

Board of Governors Motion Issue Sheet

Subject	203-BG008-Prospect Contact Information to Clubs and Teachers
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. (<i>Pending Capability to do so</i>). • Speed conversion of Prospects to Members, and I/N players to Tournament Players.
Motion	<p>We move that: ACBL will provide teachers and club managers the contact information for unsponsored guest members in their unit or in their classes.</p> <ul style="list-style-type: none"> • Preferably, this sharing shall be automated in real time so that prospects can be contacted while they immediate interest is high. • If immediate sharing is not possible, then the ACBL shall provide an email with contact information and need statements (if any) to clubs and teachers within an agreed radius by zip code, or teachers running online classes pertinent to the prospect’s need. • If no need is expressed or known, then the ACBL will assume the prospect is looking for introductory classes. <p><i>BoG Chair may negotiate terms with the Committee and the Board to ensure passage of this measure.</i></p>
Material impacts	<p>Sharing the contact information in fastest possible timing will improve the ability of the clubs and teachers to teach new players, of I/N players to acquire skills for tournament play, and of the ACBL to recruit new members.</p> <p>If the ACBL never shares this information then the prospects will never meet clubs and teachers who could provide them with the introduction and the social engagement that the prospect seeks.</p> <p>Having the prospect contact information sequestered by the ACBL hobbles the ability of clubs and teacher to create new members.</p>
Reasons	<p>The ACBL should treat Teachers and Clubs as their SALES FORCE and not as their customers.</p> <p>Connecting prospects to opportunities drives growth.</p> <p>Fully engaged teachers and clubs speed the development of members and of tournament players.</p>
Risks	<ul style="list-style-type: none"> • Too slow, and the prospect will lose interest or believe the ACBL is incompetent • If Teachers and Clubs flood the prospect with too many emails or phone calls, the prospect could be discouraged. We cannot afford to turn off one prospect by how we approach them. • Not having an online process that models amazon.com for prospects so they can find what they want risks disconnecting from motivated learners – we need to respond in internet time, not snail mail time.

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27 OCTOBER 2020