

Board of Governors Proposal – Beginner Articles from the ACBL Bulletin

Subject Matter	Allow the trybridge.org website and Teaching Clubs and Bridge Centers to access older articles for beginners by popular authors published in the ACBL Bridge Bulletin.
Statement of Issue	By withholding the ACBL bulletin to members only, we lose one of our most effective trial incentive devices for newer players. Rather than letting the excellent content go to waste, let’s curate a few hundred articles on a range of beginning bridge topics and make them available as single topics on the trybridge.org website. We can allow teaching clubs and teaching centers to use links to these articles in their beginning bridge promotional materials.
Proposal	<ul style="list-style-type: none"> • Curate articles selected from the online version of the Bridge bulleting for beginning bridge players. • Organize these articles by topic and author. • Present them on the trybridge.org website as an enticement for providing contact information. • Allow Teachers, Teaching Clubs and Teaching Bridge Centers to reference them as part of their outreach to prospective bridge players.
Material impacts	<ul style="list-style-type: none"> • The Articles need to be edited from the full magazine and posted to the website. • The Articles need to be curated as appropriate and up to date for beginners • Access to the articles should be reasonably unlimited to prospects and all who teach beginning bridge. • No copyright or royalties shall be violated by this action. • This effort will require some ACBL IT support and an editor (a knowledgeable volunteer or paid professional).
Reasons why the Board of Directors should adopt the motion	Let’s leverage the valuable learning assets we already have to recruit more players to bridge and more beginners to ACBL membership.
Risk if the motion is not approved	<p>This is a high perceived value nil cost option for the ACBL. Curation can be accomplished through volunteer effort via the Liaison Committee.</p> <p>Offering Clubs vetted content on beginner bridge will help improve the appeal of their teaching program to new prospects.</p>