

Committee: Communications & Technology

Subject: June 12th Minutes

In attendance: Cara Ross, Roberta Jackson, Christina Gerrish, Heidi Permatteo, Patricia Bauler, Frank Joutras

Approved Unanimously by email on 6/20/19

1. Old Business:

- a. Discussed the "Story to Share" template for coaches to use to get marketing exposure. Reviewed the updated marketing template (created by Cara) to be provided at the Nationals for all Club coaches (SEE ATTACHMENT). It was decided that the template will be created in document form to be handed out at Nationals to all the coaches, and in electronic form (using Jotform) for those that want to respond online. We will add the electronic form to the website and on social media.
- b. Reviewed overall marketing strategies (SEE ATTACHMENT) 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. It was discussed to start using our own YouTube channel, and to link videos to our website and social media. It was also decided to start using Pinterest with exciting pictures that can be linked to videos, webpages or documents.
- c. Demonstrated Team App results monitor to be used at Nationals and how to use the USA Roller Sports Team App on a smartphone to stay updated. Attendees will also be able to click results on the USA Roller Sports website to stay updated.
- d. Reviewed status of linking USA Roller Sports website from AAU page – Chalie is checking on this.
- e. Fanatics update: Fanatics to launch this month with limited items at first.
- f. Discussed Judges training platforms: Patricia Bauler was present to help determine the best platform to use to teach RollArt for Figure, and to use with other platforms. We are currently looking at Canvas and Blackboard versus Google Classroom. Heidi and Patricia will be trying out the free version of Canvas, and then reviewing Blackboard and Google Classroom to see if we can use a free version of the platforms, or if we will need to use a paid version. Patricia will be laying out an outline of what needs to be included what ever platform we choose. Key attributes of the selected platform will be; having a secure access for members only, making the platform user friendly, being able to take non-demonstration testing electronically, and being able to show videos.

2. New Business:

- a. Committee member participation will be reviewed with each member to determine availability and desire to participate on the committee.
- b. Discussed Safe Sport updates (18-year old requirement) to go on website, social media and newsletter.
- c. Other Business.

3. The next C & T meeting is scheduled for 7:00pm central time on July 10th, 2019.

Got A Story To Share? Use This Helpful Q&A Guide

Name	Enter Your Name	Email	Enter Email Address
Skate Club	Enter Skate Club	Phone	Enter Phone Number
Sport Discipline	Figure, Speed, Derby, Hockey, Other (specify)	Today's Date	June 20, 2019

We want to hear about our skaters' success! Our skaters work hard and it's important to recognize their achievements and success in their sport. One story could inspire the next generation of skaters and keep our sport moving forward.

Use the form below to help you capture the key details of your story. Once completed, please email the form to Name, XXXX@XXXX.com. We will follow up with you for more details and to share the status of your story. Thank you and we look forward to hearing from you! Attach any picturesupload photos.....USE JOTFORM or print out-----
 -----Link to jotform by browser -----can included extra sheets....

Background Info	
Name of skater(s)	
Date of event	
Name of event	
Location (Venue, City, State, or International region)	
Questions to ask your skater(s)	
What special achievement or award did you accomplish?	
How did this make you feel?	
Briefly describe what happened	
How did you prepare for it leading up to the event?	
Did you have to overcome any challenges?	



PURPOSE

Videos – promote all skating activities via video

Interns – influencer marketing

Pinterest – another platform for How To's, articles, infographics

Strategies

Videos

- Cara to work with Mykal at Nationals (interviewing topics, targets, subtitles, consent forms, YouTube Channel, FB Live, short mix promo-videos)
 - Start a YouTube Channel
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Interns

- Need to determine: Objectives, Start/End dates, Pay rate, Min hours req per week and how to log hours
 - Need to determine who handles: Interviewing/Hiring process, Weekly meetings with interns for progress reports
-

Pinterest

- Interesting photos/images to go along with Blog for How To's
 - Articles
 - Skating infographics – facts & figures, dance diagrams, figure/loop diagrams...
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