

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

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

Priorities - Grow Membership, Grow Tables, Grow Classes

NEXT MEETING Thursday June 22, 2023 - 8 PM ET, 5 PM PT

AC Pre-Meeting June 27, 2023 at 7 PM ET

ACBL Membership Meeting Sunday Jul 16, 2023 8 PM CT

AC Meeting Tuesday Jul 25, 2023 7 PM ET

AGENDA

Motions for July

- Motions for July AC Meeting
- Online lapsed member appeal
- Post Card lapsed member appeal
- 0-50 online games by ACBL/BBO
- Local Sectionals - 2 session events?
- Reactions to our position paper - New Cover Page
- Marketing/Growth & Retention Committee

Discussion (Agenda Order)

Motions for July

We agreed that the motions should reflect our consensus statement about the current situation.

Steve M. will draft motions on the following objectives for review by the committee:

- 1) Recommend that the Board of Directors create a Committee of the Corporation responsible for matters pertinent to Teachers and Club Managers.
- 2) Create an automated, scalable approach to recruiting prospects that is transparent, empowers prospects to choose, and enables clubs and teachers to promote all offerings that matter to beginners whether in-person or online. Rename the **NEW PROGRAM** to replace BOOST. The single-minded goal is to create more ACBL Members as fast as possible, and retain those we have recruited.
- 3) To develop business training that helps club managers improve how they manage contacts, increase attendance, and improve their recruiting and retention results.

Lapsed Member Appeals

We applaud the ACBL taking action to help return lapsed members to membership and club play. We are unclear that the lapsed member coupon will get folks back to clubs. Postcards seem silly, why not emails? We discussed the effectiveness of email communications.

S Miguel – Folks who play at my club get a handwritten birthday card – makes a big impression.

We expressed concern about the use of postcards and two QR codes – not sure people will use or even know how to use them. A simple card presented at the club for redemption by the club would be easier – each lapsed member gets the card AFTER they renew.

Steve M – Shared recent D22 experience as related by President Lamy Agelidis in the recent District Presidents call with Bronia Jenkins. D22 sent a promotion post card to all lapsed members about 2 months ago – no redemptions yet. She was unsure why there has been no response.

Steve M also shared that the scope of the appeal online was different from the scope given to in-person lapsed members. On BBO, they offered lapsed ACBL members a \$29.99 re-enlistment dues and \$20 in BBO\$\$\$. The post card offer to in-person clubs makes no mention of a special dues rate and only offers \$10 to the player. BBO re-enlisted 1200 lapsed members in the first month of their promotion. Note that as it stands, the value difference between the online BBO Offer and the postcard offer is \$40 online compared to \$10 in-person.

0-50 Online Games offered by BBO

Unconstrained, this offering can impede clubs' efforts to rebuild their membership starting with new members. Clubs recruit in order to create customers who play over time and provide a steady income stream that they depend on. Of course, there are under/served 0-50 players. However, we ask for consultation before steps like these are taken that have potential for major impact on club player growth.

Local Sectionals

There is a desire to revisit the decision to limit these reduced cost sectionals to one-session events. We determined that the local sectional question was not in our committee's remit.

Reaction to our position paper sent to Bronia Jenkins

We had all contributed to this document and expressed support for broadly sharing our views. We await response from Bronia Jenkins and the Board of Directors. Steve M will simplify the executive summary and submit the paper for discussion at the upcoming Advisory Council Meetings.

Marketing/Growth and Retention Committee

We continue to look for ways to interact productively with that committee. We will continue to pursue our growth and retention objectives by teachers and club managers.

Notes

The objective to create ACBL members can be secondary for some clubs and teachers. Their focus will be on their business. Teachers, Clubs, and the ACBL need to find ways to collaborate to make all three businesses stronger.

- The ACBL can use their business data to create useful guidance for clubs and teachers.
- As the planned ACBL Marketplace matures, the ACBL has a major opportunity to orchestrate alignment among teachers and clubs by providing services that enable benefits for all stakeholders
 - A steady stream of prospects for teachers and clubs,
 - transparency to all prospects available,
 - feedback and ratings from prospects on beginning players offerings,
 - fresh current information on all offerings,
 - informed choice by prospects,
 - prospects can sign up and pay online immediately, eliminating any delay that might allow them to change their minds,
 - CAP funds might be repurposed to effective recruiting.
 - Clubs and Teachers can support the operating cost of the recruiting system, and more.

To reverse severe declines in membership we need an automated solution for recruiting prospects and retaining new members. The ACBL must own the database of new members, be the central organizer of the bridge marketplace, and provide a professional seamless experience for prospects and beginners. The online user experience must be seamless and modern from prospects to our most experienced members. Prospects and beginners want an "Amazon-like" experience. Give them the ability to purchase their events online. These are parts of an integrated set of projects that ACBL IT will sequence in proper order starting from where we are today. These tools need to be

Betty S – Boost has been a major improvement over what was in place anytime before. What we need to do is improve on what we learned.

Susan M – Let's call the improvement program something else (to avoid confusion with BOOST).

Betty S. – Recalled her work on the Unit Growth Seminar project – Suggested we bring best practices to NABCS to reach clubs and teachers. She also mentioned that there was a Teachers Committee reporting to the Board of Directors in the past.

Susan M – The other AC Committee on Growth and Retention should be working on the high-level engagement and promotion of bridge in general. We will continue to focus on how Teachers and Club Managers grow members.

Susan M – the BOOST Program is collecting a large number of results from participants. It took me 45 minutes to fill out the answers.

Betty S – Robert Todd designed BOOST to create ACBL members. This is a different focus than what the Education Foundation had.

Steve M – If F2F club directors do not promote 0-50 limited games (or any budget) then newbies will have no alternative than to play online. Conversely, clubs that do offer these games will be challenged to compete against this online offering.

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Submitted Respectfully,

Steve Moese
D11 Advisory Council Representative