

ACBL District 11 Education Committee Report

June 8, 2019 Cincinnati OH

Mission: To enable bridge teaching excellence by sharing best practices, supporting the recruitment and training of bridge teachers, and by connecting D11 teachers with ACBL, ABTA and Education Foundation resources that support growth.

Current Committee members:

Unit 117	Louisville KY	Kit Overpeck	kitoverpeck@yahoo.com
Unit 122	Columbus OH	Peter Wahl	wahl3464@msn.com
Unit 124	Cincinnati OH	Larry Newman	ljn.newman@gmail.com
Unit 130	Indianapolis IN	Liz Brown	lab1613@aol.com
Unit 136	Dayton OH	Wayne O'Connor	wndmoconnorpb@yahoo.com
Unit 164	Lexington KY	Darryl Bennet	dgbinbox@twc.com
Unit 193	Evansville IN		
Unit 227	Charleston WV	Sarah Sentman	charlestondbc@gmail.com
D11	Columbus OH	Siraj Haji	sirajhaji@gmail.com

We expect some changes due to upcoming Unit elections. We have an opening for Unit 193. Jeff Chapman has been recommended by several and I hope that he has the capacity to accept this role.

I have spoken extensively with everyone on this committee with one exception, and we expect to hold our first monthly online meeting later this month. I have also spoken with several teachers and past Education chairs.

Discoveries:

- Everyone agrees that this is our National Emergency and we may be running out of time.
- There is a widespread belief that ACBL needs to do more to assist clubs and teachers.
- There is apprehension about being told how and what to teach – What works in one market may not work in others.
- Almost everyone is aware of the power of social media but know very little about leveraging it.

Observations:

- Entertain all suggestions, prioritize them and get started with top three on the list.
- Focus on creating Bridge (card) players and allow Duplicate Bridge to be a natural progression.
- Embrace and leverage technology.
- Assist teachers and clubs recruit students and players using social media. It is economical and effective.
- Assist teachers with utilizing graphics and promotional materials created by ACBL's Marketing Department.
- Engage ACBL's Marketing Department to leverage the relationship with Alzheimer's Association to promote Bridge as a mental activity.
- Find a happy medium to get people in the door with a reasonable time commitment – somewhere between Bridge in a Day to Honors Club's extended approach.
- Prioritize our target audience – Recent or about to be retirees and/or empty nesters.

Initial plans:

- Monthly online meetings starting this month.
- Prioritize our top three current initiatives.
- Compile a list of all Bridge teachers in District 11.
- Explore using Pianola or a similar resource to facilitate communications.
- Utilize online repository for documents for continuity and transition.
- Provide social media assistance to extend advertising and recruitment.
- Engage Bridge community to help us get into HR Departments of companies and institutions.
- Create templates for 'Campaigns' that capture key metrics and could be utilized by teachers in various markets.
- Share efforts and results in different units during monthly meetings. Start with OLLI program in Cincinnati.
- Share information about 'Bridge for four' initiative in Columbus.
- Present quantifiable results/report at the Flying Buckeye Regional in September.