

Committee: Communications & Technology

Subject: May 8th Minutes

In attendance: Cara Ross, Roberta Jackson, Christina Gerrish, Frank Joutras – Unanimously Approved

1. Old Business:

- a. Finalized goals sheets for 2019-2020 by assigning leading roles to a couple of the goals (see attached pic of goals) – Reviewed all goals (or any new ones) to confirm the current goals listed are the 5 goals we want to prioritize. UPDATE ON MARKETING GOALS: Discussed Marketing goals from sub-committee meeting earlier in the week. It was decided that Cara would put together a template for coaches to use to get marketing exposure. Initial drafts were created and Roberta added comments. Draft is being updated and will be reviewed at the next meeting. The final template will be provided at the Nationals for all Clubs. Other marketing strategies were discussed including developing viral videos related to skating, initiating platform to show videos, having Mykal and Ross do video interviews at Nationals, using marketing interns, determining the message and brand we are trying to promote across all disciplines, promoting new skate complexes that bring in new skaters.
- b. (FJ) Reviewed Team App release and next steps. Sent out news blast to Speed Club coaches to get clubs not signed up yet using Team App. UPDATE: Results monitor is working for Nationals.
- c. Reviewed AAU-USA Roller Sports website links: We have added the AAU link for sign up on the USA Roller Sports Website, and now link to it from the Inline Hockey Facebook page. – Just need link from AAU page – Chalie is checking on this.
- d. Reviewed Fanatics update: USOC expects Fanatics will now offer their services to all NGB's – this should be finalized soon. UPDATE: Fanatics to launch this month with limited items at first.
- e. Discussed Judges training platforms: Canvas and Blackboard has been looked at extensively, and may be the best, but still trying to determine exact pricing compared to others. Chalie discussed possible use of Google Classroom and has agreed to lead up research of this and other platforms as a committee goal. UPDATE: Roberta reviewed Google Classroom which looks promising.

2. New Business:

- a. Approved minutes of April 10th meeting (Roberta, Chalie, Christina) – See attached minutes.
- b. Reviewed ongoing Website, Team App (Results) and Social Media and Newsletter updates.
- c. Other Business.

3. The next C & T meeting is scheduled for 7:00pm central time on June 12th, 2019.