



Conference Call Agenda 1-28-2018

Meetings

- Conference Call Schedule (day/time/re-occurring)
 - Previously—last Sunday of the month @ 7 pm
 - Would a week night be better?
 -
- Physical Meetings
 - June (w/ ATC 2017)
 - July work session
 - Dec (2016 only—no 2017)
 - Jan (Clinic eve 2015, 2016, 2017)
 - Coach Heintz suggestion per email
 - When/where/how often?

Board Structure Amendment (Will Wood)

- Addendum (Henson)

Survey/Clinic & Clinic Schedule (one week remaining)

- Results thus far (see attached)
- Sponsors/Vendors/Membership

Constructive/progressive email communication

- Andy Christie
- Eric Heintz
- Patrick Parson
- Claud Spinks

Email(s) w/ Comments/Concerns

Andy Christie

Since the clinic, I've been thinking about how to grow the association, and what things we can maybe change to improve membership and increase buy-in from people that haven't joined yet. I think we have definitely done some things well but **I also see some areas for growth**. My main goal is for the association to be the best it can be. **The items below are based on thoughts I have as well as discussions I've had with other coaches I respect.**

- **In my opinion, we need to focus on the 5 year plan right now, because it affects everything else. There are good ideas we've had that we've dragged our feet on or done later than planned, and maybe if we identify our focus, it will help.**
- **I've brought this up before, but I still think we need term limits.** New leadership in any organization is a good thing in my opinion. If we all are in our roles indefinitely, that might prevent the association from growing membership (and be similar to what we wanted to change about the GHSA when we first started this years ago). **We could stagger it so that not all board members end their terms at once.** I know the argument has been that we don't want to see the work we've done go to waste. **But I'm sure we can find willing/able people to take up the cause, that we trust will not run it into the ground.** Might be someone who hasn't been involved up to this point, but would be a good fit. Need to do whatever is best for XC/Track, and whatever will grow the Association at a faster rate.
- **I'm thinking it might take grassroots efforts to grow membership and get more high school coaches involved. We are trying to bridge a gap with USATF but we have a gap with our high school coaches membership that seems more pressing to me.** To get Sectionals passed, Jerry Arnold had to drive around in his car for 2 years to educate people and persuade them. **Might take board members dividing up the state to have certain regions they are in charge of, like salesmen have their regions.** Also might have to go to Region meetings of regions that are not heavily involved to try to win them over. **Low key satellite clinics (for free) could help-might have low attendance but could plant some seeds.** I know we are focusing a lot on the clinic, and possibly moving it, but if we haven't reached out to certain parts of the state, then it might not matter if we move the clinic. The survey is a good starting place, but we've learned the whole state does not respond well to emails/surveys.

Eric Heintz

- **Point 1 - this was something we were going to address at our December in person meeting. I feel strongly that while inconvenient, we need to have 2-3 in person work days to really accomplish things.** Conference calls are great, but fewer people participate and some **don't feel comfortable speaking up when they would otherwise if we broke down into small groups in person.**
- **Point 2 - True, but appearance and perception matter as well. We can't be the "good ole boys" or we are no different than we were 5-10 years ago. We need to recruit actively a diverse mix of qualified individuals to contribute. This may be the most important job of the president, to surround himself or herself with qualified people he or she can delegate to. The proposed amendment could address this but a staggered, term-limited executive board could be helpful in maintaining a good perception. I would even feel comfortable if the VP rotated up to the President and other things similar to that. We can be creative!**
- **Point 3 - I disagree. I know I am not as involved as others and am appreciative of the leadership and hard work so many have put forth, but we started off as an organization to serve scholastic coaches first. We haven't accomplished our goals with HS coaches but have made real progress. Thus, I feel like it may be too soon to embrace club culture and its very different goals and priorities. If we take on both we may end up doing a so so job at serving both HS and club coaches.** At its heart we are school coaches. In my opinion, we need to finish what we started with school coaches, increase involvement and membership, get our school-side organized and thriving and then look outside to other areas such as

club. I have not met with any USATF folks other than Mike at our last in person meeting, but I know that if the perception becomes that we are club focused organization many coaches on the fence with joining will fall soundly on the side of not joining. We also need to think about how a close association with USATF could alienate other supporters. With Mike and a few others as exceptions, USATF GA does not have a great reputation and its mission and goals do not align with ours on all fronts. I think we can all talk more about this on Sunday, but outside of coaches' education, I feel our future is with USTFCCCA and its constituents and the ATC and its support. **If the organization wants to go the in the direction of club/usatf, I am supportive of it. However, lets poll the members first and see their thoughts so we are enacting the will of the people. If it is only the leadership, we should strongly reconsider our roles.**

- **Point 4 Clinic** - We need to think long and hard about how few Atlanta coaches would travel outside of Atlanta, get hotels, etc. if we were to move the clinic. I understand **the size and geographic diversity of our state, but the vast majority of Georgia's population, schools and coaches are in the Atlanta metro area and the cost of renting a hotel and the 10+ rooms for sessions and vendor space will have to be paid for.** We have a very good deal with the ATC right now (not without its frustrations of course), I think a **true financial analysis needs to be completed before switching locations.** I do think we should restructure the clinic and contemplate a different weekend, but a different location is a risky decision. **Membership should be included with registration in my opinion.**

These are just my thoughts and I am just a lowly AAAA XC rep

Patrick Parson

- **Clinic location/etc.**

Claud Spinks

- **USATF**

Conference Call Agenda 9-24-2017

📁 ATC Partnership Follow-Up Meeting

📁 5 Year Systematic Cycle / Plan (**beginning Feb. 2018**)

- Review/Weigh all current programs versus Mission statement
 - **Scholarships—removed for the now**
- Implement New Programs Aligned with our Mission statement
 - **Coaches Education Initiative**
 - **Credentialing Program**
 - **Reimbursement Program**
 - <http://www.gatfxcca.org/index.php?page=missionstatement>

📁 Town Hall Meetings

- USATF-GA (pending)
- Geographically—North GA, Metro, Macon Area, South GA
 - Region Secretaries

From our website

<http://www.gatfxcca.org/index.php?page=missionstatement>

Vision/Purpose

GATFXCCA will advance cross country and track & field in Georgia

Mission

Our mission is to RACE:

- **Represent coaches**
 - *Geographically*
 - *Gender*
 - *Minorities*
 - *Classification*
 - *Public & Private*
 - *Cross Country and Track & Field*
- **Advocate for high standards**
 - *Coaching*
 - *Sport*
 - *Participation*
 - *Regular season*
 - *State advancement and finals*

- **Communicate effectively**

- *GATFXCCA website*
- *GATFXCCA Quarterly newsletter*
- *E-mail database*
- *Social media (Facebook, Twitter, etc.)*
- *Media (print, TV, radio)*

- **Endorse excellence**

- *Awards (coaches and athletes)*
- *Scholarships*
- *Hall of Fame*
- *Promote Cross Country and Track & Field*
- *Educate*
 - *Annual Coaches Clinic*
 - *Other organization coaching courses (USATF, USTCCCA, NFHS, etc)*
 - *Mentoring program*
 - *Networking opportunities (sharing ideas, mini-clinics, other)*
 - *Resources/links on website*
 - *Code of Ethics*

Philosophy / We Believe

- Coaches are the foundation of athlete development and the catalyst for positive change in our sport.
- A **harmonious and diverse association** stimulates innovation while maintaining traditional integrity.
- **The GATFXCCA is a resource to provide solutions to challenges within our sports.**
- Celebrating athletes, coaches, and programs enhances our sports.
- Character promotion is essential to true success.
- Being an educational resource for coaches ultimately improves performance.
- **Transparency and exemplary ethics are critical to trust, strong relationships and organizational respect.**

TRANSPARENCY

IMPROVEMENT

PROGRESS