

DELEGATE REPORT FOR ASSOCIATION'S WORKSHOP

Date: December 2, 2015

From: Scott Rose, Ohio Association Delegate to the 2015 USATF Association Workshop

SWOT Analysis: This topic was led by Dave Shrock. SWOP is a tool that our association could use to evaluate ourselves. SWOT represents “strengths, weaknesses, opportunities and threats.” In order to find and act on our opportunities, Dave said that we must first look at both our strengths and our weaknesses.

L&L Update: Karen advised the group that the Association Committee has proposed an L&L change. The proposed change will bring the association accreditation process currently overseen by Organizational Services to the Association Committee. I can report that this change has been approved.

Association Exact Target: As communications chair of the association I thought best to sit in on this 1 on 1 session. The new email blast program is replacing Delivra at the end of 2015. This new program offers three different templates for sending out email blast to our association. The highlight of Exact Target is that the email data base will be updated daily by the National Office. No longer will the use need to update the data file themselves. The email address data base will include past Ohio Association members that have allowed their membership to elapse for one reason or another. We will be able to reach out to them with the hope that they will rejoin. The second important feature will be the ability to fine tune who the email blasts will be sent to. Emails could be sent to just those with coaching as their interest or will could send to Master Athletes. Any imaginable group or groups can be created.

Regional Breakout: Richard Messenger, Midwest Region Representative, advised that he is looking for news items and pictures for the Midwest newsletter. This includes items from the sports committees. Items can be emailed to him at messenger32@gmail.com or Midwest@regionrep.usatf.org