

MMS Future Items Communications Meeting // 12/10/20

Brian Sharkey (Badger)

Marie Fitzgerald - SE - Marketing Manager for Client Programs

Bernie MacLean (USAV)

Chris Brandt (HOA)

Jen Armson-Dyer (Badger)

1. Welcome and Introductions
 - a. Marie is the marketing manager for the program. Can provide newsletter information and any other content that we need.
 - b. Sharkey as a region admin and also a club direction is able to share multiple angles of issues and has a strong background in communications
2. How can we collaborate (Regions, USAV, SE, etc) to communicate on MMS?
 - a. S&T is doing a survey that will be collecting email addresses from registrars
 - b. Have developed resources based on pain points and will continue to do so
 - c. How do we communicate?
 - i. Questions, information, training.
 - ii. Is it pushed to me or do I pull it from a resource?
 - d. A ticketing system is being developed to capture and help track issues, suggestions
 - e. Checklist of where to share: newsletter, website, Teams folders
 - i. Develop a checklist to see where it should
 - f. VolleyTalk analogy
 - i. Different sections and what you want to talk about
 - ii. Links, different sub categories
 - iii. Can post a question for people to help / a forum
 1. It gets you the answer
 - iv. This is on the roadmap for the Support & Training team as well
 - v. Sharkey will look into a private ProBoards account for this purpose
 - g. Sorting and arranging the information
3. What is the best platform for said communication?
 - a. Sometimes Google docs can get unruly as it's not always organized. RVA website may not be the best place once it gets to a certain volume
 - b. Bernie is looking at creating something in Teams to help organize. Appropriate folders and organization for people to easily access information at convenience.
 - i. For those who aren't familiar with teams, can do a tutorial and Brent is willing to help anyone. Looking into how it's easiest to navigate. Can add anyone who needs access.
 - ii. May be a small learning curve but would like to rip the bandaid off to get all of the data in the same place
 - iii. Can notify people when documents are updated - by teams or by groups. Would need to establish team procedures on how to push/pull information.
 - iv. Not a good spot for members, so couldn't go there for policies and procedures. But it would be good for these Strike Force teams and also the regions.
 - v. Don't have to search for links but it's set up as a Z: drive with folders.
 - vi. Question: Who would have access to store things that people may save things wrong or may just have too much data and be overwhelming.

1. Would need to do system cleanup and get rid of old documents.
 2. Would have to establish procedures to keep it clean
 3. Could break them out by the Strike Force teams
 4. Bernie could put together a structure
 - vii. Question: What access should people have?
 1. Only strike force teams, all regions. Bernie would like group feedback on that.
 - a. People accessing information isn't the problem, it's people uploading.
 2. Would imagine that SE staff would have access to these also
 3. Read only versus able to change
 - viii. Accurate Information
 1. Set standards for uploading and removing old documents
 2. Naming conventions
 - ix. Teams
 1. Bernie will email the group information for Teams and what it can and cannot do
4. How to best leverage SE resources?
 - a. Alerts from SE that pop up in the user account were very helpful and would like to see those more. Called AppQueues. Specific messaging.
 - i. Create a scheduling for recommendations to Elizabeth and her crew and they can get that set up
 - ii. Push notifications can also be used and see if we can use those more, especially for big changes. And should go to the region registrars.
 - iii. Can alert regions of new pop-ups via email to direct them there.
 - b. Discussion of emails and how many are too many. USAV clubs should be out of marketing emails but people wear many hats, and Marie will take that to the product team. Just so much going on in trying to figure out SE, and don't need to how to set up a store right now.
 5. Review / update practices / policies
 - a. Nothing was jumping out yet.
 6. Help docs for internal use
 - a. Would be great to find a way to provide SE a realistic preview or share a screen so SE can see a real world example(s) from a club admin, registrar perspective as well as a Region admin perspective. Doing so potentially helps SE develop even better products.
 - b. People are not sure when to go to the Club, Region, SE, or USAV. (Choose your own adventure)

Additional Information / Comments

- Biggest challenge seems to be organization and dissemination of information

Action items:

1. Look at use of App Cues to alert Regions, Club Directors, Parents, etc. about changes, tips, etc.
2. Look at ProBoards option to create a forum for Regions to solve the problems at hand (kind of like VolleyTalk)
3. Bernie will share info on Teams to maybe help with some of these issues

4. Look at ways to have Sports Engine “watch” a Region admin so as to better create a help manual/help documents. Then in that same breath, look at ways to have SE “watch” a club director do their job. Then have SE watch a parent/athlete
5. Create some sort of “Choose Your Own Adventure” that tells parents, CDs, Region admin, etc. who to contact (and how) when it comes to issues with Sports Engine.