



Indianapolis GAA

PRO Report - 2021

Kyle Keesling

General Thoughts & Ramblings

In my opinion this past year went as well as I could've expected given the circumstances. I know that while not everyone may have agreed with our decisions, that each of us on the board did everything we could to make this year as successful, enjoyable, and safe as possible for our members.

Before I get into any other details I wanted to share my general approach to publicizing the club's activities for anyone who may not be familiar with it.

The general strategy has been:

1. Create a post on our website with all of the details of a given event or initiative
2. Share to the club's Slack and when it seemed necessary, "@everyone"ing
3. Share via the club's social media accounts (Facebook, Twitter, Instagram)
4. Share via an email to the membership (or entire mailing list if applicable) using Mailchimp, our e-mail marketing software

In addition all events are added to the club's calendar as soon as we get wind of a date, and are updated when/if more information is received. Our calendar can be subscribed to on the calendar app of your choice via a link on our site, and are also posted into the #calendar channel in our Slack.

All league results were shared as a weekly website post as soon as the stats were entered on the site and shared using the 4 step approach above. That said, throughout the year I periodically heard complaints regarding what I will generally refer to as "poor board communication", but I'm struggling to understand where we fell short.

In addition to the broad communication approach I described above, all board meetings were conducted via an online conference call which in all honesty, made it the easiest it's ever been to attend them all. All of the dates and links were posted on the club's calendar well in advance and meeting minutes were posted to Slack.

I say all that to say while I feel as though we are doing a good job on the board I also know there's always room for improvement and I welcome any feedback and constructive criticism regarding this matter. Now on to a recap of the year.

Spring Ramp-up

This year we started out in early Spring by promoting a monthly skills challenge. Participation started out strong in February and March, but dropped off in April, which was ok since we started practices around then. Each month we did a promo video for the challenge as well as the prize drawings which seemed to be perceived fairly well. We also did a promo video for St Patrick's Day.



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USGAA Registration

As practices ramped up so did the USGAA registration deadline. I helped Rachel get the word out regarding getting everyone registered, and even though the USGAA always seems to make things more complicated than they need to be I think the club still did a great job getting everything done correctly and on time.

League Registration

In tandem with USGAA registration we were also conducting league registration messaging which I worked w/ Josh very closely on. Again, this seemed to go pretty smoothly. Now that we have two years under our belts of requiring our members to register directly with the USGAA I think we're starting to learn the best way to communicate and help the membership get everything done.

The Draft

After registration was out of the way we held the 2021 draft at Centerpoint in June. Both drafts conducted on the same night and were conducted David and me. This was to help continue our theme of "One Club" as well as help be considerate of everyone's time who needed to participate in both drafts. This was the third year using the special draft software I created, which seemed to go fairly well. Next year we need to make sure we bring a more heavy duty projector though.

The League

The league was held later in the year this season, due to COVID, but I think we made the most of it. Communication regarding games we done mainly via weekly recaps that shared stats and scores from the week's matches

Premier Nights

We held two premiere nights this year in August and September and while I still think that these are worthwhile events I still think there are some ways we could make these better attended, I'm just not sure what they are yet.

Closing Thoughts

With this report I'll be finishing out my second term as PRO for this club (the first was 2012-2013), and while this term was much different than the first (thanks COVID) I will be seeking to serve for a third term if the membership sees me fit to do so.