

Board of Governors Motion – Unit and Club Teacher Recommendations

Subject Matter	Teaching Clubs and Unit Boards recommend effective teachers for beginning bridge classes. Include these recommendations in the ACBL e-marketing program to all prospective players.
Statement of Issue	<p>The ACBL currently recognizes four teacher certification programs: ACBL Best Practices Teacher, Better Bridge, Easybridge, Learn Bridge in a Day!</p> <p>Many teachers who have proven their effectiveness in training and retaining new players and ACBL members do so under Teaching Club or Unit auspices without said certifications.</p> <p>Without wanting to lessen the value of the four certifications,</p> <ul style="list-style-type: none"> • the need for effective beginner bridge teachers and • the current people doing so effectively without said certifications, and • the need to jump start growth in bridge and ACBL new members recruitment <p>strongly argues for an alternative path to creating a complete list of current teachers and classes so that the full opportunities of prospects are properly served.</p> <p>This recommends Clubs and Unit recommend teachers who have shown their abilities at teaching beginners, and are effective at recruiting new players to bridge in any form be made available on the Find a Teacher platform or other electronic approach to connecting prospects to learning about bridge. These recommendations will be recorded by the ACBL and will enable listing on the www.trybridge.org and ACBL websites, so that prospects have ALL nearby options (classes and teachers) to fill their desire to learn bridge.</p>
Motion	<ul style="list-style-type: none"> • To enable Teaching Clubs and Unit Boards to recommend teachers who teach at clubs or bridge centers to teach beginner bridge classes. • To record these recommendations for all members in good standing. • To list teachers and beginner classes they teach on the trybridge.org website under “find a teacher” or “find a class” searches by zip code, city or state. • To encourage such Club and Unit recommended teachers to engage their peers for best practices, teaching materials (including teaching hands) and collaborative problem solving. <p><i>Teaching Clubs and Teaching Bridge Centers are defined separately.</i></p>
Material impacts	<ul style="list-style-type: none"> • This adds all effective teachers who teach beginners bridge. • This creates the back-end data necessary to make trybridge.org an effective engine for growth. • A Club recommendation makes a Unit recommendation redundant. • A Unit certification does not necessarily make a teacher acceptable to teach in a given club in the Unit. • ACBL/EF IT and Marketing Resources will engage this effort to bring it to life ASAP.
Reasons why the Board of Directors should adopt the motion	<p>We need more teachers dedicated to teaching beginners exposed to all prospects interested in learning bridge. Limiting the connections to existing certified teachers will greatly slow progress in many areas around the Zone. Local teachers know their customers better than teachers who live some distance away.</p>
Risk if the motion is not approved	<p>The rate of attracting, training and retaining new bridge players and ACBL members will be substantially less if we fail to connect effective club and Unit teachers with prospective bridge players via the trybridge.org and ACBL.org connection.</p> <p>Club and Unit certifications depend on demonstrated ability and not just tests passed in training.</p>