

AEC Meeting at Association Workshop Aug 23, 2013

Attendees:

Karen Krsak	Tom Confer	Ed Koch	Steve Vaitones
Willie Banks	Linda Ellis	Don Lawrence	Ruth White
Pam Betz	Scott Erwin	Jim McKee	Randy Hopkins
Linda Bommicino	Desiree Friedman	Richard Messenger	Monique White
Katherine Branch	Mike Hinz	Herb Nichols	Dave Shrock
Jackie Callendar	Randy Hopkins	Pat Pretty	Monique White

Association Grants – Desiree worked with Patty Petesch and Dave Shrock with the goal to ensure every Association was able to complete the grant application. An on-line webinar was available to step everyone through the process. As a result, we had the highest number of grants received – 21 – since reinstating the program. Since the number of applications was so high, not all Associations will receive a grant. However, everyone who did not receive a grant this year will have a great opportunity to work on refining their grant applications in the workshop.

Financial Reports – New financial reports have been developed that better break out the reports into the categories that are needed for accounting – clubs, membership and sanctions. They are both mailed and posted on-line each month. The National Office will continue to make changes and they are always willing to adjust the output in any way needed. The on-line version of the reports can be drilled down to see the detail behind the numbers.

Membership – last year we had 114,000 members. We are currently at 116,000 and growing. We believe we will meet the goal of 120,000 by membership year-end. Clubs are growing as well. National is looking at improving member benefits and will be doing marketing and community outreach programs. They are hoping to alleviate the burden of administrative work and provide the support of growing our programs. They are also looking for benefits that are specific to the youth market to better serve the members that we have. Currently youth makes up about 77% of our membership. They also plan to do a member satisfaction survey. We are not going to offer the \$10 membership any longer since it did not help our numbers. GREAT NEWS – We will be providing a permanent number, as well as a year-round membership – if you join on Sept 1, your membership will go to Aug 31 of the next year.

Sanctions – all of the sanctioning processes will be on-line. This will have the benefit of proving usable data for the staff to disseminate, not to mention the elimination of much paper. There will be exceptions for people who cannot, for whatever reason, do the sanctions on-line.

‘Co-op Admin’ position – Associations with a paid staff member are experiencing greater success. The National Office will employ a person who will work for a handful of Associations as their staff person. This is a pilot program that will be funded by the National Office. Once it is rolled out, the Associations getting the support will help contribute to the funding of this position on a pro-rated basis. They are open to suggestions on how to do this. They want to cater to the Associations needs and it will be different for every Association. An 800 number would also be available for members to call in with issues. A suggestion was made that the struggling Associations would have a greater priority to get this assistance. This position would be a partnership with the Association to ensure that they are engaged and know what is going on.

Intern Program – creating a program where they identify pools of potential interns in geographic areas that can intern at the Association level.

Accreditation Committee Report – There were no Associations that were dinged because they didn't meet the new standards alone. 10 Associations meet all the new standards. 21 meet the old standards, but not the new standards. The remainder met neither the new nor old and they will be required to do a Plan For Improvement. Many of the missed standards revolved around missed championships. This year was a two-step process having to coordinate both the new and the old standards.

L&L – Scott Erwin will be our Dispute Coordinator in case of grievances. We will modify our own Operating Procedures to include this position. We need to ensure there is an offsetting penalty to Reg 7G. Ed has a proposal to update the accreditation standards. There was talk of a proposal to include on-line voting for Associations. Reg 7A and 7G3 – housekeeping – Scott will ensure these are just grammatical changes.

Communications – Jim is looking at new ways to advertise local events. In Kentucky, Jim found that a nonprofit could get electronic signage that was being disposed of by the State for free. He is also looking for new programs for Associations to communicate with their members. Jim is exploring the use of Public Service Announcements for local events for free. Jim would like any suggestions as well. Karen would like to see the Region Reps be able to use Delivera through the National Office. Marlene pointed out that there was a cost to create the masthead for each of the Regions that would total \$700. We will put this in our budget for 2014. Jim sees challenges in keeping up with technology and tackling questions over privacy concerns.

Board Update – Willie reported that we have exceeded the budget in income by close to a million dollars, so we are in good fiscal shape. We anticipate this to continue to grow. We are getting better sponsors and event revenue is growing. Max has been making changes at the staff level and the philosophy of track and field. The numbers show our organization is growing and Willie feels we are right on the cusp of making some huge gains.

Annual Meeting Workshop Sessions – Marlene proposed a session that shows you how to get your championship together; how to build it. A session like this would help Associations struggling with the increased championship standard to 21.

Regional Report – Marlene had a meeting with the 7 regional reps and talked about responsibilities. The reps were also provided a template for their communications. Marlene discussed a volunteer certificate of appreciation that can be given at the Annual Meeting. The Regional meets were a challenge this year and Marlene created a checklist to use when preparing for and putting on the meet. In total across 6 regions, we had 729 participants; 28 men's team; 24 women's team. 0 teams went to the club nationals! The Club Nationals for 2014 will be in mid July. It may be time to think about abandoning the Regional meets and focusing more on helping the local Associations put on their championship meets. We could also consider East and West super Regional meets.

Background Screening – we currently have two different companies through which we can get a background screening – one for Youth; one for Coaches Registry. This is still a big concern, not to mention expense. We should be able to accept any company that meets our criteria. Willie will bring this up for discussion to the Board.

Coaches Education – two level 2 schools. 65 coaches attended the youth level 2. We are now partnering with IAAF and have held 2 level 5 schools. This year we will have an endurance level 5 and a sprints level 5, but they are expensive - \$1,700. We are the only country that charges for these schools. We are updating the Level 1 School. For the past four months, Coaches Ed has not been communicating with Pat or Dave regarding upcoming schools. However, Larry Judge is the new chair and, hopefully, things will improve.

Batch Processing of Birth Dates – we now have a new front end to process birth verifications from just one screen for an individual or a group. This has proved to be a tremendous time saver for the Membership Chairs.

Printing & Stationary – Up until now, anything with logo usage must be ordered through the National Office. However, Associations have now been given approval to do their own printing, provided they run the proof by the National Office and get approval first.

Submitted by
Linda Bommicino, Secretary