



## Membership Committee Meeting Thursday, May 3<sup>rd</sup> @ 8:30 am

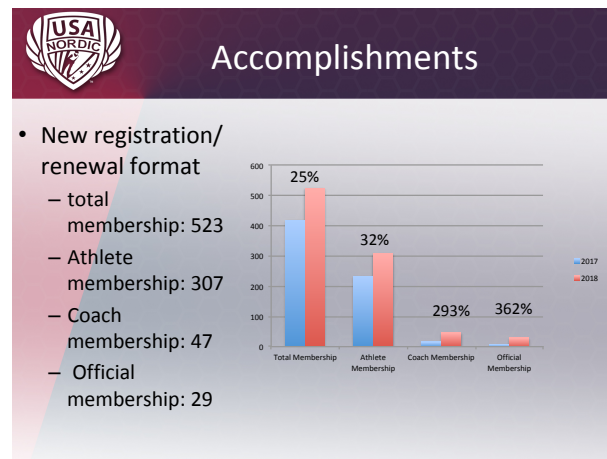
### Desired Outcomes:

- A shared understanding of the highlights and challenges of this year
- An agreement on how to create a club membership and what benefits clubs would get
- An agreement on how to move forward with rolling membership out for next year
- An agreement on 5 additional resources that the membership committee can create for clubs/parents and how to raise awareness

### Topic:

#### 2017/18 Highlights/Challenges

- Review Membership Committee Report



- Virtual Nationals was well received at FIS meetings
  - In order to increase VN viewership really need to focus on email title to grab people's interest
  - Possibly consider voting on videos or creating a contest of some sort to drive more people to videos
- Discussion about what still needs to be improved
  - Still need to work on improved updates to the website and easier navigation
  - Need to clarify what kind of insurance can be offered if there is a club membership
  - Still need to better publicize how USA Nordic is helping and the benefits of being a member
    - Create a list and share with board

### Club Membership

- Ideas on how requirements of USA Nordic Clubs
  - Require USANS clubs to have all athletes be paid athlete members and just roll this into club membership
  - Require coaches to adhere to USAND coaching policies

- Possibly have hill requirements
- Ideas on what USA Nordic Clubs get from USANS
  - Access to visual Coaching
  - Increase insurance coverage
  - Additional password protected resources
  - More visits from SDD
- Possibly have levels of clubs like US Ski and Snowboard has
  - Gold, Silver, Bronze, etc.

### **This Year's Membership**

- Starting Date
  - July 1 starting date
- How to communicate
  - Newsletter
  - Blast to all current members
  - Regional listservs
  - Calls
- Springer Requirements
  - Yes, there should be a requirement for Springer
    - Need to work with Alan on this because their online registration will not allow for a USANS Membership
- US Ski and Snowboard has offered to process our membership along with theirs
  - Need to explore this more and what does this do to culture and awareness of USANS and removing confusion
  - Would be easier for people to do it all at once

### **Future Resources for Clubs**

- Parent Resources
- Club Resources
- Coach Resources

### **Action Steps:**

- Decide what the cost of a club membership is and what benefits Clubs get – Need by June 15<sup>th</sup> – Jed and membership committee
- Work with Alan Alborn on incorporating USANS membership into online registration for Springer – By opening of registration - Jed
- Work with US Ski and Snowboard on exploring the processing of membership – Bill, Rex, Jed
- Update website with resources – Ongoing - Jed and Clint
- Send out blasts about renewal and make it easy to renew – By June 15<sup>th</sup> - Jed and Quique