

Committee: Communications & Technology

Subject: August 14th Meeting Minutes

In attendance: Heidi Permatteo, Roberta Jackson, Patricia Bauler, Frank Joutras - Unanimously Approved 8/30/19

1. Old Business:

- a. Discussed the “Story to Share” template for coaches to deliver 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 prior to releasing a non-electronic form.
- b. Discussed overall marketing strategies including developing viral videos related to skating, initiating platform to show videos, (we had Mykal and Ross do video interviews at Nationals on Facebook), using marketing interns, determining the message and brand we are trying to promote across all disciplines (SEE NEW FACEBOOK HEADERS), promoting new skate complexes that bring in new skaters. It was agreed to start using our own YouTube channel, and to link videos to our website and social media. Review using Pinterest with exciting pictures that can be linked to videos, webpages or documents (submitted by Sports committees).
- c. Discussed 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 could click results on the USA Roller Sports website to stay updated. Discussed changes for Next Year.
- d. Discussed various apparel sales for next year including Fanatics, others, and our own internal sales during Live Feeds of 2020 Nationals.
- e. 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. After research by Patricia, Heidi and Roberta, we agreed to first have Patricia try to incorporate RollArt teaching through the Google Classroom platform (which is free), prior to seeing if we need to go to a paid platform like Canvas or Blackboard.

2. New Business:

- a. Review Live streaming at Nationals (had over 250,000 video views). Discussed the need to go to the Ooyala Platform on the Team USA site next year (which is required based on our Media Contract we signed with the USOPC. – This will allow us to Live stream ALL events and charge a minor fee to watch them (e.g. 0.99 – 1.99 for a week). We can also have a donation button for those that want to contribute more, and promote T-shirt sales that we get a percentage on. If done correctly, this move itself could net hundreds of thousands of dollars as we have a captured audience we need to use to our financial advantage. Frank will be working with the USOPC to get further details.
- b. Reviewed the Status of Virtual Hall of Fame – AND – New Museum Website, and improvements still to be made.
- c. Electronics Registration Status – Discussed trying the first electronic event signup either at the Speed Fall Camp (if they are having it), or at the Americas Cup for Figure in January.
- d. Committee member participation will be reviewed with each member to determine availability and desire to participate on the committee.

- e. Discussed Safe Sport updates (18-year old requirement) which has been posted on the website, social media and in the newsletter.
- f. Other Business – Will discuss next meeting website revisions to launch the Star Skate program, including password protected pages and payment.

3. The next C & T meeting is scheduled for 7:00pm central time on September 11th, 2019.