

Subject Matter	Improve Member Communication – Computer Based Cheating Detection (CBCD)
Audience & Type	<input checked="" type="checkbox"/> Board of Directors Action <input checked="" type="checkbox"/> Business Proposal to Management <input type="checkbox"/> Bylaws Change <input type="checkbox"/> Advisory Council Work Process
Statement of Issue	People are losing friends, clubs are losing players and directors, teachers are losing their jobs, and Units are losing leaders. Members don't understand the Fast Track Discipline process, EDGAR, or arbitration. Rumor and misrepresentation obscure the good work done.
The motion:	<ol style="list-style-type: none"> 1) Create communication to support members, club owners, and unit/district officials, e.g.: <ol style="list-style-type: none"> a. Simple flowcharts showing key decisions and actions in the CBCD process b. FAQs about CBCD, FTD, and arbitration clarifying known questions and objections c. Detailed examples that show people how to read the charging packet. 2) Post the information publicly on acbl.org. 3) Provide an executive summary to the charging letter. Help the charged party focus on the key sources of the charges against them. Simplify their effort to understand.
Rationale:	<p>Making information available on the acbl.org website will support members, clubs and Units and help deal with the impacts of discipline for online cheating. This is underway with the recent additions explaining changes to the CDR from this summer.</p> <p>Good communication dispels doubts, builds trust and tones down criticism.</p> <p>A simple process overview, along with useful FAQs will reach the majority of members. These communications are standard practice for deploying change, and support club managers and Unit/District officials – our front line with members.</p> <p>The charging letter and all the evidence is complex and overwhelming. Give members a roadmap so that they understand what is presented, what will happen through arbitration (discovery then hearing), and why the FTD settlement is offered first. An executive summary is appropriate to ensure clear communication of cause.</p> <p>Bridge is a social game and loyalty to friends in the face of complex allegations is admired. Perhaps when all members understand the process, we can help each other understand the facts. Absent official help, the process feels unfair even though it isn't.</p>
Material impacts	Effort to create artwork and FAQ's along with a clear description of the charging packet. Volunteers can help reduce staff effort. Cost of a professional flowchart TBD.
Reasons why the Advisory Council should adopt the motion	Eliminating cheating is important. So is protecting the value of the ACBL Brand. As more people are charged, we see unexpected negative reactions. Better communication helps eliminate concerns about the process. These ideas will help the Advisory Council, District and Unit officials, teachers and club managers as we talk with members.
Risk if the motion is not approved	Players will play fewer ACBL sanctioned games. Directors will run unsanctioned games to keep suspended players playing. Rumor, disbelief, and skepticism will become lack of trust. Members will have one more reason to say no to renewal. Give them reasons to say yes. Build trust, not skepticism.

Respectfully Submitted,
Steve Moese, K082411, District 11.