

Board of Governors Management Proposal

Subject	203-BG006-MGMT ACBL Bulletin Board/Calendar for Bridge Teachers and Clubs
Opportunity	<ul style="list-style-type: none"> • Better publicize offerings for Prospects, and all I/N players from Teachers and Clubs throughout the ACBL • One-stop shop for members and prospects to find what they want nearby or online. • Data necessary for the ACBL to automate the matching of prospects with introductory opportunities nearby.
Management Proposal	<p>We move that: ACBL shall offer an online Bulletin Board or Searchable Calendar on www.acbl.org</p> <ul style="list-style-type: none"> • for ACBL Sanctioned Clubs and Certified Teachers • to publicize events searchable by State, Country, District, Unit, Club, Teacher Date and Location (online or address, including zip code). • Club Managers and Certified Teachers shall register to receive author rights. • Author Rights shall be revoked for abuse of the system or posting inappropriate content. • Club Managers and Teachers shall have access to post notices of events and classes. • The Bulletin Board/Calendar shall be self-curated – unacceptable content shall be flagged by the clubs and teachers themselves for change or removal. • Old content shall be deleted as per predefined requirements. • The ACBL may charge a reasonable fee to clubs and teachers for this service. • The Contents shall be easily sorted and referenced for display on or linked to District, Unit, Club and Teacher websites. • All people entering the site shall have read access. • Content posted by the originator may have links for people to sign up for lessons or online events. • No content soliciting play for pay shall be allowed. <p><i>BoG Chair may negotiate terms with the Committee and the Board to ensure passage of this measure.</i></p>
Material impacts	<p>This requires IT resources and a simple application for web-based use. We encourage Management to create a small advisory panel to define</p> <ul style="list-style-type: none"> • business requirements (what must authors and readers be able to do, what must be done automatically) and • functional requirements (identify specific requirements to input, search, filter, and read content) with IT in the lead. <p>We are agnostic as to application, but suggest we use any existing capability that meets the need, is affordable, effective and reliable (requires little support).</p>
Reasons	<p>Teachers and Clubs want an organized service that will attract target audience eyes and get results they do not get today. ACBL wants to offer prospects excellent opportunities to earn bridge near them or online. Currently such data is not available to the ACBL. Prospects want to know what offerings are nearby, and what offerings are popular online. I/N players want to know when and where they can take (short) lessons to improve certain aspects of their game. New Income stream for the ACBL</p>
Risks	<ul style="list-style-type: none"> • Converting prospects to members will continue to be a slow drawn out process. • Converting I/N players to tournament payers shall be a slow, drawn out process.

Stephen A. Moese K082411
 2nd Alternate to the Board of Directors
 Chair – BoG Teachers & Club Managers Committee

27 OCTOBER 2020