

October Board Report - Starts Goal  
 Maiya Anderson and Clare Durand

With the new board year, we have been newly assigned to take over the starts goal of the strategic plan. We have identified our respective areas of interest and expect to split the work with Maiya focusing primarily on marketing strategies and use of social media and Clare focusing primarily on working directly with clubs on event practices and event schedules. We may also split some work geographically with Maiya in the East and Clare in the West.

2011 Strategic Plan Starts Strategies and Metrics:

Overall 2011 Starts Metrics

Local starts: 49,300

A-meet Starts: 8,800

Status: Need 3rd Quarter numbers from Glen to update projections

Local (numbers represent a sample of clubs - not total starts):

Q1+Q2 2010	10,149
Q1+Q2 2011	12,341
	+21.6%
Projection of total starts for the year	~55,000

A-meets:

Q1+Q2 2010	4,626
Q1+Q2 2011	3,295
	-28.70%

Strategy: Actively pursue new groups of potential orienteers

2011 Metric: Implement Programs

Status: This particular strategy includes a huge number of varying bullets. Things that have current activity going on include:

- Planned presence at National Girl Scout Convention in November
- Some best practice seminars held at Convention
- Action Plan underway

Plan: provide best practices to clubs and continue to develop website sections with programming for specific groups

Strategy: Utilize technology to promote, grow, and measure orienteering

2011 Metric: 33% online registration; registration as part of [www.orienteingusa.org](http://www.orienteingusa.org)

Status: Web committee still investigating and working on online registration. Not yet implemented.

Plan: Post orienteering events on national and local event websites/publications. Additionally contact these sites and publications to print/post short articles about orienteering directing readers to the Orienteering USA website and local clubs.

Develop an updated Orienteering USA facebook page in conjunction with website committee.

Strategy: Do not forsake event quality for quantity

2011 Metric: Test pilot an evaluation program with four A-meets and fifty local meets

Status: We discussed that nothing has moved forward on this metric and will work to implement some sort of survey and feedback mechanism for 2012. Having better feedback on what participants enjoyed or didn't about their experience can help us to develop better event guidelines. Consider engaging with the course consulting committee to actively seek out event directors and course setters to provide oversight and answer questions.

Plan: As part of action plan to increase A-meet starts requesting some budget to help pay some consulting costs for clubs.

Strategy: Mountain Bike Orienteering

2011 Metric: US MTBO Championships

Status: No progress. Will work with MTBO committee for the future.

Strategy: Rogaining

2011 Metric: Create results and historical information database; Communicate with clubs to develop rogaines; US Championships annually; North American Champs annually; Publicized to adventure racing organizations; smooth sanctioning process.

Status: The Rogaine committee has been excellent at working to grow rogaining. Orienteering USA has joined the IRF and rogaine sanctioning has grown beyond just the US Championships to additional events, including third-party operator events.

Strategy: Trail Orienteering

2011 Metric: Increase event directors/planners and events; Develop North American Trail-O Champs; offer TempO events; Promote to disabled groups

Status: Trail orienteering seminars held at Annual Convention

Grant application for a trail orienteering event for disabled veterans in the DC area

Strategy: Don't be afraid to rewrite the rules

2011 Metric: Think Tank formation of orienteers and non-orienteers

Status: As part of action plan, we have a new product development group. Working on best practices documents and checklists to go on website to help clubs with development and implementation of local events.

Current Action Plan:

1. Add 3 more A meets to the 2012 calendar
2. Continue half priced starts to new adults, A meets for 5 select meets in 2012
3. Master Calendar: OUSA A-meet calendar to clubs and 3rd party sites
4. Meet Promotion (local and A meet) - develop promotion and marketing tools, best practices and checklists.
5. Google Ad words - Link key search words to orienteering USA website, trial program

Budget request:

Tactic	POC	Budget	Comments
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<b>Starts</b>			
1. Add 3 more A meets to the 2012 calendar	Clare	\$1,500	Review 2011 calendar, reach out to regions and local 2 day meets with possible conversion to A-meet status. Facilitate sanctioning, travel for expertise to help run/technical assist with meets, target winter, summer
2. Half priced starts to new adults, A meets	Glenn	\$2,500	Continue for 5 select meets in 2012
3. OUSA A-meet calendar to clubs	Maiya	\$500	Intern to get calendar on OUSA and 3rd party sites, create and maintain OUSA facebook page with links to OUSA and club sites.
4. Meet Promotion (local and A meet)	Maiya	\$500	Distribute promotion materials, national calendars, etc. Short articles in other media, Flyers, ads, boilerplate best practices, for intern. Pursue ordering quality OUSA technical wear shirts, pants, hats, headbands, etc. to sell online and at A meets.
5. Google Ad words	Clare	\$2,000	Promotion. Links key words on google searches to OUSA, evaluate after \$1000