

Board of Governors Motion – Teaching Clubs / Center

Subject Matter	Create a designation for sanctioned clubs (Teaching Clubs) and Unit owned facilities (Teaching Centers) who provide effective bridge classes for prospective and novice bridge players.
Statement of Issue	<p>The development of the trybridge.org site to recruit prospects to Bridge can be amplified if prospective players are made aware not only of teachers, but also of clubs and unit facilities where recurring beginning classes are available.</p> <ul style="list-style-type: none"> • A Teaching club is one sanction where teachers teach beginners at the club facility. A Teaching Center is a central location where more than one club plays bridge and teachers teach beginners how to play. • Teachers who teach in teaching clubs or teaching centers may be certified by the ACBL, or recommended by the Club, or the Unit. • Beginner class plans shall be made available to the trybridge.org site for use by prospects for the coming calendar year by an agreed date. • Teaching clubs / centers offer beginner games (social bridge, teaching games, supervised play or any game 0-20 MP or under) designed for beginning players.
Motion	<ul style="list-style-type: none"> • To designate Teaching Clubs and Teaching Centers. • Teaching Clubs and Centers apply to the ACBL for their designation with a 1-year calendar showing class, play, social, and duplicate offerings. • Annual renewal requires updated information. • Teachers, Clubs, and Centers are responsible for keeping the class offerings up to date. Outdated information is removed from tyrbridge.org. Failure to update information loses the Teaching Club/Center designation. • To display teaching clubs and teaching Centers to new prospects in response to their search for how to learn bridge. • The ACBL may limit the number of Teaching Clubs and Centers based on their objective performance teaching news students, attracting new players to bridge, and helping create new ACBL Members. Paid ACBL member creation and creation of (new) Guest Members are appropriate metrics for assigning these designations. Objective criteria used shall be made known to teachers, clubs, and centers.
Material impacts	<p>By Creating the Teaching Club / Center designation, offerings from teachers at central locations that provide more complete programs can be shown to new prospects in a timely way with great accuracy.</p> <p>By allowing Club and Unit recommended teachers to be listed on the trybridge.org website we expand the resources to the prospects we attract.</p> <p>Providing Teaching Clubs and Centers to new prospects gives the prospect an immediate view of class and play offerings that they might find attractive to engage without further time-consuming search. This helps create the information and stakeholder collaboration that is essential for impacting growth in players, members, classes, and tables.</p>
Reasons why Management should adopt the motion	<p>Currently the ACBL and trybridge.org method for connecting a prospect with a learning opportunity is limited to the name an e-mail address of teachers within a certain radius of the prospect’s home. This requires further searches and does nothing to help show the prospect what classes are offered and at what location. The teachers are limited to those certified by the ACBL. Many effective teachers recruit people to bridge without having ACBL certification. We cannot impose this filter and expect to maximize recruiting prospects to all levels and types of bridge.</p>

	<p>Teaching Clubs and Centers serve membership growth in many areas. These deserve listing as viable options on the trybridg.org website. In addition, this will expose prospects to teachers vetted by clubs and units who do not currently qualify under current ACBL/Ed Foundation certification guidelines.</p> <p>A successful bridge ecosystem depends on timely accurate information sharing about options – in this case for prospects to try bridge for the first time successfully. This motion maximizes chances for success.</p>
<p>Risk if the motion is not approved</p>	<p>Prospects will miss viable learning opportunities in their own communities because some teachers are not listed or the Club/Center offerings are not made readily available. We cannot afford these misses.</p>