



***Are You Ready to Get Back to Normal?  
Let's Not ... Let's Rise to the Next  
Level!***

Afarah Board, OIS Chair/Director of Education  
June 5, 2021

# WELCOME!

- OIS Education Series
- Introductions
- Morning Ice Breakers
- Discussion Topic

# LET'S TALK ABOUT GETTING BACK TO NORMAL

- Before the pandemic, we did things the way we had always done things.
- As leaders we need to realize the old ways may have indeed been broken because they were no longer effective.
- Let's not waste time and energy hoping things will return to the old ways. As leaders let's be creative and leverage the virtual opportunities to changing times has provided by rising to the next level.
- Let's think outside the box, tap into our creative side, learn to see things the way we have never searched for nor seen before.
- We will learn to lead in changing times (and beyond) through adaptability, perseverance, and creativity in thought and action.

# NBSWR MISSION

... “to ensure the survival and growth of member clubs and to promote unity and harmony through fun and education”.

Ski Clubs’ Core Activities (normal) to help meet the mission –

- Planning and cost/benefit analysis
- Assignments to resources to take care of the plans
- Marketing/Budgeting
- Participating in WR events, fund raising, youth programs, scholarship programs
- Marketing outside of the WR and clubs.
- **Recruiting** new people to get involved.
- Diversification – various events, hiking, etc., to expand the interest to non-ski events.
- Getting together, builds relationships and grow units. Annual events, picnics, etc.
- Join other events (e.g., ski dazzle) where other clubs come together
- Hiking today. Uses a new platform (Event Bright); uses video on the promotion

# RATE YOUR READINESS TO RETURN TO NORMAL

1 being not ready at all; you want to stay virtual

5 Being ready to get back to in-person normalcy

1	2	3	4	5

# VIRTUAL BLACK SUMMIT ACTIVITIES ... IT WORKED

- Opening Ceremony
- Parade of Clubs
- Leadership Meetings
- Comedy Shows
- Education Workshops
- Club Inductions
- What other regional events we can transfer virtual to?

## OTHER BENEFITS

- Hybrid Approach – some in person and some virtual to allow others to attend.
- How can this tie to social medial learnings?
- How can social media tie to younger generation?
- Panels and workshops highlighting issues concerning people of color
- Partnerships with community youth programs for outreach

# IDEAS

- Partnerships at the national, regional and local levels, e.g., YMCA, Urban League
- Successful outreach events: Rosebud, San Jose State got some exposure
- Exercises pre/post ski season
- Virtual line dancing
- Passport/medical shots (how-to)
- PSIA partner, exposure
- Using tools, zoom, education/training and sharing of best practices
- Game parties, happy hours
- Seminars



# THINGS THAT CAN RETURN TO NORMAL VS. STAY VIRTUAL – TO MEET THE MISSION

... “to ensure the survival and growth of member clubs and to promote unity and harmony through fun and education”.

In-Person	Stay Virtual
<ul style="list-style-type: none"><li>• Cookouts</li><li>• Ski, snowboard, cross country in person</li><li>• Race in person</li><li>• Fund collecting (hybrid)</li><li>• Presidents’ meetings (some in person and some can be done virtual).</li><li>• Awards and recognition (hybrid)</li></ul>	<ul style="list-style-type: none"><li>• Exercise/training (hybrid)</li><li>• Post videos</li><li>• Resources shared</li><li>• Collecting funds, collecting onsite</li><li>• Fund-raising: popcorn, wine tasting, online auction</li><li>• Presidents’ meetings can be hybrid: benefits, budget savings, travel time, and have “annual” meetings, minimize the number of proxies.</li><li>• OIS Education session virtual: quarterly, e.g., social media training, best practices, virtual platforms, (zoom, GoogleMeets)</li></ul>

## WHAT WILL YOU DO TO MAKE YOUR CLUB AWESOMER VIRTUALLY?

- Marketing/Communication
- Administrative – Leadership Meetings
- Youth Outreach
- Trip Management
- Full Year Fun – more than, beyond the winter sports.
- Membership – virtually and in person reflect that we are more fun and AWESOMER than others you know. How? Social media, videos, etc., partner with others
- Community Support
- Public Relations – chamber meetings, press releases, explain what Public Relations is, branding locally. Look into the Black Chambers. Education workshop on the topic.

## IDEAS TO BE AWESOMER CONTINUED

- Discover new activities that open the doors for your club.
- Any additional ideas?
- Leverage social media
- Use video tape recordings to share

## BUILD A RELATIONSHIP

- *Make a connection, build a relationship, follow-up*
- Listen to their story, what's important to them
- Conclusion- Leaving them wanting more is always good.
- Everyone has a barrier for not making a decision. Clearing the pathway is a challenge and it may take a while, but persistence is a virtue you will want to establish for yourself

## ACTION PLANS – WHAT’S NEXT MOVING FORWARD

Commitment	By When?	Assigned to
Virtual meetings; or hybrid meetings	To be discussed at the next Board meeting and at the next Presidents’ meeting to determine which ones will be in-person and/or virtual	Todd
Virtual platform account sharing and training (zoom training)	Training quarterly: 1 <sup>st</sup> training is identifying the best platform to use. Scheduled for July 10 <sup>th</sup> 9am via Zoom	Afarah and others
Resource sharing via <a href="mailto:clubs@nbswr.org">clubs@nbswr.org</a> and/or posting to VR website	Presidents have the ability to start forwarding any resources they find valuable to the email address.	Presidents and Board
Develop a shared drive (like Google drive) for presidents to have access: training videos, passport medical, exercise tips, virtual games etc.	Presidents to discuss at the next meeting. Look at use cases and make a recommendation to the board	Jerry
Youth/community partnerships; local and national level	Presidents in the VR to reach out to their local community that fits well within their club and area. Discuss more at the next Presidents meeting.	Presidents
Public Relations: training, what it is, what we can do as clubs.	Training opportunities (virtual), best practices.	Lawanda Joseph
Virtual games	Begin virtual games	Libby Williams

QUESTIONS OR CONCERNS?