

Members ← **FUN**

Thoughts on Best Approaches with **BOOST**



Advisory Council
Teacher & Club Manager Committee
January 2023

Best Practices – Working Together

- Connecting with Prospects – Active Engagement
 - ✓ BOOST
 - ✓ Online Ads
 - ✓ Local Ads
 - ✓ Socials / Community Outreach

Immediate Response; Stay Connected
Flexible/complete range of offerings
- Creating Bridge Players – **FUN** First!
 - ✓ Curricula (ACBL Best Practices)
 - ✓ Play
 - ✓ Clubs

Play first – engage **FUN**; Socialize.
Simple lessons; Hands on cards
Continual learning (between lessons)
Match Goals, Pace and Learning Style
- Creating ACBL Members – Accomplishment Motivates Growth
 - ✓ Introduce Duplicate Bridge
 - ✓ First Masterpoints (Teaching Games)
 - ✓ Novice-friendly games

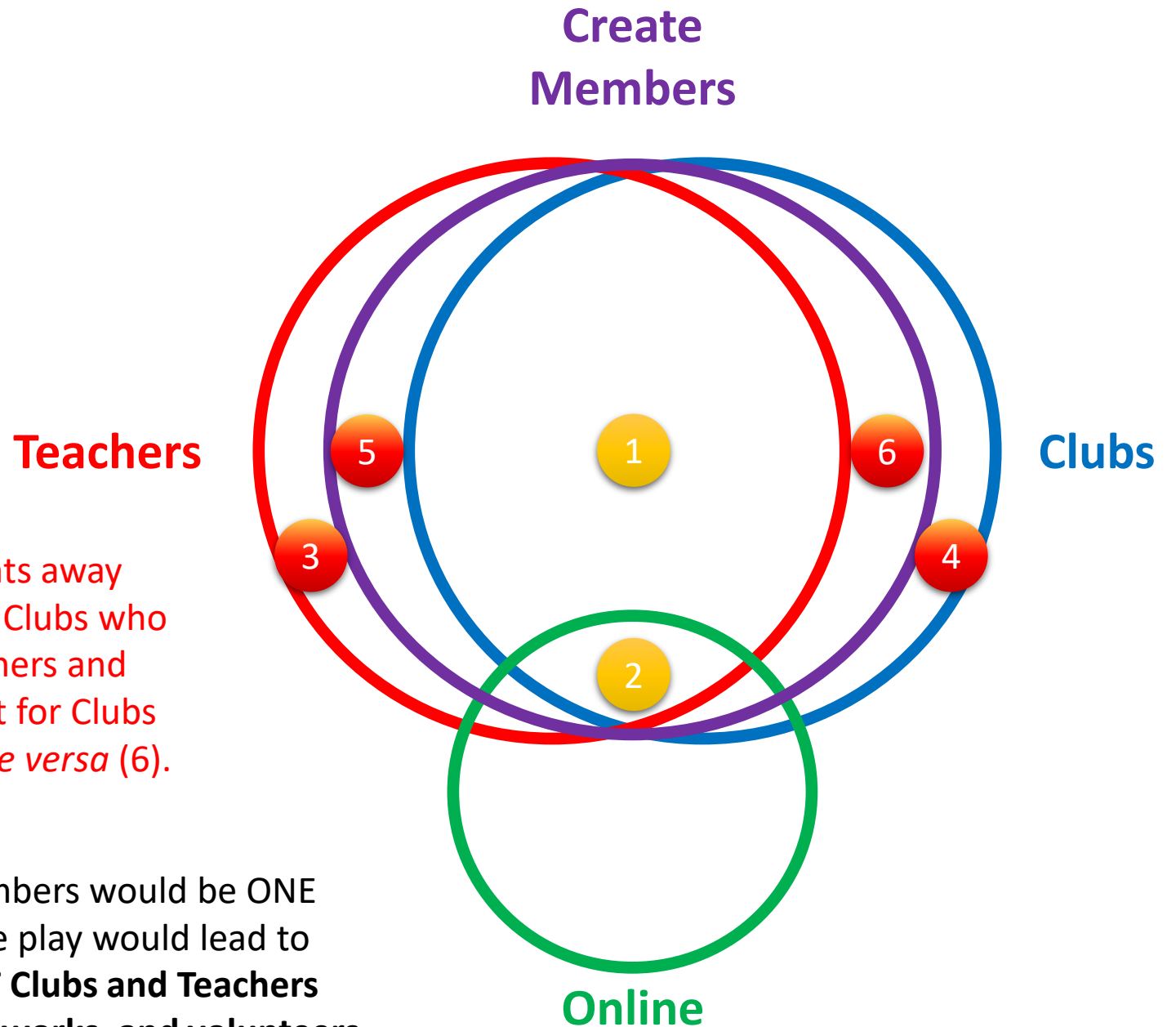
Minimize anxiety; Maximize **FUN**
Play at level among friends
Stretch in small steps

Objectives

Clubs and Teachers work together to grow membership (1). Play online too (2). Teaching online offers reach and flexibility. Bring novices to clubs for the full experience. Personal touch matters.

BOOST not for teachers who keep students away from Clubs and Membership (3). Not for Clubs who discourage membership (4). Not for teachers and clubs to create non-member players. Not for Clubs who don't work with teachers (5) and *vice versa* (6).

Ideally, Teachers, Clubs and Creating Members would be ONE CIRCLE (but they're not). Likewise, Online play would lead to Membership – but it doesn't. **We BOOST Clubs and Teachers because they create members, social networks, and volunteers.**



FUN, Wonder and Accomplishment

- What makes bridge **FUN**? Different for everyone. SHOW THEM.
 - ✓ Hands on fun. Whist, Mini Bridge, and Hool.
 - ✓ Share the delights every step of the way.
- Make **FUN** the path, not the destination. Set standards & expectations
 - ✓ Proficiency – mastery is a longer journey.
 - ✓ Emphasize recreation and high quality experience.
 - ✓ Reinforce accomplishment (Challenge → Solution → Learning)
- Encourage social **FUN** – build peer partners & teammates.
- Novices learn in their own way and at their own speed. Make it **FUN**
- Power of personal relationship and friendly communication.

Simple steps

- Start with play – where **FUN** happens
 - ✓ Simple lessons
 - ✓ Hands on cards
- Then bidding, informed by how to play
 - ✓ Why and how, not What
- Shared **FUN!**
 - ✓ Be a good partner – tolerance
 - ✓ Etiquette and Emotional Intelligence
- Play often – reinforce **FUN**
 - ✓ Activity between classes; Homework; read books.
- Visit the CLUBs with the Novices; **Better → Teach at CLUBs.**
 - ✓ Use the internet as a **tool**, not a **destination**.
- Learn duplicate – the path to skill and deeper enjoyment.

The PLAY's the thing in which we'll catch the
~~conscience of the king~~  of the Novice

$$1+1 = 4$$

Working together, teachers and clubs offer novices experiences that delight and attract them, and build bridge skill along the way.

Shared success and positive experience grows commitment.

Shared positive experiences lead to repeat customers.

What makes your Class/Club special?

Social **FUN** with experienced members

NLM Games – meeting experienced players

0-5/20/50 **Limited games** & Free Seminars

Teaching Games – find the **FUN** and enjoy accomplishment

Supervised Play – find the **FUN**

Play Non-sanctioned community games

Learn SA and 2/1 – what people play at the club (at level)

Intro to Duplicate Bridge

Play – Rubber Bridge with peers

Bidding – the basics

Play – find the **FUN** – MiniBridge, Hool, Others

Taking tricks – start with play -- That's where the **FUN** is!

4 is enough pairs
8 is enough swiss
Mentor Pairs
Parties & Celebrations

Full Membership
Opportunity – First
Masterpoints

Guest Membership
Opportunity

Together Clubs and Teachers can offer more that appeals to novices than either alone.

No silver bullets. No instant pudding. Real work.

Value

- Teaching online is great, but why limit the novice experience? Teach at their local club. Create **FUN**, social opportunity and community engagement with a broader array of offerings.
- If a novice can play online for \$4, and you charge \$10, then make the experience you offer worth more than \$6 to them. Mitigate Negatives.

	Positives	Negatives
Online Learning (Shark Bridge)	Greater reach/lower cost More flexible More classmates/players Personalized attention; can revisit lesson Paced learning; Online resources	Technology barrier to entry Equipment and WiFi availability Can be limited communication unless video; typing No physical handouts; No In-person celebrations No sense of community/social engagement/peer reinforcement Peer learning and reinforcement difficult
In-Person Clubs	Personal relationships; Community Entertainment; Change in routine Peer learning/reinforcement; Partners; Teammates Mentors; Volunteering; Purpose; Membership Value Benefits (food, beverage, friends, club) Physical and online resources	Travel, time, and incidental costs. Traffic & Weather Fixed schedule – not when I want it where I want it. Costs more \$10-15(35) compared to \$3.99 - \$8. Infectious disease concerns Hostile environment – obnoxious behaviors Can interfere with meals
Online Play	Inexpensive/flexible - How much, when & where I want Consume bridge easily Not interfere with my day Not hassled by traffic, weather, etc. Larger games. Shorter games.	Little sense of community or social engagement Limited Membership value – tally my Masterpoints. No need to volunteer for local Club/Unit/District Not know opponents; Not meet mentors/experts Harder to find partners and teammates Continuous learning difficult – how to get answers? Cheating