

Goal #: 1 Optimize PA/USATF web site

Status (3/17/13): Missed several stated benchmarks in 2012 due to the possibility of using the USATF template for the PA's website. Accomplished:

- In March, 2012, Thom Vincent moved the PA/USATF website to a more reliable hosting service and there has been significantly less downtime.
- Cynci attended the USATF Associations meeting (August, 2012) to review their website being sold to associations to promote uniformity/branding. The site they offered would not have the functions the PA needs. Ongoing in 2013.
- Thom Vincent has set up a CMS-based website that is ready to review and work with.

Opportunity: New CMS-based website is ready to review and work with; if it is not suitable, we will look at other possibilities.

Threat (website admin and maintenance in general): Lack of volunteers (may need to commit to funding for contracted help)

Measures of Success of Goal: Increased membership, website traffic, media coverage

Strategic Objectives/Activities

1) Transition pausatf.org material to new more reliable host with a complete content management system: **accomplished in March 2012.**

At January, 2011 Com Com meeting, it was agreed to allow Thomas Vincent to develop new website template: **Thomas created a website template created in July 2012 and renovated/updated it in Nov. 2012. It is ready for review.**

- Move content management into the hands of each sport committee
- Set up an interactive calendar for PA events
- Calendar - PA wide community events in our focus area (community, college, HS, youth) ... public / media focus
- Online registration consistent across all sports disciplines; officials, clinics, events ... etc.
- Website Analytics
- Search Engine Optimization (SEO)
- Work with top search engines to use their free tips & tricks to drive traffic to website
- Keep current site as archive.

Responsible Parties

Cynci Calvin, Thomas Vincent , **Thom Trimble**, Jeff Teeters, Communications Committee, **new volunteers**

Benchmarks

May 21, 2013: Have a report ready for the PA BofA meeting with a review of Thom Vincent's site and a plan to move forward with it or to seek other options.

Key Assumptions

- \$5,000 is still available to contract for staff for some of this work if volunteers are unavailable.
- \$500 needed annually for hosting fee

Measures of Success

- New website is up and running.
- Sports Committees pleased with ability to do their own updates.
- More frequent website updates.
- Increased pausatf.org traffic.
- Less website downtime
- Positive responses about website functions
- Annual report to measure traffic flow, etc.; quarterly meeting updates at BOAs
- Higher participation in events

Goal #: 2 Promote PA events and programs in order to make our sports more attractive to the public and to athletes

Status (3/17/13): Facebook page has become much more active and there have been more news submissions to the pa website. Other than that, there has been very little progress with this rather extensive list of objectives. As Communications Committee Chair I take responsibility. Other time commitments have gotten in the way of me being more proactive.

Opportunities: Revitalize the Communications Committee; prioritize the list below.; Dave Shrock expressed an interest in sending an eNewsletter to the PA membership once or twice a year.

Threat: Lack of volunteers

Measures of Success of Goal: increased membership; increased website traffic, increased media coverage

Strategic Objectives/Activities:

Print media:

- Get local print media people to re-engage in promoting our events
- Better use of Cal Track & Running News
- Network with Youth Runner
- Publicize our top performing athletes.
- Need unique, less time sensitive material: against all odds, how-tos, profiles
- Need more photos

Pausatf.org:

- More athlete bios on pausatf.org sports discipline pages
- Promote new "club corner"
- Publicize PA athlete success stories

Social Networking

- Have elite athletes create blogs that we can promote on our website
- Instigate social media opportunities (tweeting, blogging, forums, Facebook)

Email:

- PA Membership broadcast e-mail in a newsletter
- Encourage each sports committee to use the Constant Contact email service.

Responsible Parties

Communications Committee and interested PA volunteers.

Benchmarks

Communication Committee meeting to proceed with a committee revitalization process: April 23, 2013.

Key Assumptions

We will be able to acquire additional volunteer and/or paid staff; If there is an insufficient pool of volunteers to assist with achieving these goals, a plan to hire staff would need to be developed.

Goal #: 3 Facilitate exposure for 2011 IAAF World Championships in Athletics (World Outdoor Championships)

Status (3/17/13): Event completed with most of the strategic objectives/activities achieved. Visit the archived page of media coverage of the event at:

<http://www.pausatf.org/data/2011/mtfwmaprofiles.html>

17 athlete profiles and human interest stories were produced by Bob Burns, posted at pausatf.org, promoted on the pausatf.org facebook page, and distributed to Bob Burns' extensive list of media contacts. I do not have the skill set needed to track the media-related inquiries or post event reports generated by these articles.

Opportunities: Learn from what was done here for future events. i.e.: Tracking the subsequent publicity created by the stories is something the PA should develop for future events. A carry over from the 2011 IAAF World Championships in Athletics strategic plan goal occurred during the 2012 Olympic Track & Field and Marathon Trials and the Olympics themselves. Mark Winitz' received permission from Larry Eder of the Running Network to post links to Mark's stories from the Trials. Fred Baer and Dave Shrock sent posts to the pausatf.org Facebook page. Stephanie Brown Trafton kept up a blog during the Olympics that was linked from pausatf.org.

Threat: N/A since Event is over.

Measures of Success: I do not have the skill set needed to track the media-related inquiries or post event reports generated by these articles as described below... I didn't think ahead to find someone who does!

- Measurable number of media-related inquiries to PA/USATF office, Communications Chair, and Media Chair regarding 2011 World Championships.
- Post-Championships media report listing print and electronic media stories about World Championships that are directly attributable to PA/USATF press releases and athlete human interest stories. (This information is to be used to compare PA/USATF communications efforts in future World Championships years.)

Strategic Objectives/Activities

Generate press releases and human interest stories about PA/USATF athletes competing in 2011 IAAF World Championships for distribution to media and posting on PA/USATF web site.

Responsible Parties

Cynci Calvin

Fred Baer

Benchmarks

Key Assumptions & Measures of Success

17 press releases and human interest stories generated and distributed posted by September 6, 2011
Will check with John Mansoor, Executive Director, who contracted Bob Burns, for amount paid to him
Unable to track the following as described above.: Media-related inquiries and stories tracked and documented per "Measures of Success of Goal" above.