

**Special Conference Call**

**Zoom Video Conference.**

**Attendance:** Steve Moese, Jeff Bayone, Steve Gaynor, Rich Carle, Betty Starzec, Kathie Macnab, Greg Coles (ACBL Director of Operations), Henry Meguid, Ellis Feigenbaum, Susan Miguel,

**Guest:** Robert Todd, AJ Stephani

**Key Links:**

Committee Documents: <http://www.district11bridge.com/BoG/2017BoGTCODocs.html>

BoG Reports: [http://www.district11bridge.com/ACBL\\_board\\_reports.html](http://www.district11bridge.com/ACBL_board_reports.html)

BridgeWinners Clubs & Teachers Forum: <http://bridgewinners.com/forums/browse/clubs-and-teachers/>

**Priorities** - Emerge from Covid19 Impacts ~~Grow Membership, Grow Tables, Grow Classes~~

**NEXT MEETING Tuesday August 30, 2022 - 8 PM EDT, 5 PM PDT**

**AGENDA**

- Hear from Robert Todd regarding the new incentive program for teachers
- Provide constructive input as requested by Robert.

**Discussion**

Robert Todd introduced the program to the Committee.

FOCUS: Help Bridge Teachers acquire leads for new students.

ACBL Mktg to run social media campaigns to uncover leads for teachers.

Need for a partnership among teachers, clubs and ACBL.

Pilot program to start this fall to recruit leads for teachers.

Part of the process is reaching out to teachers

Focus in in-person teaching. No support for online teaching.

There will be a flow from online teaching to in-person clubs.

Help clubs restart their beginner bridge programs.

Start with reaching out to teachers.

Current model is not to create full paying customers.

Teachers give details of current classes, and receive prospects with whom they follow up.

Measure conversion of leads to people showing up for classes.

Another major objective is conversion to membership.

Encourage all to get a guest membership ASAP, then from there figure out what happens to the prospect. Learn best practices as we go.

Want this to be an incubation laboratory. What works best area by area – learn from the data as we go. We do not have good data on these things.

How do players become full members of the league.

How do we convert them to a full member.

Does follow-up supervised play do a good job of converting new members?

OR does the ACBL do a better job of convincing new players to become new members?

The League will spend money and resources on making this happen.

Task force working on standing this up. Robert chairs the task-force.

**Q&A:**

Betty Starzec - How will teachers be chosen for the pilot?

RT - Word of mouth and recommendations. There will be a flow process to reinforce the people who do best on the metrics. Intent to learn as we go and build the program.

Steve G. – We have to look at ourselves as a marketing organization.

How are leads procured? (Failures come from not using best practices, or don't put in the effort)

How many leads are handed off to the teachers.

How many leads are actually contacted?

How many attend classes?

How many become new members.

Generate best practices.

RT – Take the lead creating out of the teacher's hands – have the ACBL do the marketing.

"This is the class I want to run – help me find students."

As the ACBL runs different digital marketing campaigns, we will learn what works.

The very first beginning bridge class has definitely gotten shorter.

KMcN – Used to be a club owner. I was going to do the intro course, then pass them over to a new teacher. People coming through supervised play almost always became members. Several people are involved. Also have association with other clubs in Nova Scotia. None are opening until September. Where does what we do fit into this program?

RT – Goal is to funnel new students into bridge clubs – no problem creating the landing page for all classes.

Will keep pilot away from ACBL IT for now. Likely to use Google forms or something similar.

HM – Face to face?

RT – Yes, current focus,

HM – Why online in the future?

RT – If online can funnel people into a F2F Class or clubs, that would be OK.

Online new players are not converting to membership.

KMcN – online students wanting to play at the club. 7 out of 14 signed up for Guest membership.

2 paid the full membership right away.

RT – described the guest membership and the discount for new people.

HM – Can we build in full membership to class fees up front?

RT – discussed in the task force - do we require all teachers to prepay year one of an ACBL membership?

Put the prospects in a free funnel (guest membership) and let it be as long as necessary.

KMcN – Students have to express an interest. Have received 3 checks for \$10.

SteveM – Need to be sure teachers have the PII they need to interact with prospects.

AJ – ACBL cannot tell the teachers who is behind the premium they earned for recruiting. IT cannot do it.

RT – we will control the data for the teachers.

Jeff B – 100% behind the program – wish we started this 50 years ago. So difficult right now just to get people into a F2F class. Henry & I have been running classes online for 2 years. Hundreds have come through these classes. Each person takes a different amount of time before they get hooked on the game enough to want to play competitively. ACBL's goal is immediate membership. No way we can get rank beginner to play in their first duplicate game in less than 2 years. Not want to measure time. Online players will want eventually meet face to face. Now starting to percolate to where people are not afraid to come to the clubs. We don't know what these hundreds of people we've created will produce in terms of club attendance. Just the beginning of this. People from online classes are starting to come to supervised play for the first time.

I have a teacher in NY teaching for 50 years. Fired him for warehousing students. Number of students who play at my club and are ACBL members are very few. We need this teacher to work at my club.

No more full-time bridge clubs in the country. (Listed services). We are rebuilding. Will take years to rebuild the infrastructure. Need to find the club in the area and let the club deal with the recruits. Clubs want to create ACBL members. Players become a full member when they win their first masterpoints.

RT – Emphasized need for teachers and clubs to work together.

JB – I want to be left to develop my students with the goal to get them into the bridge club.

RT – is the partner club happy with the teacher? A model - one teacher can teach in several different clubs. Encourage teachers who teach in the clubs. Needs to be a partnership.

Betty S – Go to the next level. Who should teachers contact?

RT – by the end of the weekend we will have a process for teachers to engage the pilot. Getting infrastructure in place for how to capture.

AJ – limited funding – cannot fund every teacher who wants to do this. Don't give people the impression that everyone can play.

Susan M – This is so FABULOUS. I'm the poster girl for this program. Haven't worked as hard as these past 2 years. I don't have the bandwidth to do social media advertising. Don't believe the 5-class model creates bridge players. Easy Bridge model. For people who play bridge long ago – can take people who know something about bridge. Can leads be created by past bridge experience?

RT – does class work for people who never played a trick playing game? Does it have an on-ramp for those who know something about trick games/bridge. Not know if cost per lead is different.

HM – How can the ABTA help?

RT – Start with understanding capacity for the Fall, then reach out to as many teachers as we can.

KMcN – Congratulate ACBL as a conduit to get teachers, members, players. In past was a struggle to get ABTA recognized. 456 Teachers in ABTA.

AJ – This initiative is from the ACBL Education Foundation. Robert is in charge, not the ACBL Mktg Dept.

RT – Bridge Teachers are the recruiters for ACBL members. If the league wants to leverage recruitment, we need a strong recruiting network. Board should fund this. Rebrand ACBL Marketing & Recruiting.

Steve M – Shared several points about the capability of the ACBL member management software. Consider need to expand to classes beyond intro classes and teachers beyond certified teachers. Suggest contact Jay Whipple regarding ways to automate this for the Pilot.

RT – hopefully the blind leads who have responded to a class offering there will be a high conversion rate to classes. Want the list of prospects to be very profitable for every teacher.

Steve M – Do you want to continue this conversation over time?

RT – will work with this committee.

Steve M – This committee will support this pilot and these learnings in any way we can.

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Submitted Respectfully,

Steve Moese  
D11 Advisory Council Representative