetrated in an aggressive harassing exploitative or threatening manner

Creates inappropriate or hostile environment
Repeated making sexually oriented comments, jokes, innuendos

Sexual Abuse

Child

Sexual activity with a minor
Consent cannot be given
Minor is anyone under 18
Children know their abuser 90% of the time.
Less than 10% of predators have been caught

Types of Offenders

Situational Offenders – given the opportunity

Preferential Offenders – have distinct preference…ie young boys…etc

Grooming

Target
Gain trust
Recognizing and fulfill needs
Isolation of child
Sexualizing relationship
Maintain control

Minimizing high risk opportunities

Locker rooms
Showers
Travel to and from events
Private residences or locations

- **Regular sweeps of locker rooms and rest rooms**
- **Public meeting locations**
- **Have other adults in meetings**

Local travel
- **If a coach transports**
  - **Pick up athletes in groups**
  - **Include their own child**

Overnite Travel
- **Single biggest factor in abuse**
  - **Assign same age and same sex hotel rooms**
  - **Identify appropriate atghlete to chaperone ratios**
  - **Notify the hotel to block all pay per view channels**

Signs and Symptom
- **Athletes rarely speak up**
- **Behavior, physical and emotional changes**
- **How to respond**

Look for
- **Stop trying**
- **Disinterest**
- **Withdrawn, depressed**
- **Substance abuse**
- **Aggression**

- **REPORT suspicions or allegations to authorities**
- **LISTEN to all athletes who report abuse calmly and attentively**

Barriers
- **Social, organizational, personal**
  - **Organizational**
    - **Club culture**
    - **Lack of response**
    - **Tolerate violations**
  - **Social**
    - **Bystanding, knowing and suspecting abuse and doing nothing**
  - **Personal**
    - **False reports**
    - **Perceived lack of clear evidence**
    - **Fear of retaliation**

4 steps to report
- **interrupt or disrupt conduct**
- **share concerns**
- **report ot admin**
- **report to proper authorities**

Failure to report is illegal and subject to legal penalties

Suspect or have reason to believe

Have knowledge or observe a child bing subjected to conditions that would reasonably result in harm to the child.

HOW

Toll free numbers

Anonymous reporting

Confidential

It is not your responsibility to investigate

Marketing Training

Brand Guidelines

Strength

Value

Unity

Integrity

USATF Logos

Federation Logo

USATF (not USA Track & Field)

See brand guidelines manual & CD (will get by Sept 1st)

Secondary Logos

We are usatf

Usatf

Wings only

Championship logos