Attendance

Board members:
- Tom Strat
- Kris Beecroft
- Greg Lennon
- Alex Jospe
- Lee Todd
- Boris Granovskiy
- Bob Forgrave
- Ian Smith
- Barb Bryant
- Charlie Bleau

OUSA members:
- Sandy Fillebrown
- Kathleen Lennon
- Andrea Schneider

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Summary
1. The Board approved the minutes of the last meeting.
2. The Board voted to spend $14,700 of the 50th Anniversary Fund on a marketing proposal presented by Bob Forgrave.
3. The Board discussed a refined version of the mapper development proposal presented by Kris Beecroft.
4. Ian Smith presented his ideas for a one-day Convention on the Friday or Monday at the September A-meet in Rochester NY.
5. World Orienteering Day, May 24th, is the big focus for outreach and raising awareness.
6. The next Board meeting will be held by phone in June.

Supplementary Materials:
1. Minutes of March 25, 2017 meeting
2. Marketing Proposal (Bob Forgrave)
3. Mapper Development (Kris Beecroft)
Minutes
Minutes of 3/25/2017 board meeting
Bob Forgrave moved to approve the minutes. Ian Smith seconded. All board members present voted in favor and the motion passed.

Marketing
Kris Beecroft reminded the Board that the club survey indicated that the top issue for clubs is bringing in more participants and volunteers.

Bob Forgrave presented a proposal for marketing. A big focus is motivating and helping clubs to become "newcomer ready". After discussion on each aspect, Ian Smith moved to implement the proposal and Boris Granovskiy seconded. After further discussion, a vote was taken. Barb Bryant, Lee Todd, Boris Granovskiy, Alex Jospe, Greg Lennon, Ian Smith and Charlie Bleau voted in favor, and Bob Forgrave abstained. The motion passed.

Kris Beecroft volunteered to be part of the planning group.

Mapper Development
Kris Beecroft presented a revised mapper development proposal. The four development areas are (1) fixing existing maps (including data management), (2) creation of new maps in populated areas with a goal of drawing newcomers, (3) up-to-date mapper database and investigation of what it takes to bring a foreign mapper to the USA, and (4) making national event level maps.
Kris will work with others, revise the proposal, and bring it to the June meeting.

Barb Bryant will report back to the Board on Ed Hicks’ recent mapping clinic. Note Greg Lennon’s planned webinar from the next section.

OUSA Convention
Ian Smith is organizing a one-day Convention to take place on the Friday or Monday of the Rochester A meet in September. Topics will include OUSA plans and strategy, mapping, juniors, marketing and publicity, web and technology. Ian asks those with ideas to get in touch with him. Presentations will be taped and uploaded to YouTube. There will be fun activities, and food.

Youth Development
We have ~25 World Orienteering Day projects in the works, and need to keep encouraging clubs to put on more.

Greg Lennon offered to make, or find someone to make, a webinar on making schoolyard maps, for World Orienteering Day.

We are seeking OUSA members to participate on committees for club youth programs, school orienteering, junior safety, JROTC, scouts, etc.

Adjournment
Alex Jospe moved to adjourn; Greg Lennon seconded. The motion passed.
Appendix: Marketing 2017: “Newcomer readiness” + OUSA-led PR/AdWords

1. **Planning.** OUSA articulates a staged standard for being able to welcome newcomers to sport:
   a. **Stage 1 = Open** (newcomer messaging, newcomer training, jargon-free)
   b. **Stage 2 = Welcoming** (add welcome volunteers, newsletter, social focus at events)
   c. **Stage 3 = Inviting** (active social media volunteers, photos, posts)

2. **Resources.** OUSA & clubs jointly create a resource that describes techniques for moving to higher stages of newcomer readiness:
   a. Document
   b. Videos?
   c. Samples

3. **Contest.** Social media contest for continued actions that result in moving up – posting 2x/week, photos, videos, social events, beginner training, etc.  
   *(EXPENDITURE: $1,000)*

4. **Multimedia Press Release** for World Orienteering Day (May 24). Reposition orienteering from “the compass bearing activity” (partly from Boy Scouts) to “the map & terrain sport” that makes exploring fun.  
   *(EXPENDITURE: $5,000)*
   a. Mention orienteering in Antarctica as an unusual news hook.
   b. Link to an OUSA landing page focused on this topic, with further links to clubs
   c. Link to photos & videos from clubs
   d. Send media inquiries to a small set of media-savvy club representatives

**Public perception we’re trying to change...**

> “On Sunday, I observed a nice old lady spending five minutes setting the compass really carefully and then she was afraid to move off the start so as not to spoil this perfection” (Igor, from AttackPoint)

5. **Facebook ads.** Six months of $30/month ad budget for all clubs self-designated & verified as Stage 3.  
   *(EXPECTED EXPENDITURE: 15 x $180 = $2,700)*

6. **AdWords Test.** Six months of AdWords spending for participating Stage 3 clubs. Goal is to redirect searches for navigational adventures/hiking/trail running/etc into local orienteering, establishing a baseline for what redirects work.  
   *(EXPECTED EXPENDITURE: $6,000)*

**TOTAL BUDGET = $1K + $5K + $2.7K + $6K = $14,700**

**Appendix: Mapper Development**

OUSA’s future mapping support strategy should be in line with its primary goal of growing the sport. While not wanting to ignore our current base of dedicated orienteers, without an influx of new members to attend events and become volunteers, we could slowly lose our stalwart members through burnout.

This mapping proposal contains 4 components, all aimed at adding value to a club’s mapping abilities, building their map inventories, and making the sport more attractive to newcomers. There are different levels, and different price points, for each of these components. I would suggest that the Board first
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decide on what is needed for the Marketing component of the 50th Anniversary Fund and then allocating the bulk of the remaining funds for mapping, with some leftover for the land access initiative.

1. **How to update an existing map.** A common issue for many clubs is the need to update an older map, but not knowing where to begin. OUSA could provide guidance and resources to clubs to help them update existing maps, either already in OCAD or helping to transfer the map into OCAD and then update from there. We could produce a webinar or how-to guide, along with a resource list on OUSA website pointing folks to existing materials and/or people who are willing to answer questions, maybe through a mapping mailbox where clubs can send questions and we could forward to volunteers who could answer them.

2. **How to create a simple city park or school map.** We need to think about what’s going to attract new people to our sport and that includes a way to create close-in maps in parks or school settings in a sprint-map style that would be attractive to newcomers to the sport. These don’t need to be to ISSOM standards, necessarily; at least not to start with. This would also include obtaining base maps – either teaching people how to make one or connecting a club with an orienteering resource who is in the business of making base maps. Again, this could be a taped webinar and/or how-to guide with resources on-line. We could also hold a clinic around a national event if there is enough interest.

3. **Organize mappers, US-based and/or international.** For US-based, update the list of mappers on the OUSA website, providing some examples of maps they’ve done, years of experience, availability, etc. For international mappers, determine what paperwork is needed to get these mappers to the US (different needs based on country or length of stay?). Organize clubs within a region that need maps made or updated and arrange the mapper’s schedule. Help to manage the logistics (e.g., lodging, transportation, etc.). Contribute some funding, if needed. Possibly have a National Mapping Coordinator in OUSA who would do this.

4. **Teach people how to make a national event-level map.** Understanding that there may not be that many people out there who are interested in learning this. Or at least might become much less interested once they figure out exactly what’s involved. Once a year, we can have a multi-day or weeklong mapping clinic where anyone who is interested comes to that and we spend a very intense week teaching mapping.