



Saturday, June 11, 2011:

Moderator: Scott Place, Business Counselor, Small Business & Technology Development Center

BOD Attendees: Fred Wendelboe, Casey Caram, Dan Colleran, Audun Runde, Trina Sharpe

Staff Attendees: Kevin Wendelboe

BOD Non-Attendees: Pamela Dickenson, Mike Spillman, Vaughn Hastings, Karl Owen, Michael O'Connor

Meeting started: 9:10 am

I. Kick off, Agenda, Introductions, Expectations

a. Goals for today

- i. To learn more about organization
- ii. To have a start on a 5-year plan
- iii. Develop 2-4 initiatives that go above and beyond our current daily activities.
- iv. Action and Strategic framework for future

b. Guidelines for Success

- i. Never assume anything is supposed to make sense
- ii. Focus on possibility thinking
- iii. Focus on asking the right questions
- iv. Build a solid foundation and frame first

II. Internal Survey results

a. Survey responses were pretty consistent throughout the board but the ones that were not consistent are areas we can discuss to see what causes those differences.

b. Items to discuss based on survey:

- i. Management needs help to describe the vision – fit it on a 3X5 card
- ii. Developing goals to support our mission
- iii. Communicating who we are and why someone should get involved in sport.
- iv. Communicating more with the members – Outreach Communication
 1. Separate community (Facebook) for junior girls
 2. Communicate with the kids in the way they communicate
 3. Measure key performance indicators
- v. Key Findings
 1. Measure communication
 2. Communication – Outreach
 3. Audience knowledge and what moves them

III. Working/Not Working: Entire Organization

a. Brainstormed on post-its

IV. Start/Stop/Continue Brainstorming

a. Brainstormed on post-its

Recessed for lunch at 12:15 pm

Reconvened at 1:15 pm

V. Prioritization - Board took what was done during the morning session and worked on prioritizing them.

- a. Communications/Marketing
- b. Existing Programming
- c. Tournament Operations
- d. Education
- e. Financial Strategies/Facilities

VI. Impediments to Change

Recessed for dinner at 6:00 pm

Reconvened at 7:45 pm

VII. Junior Advisory Task Force Report – Mike McCarthy, Trevor Hewitt, Jenna Hinton, Logan Barber

- a. The task force created at the May 1 Junior Advisory Board meeting gave their report to the Board. In creating their report, they utilized the following: (a) an analysis of the ending times for all junior tournaments during the 2011 season; (b) a survey sent to all junior coaches, the professional officials, and all junior tournament directors; and (c) a review of tournament procedures and formats of the other Regions in USA Volleyball. They submitted three options to the board to consider on how to improve the tournaments to allow them to end earlier.

VIII. Finance Report & Facility Grant Update:

- a. There has not been much change since the last report at the Annual Meeting. The performance of the HP Program will be the main factor in how we finish the fiscal year. Junior Officials is the main line item we will need to project better going into next season. It was factored off of the previous season and since we had a lot of tournaments cancelled in 2010, it was lower than it needed to be. Overall, it looks like we will end the season ahead of the budget projections.
- b. Facility Grants – One of the grant requests was from a Home School group starting a team. They were looking for some balls, ball carts, etc to help them get started. Kevin reported that we have in storage some balls from our sponsor agreement and a ball cart from lost and found. He proposed that these items be offered to the Home School group to fulfill their grant requests. Those in attendance felt this was within the CEO's discretion to award.

Recessed at 9:50 pm

Sunday, June 12, 2011:

Moderator: Scott Place, Business Counselor, Small Business & Technology Development Center

BOD Attendees: Fred Wendelboe, Casey Caram, Dan Colleran, Audun Runde, Trina Sharpe, Karl Owen, Vaughn Hastings

Staff Attendees: Kevin Wendelboe, Marilyn Thompson, Sheila Holloway

BOD Non-Attendees: Pamela Dickenson, Mike Spillman, Michael O'Connor

Board reconvened at 9:10 am

- I. Day One Recap
- II. Junior Girls Program Analysis-Action
 - a. Junior Program Challenges
 - i. Managing Growth
 - ii. Differing needs for different levels of play
 1. Need market research to determine what those needs are?
 - iii. Format change
 1. Testing in Summer
 2. Webinars in Q4
- III. High Performance Program Analysis-Action
 - a. Vision-Mission is required before BOD can plan for the future.
 - b. Definition of metrics of success
 - c. Will need a phone conference call/meeting to discuss how the program will move forward.
- IV. Boys' Program Analysis-Action
 - a. Recruitment of 9, 10, 11 years olds – before they identify with a sport
 - b. Long-term – get high school boys' volleyball
 - c. Engage Middle School population

V. Beach/Outdoor Analysis- Action

- a. Consensus was to observe the progress of the Junior Tour for 2011/2012

VI. Officials Program Analysis-Action

- a. Train the Trainer

VII. Decided to push Coaches Analysis to another online or phone meeting. Need to develop mission and goals in conjunction to Coaches. Will put on same timeline as HP and Boys discussions – June 30, 2011.

VIII. Moderator Wrap-up – Scott summarized the discussions on the weekend and actions to take going out of the meeting. He will be compiling and organizing all the things we wrote down and will submit a report to Kevin. This will give the board a framework to continue with refining its plan.

IX. Action Items:

- a. Sheila shared the details of a sponsorship proposal from Smack Sportswear for our HP Program. They want to enter into a 3-year agreement to provide our jerseys for the HP Program. We would have to purchase other items from them that we would normally order. Overall, this will save us money on the uniform costs we incur each season. In return they would want to put their logo on our website and we would have to send out targeted emails to our membership during the season. There were some terms that board felt should be in there. Sheila will update the contract and send to Kevin to review. If they agree to the terms, then board did not have an issue with proceeding with the agreement.
- b. Junior Tournament Issues – the Board discussed the JAB Task Force report and how best we can address the long tournaments for 2012.
 - i. Motion by Karl, second by Dan to:

Motion 1: accept Option 1, Number 1 of the JAB Task Force Report. Specifically, use only 4-team pools as much as possible. End the use of 5-team pools on single courts in multiple court tournaments. When 4-team pools are not possible, use the rounds-of-play format that was developed by the Task Force. MSA

- ii. The Task Force addressed the length of travel problems that are inherent with living with a large state. They recommended splitting into East and West divisions but due to a lack of facilities in the East and other potential skill level issues, the board agreed this was a long-term item that needs further study.
- iii. The Task Force also looked at splitting teams into tiers and having different tournament formats and procedures for different tiers. The Board agreed we would need more information before this could be discussed and implemented. Casey volunteered to convene a task force to contact club directors about the issue. Karl also felt a structured survey will also be of benefit.
- iv. The Task Force recommended professional officials work as First Referee (R1) during the younger age group tournaments. Motion by Casey, second by Trina that:

Motion 2: Adult Professional Officials will work as R1 for all 12's and 13's tournaments for all matches. With the approval of the head coach and supervising official, a certified player referee may work the second set as R1 during pool play. MSA

- c. Coaches Program

- i. Motion from Fred, second by Casey to:

Motion 3: replace the continuing education requirement with the following: All CR coaches must be IMPACT certified to appear on a junior or youth team roster. IMPACT certification is good for three years. Renewal of certification may be accomplished by completion of one of the following: full IMPACT clinic, IMPACT refresher course, CAP clinic, or approved in-person High Performance Coaching clinic. Current IMPACT certifications will expire at the end of the 2011/2012 season. MSA

X. Adjournment

- a. Motion by Karl, Second by Dan:

Motion 4: adjourn the 2011 Annual retreat of the Carolina Region Board of Directors at 2:40 pm. MSA