



San Diego Follow Up

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Successful Meeting in San Diego

- ◆ Board reviewed 53 motions and 12 discussion items. 14 motions and 11 discussion items were from Staff.
- ◆ Board reviewed all ten Big Ideas. Referred five to Staff for further work.
- ◆ Staff demonstrated credit card purchase and tested other new tech.
- ◆ Staff is now focused on implementing new initiatives.

Several Major Decisions

- ◆ Affirmed trimming payments to WBF.
- ◆ Instituted a new Temporary Membership plan.
- ◆ Approved three new robot games.
- ◆ Approved more REACH tests.
- ◆ Approved more KO top bracket improvement tests.
- ◆ Will test a paperless Board meeting.

Temporary Membership

♥ The Program:

- ♣ \$7.99 for 1-2 months of membership.
- ♣ Rebate \$5 to introducer (e.g., teacher).
- ♣ 1-2 Bulletins, access to site, marketing emails, follow-ups and reminders.

♥ Objectives:

- ♣ Show off ACBL membership benefits and convert more new members.
- ♣ Track activity of students and non-members who participate in events.

Temporary Membership vs \$4

- ♥ Still a \$4/session charge for inactive members who play in tournaments.
- ♥ Non-members should buy a temporary membership, instead.

	Could buy Temporary Membership?	Tournament Play		
		May play? (= has member #)	Pays \$4 to play?*	Accrues MPs?
Never a member	YES	NO	n/a	n/a
Temporary Member ACTIVE	YES	YES	NO	YES
Temporary Member INACTIVE	YES	YES	YES	Pending Points
Full Member ACTIVE	NO	YES	NO	YES
Full Member INACTIVE	NO	YES	YES	Pending Points

Board Processed Ten Big Ideas

Four Supported, Two Need Rework, One Is On Hold, Three Should Be Dropped

Idea	Average Ranking	Board Feedback	Next Steps
Advertise, Promote, Sponsor	3.2	Go for it.	Preparing test messages. Looking at various media. Initial focus is on-line ads since they are easy to track.
Document Health Benefits	6.2	Drop it.	Upgraded our relationship with Alzheimer's Association. We need to find research projects relating to bridge that we can submit.
Expert Player Guild	7.7	Drop it.	No interest yet from NBOs. May be some admin things we need to do regarding visas?
Improve Teaching Results	3.4	Go for it.	Completed initial phase (methods research). Doing survey to solidify results and starting to inventory content. Must build an assessment tool.
Integrate Social Bridge	4.5	Rework and improve.	Starting to build a list of best practices in this area. Primary source so far has been clubs, but some tournaments and teachers also have ideas.
Money Bridge	7.6	Maybe, if we find a sponsor.	No action on this, yet. Probably will wait until after Philadelphia to look for a suitable sponsor.
Redistribute Tournament Activity	5.1	Rework and improve.	Set up an internal task force to develop options and evaluate them. Our first three options will be shared with the Board soon.
Simplify Masterpoints	4.5	Go for it.	Starting to recruit a team to work on this. Will use internal resources (TDs) plus some outside thought leaders.
Strength-Based Ratings	5.1	Go for it.	Starting to recruit a team to work on this. Several ACBL members have already indicated interest in participating.
Upgrade Table Technology	4.3	Drop it.	Listen to ideas and review new technology. We will come back to this at some point.

Staff Demonstrated Tech Progress

- ◆ PurplePass processed ~\$240,000 of electronic entries.
- ◆ Three on-wall results projection tests:
 - ♣ Greg Coles. User friendly. KO and Swiss both OK. Doesn't connect with scoring programs.
 - ♣ Ping Hu. Works via Bridgemates. KO start was late—Swiss was better.
 - ♣ Nicholas Hammond. Relatively easy to learn. Worked for both KO and Swiss.

Progress On Replacing ACBL score

- ◆ A group of Clubs are using new Masterpoint Gateway to submit either ACBL score Gamefiles or USEBIO files. See <http://results.acbl.org> .
- ◆ As a result, we are finally building our own repository of Club Gamefiles. These files, plus sets borrowed from various partners, are allowing us to thoroughly test the new Masterpoint Engine.
- ◆ New repository also allows testing a new way to handle club financials that could eliminate monthly reports. New approach will integrate with new General Ledger so Clubs can be billed electronically.

Working On Implementation

- ◆ Staff is working on implementing San Diego projects. Several require cross-function cooperation.

Project	Importance	Timing	Project	Importance	Timing
CRM	1	1	Strength-based ratings	2	3
REACH	1	1	TD reviews	2	3
Temporary membership	1	1	New big ideas	3	1
Advertising & promotion	1	2	Rollout operations change	3	1
Improve Teaching	1	2	TA handling	3	1
Tournament table predictor	1	2	Paperless Board meeting	3	2
Tournament reorganization	1	2	Conditions of contest review	3	3
Social bridge	1	3	Eliminate bulletin at NABC	3	3
PurplePass rollout	2	1	ETF pay & simpler club report	3	3
Club ideas/study	2	2	Privacy policy clarification	3	3
Volunteer webinar	2	2	Simplify rasterpoints	3	3
NABC structure review	2	3	Unit recorder role study	3	3

Many Single-Function Projects

Examples of Single-Function Tasks

Project	Department
Certify new game software	Technology
Clean up Units & District Officer email	Governance
Collegiate Initiative & College Bowl	Marketing
Complete of new masterpoint engine	Technology
District Financial Analysis	Finance
Finish Canadian fee rollout	Finance
Improve web site search	Marketing
KO test rollout	Operations
Longest Day rollout	Marketing
Update Field Operations on rules changes	Operations

New List of Big Ideas

- ♠ Shared a list of 9 potential Big Ideas with Strategy Committee of Board.
- ♠ Board may trim or add ideas.
- ♠ After Board feedback, we will poll the entire Board on these Ideas.
- ♠ We will then get feedback from other stakeholders on these ideas and ask Board Committees for feedback ahead of Philadelphia.