

**Committee:** Communications & Technology

**Subject:** Meeting Minutes for Tuesday, December 22, 2020

**Old Business:**

1. Social Media Activities

Social Media Calendar:

[https://docs.google.com/spreadsheets/d/160\\_0pbkfhFHkDIuRmqZML1qkx\\_RoeEHdy3LacnLQP8/edit?usp=sharing](https://docs.google.com/spreadsheets/d/160_0pbkfhFHkDIuRmqZML1qkx_RoeEHdy3LacnLQP8/edit?usp=sharing)

1. Brand Principles/Values Campaign - starting Jan 1, 2021, then every Friday, post coach/athlete inspired photo with a quote that addresses one of our brand principles (empowering, athletic, transparent, focused, confident, resilient)
  1. UPDATE: Figure (Ashley Clifford), Speed (Ben Brown), Roller Derby (South Coast Roller Derby - Tracey Scanlan), Rink Hockey (?), Inline Hockey (?), Freestyle Slalom (?)
  2. ACTION: Cara to continue reaching out to athletes and coaches via social media across other sports, may need fellow committee members to help vouch for me

b. Axel contest (Heidi, FSC) - submit a video to be judged/voted for "bragging rights", divided up by age generation.

1. UPDATE: post created in Canva, approved by FSC
2. Rules: (1) person submitting video MUST be a current USARS member, (2) the skater in the video can either themselves or a nominee like a friend, retired skater or in commemorative of a past skater, (3) include the generation the skater represents, (4) can nominate multiple skaters, as long as it's one nominee per generation
3. Submission process: we recommend possibly use JotForm to ask for name of person submitting (who must be a current USARS member), name of skater in video, skater's birth generation, and file upload (need to check max. File size); need to check JotForm storage capacity to hold video submissions.
4. Winner selection: we recommend using a panel of certified anonymous judges (3, if possible) to vote on best axel, preferably
5. To be launched in the beginning of January 2021
6. ACTION: Cara and Heidi to update Canva post with front page text to reference skater's DOB generation, 2nd page more specific rules and winner selection, and need to look into JotForm or similar platform

c. (NEW) Challenges (Cara) - like the axel contest, others could be spin combos, what are some for other sports?

1. Roller Derby (Christina) - how low go, shoot the duck

2. Speed (Jazzmyn) - staying in position as long as possible, jumps
  3. **ACTION:** Cara will reach out to the committee next week for more ideas regarding other sport challenges and demos, take into consideration outdoor- and solo-type skating situations in areas rinks are closed
- d. (NEW) Comics on a Roll (Cara) - invite youth and adult artists within the sport to submit roller skating themed comics for IG
1. **ACTION:** Committee to let Cara know if they have any artist skaters who might be interested in submitting comics, Cara will also make a post on IG/FB to inquire interest from fan base
- e. (NEW) #OnThisDay (Cara) - historical special moments, events, inventions, etc. that made a big impact on our sport
1. **ACTION:** Cara will draft several quick historical posts to schedule for posting in January
- f. (NEW) #TechniqueTuesday (Cara) - technique tips to get you ahead from Coaches
1. Speed - power pass
  2. **ACTION:** Cara will reach out to committee within the next week to ask for coach references per sport

### 3. Special Campaigns

- . Team USA Facebook Ad (Cara)

.Goal: Promote Star Skate program because it offers various learn to skate programs for every discipline of roller sports and the opportunity to find a program near you to sign up with

i.UPDATE: Heidi and Megan did not receive a reply; this is assumed to be a dead project

ii.**ACTION:** Will remove from next meeting agenda if no further update

#### a. T-shirt Fundraiser (Heidi)

.Fundraiser for non-profits Dec 1 - plan is to launch a t-shirt campaign with Custom Ink for the month of December; will be promoted via social media (Facebook, Instagram)

i.UPDATE: Launched Dec 9 on FB. Again on Dec 18. Fundraising results to date: 33 sold, \$470 raised, 6 days left in the campaign. FB Dec 18 post result:

**SUPPORT YOUR SPORT!**  
Now thru Dec. 28

USA Roller Sports is teaming up with Custom Ink to raise funds through these limited-edition "Thrive & Skate 2021" t-shirts!

Order Your Shirt Today!  
[www.customink.com/fundraising/usa-roller-sports](http://www.customink.com/fundraising/usa-roller-sports)

Available in youth and adult sizes at \$25 per shirt.

4,332 People Reached      234 Engagements      [Boost Post](#)

10 Likes      1 Comment 41 Shares

- iii. **ACTION:** Cara to send request to Megan to email campaign out to members on Wed 12/23; Cara to post on social media on Wed 12/23 and Sun 12/27; campaign ends on Mon 12/28

c. Project Connect (Roberta)

- iii. Discontinue name of project as the ideas/initiatives within have been or are being implemented in other projects on the committee
- iv. Roberta to review Project Connect notes and highlight any ideas/initiatives that we have discussed previously that we would like to implement in the near future
- v. **ACTION:** Cara to create a template via Canva (as a Word or Google doc that can be edited) as an advertisement flyer for coaches and/or rink owners to provide to customers, skate vendors or local shops about skate lessons

4. Events & Trainings

c. Jan. 2021 - "Roller Sports Train For Success Virtual Series" (Education Committee)

- 0. Target and Goal: For USARS members and those interested in roller sports, USARS is launching a series of webinars that cover beginner basics to advanced competitive skating techniques and tools to help you

elevate your skills, as presented by select high caliber coaches in the roller sports industry.

1. UPDATE: Danielle Storm managing
  2. ACTION: if no further requests required for this project, will remove from next meeting's agenda
- d. Star Skate - learntrollerskate.org - (Heidi)
0. UPDATE: concerns over SafeSport training turning away casual skaters, seems to be a barrier to entry for us, noncompetitive
  1. ACTION: Heidi looking into SafeSport, if no further requests are needed, will remove from next meeting's agenda
- e. Judges Training Platform (Patricia)
0. Officials/RollArt hosted webinars to inform/train (recorded and sent to people who attended) *do we want to post publicly?*
  1. UPDATE: Cara shared Dropbox Folder "Skating Videos" with 2019 Nationals, 2020 America's Cup, and personal figure practice videos within it - downloadable?
  2. ACTION: Patricia will confirm if she's able to download videos from Dropbox shared folder with Cara
1. Website - Content Management (Cara)
0. UPDATE: Cara completed first training with Sitecore on Dec 11; was informed there are several Team USA brand standard "violations" that need to be addressed, they provided me a link to manuals and more training videos.
  1. Link to Sitecore training manuals and videos:  
<https://www.dropbox.com/sh/9l5q2wlevmxkr6o/AABOEYILm1XtFKz5g6VSMFsUa?dl=0>
  2. ACTION: Cara will be drafting suggestions on top priority items to be updated/changed, will be in discussion with Heidi on next steps before making any major changes

#### **New Business:**

1. Code of Ethics - all forms from this committee have been submitted and received by Megan
2. USARS Staffing changes since last meeting - Heidi addressed - Megan for Figures & Speed, Brent for Derby and Hockey
3. Status of 20-21 Membership drive - ACTION: Cara will follow up with Megan

4. Rink Hockey logo - Bryce Robinson comment on poor resemblance to the sport and looks too much like Inline Hockey logo - **ACTION**: Cara will follow up with Chalie



5. Zoom/GoPro Livestream testing - both performed poorly, not recommended - Zoom has poor video/audio quality if using Tablet/phone to record, GoPro has very poor battery life (one hour or overheats) and GoPro livestreaming service doesn't allow livestream link sharing ahead of going live. Patricia suggested looking into Twitch (and music copyright)

**Next C&T meeting:** Tuesday, January 19, 2020 at 7:00 pm CST (voted-passed, Jazzmyn might have to leave early, Heidi and Chalie - no vote)