



## **Board Retreat Follow-up September 27, 2018**

Following the Board Retreat, Stu and Ted collected and summarized all the information from the discussion and from the post-it note exercise. They summarized the information into groupings by SOIA standing committees. The information that was collected was highly valuable and provides strong direction for our committees for 2019. Following is a summary of the findings:

### **Athlete/Volunteer Recruitment and Empowerment**

- Support succession needs for the following:
  - Coaches
  - Area Directors
  - Year-round volunteers
  - Rhonda
  - Bruce
- Provide support for volunteer recognition/support programs
- Provide support for athlete growth, including the following areas:
  - Rural Iowa
  - Transportation needs
  - Retaining athletes right after high school

### **Marketing & Communications/PR & Development**

- Enhance Board involvement in development of contacts
- Support PR/Marketing personnel in the following areas
  - Statewide media coverage
  - Communicating already strong brand
- Support Fundraising events and provide input relating to efficiency

### **Finance/Human Resources**

- Address succession planning
- Encourage stronger communication within the office/among teams/with board
- Consider benchmark financial measurements

### **Board Development/Governance**

- Encourage and develop a plan for greater board diversity
  - Ethnic
  - Skillsets
  - Relationship with SOIA (supporter; parent; area director; volunteer; statewide coverage)
- Encourage board and committee engagement overall