

**Zoom Video Conference.**

**Attendance:** Steve Moese, Jeff Bayone, Steve Gaynor, Rich Carle, Betty Starzec, Kathie Macnab, Henry Meguid, Ellis Feigenbaum, Susan Miguel, Silvana Morici, Judy Elbogen

**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** - Grow Membership, Grow Tables, Grow Classes

**NEXT MEETING Tuesday May 23, 2023 - 8 PM ET, 5 PM PT**

**AGENDA**

- What 3 things must happen by April 2024?
- Best Practices for Teachers and Clubs
- Re-propose Teaching Club / Teaching Center designation?

**TOP IDEAS – ONE YEAR ACTION PLAN**

- 1) Work with supportive Board members to define the best way for our committee to engage Board and Management decision making when decisions materially affect Teachers and Club Managers. We offer timely actionable advice. Consider making a Teacher & Club Manager Committee of the Corporation.
- 2) **Make the prospects' experience with all levels of the ACBL POSITIVE.** Better web user experiences. Better guest member management. Improve BOOST – broaden its use. Encourage clubs to manage their own online advertising. Deploy the Marketplace to support all prospect and newbie engagement activities (classes, games, supervised play, parties, online classes and online bridge). Automate contact management process to lighten the load of individual club managers/teachers. Clubs and teachers want more transparency and a larger share of prospects to speed new member growth. There needs to be a steady stream.
- 3) Sales skill building for teachers, club managers, and club directors. What makes recruiting and retention successful? Identify teaching clubs and bridge centers, and clubs with a proven history of above average member retention. Demonstrate capability and push prospects toward centers of excellence.

**Discussion**

Sue M. - Institutionalize this Committee as part of the Board's decision making. Do we want to be autonomous (Committee of the Corporation) or advisory (we weigh in on all decisions materially affecting clubs and teachers). We want to provide real work input to board and management decisions. We want our recommendations to be visible to the membership.

K McN - Identify clubs and club directors who are friendly to newbies and prospects. Grow them. Direct prospects to those clubs. Need for best practices for club owners.

Sue M. – Club Manager's Corner – Tips of the month. Answer questions from other clubs about how to best run games.

Steve M. – What might it take to develop a cohort of young teachers and club owners who work to engage 15-24/40 year olds.

Sue M. – Run a learn to play bridge in a day at Gaming Conventions, not at NABCs.

Steve M – How can we improve BOOST?

Sue M – Expand use of Boost for newbie games and supervised play, etc.

Sue M – Need to advertise for refresher classes

Jeff B. – Need to advertise for online instruction.

Make clear what the value of BOOST is compared to club managers and teachers who advertise online (Facebook, Google) already. Where is the BOOST advantage.

Manual effort for following up with prospects is heavy – how can this be automated?

Market Hub – need to get the scalable version up and running as soon as possible. Need to make a prospect's experience professional, inviting, and supporting instant access to next steps in their journey. Must allow advertising by clubs and teachers. Must be public facing and searchable. Must allow customers to rate performance (5 stars).

Need to identify teaching clubs/centers and clubs who retain prospects/newbies above average.

Sales training for teachers or the clubs they work in. How to work a lead? How to establish a relationship. How to engage prospects. We need to identify teachers who are good at creating demand (new members) and clubs to retain new members. Maybe club director certification should include member retention skills. New teachers need help.

#### **Teacher Roundtable Reactions –**

Susan – I've been to others and it wasn't like this one. The value is that the idea sharing amongst the teachers which was lacking here. I thought that this session was actually DANGEROUS. It was a perfect example of what's wrong with ACBL at the moment. Started off with new program to get novices to play online, with little data/support or opportunity for discussion to an audience that (for the most part) has little background knowledge or skills with marketing, etc. Having them "vote" on the idea was ludicrous. There was so much scattershot of ideas with no strategic thinking or plan to back any of it up - but presented with a gravitas because it was a "board" person who was the invited guest. None of it embraced the reality that we only have so much bandwidth and need better tactical plans to be immediately effective.

Henry M – Shocked that ACBL wants to bring new players online right away. Will hurt new players going to clubs. If you are to do it, do it as SYC. Decision made and going through the motion. Vote was 60-40 to do it. Very surprising. The other thing was whether certification was important or not. There is a need for accreditation. No discussion why online 0-20 was a good or bad idea. Not addressed at all.

Sue M – Focus on Social Players is wrongheaded.

Henry M – Soliciting seminars on professional development. 16 responses in less than one hour. How can we improve recruitment and retention. How can the ABTA Help Teachers. How can we do online and face-to-face together. NEED FOR GOOD BUSINESS PRACTICE SHARING.

Steve M. mentioned the summary email from Len F. Focus was on best practices and certifications for club managers and teachers.

Henry M. – very little was said by Len at the meeting on accreditation. ABTA should be who certifies teachers. Master Teacher is a very good program. 84 or 85 Master Teachers today.

Jeff B – Why is it important to have accreditation? Average new player is unaware of ABTA.

Henry M – Discussed recent success with BOOST and the load it takes to contact 80+ Prospects.

Jeff B – Teaching clubs agree the backbone of the organization. We should be emphasized in all online ads for beginners.

Sue M – “Find a Club” needs to emphasize teaching clubs.

Jeff B. – need a mechanism that identifies who serves the novices and prospects.

Jeff B. – Wants a national way to promote bridge.

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Submitted Respectfully,

Steve Moese  
D11 Advisory Council Representative